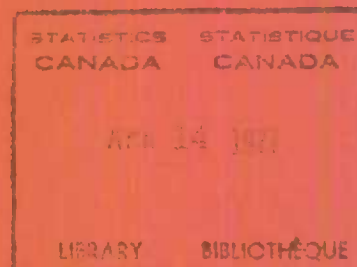


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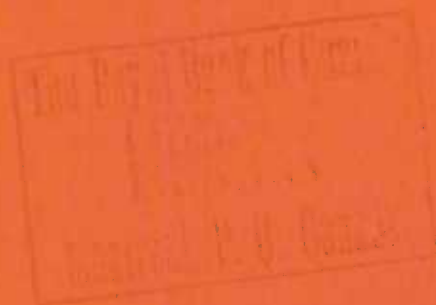


THE CONTROL AND SALE OF
ALCOHOLIC BEVERAGES
IN CANADA
1952



EDMOND CLOUTIER, C.M.G., O.A., D.S.P.
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**THE CONTROL AND SALE OF ALCOHOLIC
BEVERAGES IN CANADA
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THE CONTROL AND SALE OF ALCOHOLIC BEVERAGES IN CANADA 1952

The sale of alcoholic beverages in Canada is under provincial regulation. The Provincial Liquor Control Acts have been framed to conform to conditions peculiar to the localities where they are in force, and there is considerable variation in the regulations. The salient feature of all is the establishment of a provincial monopoly of the retail sale of alcoholic beverages. Partial exception is made in the retail sale of beer by brewers or others, and the sale of domestic wine from licensed premises, which certain provinces permit while reserving regulative rights and taxing such sales. All the provinces restrict advertising either by provisions of the Liquor Control Acts or by regulations of the Liquor Control Boards.

The sales and net profits of provincial Liquor Control Boards or Commissions, and total provincial revenues from liquor operations, for the fiscal year ended March 31, 1952, with comparable figures for earlier years, are shown in Table 1. Additional data with respect to sales by type of beverage (quantity and value), 1946-52, are shown in Table 2.

In addition to data on sales, this Bulletin includes statistics of production, warehouse statistics, imports, exports, and apparent gallonage consumption of alcoholic beverages for the fiscal year 1952 with comparative figures for earlier years.

The tables showing convictions for drunkenness, driving while intoxicated, illicit stills, and convictions under the Liquor Acts, which formerly appeared in this Bulletin, will be found in the annual report, *Statistics of Criminal and Other Offences*.

The historical review and the summaries of the liquor laws in each province which appeared in the 1949 and earlier issues of this Bulletin, are not shown herein. It is planned to repeat these from time to time as significant changes occur.

CONTROL AND SALE OF ALCOHOLIC BEVERAGES

TABLE 1. Sales and Net Profits of Liquor Control Boards and Total Provincial Revenue from Liquor Operations

Province and Year	Sales (less discounts)	Net Profit	Total Provincial Revenue from Liquor Operations
	\$	\$	\$
Newfoundland:			
Year ended March 31 1950	4,452,156	1,726,000	1,769,000
1951	4,912,872	2,118,000	2,188,000
1952	5,583,353	1,948,000	2,475,000
Prince Edward Island			
15 months ended March 31 1944	723,615	201,507	274,000
Year ended March 31 1945	647,825	174,975	240,000
1946	1,080,712	329,708	456,000
1947	1,711,120	529,698	750,000
1948	1,679,112	522,067	707,000
1949	1,745,283	550,720	741,000
1950	1,951,764	643,000	887,000
1951	2,089,653	717,000	971,000
1952	2,346,758	757,000	789,000
Nova Scotia:			
Year ended November 30 1941	11,448,780	3,324,227	3,669,000
1942	15,136,297	4,843,926	5,024,000
1943	15,323,390	5,496,386	5,740,000
1944	17,798,624	6,546,855	6,869,000
1945	19,132,006	7,223,411	7,569,000
1946	23,315,478	8,888,902	9,175,000
1947	21,949,713	8,152,820	8,415,000
1948	21,457,669	8,072,746	8,334,000
1949	22,199,160	8,127,000	8,341,000
1950	21,155,000	7,520,000	7,727,000
4 months ended March 31 1951	7,061,000	2,566,000	2,662,000
Year ended March 31 1952	23,282,515	8,246,000	8,549,000
New Brunswick:			
Year ended October 31 1941	6,627,025	2,220,308	2,222,000
1942	8,070,651	2,950,957	2,951,000
1943	8,428,990	3,054,932	3,055,000
1944	9,463,966	3,497,089	3,497,000
1945	10,920,974	4,247,302	4,247,000
1946	16,628,760	6,890,562	6,930,000
1947	17,199,433	6,879,632	6,903,000
1948	16,661,291	6,606,291	6,625,000
1949	15,728,892	6,470,000	6,508,000
1950	13,798,012	5,457,000	5,500,000
5 months ended March 31 1951	5,962,357	2,460,000	2,488,000
Year ended March 31 1952	16,300,781	5,385,000	5,441,000

Note. The above figures for the years 1950, 1951 and 1952 are not entirely comparable with those for previous years due to the change in the basis of compiling the relevant statistics. In prior 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.

TABLE 1. Sales and Net Profits of Liquor Control Boards and Total Provincial Revenue from Liquor Operations – Continued

Province and Year	Sales (less discounts)	Net Profit	Total Provincial Revenue from Liquor Operations
	\$	\$	\$
Quebec:			
11 months ended March 31 1941	19,583,890	7,270,810	7,271,000
Year ended March 31 1942	24,645,117	9,474,417	10,304,000
..... 1943	34,213,789	12,332,540	13,357,000
..... 1944	36,562,856	14,034,564	15,095,000
..... 1945	43,610,465	17,120,639	18,334,000
..... 1946	50,233,863	23,095,957	24,373,000
..... 1947	60,987,765	29,715,051	31,334,000
..... 1948	56,163,127	28,073,133	29,578,000
..... 1949	53,077,824	27,457,579	28,574,000
..... 1950	52,537,752	17,887,000	29,135,000
..... 1951	59,270,714	20,809,000	32,835,000
..... 1952	60,535,705	19,668,000	31,306,000

Note. In addition to the sales of spirits and wine from Liquor Commission stores, as shown above, were sales of beer as follows:

	Beer Manufactured and Sold in Quebec	Beer Imported from Other Provinces	Total
	\$	\$	\$
11 months ended March 31 1941	17,114,364	1,663,556	18,777,920
Year ended March 31 1942	22,241,830	2,062,061	24,303,891
..... 1943	27,603,117	2,470,760	30,073,877
..... 1944	26,164,207	2,501,563	28,665,770
..... 1945	29,295,719	2,839,683	32,135,402
..... 1946	34,734,066	3,290,743	38,024,809
..... 1947	37,788,972	4,091,412	41,880,384
..... 1948	43,609,485	6,550,028	50,359,513
..... 1949	50,105,218	8,890,774	58,995,992
..... 1950	55,793,618	9,782,431	65,576,049
..... 1951	59,191,321	9,793,014	68,984,335
..... 1952	66,041,423	11,705,436	77,746,859

Province and Year	Sales (less discounts)	Net Profit	Total Provincial Revenue from Liquor Operations
	\$	\$	\$
Ontario:			
Year ended March 31 1941	26,847,957	11,715,410	12,294,000
..... 1942	33,035,844	14,336,994	15,041,000
..... 1943	39,460,497	17,482,259	18,530,000
..... 1944	43,907,838	19,863,390	20,990,000
..... 1945	38,346,454	18,971,011	19,020,000
..... 1946	64,116,310	30,373,016	31,053,000
..... 1947	73,983,727	34,998,052	35,908,000
..... 1948	76,454,339	36,807,803	36,808,000
..... 1949	82,908,658	38,293,602	39,524,000
..... 1950	88,816,669	28,364,000	41,391,000
..... 1951	97,093,521	29,979,000	41,395,000
..... 1952	101,855,372	31,377,000	44,156,000

Note. In addition to the sales of spirits, beer, and wine from Liquor Board stores, as shown above, were the following:

	Sales of Beer from Breweries and Brewers' Retail Stores	Sales of Ontario Wine from Sales Offices and Winery Premises
	\$	\$
Year ended March 31 1941	34,599,090	2,636,514
..... 1942	45,548,177	2,903,584
..... 1943	50,523,429	3,177,122
..... 1944	48,647,605	3,264,070
..... 1945	61,034,601	3,504,792
..... 1946	66,879,190	4,780,568
..... 1947	76,633,623	4,951,697
..... 1948	89,365,375	4,767,864
..... 1949	100,392,231	4,510,185
..... 1950	103,590,232	4,383,273
..... 1951	108,815,718	4,564,574
..... 1952	121,293,461	4,859,383

Note. See note on page 4.

TABLE 1. Sales and Net Profits of Liquor Control Boards and Total Provincial Revenue from Liquor Operations - Continued

Province and Year	Sales (less discounts)	Net Profit	Total Provincial Revenue from Liquor Operations
	\$	\$	\$
Manitoba:			
Year ended April 30			
1941	7,886,905	2,056,253	2,133,000
1942	9,983,323	2,740,498	2,740,000
1943	12,367,759	3,738,980	3,743,000
1944	12,571,892	3,831,368	3,845,000
1945	15,298,549	4,379,365	4,382,000
1946	20,267,473	6,101,353	5,914,000
11 months ended March 31			
1947	21,291,234	6,527,122	6,527,000
Year ended March 31			
1948	23,743,004	6,989,096	7,030,000
1949	25,429,212	7,291,043	7,333,000
1950	27,090,240	5,812,000	7,714,000
1951	28,007,375	6,156,000	8,057,000
1952	30,257,495	6,184,000	8,108,000
Saskatchewan:			
Year ended March 31			
1941	8,509,226	1,939,784	1,941,000
1942	10,094,457	2,405,911	2,407,000
1943	12,092,052	2,983,504	3,031,000
1944	12,155,223	3,335,872	3,660,000
1945	13,623,679	3,776,246	4,162,000
1946	20,602,365	6,605,448	6,605,000
1947	25,183,374	8,104,620	8,104,000
1948	25,421,881	7,920,528	7,984,000
1949	27,657,248	8,545,831	8,598,000
1950	29,297,885	8,847,000	8,946,000
1951	28,550,747	8,674,000	8,765,000
1952	32,164,995	9,550,000	9,599,000
Alberta:			
Year ended March 31			
1941	10,753,378	3,136,214	3,208,000
1942	13,197,621	3,812,718	3,902,000
1943	16,968,827	4,908,376	5,050,000
1944	17,250,473	5,112,474	5,356,000
1945	20,564,057	5,820,990	6,026,000
1946	27,351,965	8,051,228	8,223,000
1947	31,735,992	9,534,868	9,684,000
1948	33,361,456	9,820,587	9,966,000
1949	37,186,747	11,045,257	11,316,000
1950	39,850,663	11,168,000	12,133,000
1951	41,271,990	11,374,000	12,195,000
1952	45,456,603	12,224,000	13,086,000
British Columbia:			
Year ended March 31			
1941	17,590,253	4,781,465	4,867,000
1942	20,969,955	5,863,024	5,953,000
1943	28,711,281	8,023,524	8,171,000
1944	24,825,175	6,699,557	6,971,000
1945	29,358,380	7,721,061	7,906,000
1946	38,743,456	11,051,326	11,219,000
1947	47,961,515	14,634,291	14,800,000
1948	55,249,376	16,598,430	16,710,000
1949	56,954,899	18,073,768	18,161,000
1950	57,285,610	17,759,000	18,148,000
1951	60,575,714	18,594,000	18,994,000
1952	66,231,401	19,698,000	20,135,000
Yukon:			
Year ended March 31			
1941	244,574	92,659	96,000
1942	260,866	92,366	95,000
1943	637,778	264,820	267,000
1944	713,638	294,555	295,000
1945	623,933	270,274	273,000
1946	838,045	348,102	351,000
1947	846,989	340,532	343,000
1948	972,367	355,165	359,000
1949	1,168,561	431,290	434,000
1950	1,454,289	557,336	557,000
1951	1,415,433	540,984	541,000
1952	1,641,194	587,368	587,000
Northwest Territories:			
Year ended March 31			
1941	142,998	31,190	32,000
1942	166,633	49,302	50,000
1943	264,051	94,183	95,000
1944	255,234	109,273	110,000
1945	217,266	89,393	90,000
1946	303,802	125,485	128,000
1947	659,005	206,228	210,000
1948	687,869	196,371	199,000
1949	669,963	246,505	250,000
1950	676,600	246,254	249,000
1951	740,932	243,311	246,000
1952	760,325	271,964	274,000

Note. See note on page 4.

Consumers' Liquor Bill

The sales of alcoholic beverages in Canada, as shown above, (totalling \$590,316,200 in the fiscal year ended March 31, 1952), do not, in all cases, represent sales to the final consumer. Some provinces permit licensees to resell certain alcoholic beverages to the public. On the basis of reliable information available regarding appropriate mark-ups, it is estimated that the total retail sales of alcoholic beverages in Canada (the consumers' liquor bill) amounted to approximately \$741,000,000 in the year ended March 31, 1952. Comparable figures were \$692,000,000 for 1951 and \$642,000,000 for 1950.

It must be remembered that these amounts are not all spent by Canadians. They include, as well, the expenditures of tourists and other visitors to Canada who number many millions annually (see page 21). It should be remembered, too, that a substantial proportion of the above amounts was returned to the Federal Government and to Provincial Governments as duties, taxes, and other revenue.

Further breakdowns of sales in each province by type of beverage, in so far as available, are shown in Table 2. Wherever possible quantities as well as values are shown.¹

1. For an estimate of the apparent gallonage consumption of spirits, beer, and wine, see Tables 11-13.

TABLE 2. Sales of Alcoholic Beverages by Type of Beverage

Newfoundland

(Years ended March 31)

Sales	1952	1951	1950	1949	1948	1947	1946
	\$	\$	\$				
Value:							
Spirits	3,485,017	3,519,058	3,387,397				
Alcohol	598	590	400				
Wine	298,874	270,242	180,718				
Beer	1,798,864	1,122,982	883,641				
Total	5,583,353	4,912,872	4,452,156				

Data shown only for period subsequent to
Newfoundland's entry into Confederation

Prince Edward Island

(Years ended March 31)

Sales	1952	1951	1950	1949	1948	1947	1946
	Cases						
Spirits:							
Alcohol	9	8	3	—	—		
Brandy:							
Domestic	218	285	355	177	100		
Imported	304	191	375	185	65		
Gin:							
Domestic	3,849	3,863	4,075	3,200	1,375		
Imported	1,001	1,095	1,300	825	550		
Rum:							
Domestic	8,444	8,531	9,775	7,050	5,650		
Imported	7,245	5,137	5,600	4,350	3,850	Information	
Whisky:						not	
Domestic	6,134	5,924	6,675	5,125	4,450		
Imported	2,661	2,609	1,505	944	2,364	available	
Liqueurs:							
Domestic	26	4	50	3	—		
Imported	39	37	149	51	20		
Wine:							
Domestic	4,615	3,218	3,500	2,175	900		
Imported	3,227	2,441	2,200	1,825	530		
Ale:							
Domestic	144,102	135,014	132,540	140,325	78,475		
Imported	1,073	1,009	1,300	1,650	300		

CONTROL AND SALE OF ALCOHOLIC BEVERAGES

TABLE 2. Sales of Alcoholic Beverages by Type of Beverage - Continued

Nova Scotia

(Years ended November 30, 1946-50; 16 months ended March 31, 1951; Year ended March, 1952)

Sales	1952	1951	1950	1949	1948	1947	1946
Quantity:	Gal.	Gal.	Gal.	Gal.	Gal.	Gal.	Gal.
Spirits:							
Alcohol	124	166	123	112	92	94	91
Brandy	6,311	9,169	6,462	6,869	7,042	9,059	9,428
Gin	36,322	48,352	37,160	40,846	39,082	43,226	68,608
Rum	283,696	347,076	248,709	244,821	226,776	197,400	172,968
Whisky	76,580	112,652	87,281	109,514	124,243	152,035	168,313
Liqueurs	2,419	2,924	1,862	2,386	2,342	2,688	2,680
Total	405,432	520,339	381,597	404,548	399,577	404,502	422,088
Wine	211,365	230,900	162,662	150,000	153,147	157,499	140,729
Cider	34,023	33,238	23,333	21,691	18,277	18,363	23,422
Total	245,388	264,138	185,995	171,691	171,424	175,862	164,151
Beer:							
Domestic:							
N.S. and N.B.	3,467,143	4,439,173	3,463,247	3,243,963	2,705,752	2,617,016	2,962,747
Western	666,208	985,575	791,500	1,223,869	1,559,839	1,830,105	2,117,282
Imported	25,711	16,500	12,058	11,780	6,412	2,132	—
Total	4,159,062	5,441,248	4,266,805	4,479,612	4,272,003	4,449,253	5,080,029
Value:	\$	\$	\$	\$	\$	\$	\$
Spirits:							
Alcohol	4,321	5,439	3,984	3,651	2,993	2,947	2,824
Brandy	200,880	279,458	194,840	204,554	210,815	265,841	269,648
Gin	993,121	1,247,702	948,615	1,024,318	983,478	1,063,725	1,716,662
Rum	7,470,118	9,072,102	6,452,556	6,319,109	5,744,070	5,117,777	4,392,071
Whisky	2,408,920	3,413,817	2,603,388	3,240,431	3,642,774	4,285,475	4,575,509
Liqueurs	77,540	107,358	75,374	85,674	82,252	90,263	85,595
Total	11,154,900	14,125,876	10,278,757	10,877,737	10,666,382	10,826,028	11,042,309
Wine	1,595,850	1,716,694	1,214,789	1,199,584	1,220,323	1,154,539	962,928
Beer:							
Domestic:							
N.S. and N.B.	8,525,728	9,733,075	7,476,196	6,897,516	5,655,995	5,405,540	6,066,604
Imported and Western	2,070,658	2,765,276	2,185,686	3,299,484	3,917,884	4,564,495	5,244,378
Total	10,596,386	12,498,351	9,661,882	10,197,000	9,573,879	9,970,035	11,310,982
Miscellaneous	—	—	—	1	2	1	27
Grand Total	23,347,136	28,341,521	21,155,428	22,274,322	21,460,586	21,950,603	23,316,246

New Brunswick

(Years ended October 31, 1946-49; 5 months ended March 31, 1951; Year ended March 31, 1952)

Sales	1952	1951	1950	1949	1948	1947	1946
Quantity:	Gal.	Gal.	Gal.	Gal.	Gal.	Gal.	Gal.
Alcohol	690	459	841	19	19	30	Information not available
Spirits	8,725,997	3,628,919	7,802,939	306,131	311,597	322,480	
Wine	1,695,434	720,535	1,562,284	259,011	214,621	214,385	
Beer	5,878,660	1,612,443	4,432,359	2,105,663	2,735,663	2,928,217	
Value:	\$	\$	\$	\$	\$	\$	\$
Alcohol	690	459	841	1,238	824	1,116	3,066
Spirits	8,725,997	3,628,919	7,802,939	8,510,136	8,728,829	9,092,942	9,590,800
Wine	1,695,434	720,535	1,562,284	1,679,247	1,571,471	1,510,422	1,256,637
Beer	5,878,660	1,612,443	4,432,359	5,538,270	6,360,167	6,576,429	5,777,742
Containers	—	—	—	—	—	18,524	515
Less returned sales	—	—	411	—	—	—	—
Total	16,300,781	5,962,356	13,798,012	15,728,891	16,661,291	17,199,433	16,628,760

TABLE 2. Sales of Alcoholic Beverages by Type of Beverage — Continued

Quebec

(Years ended March 31)

Sales	1952	1951	1950	1949	1948	1947	1946
Quantity:	Gal.	Gal.	Gal.	Gal.	Gal.	Gal.	Gal.
Spirits:							
Alcohol, 65 O.P.	11,962	10,225	9,560	8,169	5,812	2,602	3,939
Alcohol, 30 U.P.	175,499	152,960	138,197	134,323	122,508	64,718	39,149
Brandy:							
Canadian	16,398	15,948	19,466	23,898	12,393	10,004	7,997
Imported	159,195	133,835	112,002	102,280	97,542	155,860	129,131
Gin:							
Canadian	578,299	579,020	549,939	553,225	633,217	722,633	784,154
Imported	33,766	33,256	28,489	23,051	13,750	10,578	2,107
Liqueurs:							
Canadian	29,642	23,609	20,875	22,333	22,092	16,615	11,232
Imported	27,281	25,000	20,277	16,358	13,685	8,424	1,001
Rum	114,280	105,412	101,267	101,922	112,546	155,578	190,480
Rye	709,240	744,458	691,943	710,011	789,792	849,220	560,015
Scotch:							
Canadian	90,695	107,134	117,136	138,747	186,096	239,415	149,909
Imported	221,974	233,965	208,297	208,886	156,872	129,031	131,798
Miscellaneous	7,856	7,434	7,147	5,641	5,222	4,462	3,127
Total	2,176,087	2,172,256	2,024,595	2,048,844	2,171,527	2,369,140	2,014,039
Wine:							
Champagne:							
Canadian	16,560	15,324	12,976	8,039	11,598	11,916	14,488
Imported	13,632	12,560	11,337	9,489	7,675	7,933	2,862
Claret:							
Canadian	1,693	1,571	1,634	1,762	1,727	2,176	1,707
Imported	31,197	27,434	21,766	18,123	15,633	12,034	8,071
Sauterne:							
Canadian	20,514	15,714	12,811	11,994	20,284	17,583	1,550
Imported	36,025	28,086	24,901	23,267	13,738	19,598	14,663
Port:							
Canadian	173,961	180,931	173,850	166,181	221,272	363,795	284,589
Imported	133,982	125,332	110,925	131,037	115,483	130,872	102,873
Sherry:							
Canadian	574,109	543,044	510,267	555,567	709,737	884,030	637,491
Imported	76,218	62,357	47,914	45,953	52,337	82,703	82,554
Burgundy:							
Imported	34,734	27,326	20,690	21,086	15,960	14,890	11,773
Vermouth:							
Canadian	14,847	16,487	16,995	19,431	21,348	26,088	22,321
Imported	33,275	24,918	18,217	12,078	7,509	6,344	10,117
Miscellaneous	108,073	89,852	79,411	68,942	68,832	75,760	56,880
Total	1,268,820	1,170,936	1,063,694	1,092,949	1,283,133	1,655,722	1,251,939
Value:	\$	\$	\$	\$	\$	\$	\$
Spirits:							
Alcohol, 65 O.P.	481,575	395,834	345,376	295,183	211,741	95,017	143,193
Alcohol, 30 U.P.	3,289,602	2,769,081	2,352,181	2,284,073	2,083,153	1,116,383	665,766
Brandy:							
Canadian	446,453	436,108	596,427	647,298	330,332	241,227	187,599
Imported	4,524,420	3,935,422	3,201,551	3,033,534	2,936,813	4,149,292	3,253,941
Gin:							
Canadian	13,185,377	13,179,252	11,473,294	11,560,465	13,349,409	15,300,995	16,480,764
Imported	906,795	892,328	764,437	631,325	377,135	287,345	55,975
Liqueurs:							
Canadian	707,980	548,344	479,399	515,908	516,251	393,354	270,119
Imported	889,901	838,798	658,832	546,140	480,797	309,275	36,097
Rum	3,093,066	2,796,979	2,581,590	2,573,085	2,876,930	3,933,632	4,879,966
Rye	18,278,944	18,717,795	16,546,799	16,873,389	18,359,989	19,341,145	12,562,859
Scotch:							
Canadian	2,422,159	2,761,591	2,956,858	3,558,699	4,712,135	5,717,608	3,559,618
Imported	7,302,902	7,881,520	6,636,240	6,557,472	4,905,542	4,047,983	4,102,801
Miscellaneous	174,176	168,437	160,516	130,201	117,674	100,816	69,685
Total	55,703,350	55,321,489	48,753,500	49,206,772	51,257,901	55,034,072	46,268,383

CONTROL AND SALE OF ALCOHOLIC BEVERAGES

TABLE 2. Sales of Alcoholic Beverages by Type of Beverage - Continued

Quebec - Concluded
(Years ended March 31)

Sales	1952	1951	1950	1949	1948	1947	1946
Value - Concluded:	\$	\$	\$	\$	\$	\$	\$
Wine:							
Champagne:							
Canadian	280,739	252,276	205,460	123,073	173,931	170,515	196,354
Imported	480,174	444,032	391,925	342,206	311,075	328,460	116,783
Claret:							
Canadian	7,690	7,013	7,563	8,476	9,000	11,120	8,348
Imported	217,188	194,982	154,887	124,424	118,803	113,123	66,742
Sauterne:							
Canadian	89,197	73,312	60,678	57,095	73,014	83,349	7,390
Imported	284,113	221,986	200,327	188,222	167,551	163,723	112,359
Port:							
Canadian	680,065	675,809	695,267	698,141	1,033,896	1,555,225	1,172,266
Imported	951,501	891,111	836,171	933,591	858,668	990,950	751,303
Sherry:							
Canadian	2,219,009	1,971,351	2,027,445	2,275,324	3,211,992	3,702,096	2,579,621
Imported	603,239	560,374	478,735	470,365	507,399	700,477	592,136
Burgundy:							
Imported	328,860	268,577	215,572	248,582	178,973	149,577	132,823
Vermouth:							
Canadian	140,250	147,942	160,550	187,974	217,974	231,264	198,713
Imported	340,909	266,291	198,288	145,928	107,459	88,076	103,836
Miscellaneous	775,758	608,378	512,644	435,989	461,396	419,734	231,552
Total	7,399,292	6,583,434	6,145,512	6,239,390	7,431,131	8,707,689	6,270,226

Note. The sales value of spirits and wine in Quebec shown above include certain taxes and hence are slightly higher than the amounts shown in Table 1.

Beer

Years ended March 31	Beer Manufactured and Sold within the Province		Beer Imported from Other Provinces	
	Gal.	\$	Gal.	\$
1941 ¹	20,257,638	17,114,364	1,814,168	1,663,556
1942	24,881,008	22,241,830	2,210,007	2,062,061
1943	28,493,611	27,603,117	2,510,546	2,470,760
1944	25,712,187	26,164,207	2,464,027	2,501,563
1945	29,429,762	29,295,719	2,816,716	2,839,683
1946	32,346,781	34,734,066	3,040,179	3,290,743
1947	34,524,288	37,788,972	3,684,620	4,091,412
1948	39,819,565	43,809,485	5,691,288	6,550,028
1949	43,478,545	50,105,218	7,402,799	8,890,774
1950	46,221,044	55,793,618	7,619,580	9,782,431
1951	45,785,906	59,191,321	7,501,326	9,793,014
1952	46,784,608	66,041,423	8,424,878	11,705,436

1. 11 months.

Ontario

(Years ended March 31)

Sales	1952	1951	1950	1949	1948	1947	1946
Quantity:	Gal.	Gal.	Gal.	Gal.	Gal.	Gal.	Gal.
Spirits, Domestic:							
Brandy	48,455	43,284	48,732	49,316	60,837	51,191	41,784
Gin	355,425	351,445	370,601	336,698	342,518	540,690	412,540
Rum	201,847	178,342	133,248	—	—	—	—
Whisky	2,396,124	2,431,864	2,266,173	2,202,711	1,998,451	1,634,226	1,604,584
Liqueurs	53,908	46,984	44,481	35,993	29,872	19,306	8,965
Miscellaneous	4,141	4,414	3,530	4,968	5,544	10,949	8,245
Total	3,059,900	3,056,333	2,866,765	2,629,686	2,437,222	2,256,362	2,076,118

TABLE 2. Sales of Alcoholic Beverages by Type of Beverage - Continued

Ontario - Concluded
(Years ended March 31)

Sales	1952	1951	1950	1949	1948	1947	1946
Quantity - Concluded:	Gal.	Gal.	Gal.	Gal.	Gal.	Gal.	Gal.
Spirits, Imported:							
Brandy	73,171	76,876	65,704	58,203	46,921	68,631	84,105
Gin	36,323	35,829	31,054	22,939	15,995	12,948	6,185
Rum	161,174	165,013	164,992	161,991	202,095	458,893	291,046
Whisky	384,538	364,887	336,694	333,678	233,231	180,762	202,723
Liqueurs	39,591	38,136	31,757	36,910	30,413	12,284	783
Miscellaneous	2,800	2,542	2,221	1,409	579	368	74
Total	697,597	683,283	632,422	615,130	529,234	733,886	584,916
Wine:							
Domestic	889,099	1,030,280	1,077,406	1,092,814	1,133,094	834,320	838,075
Imported	173,835	143,978	118,867	109,419	104,191	219,130	105,462
Beer:							
Domestic	1,626,500	1,530,762	1,708,065	1,736,952	1,492,327	933,988	780,843
Imported	39,500	29,865	23,174	17,191	8,323	9,683	20,944
Total sales from liquor stores	6,486,431	6,474,501	6,426,699	6,201,192	5,704,391	4,987,369	4,406,358
B. & B.W. Sales (Domestic Beer)	72,999,132	66,245,566	68,266,273	67,832,025	66,661,597	57,963,901	50,248,243
Wineries' Sales (Wine)	1,008,485	1,088,518	1,049,308	1,066,161	1,108,133	1,169,434	1,195,109
Value:	\$	\$	\$	\$	\$	\$	\$
Spirits, Domestic:							
Brandy	1,221,062	1,093,989	1,096,576	1,177,673	1,177,589	1,412,004	865,632
Gin	7,799,987	7,359,749	7,443,002	6,685,174	6,881,405	10,863,301	8,240,437
Rum	5,038,632	4,289,445	3,214,658	—	—	—	—
Whisky	56,136,151	54,812,658	49,145,974	48,157,228	44,698,490	34,825,356	34,272,137
Liqueurs	1,320,118	1,112,571	1,057,036	853,420	697,865	443,686	216,355
Miscellaneous	99,069	102,756	69,088	108,945	126,614	227,361	165,918
Total	71,615,019	68,771,168	62,026,334	56,982,440	53,581,963	47,771,708	43,760,479
Spirits, Imported:							
Brandy	2,065,586	2,093,819	1,751,654	1,577,277	1,115,225	1,728,796	1,876,774
Gin	935,140	857,460	745,746	566,873	381,130	314,645	150,429
Rum	4,222,543	4,238,725	4,177,634	4,204,638	5,127,308	10,905,609	6,786,816
Whisky	12,014,436	10,867,903	9,701,868	9,677,146	6,796,204	5,201,747	5,871,707
Liqueurs	1,165,256	1,049,188	913,090	1,071,829	919,002	376,466	24,734
Miscellaneous	64,209	59,114	52,165	36,001	19,403	15,777	949
Total	20,467,170	19,166,209	17,342,157	17,133,764	14,358,272	18,543,040	14,711,409
Wine:							
Domestic	4,386,905	4,316,814	4,412,081	4,467,450	4,680,682	3,550,705	3,003,845
Imported	1,848,395	1,537,563	1,375,154	1,295,185	1,261,180	2,492,869	1,228,843
Beer:							
Domestic	3,385,711	3,184,102	3,559,043	2,952,840	2,539,959	1,587,781	1,327,434
Imported	152,172	117,665	101,900	76,979	32,283	37,624	84,300
Total sales from liquor stores	101,855,372	97,093,521	88,816,669	82,908,658	76,454,339	73,983,727	64,116,310
B. and B.W. Sales (Domestic Beer, exclusive of container value)	121,293,461	108,815,718	103,590,232	100,392,231	89,365,375	76,633,623	66,879,190
Wineries' Sales (Domestic Wine)	4,859,383	4,564,573	4,383,273	4,510,185	4,767,864	4,951,697	4,780,568
Grand total	228,008,216	210,473,812	196,790,174	187,811,074	170,587,578	155,569,047	135,776,068

Manitoba

(Years ended April 30, 1946; 11 Months ended March 31, 1947; Years ended March 31, 1948-52)

Sales	1952	1951	1950	1949	1948	1947	1946
Quantity:	Gal.	Gal.	Gal.	Gal.	Gal.	Gal.	Gal.
Spirits	497,501	475,495	452,668	413,453	379,992	361,136	326,870
Wine	275,026	274,586	248,034	244,273	248,265	245,353	194,130
Beer:							
Domestic	8,871,064	8,626,959	9,023,133	8,749,647	8,580,047	7,843,036	8,346,703
Imported	4,987	4,596	3,229	2,952	1,474	329	15
Value:	\$	\$	\$	\$	\$	\$	\$
Spirits	12,875,737	12,039,726	11,189,458	10,291,105	9,418,947	8,876,817	7,961,394
Wine	1,601,266	1,468,018	1,401,789	1,384,182	1,424,187	1,299,223	969,005
Beer	15,780,492	14,499,631	14,498,992	13,753,924	12,899,870	11,115,194	11,337,074
Total	30,257,495	28,007,375	27,090,239	25,429,211	23,743,004	21,291,234	20,267,473

CONTROL AND SALE OF ALCOHOLIC BEVERAGES

TABLE 2. Sales of Alcoholic Beverages by Type of Beverage — Continued

Saskatchewan

(Years ended March 31)

Sales	1952	1951	1950	1949	1948	1947	1946
Quantity:	Gal.	Gal.	Gal.	Gal.	Gal.	Gal.	Gal.
Spirits:							
Domestic:							
Brandy			1,107	2,674	3,020	2,522	—
Gin			29,492	24,672	25,451	43,682	61,122
Whisky			195,234	171,272	143,837	162,587	89,593
Liqueurs			5,183	1,878	7,474	1,997	2,022
Miscellaneous			3,040	2,652	2,806	1,842	1,555
Total		Not	234,056	203,148	182,588	212,630	154,292
Imported:		available					
Brandy			19,369	14,621	9,305	12,430	11,755
Gin			3,226	2,355	1,518	2,372	1,214
Rum			34,492	33,336	40,616	47,328	42,506
Whisky			73,349	60,503	52,632	32,310	43,042
Liqueurs			7,614	9,081	1,287	2,566	120
Miscellaneous			—	—	—	—	—
Total			138,050	119,896	105,358	97,006	98,637
Total spirits	414,779	366,578	372,106	323,044	287,946	309,636	252,929
Wine:							
Domestic		Not	251,626	224,971	284,536	345,732	233,815
Imported		available	34,440	37,824	50,824	61,312	29,760
Total	317,993	296,598	286,066	262,795	335,360	407,044	263,575
Beer	7,988,222	7,400,101	7,904,286	7,693,026	7,316,840	5,360,619	5,863,054
Value:	\$	\$	\$	\$	\$	\$	\$
Spirits:							
Domestic:							
Brandy			43,290	78,104	87,192	69,021	—
Gin			696,656	599,863	611,696	1,011,962	1,452,878
Whisky			5,023,562	4,382,702	3,679,361	4,051,381	2,272,205
Liqueurs			108,770	100,639	212,990	50,936	54,446
Miscellaneous			49,440	43,940	46,252	31,829	26,656
Total		Not	5,921,718	5,205,248	4,637,491	5,215,129	3,806,185
Imported:		available					
Brandy			507,397	415,102	256,255	326,010	294,287
Gin			72,990	67,257	18,758	66,901	34,362
Rum			972,156	934,557	1,078,048	1,377,363	1,289,793
Whisky			2,447,713	2,270,811	1,726,548	1,053,238	1,399,539
Liqueurs			275,105	258,799	45,483	81,228	4,233
Miscellaneous			—	—	—	—	—
Total			4,275,361	3,946,526	3,125,092	2,904,740	3,022,214
Total spirits	11,910,991	10,238,907	10,197,079	9,151,774	7,762,583	8,119,869	6,828,399
Wine:							
Domestic		Not	1,470,626	1,536,691	1,605,605	1,737,143	1,197,786
Imported		available	295,205	331,986	425,360	511,368	259,608
Total	1,863,070	1,650,018	1,766,031	1,868,677	2,030,965	2,248,511	1,457,394
Beer	18,390,934	16,661,822	17,334,771	16,636,797	15,628,333	14,814,994	12,316,572
Total	32,164,995	28,550,747	29,297,881	27,657,248	25,421,881	25,183,374	20,602,365

Alberta

(Years ended March 31)

Sales	1952	1951	1950	1949	1948	1947	1946
Quantity:	Gal.	Gal.	Gal.	Gal.	Gal.	Gal.	Gal.
Spirits, Domestic:							
Alcohol, 65 O.P.	68	62	70	81	70	80	107
Alcohol, Absolute	16	12	20	8	5	13	13
Brandy	2,909	2,948	2,909	2,986	4,617		
Gin	57,845	51,301	46,150	44,762	48,380		
Rum	22,144	16,714	14,136	11,872	6,838		
Canadian Whisky	317,846	292,175	273,430	220,209	191,917	259,700	216,500
Bourbon	827	752	859	849	345		
Scotch Whisky Type	4,892	6,921	8,807	12,581	24,000		
Liqueurs	9,152	9,591	12,159	11,589	6,800	2,700	2,300
Total	415,699	380,476	358,540	304,937	282,972	262,493	218,920

TABLE 2, Sales of Alcoholic Beverages by Type of Beverage — Continued

Alberta — Concluded
(Years ended March 31)

Sales	1952	1951	1950	1949	1948	1947	1946
Quantity — Concluded:	Gal.	Gal.	Gal.	Gal.	Gal.	Gal.	Gal.
Spirits, Imported:							
Brandy	18,679	21,202	21,645	18,996	12,498	146,800	127,000
Gin	6,523	4,861	4,460	4,017	1,806		
Rum	73,209	59,145	47,662	42,393	44,530		
Scotch Whisky	130,114	111,758	113,191	113,480	71,706		
Irish Whisky	874	928	339	603	452		
Liqueurs	9,673	9,455	7,476	7,560	5,200	2,300	400
Total	239,072	207,349	194,773	187,049	136,192	149,100	127,400
Wine:							
Domestic	198,535	183,573	164,000	150,417	272,500	230,000	110,000
Imported	64,058	48,582	33,900	24,682	37,500	45,000	20,000
Beer, Ale and Stout	12,670,702	12,143,481	12,393,000	11,728,912	11,103,000	10,900,000	9,325,000
Value:	\$	\$	\$	\$	\$	\$	\$
Liquor	20,537,710	17,762,939	16,558,576	14,867,765	12,791,418	12,342,780	10,066,155
Beer	24,918,893	23,509,051	23,292,087	22,318,982	20,570,037	19,393,212	17,285,809
Total	45,456,603	41,271,990	39,850,663	37,186,747	33,361,455	31,735,992	27,351,964

British Columbia
(Years ended March 31)

Sales	1952	1951	1950	1949	1948	1947	1946
Value:	\$	\$	\$	\$	\$	\$	\$
Spirits:							
Spirits, Rye Whisky, Bourbon Whisky Scotch Whisky, Irish Whisky, Brandy, Gin, Rum, Alcohol Liqueurs, Cocktails, Vermouth, Bitters	38,224,840	34,810,416	33,371,773	33,416,768	31,398,643	26,963,922	20,093,642
	639,829	573,141	553,036	515,371	419,089	226,064	70,211
Total	38,864,669	35,383,557	33,924,809	33,932,139	31,817,732	27,189,986	20,163,853
Wine:							
British Empire Wine:							
British Columbia	1,549,842	1,245,716	1,056,507	945,880	912,138	684,775	571,769
Australian	291,750	252,354	222,280	145,859	147,798	242,763	149,192
Ontario	118,692	116,672	162,940	173,335	121,104	50,931	26,178
South Africa	75,383	66,411	85,661	115,537	69,841	11,535	21,454
Other:							
Champagne and Sparkling Wine	79,214	67,545	57,042	54,810	58,068	50,629	16,229
Claret and Sauterne	63,574	58,473	34,008	34,174	3,658	—	—
Port, Sherry and Still Burgundy	308,652	306,687	315,180	348,884	468,591	364,222	230,456
Oriental Wine	38,033	21,238	26,341	—	—	—	—
Total	2,525,140	2,135,096	1,959,959	1,818,479	1,781,198	1,404,855	1,015,278
Malt Liquor:							
B. C. Beer, Ale and Stout:							
To Licensees	16,282,379	14,481,734	13,148,007	13,023,652	12,618,332	9,609,856	7,139,904
To Individual Purchasers	7,960,833	8,056,965	7,660,081	7,560,364	8,289,536	8,994,442	9,846,040
Eastern Canadian Beer and Ale	427,407	386,478	476,497	520,504	686,315	747,978	577,384
Great Britain and Ireland Ale and Stout	170,973	131,884	116,257	99,761	56,262	14,398	997
Total	24,841,592	23,057,061	21,400,842	21,204,281	21,650,445	19,366,674	17,564,325
Grand Total	66,231,461	60,575,714	57,285,610	56,954,899	55,249,375	47,961,515	38,743,456

TABLE 2. Sales of Alcoholic Beverages by Type of Beverage — Concluded

Yukon Territory

(Years ended March 31)

Sales	1952	1951	1950	1949	1948	1947	1946
Quantity:	Gal.	Gal.	Gal.	Gal.	Gal.	Gal.	Gal.
Spirits:							
Alcohol	1	1	—	—	—	—	5
Brandy	272	79	207	1,248	148	130	301
Gin	4,000	2,201	2,232	2,254	2,760	3,418	2,350
Rum	4,432	3,942	3,694	2,918	2,745	2,609	2,451
Rye Whisky	12,064	10,801	12,234	7,863	8,524	7,231	10,060
Scotch Whisky	4,865	3,750	4,396	3,664	3,288	1,697	1,548
Liqueurs, Cocktails, Vermouth, Bitters	497	291	583	2,855	374	63	19
Total	26,131	21,065	23,346	20,802	17,839	15,148	16,734
Wine:							
Domestic	2,359	2,153	2,386	1,525	1,525	2,568	1,722
Imported	892	813	789	852	1,372	662	286
Malt liquor:							
Sold to private individuals	14,207	8,938	6,597	8,693	8,906	10,448	21,167
Sold to licensees	144,549	136,600	146,253	109,706	90,082	81,967	61,710
Value:	\$	\$	\$	\$	\$	\$	\$
Spirits:							
Alcohol	32	31	—	5	11	—	122
Brandy	11,050	7,359	8,662	7,657	6,196	5,481	13,544
Gin	116,492	66,933	62,428	64,211	68,063	89,152	56,390
Rum	202,697	183,851	168,343	133,033	114,395	117,408	102,955
Rye Whisky	388,208	339,683	331,667	279,113	232,244	195,238	271,613
Scotch Whisky	185,531	144,798	198,613	137,215	109,465	61,083	55,720
Liqueurs, Cocktails, Vermouth, Bitters	14,375	10,422	11,249	8,372	6,960	1,130	367
Total	918,385	753,077	780,962	629,606	537,334	469,492	500,711
Wine:							
Domestic	21,928	18,629	19,534	16,850	10,309	19,260	10,330
Imported	13,749	12,355	11,156	10,537	15,811	7,944	3,434
Malt liquor:							
Sold to private individuals	76,042	44,520	36,072	45,411	45,458	47,015	95,252
Sold to licensees	611,090	586,852	606,565	466,157	363,455	303,278	228,318
Total Total	1,641,194	1,415,433	1,454,289	1,168,561	972,367	846,989	838,045

Northwest Territories

(Years ended March 31)

Sales	1952	1951	1950	1949	1948	1947	1946
Quantity:	Gal.	Gal.	Gal.	Gal.	Gal.	Gal.	Gal.
Spirits	11,138	11,431	12,551	10,284	9,559	9,220	5,112
Wine	1,732	1,309	1,612	1,459	1,851	1,352	1,273
Ale and stout	8,127	9,584	7,510	6,700	6,085	9	2,756
Beer to public at store	25,645	24,200	29,933	29,152	30,496	38,133	17,546
Beer to licensee	46,655	57,271	43,194	47,228	58,360	62,916	9,603
Value:	\$	\$	\$	\$	\$	\$	\$
Spirits and Wine	400,543	370,548	360,313	343,179	327,922	337,137	200,473
Beer	359,782	370,384	316,287	326,784	359,947	321,868	103,829
Total	760,325	740,932	676,600	669,963	687,869	659,005	303,802

FEDERAL REVENUE FROM ALCOHOLIC BEVERAGES

Federal revenue from alcoholic beverages, comprising excise duties, excise taxes, customs duties, and various fees and licenses for specified years are shown in Table 3. There are certain additional revenues separate details of which are not available. Sales tax revenue is not available

for separate commodities. An indication of the amounts collected in income tax is shown in the fact that income tax returns filed by corporations engaged in the production of alcoholic beverages showed a declared income tax liability for the taxation year 1950 (latest available) of \$21,516,000.

TABLE 3(a). Excise and Import Duty Revenue and Licence Fees on Spirits Collected by the Federal Government, Fiscal Years 1941-52

Years ended March 31	Excise Duty ¹	Validation Fee	Licences	Import Duty	Total
	\$	\$	\$	\$	\$
1941	16,240,512	664,778	5,000	11,823,312	28,733,602
1942	20,601,667	416,576	4,500	10,899,784	31,922,527
1943	30,476,342	513,027	5,125	12,052,485	43,046,979
1944	29,806,631	441,258	5,250	9,692,345	39,945,484
1945	29,031,238	633,523	6,375	12,390,526	42,061,662
1946	42,025,916	1,042,625	5,500	21,584,538	64,658,579
1947	45,060,831	947,710	6,625	25,693,184	71,708,350
1948	39,391,091	770,880	6,250	30,806,868	70,975,089
1949	40,634,698	825,371	6,750	28,592,975	70,059,794
1950	46,547,587	790,587	7,250	27,249,087	74,594,511
1951	60,126,300	1,108,252	8,000	30,975,045	92,217,597
1952	42,066,718	1,223,932	7,375	38,798,542	82,096,567

1. Collections on liquor imported for blending purposes have been transferred to customs revenue.

TABLE 3(b). Excise and Import Duty Revenue and Licence Fees on Malt and Malt Products Collected by the Federal Government, Fiscal Years 1941-52

Years ended March 31	Excise Duty on Beer	Licences (Beer)	Excise Duty on Malt	Licences (Malt)	Excise Duty on Malt Extract	Import Duty on Beer	Excise Taxes on Ale, Beer, etc.	Total
	\$	\$	\$	\$	\$	\$	\$	\$
1941	324,004	3,350	16,801,740	1,200	108,681	20,017	—	17,258,992
1942	414,018	3,325	25,241,291	1,200	102,730	12,961	—	25,775,525
1943	579,858	3,300	33,952,237	1,200	72,762	12,782	—	34,622,139
1944	371,956	3,325	35,080,381	1,200	222,250	27,736	—	35,706,848
1945	7,102,636	3,350	35,121,290	1,400	244,266	34,312	—	42,507,254
1946	6,646,438	3,200	41,382,052	1,400	177,152	18,429	—	48,228,671
1947	2,511,311	3,450	49,208,816	1,400	91,700	8,898	—	51,825,575
1948	3,819,875	3,175	53,625,293	1,700	67,878	16,780	—	57,534,701
1949	3,740,065	3,550	55,853,055	600	51,825	43,955	—	59,693,050
1950	3,678,316	3,550	50,018,292	—	—	54,388	—	59,754,546
1951	2,745,851	3,650	65,409,427	—	—	75,547	—	68,234,475
1952	3,812,065	3,500	73,748,003	—	—	106,916	—	77,670,484

TABLE 3(c). Excise Taxes and Import Duty Revenue on Wine Collected by the Federal Government, Fiscal Years, 1941-52

Years ended March 31	Excise Taxes on Wine	Import Duty on Wine	Total
	\$	\$	\$
1941	658,033	293,392	951,425
1942	1,444,915	183,276	1,628,191
1943	2,006,816	150,000	2,156,816
1944	1,710,217	219,538	1,929,755
1945	1,772,375	239,737	2,012,112
1946	2,066,109	541,123	2,607,232
1947	2,393,718	916,660	3,310,378
1948	2,341,585	580,226	2,921,811
1949	2,059,639	580,327	2,639,966
1950	2,125,606	587,451	2,713,057
1951	2,224,885	696,436	2,921,321
1952	2,167,267	771,733	2,939,000

A summary of the changes in the duties and taxes on alcoholic beverages during and since World War II follows:

DUTIES AND TAXES ON DOMESTIC SPIRITUOUS LIQUOR, BEER, AND WINE

A. Under the Excise Act

- (1) On spirits used for beverage purposes, with the exception of Canadian Brandy, \$12.00 per proof gallon. (The Budget of September 12, 1939, increased the excise duty from \$4.00 to \$7.00, effective September 3, 1939. On June 24, 1942, it was increased to \$9.00; on March 3, 1943, to \$11.00; and on September 8, 1950, to \$12.00).
- (2) On Canadian brandy, \$10.00 per proof gallon. (The Budget of September 12, 1939, increased the excise duty from \$3.00 to \$6.00, effective September 3, 1939. On June 24, 1942, it was increased to \$7.00; on March 3, 1943, to \$9.00; and on September 8, 1950, to \$10.00).
- (3) On malt contained in beer manufactured from malt alone, 21 cents per pound. (The Budget of September 12, 1939, raised the excise duty from 6 to 10 cents per pound. On April 30, 1941, it was increased to 12 cents per pound; on June 24, 1942, to 16 cents per pound; and on September 8, 1950, to 21 cents per pound).
- (4) On beer, manufactured in whole or in part from substances other than malt, 42 cents per gallon. (The Budget of September 12, 1939, raised the excise duty from 22 cents to 30 cents per gallon. On April 30, 1941, it was raised to 35 cents, and on June 24, 1942, to 45 cents. On April 9, 1952, it was reduced to 42 cents).
- (5) The excise duty on malt syrup to be used for beverage purposes, manufactured from duty-paid malt, was increased from 10 cents to 15 cents per pound by the Budget of September 12, 1939. On April 30, 1941, it was raised to 18 cents and on June 24, 1942, to 24 cents. This excise duty was repealed, effective October 1, 1948.

B. Under the Excise Tax Act

- (1) a. The Budget of September 12, 1939, imposed a tax of 15 cents per gallon on wines of all kinds, except sparkling wines, containing not more than 40 per cent of proof spirit. On April 30, 1941, it was increased to 40 cents, and on June 24, 1942, to 50 cents. Effective October 21, 1949, a tax of 25 cents per gallon on wines of all kinds containing not more than 7 per cent of absolute alcohol by volume and a tax of 50 cents per gallon on wines of all kinds, except sparkling wines, containing more than 7 per cent of absolute alcohol by volume but not more than 40 per cent proof spirit.
- b. A tax of \$2.50 per gallon on champagne and all other sparkling wines. (Under the Budget of September 12, 1939, the tax was \$1.50 per gallon. On April 30, 1941, it was increased to \$2.00, and on June 24, 1942, to \$2.50).
- (2) A consumption or sales tax of 8 per cent, payable on the sales price of all domestic spirituous liquor, beer, and wine, by the manufacturer or producer. Effective April 11, 1951, this tax was increased to 10 per cent. (In the case of spirits and beer the sales price includes the excise duty, but effective June 1, 1950, the excise tax on wine is not so included).

DUTIES AND TAXES ON IMPORTED SPIRITUOUS LIQUOR, BEER, WINE, AND MALT FOR THE MANUFACTURE OF BEER

A. Under the Customs Tariff

- (1) Customs duties on spirituous liquors, e.g., whiskey, brandy, gin, rum, etc., and on wines containing over 40 per cent proof spirit, range from \$3.00 per proof gallon to \$10.00 per proof gallon, depending on the country from which imported and, under existing Treaties, the kind of liquor imported.

A. Under the Customs Tariff – Concluded

- (2) In addition, spirituous liquors under (1) above are subject to a customs duty of \$8.00 per proof gallon under all Tariffs. (The Budget of September 12, 1939, imposed, effective September 3, 1939, a duty of \$3.00 per proof gallon under all Tariffs. On June 24, 1942, it was increased to \$5.00; on March 3, 1943, to \$7.00; and on September 8, 1950, to \$8.00).
- (3) Ale, beer, porter, and stout, when imported in casks or otherwise than in bottle, are dutiable at 25 cents per imperial gallon under the British Preferential Tariff, and at 35 cents per imperial gallon under the Most-Favoured-Nation and General Tariffs. Ale, beer, porter, and stout, when imported in bottles, are dutiable at 15 cents per imperial gallon under the British Preferential Tariff, and at 50 cents per imperial gallon under the Most-Favoured-Nation and General Tariffs.
- (4) In addition, ale, beer, porter, and stout, under (3) above, are subject to a customs duty of 40 cents per imperial gallon. (The Budget of September 12, 1939, imposed a duty of 9 cents per imperial gallon. On June 24, 1942, this was increased to 30 cents, and on September 8, 1950, to 40 cents).
- (5) Still wines are classified under the following headings: Vermouth, aperitif, and cordial wines, medicinal or medicated wines, n.o.p., including ginger wine, wines of the fresh grape for sacramental purposes containing not more than 26 per cent proof spirit, prune wine, wines of all kinds, n.o.p. The rates of duty vary according to the strength of wine and the country from which imported.
- (6) In addition, all still wines under (5) above, are subject to a customs duty of 42½ cents per imperial gallon. (The Budget of September 12, 1939, imposed a duty of 7½ cents. On April 30, 1941, this was increased to 32½ cents, and on June 24, 1942, to 42½ cents).
- (7) Champagne and other sparkling wines are subject to customs duties at rates depending on the country from which imported, and on the size of the bottles.
- (8) In addition, champagne and other sparkling wines, under (7) above, are subject to a customs duty of \$1.75 per imperial gallon. (The Budget of September 12, 1939, imposed a duty of 75 cents. On April 30, 1941, it was increased to \$1.25, and on June 24, 1942, to \$1.75).
- (9) Malt, whole, crushed or ground, n.o.p. is dutiable at 1/3 cents per pound, British Preferential Tariff, 1/3 cents per pound Most-Favoured-Nation Tariff, and 3/4 cents per pound General Tariff.
- (10) Malt flour, n.o.p. is dutiable at 1/3 cents per pound British Preferential Tariff, 1/2 cents per pound Most-Favoured-Nation Tariff, and 3/4 cents per pound General Tariff.
- (11) Malt flour containing less than 50 per centum in weight of malt, malt syrup or malt syrup powder, n.o.p., extracts of malt, fluid or not, grain molasses are dutiable at 20 per cent British Preferential Tariff, 25 per cent and 5 cents per pound Most-Favoured-Nation Tariff, and 35 per cent and 10 cents per pound General Tariff.

B. Under the Excise Act

- (1) Ale, beer, porter, and stout – The Budget of April 30, 1941, increased the duty from 7 cents to 12 cents. This duty was removed by the June 24, 1942 Budget.
- (2) Malt, whole – The Budget of September 12, 1939, increased the duty from 6 to 10 cents. On April 30, 1941, it was raised to 12 cents, and on June 24, 1942, to 16 cents. This excise duty was repealed, effective October 1, 1948.
- (3) Malt, crushed or ground, including malt syrup – The Budget of September 12, 1939, increased the duty from 16 to 21 cents. On June 25, 1940, it was increased to 25 cents; on April 30, 1941, it was increased to 30 cents, and on June 24, 1942, to 40 cents. This excise duty on imported malt, as described, was repealed, effective October 1, 1948.

C. Under the Excise Tax Act

On all spirituous liquors, beer, and wine, the consumption or sales tax of 10 per cent (8 per cent

prior to April 10, 1951) is levied on the customs duty-paid value.

PRODUCTION AND STOCKS

Production figures on spirits and beer, as given in Table 4, are from the Department of National Revenue, to which the distillers, brewers and liquor warehouses are required to make regular reports. Data on the output of wine, Table 5, are

from the Dominion Bureau of Statistics Industrial Census. As the bulk of the spirits and part of the beer go into warehouses, warehouse statistics are shown in detail in Tables 6 and 7. These data are also from the Department of National Revenue.

TABLE 4. Production of Spirits and Beer, Fiscal Years 1941-52

Years ended March 31	Spirits	Beer	Years ended March 31	Spirits	Beer
	Pf. Gal	Gal.		Pf. Gal.	Gal.
1941	14,641,842	79,006,028	1947	21,571,074	155,800,830
1942	17,569,476	101,081,682	1948	28,198,327	173,201,842
1943	19,657,698	108,980,613	1949	23,643,036	178,552,891
1944	27,203,337	104,062,427	1950	20,741,268	182,718,905
1945	35,555,059	122,530,269	1951	23,551,259	179,625,127
1946	34,625,339	138,941,170	1952	24,742,386	190,594,270

TABLE 5. Production of Fermented Wine, Calendar Years 1941-51

Calendar Years		Gallons	
1941	4,840,977 ¹ 4,188,797 ²	1947	6,088,004 ¹ 4,976,060 ²
1942	4,352,403 ¹ 4,612,892 ²	1948	5,038,621 ¹ 4,244,794 ²
1943	3,449,726 ¹ 3,500,525 ²	1949	3,999,452 ¹ 4,287,181 ²
1944	4,213,550 ¹ 3,735,095 ²	1950	5,884,844 ¹ 4,458,837 ²
1945	4,133,735 ¹ 3,862,963 ²	1951	4,677,055 ¹ 4,386,918 ²
1946	5,533,481 ¹ 4,875,098 ²		

1. Wine produced during the year but placed in storage for maturing.

2. Fermented wine bottled or sold in bulk.

TABLE 6. Warehousing Transactions in Spirits, Fiscal Years, 1941-52

Years ended March 31	In Warehouse at beginning of Year Including Transits	Warehoused during the Year - ex Distillery	Otherwise Warehoused	Total
	Pf. Gal.	Pf. Gal.	Pf. Gal.	Pf. Gal.
1941	32,521,305	18,440,627	33,827	50,995,759
1942	36,038,365	22,839,028	35,156	58,912,549
1943	38,750,497	24,617,830	9,786	63,378,113
1944	40,769,724	30,971,542	7,086	71,748,352
1945	36,432,909	39,536,950	9,241	75,979,100
1946	42,590,540	40,640,266	142,288	83,373,094
1947	52,739,782	28,217,354	86,104	81,043,240
1948	56,050,487	39,616,390	50,043	95,716,920
1949	67,075,283	29,937,494	49,904	97,062,681
1950	72,819,781	26,278,255	9,531	99,107,567
1951	78,185,077	30,793,886	39,418	109,018,381
1952	82,257,261	31,018,560	9,202	113,285,023

TABLE 6. Warehousing Transactions in Spirits, Fiscal Years, 1941-52 - Concluded

Years ended March 31	Entered for Consumption		Exported in Bond	Otherwise Accounted For	Taken for Redistillation	In Warehouse at end of Year including Transits	Total
	Matured	Unmatured					
	Pf. Gal.	Pf. Gal.	Pf. Gal.	Pf. Gal.	Pf. Gal.	Pf. Gal.	Pf. Gal.
1941	2,371,633	889,529	3,327,365	4,617,529	3,751,338	36,038,365	50,995,759
1942	2,944,391	1,069,215	2,096,392	8,784,691	5,267,363	38,750,497	58,912,549
1943	3,445,872	1,048,296	3,401,542	9,666,051	5,046,628	40,769,724	63,378,113
1944	2,620,297	1,178,384	17,392,892	10,176,196	3,947,672	36,432,910	71,748,351
1945	2,676,482	1,275,252	15,876,537	9,462,017	4,097,272	42,590,540	75,979,100
1946	4,087,690	1,668,333	11,884,061	7,098,503	5,894,725	52,739,782	83,373,094
1947	4,446,128	1,745,212	4,757,373	7,760,607	6,283,433	56,050,487	81,043,240
1948	4,632,506	1,551,703	3,869,236	10,626,708	7,961,484	67,075,283	95,716,920
1949	4,360,914	736,947	4,131,483	9,382,091	5,631,465	72,819,781	97,062,681
1950	4,608,926	628,846	3,899,490	6,474,810	5,310,418	78,185,077	99,107,567
1951	5,468,908	672,961	5,766,470	7,050,291	7,202,490	82,257,261	109,018,381
1952	4,552,336	600,655	6,125,656	7,872,667	5,549,346	88,584,363	113,285,023

TABLE 7. Warehousing Transactions in Dutiable Beer, Fiscal Years, 1941-52

Years ended March 31	In Warehouse from last year	Warehoused		Imported		Total
	Gal.	Gal.	Gal.	Gal.	Gal.	Gal.
1941	81,962	751,781	99,722	933,465		
1942	41,432	6,777,839	82,969	6,902,240		
1943	94,107	6,813,251	29,011	6,936,369		
1944	51,832	7,536,054	640	7,588,526		
1945	53,667	12,591,822	—	12,645,489		
1946	455,005	6,910,528	—	7,365,533		
1947	134,855	5,763,200	—	5,898,055		
1948	342,794	6,839,460	—	7,182,254		
1949	330,633	3,718,515	—	4,049,148		
1950	295,776	4,151,391	—	4,447,167		
1951	260,002	1,277,694	—	1,537,696		
1952	755	22,900,526 ¹	—	24,181		
	Entered for Consumption	Exported in Bond	Ships' Stores	Written Off	Remaining in Warehouse	Total
1941	533,470	285,196	73,367	—	41,432	933,465
1942	755,456	5,887,288	165,389	—	94,107	6,902,240
1943	1,197,658	5,626,526	59,113	1,240	51,832	6,936,369
1944	726,817	6,744,055	63,988	—	53,666	7,588,526
1945	6,177,745	5,948,641	64,098	—	455,005	12,645,489
1946	2,596,574	4,566,786	67,318	—	134,855	7,365,533
1947	1,035,203	4,496,273	23,785	—	342,794	5,898,055
1948	3,368,130	3,464,265	19,226	—	330,633	7,182,254
1949	3,619,293	133,917	162	—	295,776	4,049,148
1950	4,093,562	93,603	—	—	260,002	4,447,167
1951	1,513,990	19,591	2,785	575	755	1,537,696
1952	20,184	—	180	575	3,242	24,181

1. Re-warehoused.

IMPORTS AND EXPORTS

Data on imports and exports, as shown in Tables 8 to 10, have been taken from the Bureau's reports on the Trade of Canada. It will be noted that the

figures on exports of spirits differ slightly from the warehouse exports given in Table 6; the latter cover only exports in bond.

TABLE 8. Imports of Alcoholic Beverages, Fiscal Years 1941-52

Years ended March 31	Spirits		Beer		Wine	
	Pf. Gal.	\$	Gal.	\$	Gal.	\$
1941	1,479,606	5,487,562	98,403	136,731	502,354	881,054
1942	1,390,192	5,326,270	86,122	115,629	434,888	733,988
1943	1,284,116	5,908,062	85,211	119,536	434,699	729,759
1944	823,422	4,214,462	61,634	94,476	290,691	534,818
1945	1,043,709	5,193,244	76,225	120,565	303,153	649,905
1946	1,775,935	7,925,334	26,550	25,925	595,732	1,647,551
1947	2,097,427	10,085,704	17,015	23,973	928,664	2,661,066
1948	2,691,302	12,491,174	36,662	57,049	619,249	1,748,209
1949	2,474,076	15,178,903	97,368	169,446	690,679	2,082,778
1950	2,361,141	18,203,216	111,181	210,961	744,884	2,262,827
1951	2,561,696	15,451,909	147,678	180,246	851,591	2,308,787
1952	3,075,018	14,927,983	192,058	241,834	952,080	2,532,599

TABLE 9. Exports of Domestic Alcoholic Beverages, Fiscal Years 1941-52

Years ended March 31	Spirits		Beer		Wine	
	Pf. Gal.	\$	Gal.	\$	Gal.	\$
1941	3,463,772	8,921,475	256,970	233,406	5,945	9,387
1942	2,079,458	10,467,827	5,639,946	5,312,889	4,952	10,605
1943	2,536,605	13,872,210	5,839,905	5,296,213	7,385	15,236
1944	2,182,626	12,381,838	6,604,977	6,231,288	42,493	75,331
1945	3,129,788	17,860,978	5,968,602	5,391,767	51,167	107,959
1946	4,810,848	26,766,855	4,567,667	4,468,762	51,913	89,313
1947	4,757,607	29,865,798	4,108,944	4,376,028	29,977	57,170
1948	3,842,693	23,630,381	4,024,332	4,236,105	40,557	84,103
1949	4,178,916	29,663,572	1,611,071	1,687,529	11,744	20,567
1950	4,004,760	32,342,898	1,329,747	1,513,311	7,056	13,329
1951	5,432,233	46,750,362	1,738,377	1,849,963	5,053	6,855
1952	6,086,323	53,725,016	2,033,617	2,248,474	2,082	3,754

TABLE 10. Re-exports of Imported Alcoholic Beverages, Fiscal Years 1941-52

Years ended March 31	Spirits		Beer		Wine	
	Pf. Gal.	\$	Gal.	\$	Gal.	\$
1941	42	471	2	2	35	187
1942	3,077	8,837	—	—	1,094	6,176
1943	69	1,432	—	—	35	180
1944	3	27	—	—	11,005	57,782
1945	273	2,536	—	—	—	—
1946	113	420	—	—	12	45
1947	382	3,533	—	—	—	—
1948	3,420	9,955	—	—	2	10
1949	1,735	10,109	—	—	235	2,433
1950	169	3,167	—	—	98	210
1951	552	6,227	—	—	24	138
1952	13,169	149,255	—	—	66	420

APPARENT CONSUMPTION OF ALCOHOLIC BEVERAGES

Tables 11, 12, and 13 provide estimates of the apparent consumption in Canada of spirits, beer, and wine, respectively, on the basis of the quantities produced, released for consumption, 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 these years.

It should be noted further that these figures refer to the consumption of alcoholic beverages in Canada — not to consumption by Canadians. Temporary additions to Canada's population through tourist travel are, at certain seasons, extremely large. In 1952, for instance, more than 26 million visitors crossed the international boundary into Canada. Sales of alcoholic beverages to certain of these visitors undoubtedly reach considerable proportions. Precise measurement is impossible, however, since no separate record is kept by the Liquor boards of sales to non-residents of Canada. The method of estimation is explained in detail below.

Spirits. — Practically the total production of spirits is placed in bonded warehouses whence it is released for various purposes as indicated in "warehouse transactions". (See Table 6). The quantities of matured spirits shown under "entered for consumption" are released from warehouse, duty paid, for consumption. The apparent consumption of spirits for beverage purposes was estimated by adding the net imports to the quantities of matured spirits released for consumption.

Beer. — Only a small part of the output of beer is placed in warehouses. The available supply is, therefore, made up of production, changes in warehouse stocks, and imports, and by deducting the domestic exports and re-exports of imported goods from this total supply, the apparent consumption of beer in Canada is obtained.

Wine. — The apparent consumption of domestic wine is obtained by dividing the rates of excise tax into the total tax collections. The apparent consumption of imported wine is arrived at by deducting, from the imports into Canada, the re-exports of foreign supplies.

TABLE 11. Apparent Consumption of Spirits, Fiscal Years 1941-52

Years ended March 31	Matured Spirits Entered for Consumption	Add Imports	Deduct Re-Exports of Imported Spirits	Apparent Consumption
	Pf. Gal.	Pf. Gal.	Pf. Gal.	Pf. Gal.
1941	2,371,633	1,479,606	42	3,851,197
1942	2,944,391	1,390,192	3,077	4,331,506
1943	3,445,872	1,284,116	69	4,729,919
1944	2,620,297	823,422	3	3,443,716
1945	2,676,482	1,043,709	273	3,719,918
1946	4,087,690	1,775,935	113	5,863,512
1947	4,446,128	2,097,427	382	6,543,173
1948	4,632,506	2,691,302	3,420	7,320,388
1949	4,360,914	2,474,076	1,735	6,833,255
1950	4,608,926	2,361,141	169	6,969,898
1951	5,468,908	2,561,696	552	8,030,052
1952	4,552,336	3,075,018	13,169	7,614,185

TABLE 12. Apparent Consumption of Beer, Fiscal Years 1941-52

Years ended March 31	Production	Add Quantities Entered for Consumption from Warehouse	Add Imports	Deduct Quantities Placed in Warehouse	Deduct Exports (Domestic)	Deduct Re-Exports of Imported Goods	Apparent Consumption
	Gal.	Gal.	Gal.	Gal.	Gal.	Gal.	Gal.
1941	79,006,028	533,470	98,403	751,781	256,970	2	78,629,148
1942	101,081,682	755,456	86,122	6,777,639	5,639,946	—	89,505,475
1943	108,980,613	1,197,658	85,211	6,813,251	5,839,905	—	97,610,326
1944	104,062,427	726,817	61,634	7,536,054	6,604,977	—	90,709,847
1945	122,530,269	6,177,745	76,225	12,591,822	5,968,602	—	110,223,815
1946	138,941,170	2,596,574	26,550	6,910,528	4,567,667	—	130,086,099
1947	155,800,830	1,035,203	17,015	5,763,200	4,108,944	—	146,980,904
1948	173,201,842	3,368,130	36,662	6,839,460	4,024,332	—	165,742,842
1949	178,552,891	3,619,293	97,368	3,718,515	1,611,071	—	176,939,966
1950	182,718,905	4,093,562	111,181	4,151,391	1,329,747	—	181,442,510
1951	179,625,127	1,513,990	147,678	1,277,694	1,738,377	—	178,270,724
1952	190,594,270	20,184	192,058	22,900	2,033,617	—	188,749,995

CONTROL AND SALE OF ALCOHOLIC BEVERAGES

TABLE 13. Apparent Consumption of Wine, Fiscal Years 1941-52

Years ended March 31	Domestic Wine	Imported Wine			Apparent Consumption Domestic and Imported
	Apparent Consumption ¹	Imports	Less Re-exports	Apparent Consumption	
	Gal.	Gal.	Gal.	Gal.	Gal.
1941.....	4,310,295	502,354	35	502,319	4,812,614
1942.....	3,733,449	434,888	1,094	433,794	4,167,243
1943.....	4,192,903	434,699	35	434,664	4,627,567
1944.....	3,314,260	290,691	11,005	279,686	3,593,946
1945.....	3,409,303	303,153	—	303,153	3,712,456
1946.....	3,979,857	595,732	12	595,720	4,575,577
1947.....	4,655,734	928,664	—	928,664	5,584,398
1948.....	4,594,361	619,249	2	619,247	5,213,608
1949.....	4,020,542	690,679	235	690,444	4,710,986
1950.....	4,149,863	744,884	98	744,786	4,894,649
1951.....	4,348,733	851,591	24	851,567	5,200,300
1952.....	4,211,705	952,080	66	952,014	5,163,719

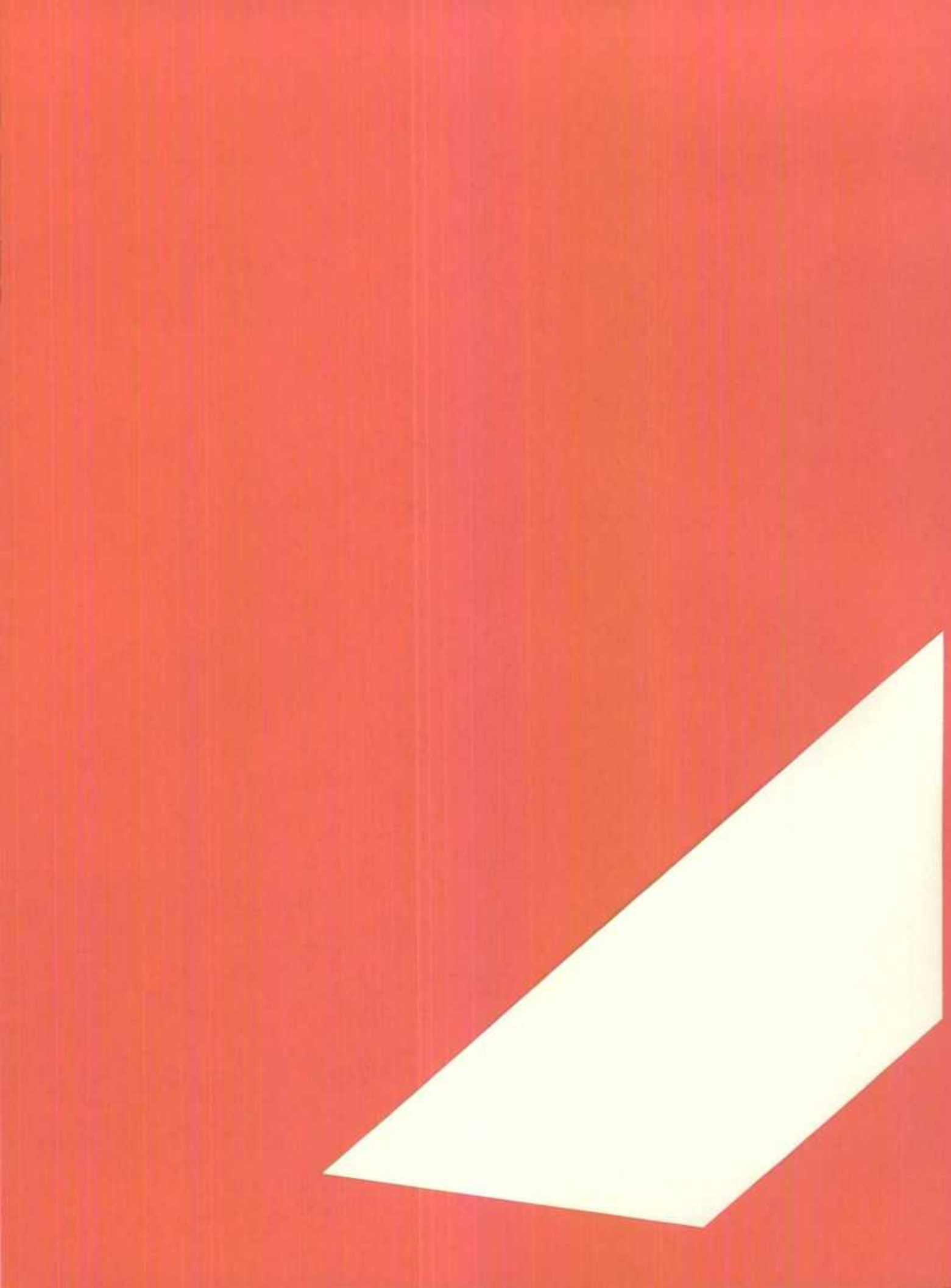
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