

5.—Total Net Revenue Received by the Provincial Governments from Liquor Control, by Provinces, 1940-48

NOTE.—These figures are for provincial fiscal years ended on the following dates: N.S., Nov. 30; N.B., Oct. 31; Que., Apr. 30, 1940, Mar. 31, 1941 (11 months), Mar. 31, 1942-48; Ont., Mar. 31; Man., Apr. 30, 1940-46, Mar. 31, 1947 (11 months), Mar. 31, 1948; Sask., Apr. 30, 1940-46, Mar. 31, 1947 (11 months), Mar. 31; 1948, Alta., Mar. 31; and B.C., Mar. 31.

| Year | Nova Scotia | New Brunswick | Quebec | Ontario | Manitoba | Saskatchewan | Alberta | British Columbia |
|-----------|-------------|---------------|------------|------------|-----------|--------------|-----------|------------------|
| | \$ | \$ | \$ | \$ | \$ | \$ | \$ | \$ |
| 1940..... | 2,284,229 | 1,655,739 | 7,572,121 | 11,051,912 | 1,781,089 | 1,706,357 | 2,937,226 | 4,456,948 |
| 1941..... | 3,358,235 | 2,220,308 | 7,270,810 | 12,294,175 | 2,056,253 | 1,941,185 | 3,207,627 | 4,841,482 |
| 1942..... | 4,885,365 | 2,950,957 | 9,474,417 | 15,068,065 | 2,740,498 | 2,407,066 | 3,897,175 | 5,928,444 |
| 1943..... | 5,613,367 | 3,054,932 | 12,332,540 | 18,546,295 | 3,738,980 | 3,030,953 | 5,050,216 | 8,145,795 |
| 1944..... | 6,738,081 | 3,497,089 | 14,034,564 | 21,024,903 | 3,831,368 | 3,661,301 | 5,356,107 | 6,946,254 |
| 1945..... | 7,428,911 | 4,247,301 | 17,120,638 | 19,181,266 | 4,379,365 | 4,162,775 | 6,026,112 | 7,881,497 |
| 1946..... | 9,020,665 | 6,890,562 | 23,095,957 | 30,373,016 | 6,101,352 | 6,605,448 | 8,248,814 | 11,194,187 |
| 1947..... | 8,245,687 | 6,879,632 | 29,715,052 | 34,998,052 | 6,527,122 | 8,104,620 | 9,705,075 | 14,725,990 |
| 1948..... | 8,153,544 | 6,606,291 | 28,073,133 | 36,807,803 | 6,989,096 | 7,920,528 | 9,971,205 | 16,598,430 |

Apparent Consumption of Alcoholic Beverages.—Accurate measurement of the consumption of alcoholic beverages by Canadians is practically impossible. Temporary additions to the resident population through tourist travel are, at certain seasons, extremely large. In 1948, for example, more than 25,000,000 visitors crossed the international boundary into Canada. Sales of alcoholic beverages to certain of these visitors undoubtedly reached considerable proportions. Precise measurement is impossible since no separate record is kept of sales to non-residents of Canada.

In Tables 6, 7 and 8 an attempt is made to indicate the apparent consumption in Canada of spirits, beer and wine, respectively, on the basis of the quantities produced, imported, exported, etc. It should be noted that these figures take no account of increases or decreases in the quantities held in stock by the Boards or by licensees. For instance, the Boards may, in certain years, buy heavily to replenish stocks or create reserves; such purchases would unduly weight the consumption figures for those years.

Practically the total production of spirits is placed in bonded warehouses whence it is released for various purposes. The quantities shown in Table 6 as entered for consumption are released from warehouses, duty paid, presumably for consumption for beverage purposes in Canada.

Only a small part of the output of beer is placed in warehouses. The available supply, as shown in Table 7, is therefore made up of (1) production; (2) changes in warehouse stock; and (3) imports.

The apparent consumption of native wines as shown in Table 8 is obtainable by dividing the rates of excise tax into the total tax collections.