

6.—Total Provincial Revenue from Liquor Operations, Provincial Fiscal Years 1943-52

NOTE.—Provincial fiscal years ended on the following dates, Nfld. and P.E.I., Mar. 31; N.S., Nov. 30, 1943-50, Mar. 31, 1951-52; N.B., Oct. 31, 1943-50, Mar. 31, 1951-52; Que. and Ont., Mar. 31; Man., Apr. 30, 1943-46, Mar. 31, 1947-52; Sask., Alta. and B.C., Mar. 31.

Year	New-foundland	Prince Edward Island	Nova Scotia	New Brunswick	Quebec
	\$	\$	\$	\$	\$
1943	5,740,000	3,055,000	13,357,000
1944	...	274,000 ¹	6,869,000	3,497,000	15,095,000
1945	...	240,000	7,569,000	4,247,000	18,334,000
1946	...	456,000	9,175,000	6,930,000	24,373,000
1947	...	750,000	8,415,000	6,903,000	31,334,000
1948	...	707,000	8,334,000	6,625,000	29,578,000
1949	...	741,000	8,341,000	6,508,000	28,574,000
1950 ²	1,769,000	887,000	7,727,000	5,500,000	29,135,000
1951 ³	2,188,000	971,000	2,662,000 ²	2,488,000 ³	32,835,000
1952 ⁴	2,475,000	789,000	8,549,000	5,441,000	31,306,000
	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	\$	\$	\$	\$	\$
1943	18,530,000	3,743,000	3,031,000	5,050,000	8,171,000
1944	20,990,000	3,845,000	3,660,000	5,356,000	6,971,000
1945	19,020,000	4,382,000	4,162,000	6,026,000	7,906,000
1946	31,053,000	5,914,000	6,605,000	8,223,000	11,219,000
1947	35,908,000	6,527,000 ⁴	8,104,000	9,684,000	14,800,000
1948	36,808,000	7,030,000	7,984,000	9,966,000	16,710,000
1949	39,524,000	7,333,000	8,598,000	11,316,000	18,161,000
1950 ⁵	41,391,000	7,714,000	8,946,000	12,133,000	18,148,000
1951 ⁵	41,395,000	8,057,000	8,765,000	12,195,000	18,994,000
1952 ⁵	44,156,000	8,108,000	9,599,000	13,086,000	20,135,000

¹ Fifteen months ended Mar. 31.

² Four months ended Mar. 31.

³ Five months ended

Mar. 31.

⁴ Eleven months ended Mar. 31.

⁵ The figures for 1950, 1951 and 1952 are not entirely

comparable with those for previous years owing to a change in the basis of compilation. In the earlier years, licences and permit fees as well as certain provincial taxes which may have been administered by the liquor authority were included in net profits, such being included in the amounts reported by the respective Boards. In those provinces, however, where these types of revenue were collected through the Provincial Treasurer's office they did not appear as part of net profits although they were included in the total revenue figures. Also the total revenue figures for 1950-52 include fines and penalties for infractions of liquor control operations.

Apparent Consumption of Alcoholic Beverages.—An accurate measurement of the consumption of alcoholic beverages by Canadians is not possible since no separate record is kept of sales to non-residents of Canada. Temporary additions to the resident population through tourist travel are, at certain seasons, extremely large. In 1952, for example, about 26,000,000 visitors crossed the International Boundary into Canada and sales of alcoholic beverages to certain of these visitors undoubtedly reached considerable proportions.

In Tables 7, 8 and 9 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, however, that these figures take no account of increases or decreases in the quantities held in stock by the liquor control 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.