

Table 3 shows the value of sales of alcoholic beverages in 1964-66 but it should be noted that these figures do not always represent the final retail selling price of alcoholic beverages to the consumer because, when sold to licensees, only the selling price to licensees is known.

3.—Value of Sales of Alcoholic Beverages, Years Ended Mar. 31, 1964-66

Province or Territory	Spirits			Wines		
	1964	1965	1966	1964	1965	1966
	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
Newfoundland.....	6,683	7,421	8,570	635	631	626
Prince Edward Island.....	2,939	3,308	3,564	345	367	377
Nova Scotia.....	18,483	19,504	21,536	2,902	2,914	3,056
New Brunswick.....	13,094	15,177	15,894	2,764	2,741	2,796
Quebec.....	109,084	94,879	131,651	21,259	19,339	28,504
Ontario.....	203,356	222,104	252,651	26,287	28,752	32,633
Manitoba.....	24,434	25,890	28,499	3,282	3,597	4,051
Saskatchewan.....	20,855	22,431	25,285	3,350	3,607	3,957
Alberta.....	40,907	42,559	47,983	5,064	5,606	6,546
British Columbia.....	59,595	64,825	78,304	7,903	9,249	12,194
Yukon Territory.....	1,032	1,040	1,173	169	168	197
Northwest Territories.....	987	1,066	1,268	121	159	196
Canada.....	501,449	520,204	616,378	74,081	77,130	95,133
	Beer			Totals		
	1964	1965	1966	1964	1965	1966
	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
Newfoundland.....	13,464	14,428	15,719	20,782	22,480	24,915
Prince Edward Island.....	1,832	2,001	2,301	5,116	5,676	6,242
Nova Scotia.....	17,815	18,351	20,119	39,200	40,769	44,711
New Brunswick.....	12,540	14,026	15,757	28,398	31,944	34,447
Quebec.....	118,842	134,418	138,052	249,185	248,636	298,207
Ontario.....	191,540	199,797	242,196	421,183	450,653	527,480
Manitoba.....	32,626	32,210	32,542	60,342	61,697	65,092
Saskatchewan.....	26,166	26,616	27,646	50,371	52,654	56,888
Alberta.....	36,641	37,044	40,539	82,612	85,209	95,068
British Columbia.....	49,625	50,811	50,642	117,123	124,885	141,140
Yukon Territory.....	1,189	1,146	1,171	2,390	2,354	2,541
Northwest Territories.....	1,039	1,128	1,205	2,147	2,353	2,669
Canada.....	503,319	531,976	587,889	1,078,849	1,129,310	1,299,400

Volume of sales, as shown in Table 4, is a more realistic indicator of trends in consumption, although, as a measure of personal consumption by Canadians, it is subject to the same limitations as value sales in respect of purchases by non-residents.

4.—Volume of Sales of Alcoholic Beverages, Years Ended Mar. 31, 1964-66

Province or Territory	Spirits			Wines		
	1964	1965	1966	1964	1965	1966
	'000 gal.	'000 gal.	'000 gal.	'000 gal.	'000 gal.	'000 gal.
Newfoundland.....	216	216	257	70	57	55
Prince Edward Island.....	94	103	108	40	54	52
Nova Scotia.....	603	634	699	381	375	387
New Brunswick.....	391	475	473	345	338	341
Quebec.....	3,695	3,061	4,159	2,683	2,253	3,264
Ontario.....	7,466	7,668	8,724	3,702	3,686	4,024
Manitoba.....	814	828	885	454	485	520
Saskatchewan.....	695	713	799	496	529	565
Alberta.....	1,258	1,295	1,451	696	758	895
British Columbia.....	2,044	2,193	2,659	1,199	1,396	1,862
Yukon Territory.....	28	27	32	16	14	18
Northwest Territories.....	26	26	31	10	13	17
Canada.....	17,330	17,239	20,277	10,092	9,958	12,000