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THE CONTROL AND SALE OF ALCOHOLIC BEVERAGES IN CANADA

1968

(Fiscal Year Ended March 31, 1969)

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Q - Quarterly

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SYMBOLS

The interpretation of the symbols used in the tables throughout this publication is as follows:

- .. figures not available.
- nil and amounts under 500 dollars or gallons.
- r revised figures.

THE CONTROL AND SALE OF ALCOHOLIC BEVERAGES IN CANADA

1968

(Fiscal Year Ended March 31, 1969)

In Canada, all retail sales of alcoholic beverages are made either by provincial liquor authorities or by vendors holding licences or permits issued by these authorities; and many aspects of the production, import and export of alcoholic beverages are regulated by government.

The statistics presented in this report set out in detail government revenue specifically related to alcoholic beverages. Other revenues received by governments from the producers and distributors of these beverages are referred to under "Government Revenue".

The statistics also include volume figures of production and warehousing transactions, the value and volume of imports and exports, details of sales (by value and volume for each province) and the assets and liabilities of provincial liquor commissions.

The assistance of the various government officials concerned is gratefully acknowledged.

Government Revenue

Government revenue which can be specifically related to alcoholic beverages in the fiscal year ended March 31, 1969 amounted to approximately \$847 million, an increase of \$59 million or 8 per cent over the previous fiscal year.

The table below summarizes revenue derived by governments specifically from the control, taxation and sale of alcoholic beverages for the latest five years and for the tenth year prior to the latest year.

Government Revenue Specifically Derived from the Control, Taxation and Sale of Alcoholic Beverages Fiscal Years Ended March 31

Government	1959	1965	1966	1967	1968	1969
			thousands	of dollars		
Government of Canada	213,753	277, 957	308, 596	320,864	353,001	371,802
Provincial and Territorial Governments:						
Newfoundland	3,959	7,632	8,512	9,879	10,537	11,806
Prince Edward Island	1,379	2,275	2,457	2,688	3,069	3,416
Nova Scotia	12,083	14, 067	15,336	15, 950	17, 168	20,040
New Brunswick	7,513	11,786	12, 295	12,815	13,360	17,633
Quebec	46,821	60, 551	82,152	89,560	98, 587	75,541
Ontario	73, 145	114,536	126, 740	135, 154	150,632	194,013
Маліtoba	11,460	18, 821	21,328	23, 408	23, 701	25,789
Saskatchewan	12,560	17, 181	18,911	21,632	24,589	25.754
Alberta	19, 811	28, 331	31,058	35,405	39, 359	41,512
British Columbia	27, 138	35,755	41,820	44, 981	50,711	56, 180
Sub-totals	215,869	310,935	360,609	391,472	431,713	471,684
Yukon	822	996	1,053	1, 157	1, 292	1,666
Northwest Territories	533	1, 060	1, 226	1,440	1,707	1, 908
Totals, Provincial and Territorial Governments	217,224	312, 991	362,888	394,069	434,712	475,258
Totals, all Governments	430, 977	590, 948	671,484	714, 933	787,713	847,060

Details of revenue of the Government of Canada from alcoholic beverages included above are given in **Table 1**. The items included and the amounts for the year ended March 31.1969 are excise duty based on gallonage sales of spirits and beer under the Excise Act, \$320 million; excise taxes based on gallonage sales of wine under the Excise Tax Act, \$6 million; import duties on spirits, wine and beer as set out in the Customs Tariff, \$46 million, and a small amount of revenue from licences.

The producers and distributors of alcoholic beverages are liable for various other taxes imposed by the Government of Canada; the most significant of which are the corporation income tax under the Income Tax Act and the general sales tax at the rate of 12 per cent (including Old Age Security Tax of 3 per cent) on the manufacturer's selling price of goods manufactured in Canada or on the duty paid value of imported goods under the Excise Tax Act. The amounts of such taxes paid by producers and distributors of alcoholic beverages are not identifiable.

Revenue from the administration of liquor control by provincial and territorial governments is shown in Table 5. Revenue amounting to \$475 million in the year ending March 31, 1969 was derived from the net income from sales of the provincial liquor commissions (\$388 million), the issue of licences and permits (\$85 million) and fines and confiscations (\$2 million) in connection with alcoholic beverages and the following specific taxes: a 10 per cent tax on the prices of all purchases from government liquor stores under the Health Tax Act in Prince Edward Island (\$781 thousand) and taxes on sales of alcoholic beverages under the Liquor Ordinance of the Yukon Territory (\$243 thousand). A description of these items is given on page 7.

In addition to the revenue shown in Table 5, the general retail sales taxes levied by most provinces applied on sales of alcoholic beverages as follows: Newfoundland, 7 per cent; (increased from 6 per cent effective April 1, 1968); Prince Edward Island, 5 per cent; Nova Scotia. 5 per cent; New Brunswick, 6 per cent; Quebec, 8 per cent, (beer exempt); Ontario, 5 per cent, (draft beer exempt); Manitoba, 5 per cent; Saskatchewan, 5 per cent; British Columbia, 5 per cent, (draft beer exempt). The amount of revenue from these taxes cannot be derived from the sales figures shown in this report as these figures do not include markups by licencees.

Certain other provincial and municipal revenue such as that from corporation income taxes, real estate taxes and business taxes is received from the producers and distributors of alcoholic beverages but is not identifiable as such.

Production of Alcoholic Beverages

Gallonage production figures of spirits and beer subject to excise duty in the fiscal years ended March 31, 1965 to 1969, as presented in **Table 2**, are obtained from annual reports of the Department

of National Revenue. Calendar year production data based on returns from firms in the respective industries are published by the Dominion Bureau of Statistics in the following publications: "Distilleries" (Catalogue No. 32-206); "Breweries" (Catalogue No. 32-205) and "Wineries" (Catalogue No. 32-207). The fermented wines series in the table is for the calendar years 1964 to 1968 and is obtained from the Bureau report.

The term "proof gallon" as used in this and succeeding tables means an imperial gallon of spirits of "proof strength". "Proof strength" or "proof spirit" indicates the degree of alcoholic strength possessed by a liquid containing 57 per cent of alcohol and 43 per cent of water by volume, at a temperature of 51 degrees Fahrenheit. This standard of the alcoholic strength of liquids is used in computing excise and customs duties. Proof strength can be determined by the use of an instrument known as a Sikes's Hydrometer.

Warehousing Transactions in Spirits

Table 3 provides a record of the movement of spirits during the year in terms of warehousing transactions.

Spirits may be warehoused from distilleries (item 2) or taken back into warehouse after being taken out in a preceding year for various reasons such as consumption or export (item 3). The amount warehoused from distilleries includes both spirits produced during the year as shown in Table 2 and spirits taken for redistillation and re-entered in the warehouse in a later period.

Excise duty is paid only on spirits entered for consumption. Because the rate of duty varies both with the type of spirits and the uses to which they are put, there is no necessary correlation between the amount of excise duty collected on spirits by the Government of Canada (Table 1, item 1) and the gallonage of spirits entered for consumption.

Spirits are taken out of warehouse for domestic consumption (items 5 and 6), for export (item 7), for redistillation (item 8) or for other reasons (item 9). The latter item includes alcohol for denaturing for industrial uses and allowable losses in processing such as loss from evaporation.

Item 7, exported in bond, which records transactions at the time spirits are released from the warehouse for export differs from the amount of exports of domestic stock shown in Table 4 as the latter records the transaction when the physical movement of spirits takes place.

Imports and Exports of Alcoholic Beverages

Table 4 shows the value and volume of imports and exports of alcoholic beverages for a five year period. The source of the data is the monthly DBS publication, "Trade of Canada, Imports and Exports by Commodities" (Catalogue No. 65-004).

Value and volume figures for the years ended March 31, 1968 and 1969 and the change during the fiscal year 1968-69 are shown below:

Imports and Exports of Alcoholic Beverages

Fiscal Years Ended March 31, 1968 and 1969

		Valu	1e			Volun	ne	
	1968	1969	Change	Per cent change ¹ 1969/68	1968	1969	Change	Per cent change ¹ 1969/68
	thou	sands of d	ollars	%	thous	ands of ga	llons	%
imports:						1		
Spirits	27,416	28, 081	665	2	4,9102	5,4022	492²	10
Wines	17,771	16, 668	- 1,103	- 6	4,841	4, 257	- 584	- 12
Beer	1,763	1,682	- 81	- 5	1,171	1,045	- 126	- 11
Totals	46,950	46, 431	- 519	1	10,922	10, 704	- 218	- 2
Exports:3								
Spirits	155, 257	158, 528	3,271	2	18,317²	19,009²	692 ²	4
Wines	125	87	- 38	- 30	29	28	- 1	- 4
Beer	3, 951	3,863	- 88	- 2	3,181	3, 170	- 11	_
Totals	159, 333	162, 478	3, 145	2	21,527	22, 207	680	3

¹ Based on unrounded data.

Revenue of Provincial and Territorial Governments Specifically Derived from the Control and Sale of Alcoholic Beverages

Table 5 records revenue specifically derived from the control and sale of alcoholic beverages whether collected by the liquor authorities or directly by a government. As previously explained under the heading "Government Revenue", revenue derived from general retail sales taxes and other revenues not levied only on the producers and distributors of alcoholic beverages are not included in this report.

Revenue derived specifically from the control and sale of alcoholic beverages is included in the general revenue of each province and territory as shown in the publication "Provincial Government Finance", (Catalogue No. 68-207). In years prior to the year ending March 31, 1966, a table entitled "Revenue from Liquor Operations" was included in that publication. All information contained therein can now be found in this publication in Table 5 and Table 6 (a reconciliation between net income as shown in the annual reports of the liquor authorities, "net income from sales" as shown in Table 5 and total revenue from the control and sale of alcoholic beverages).

Financial statistics relating to Provincial Liquor Authorities are also included in the publication "Provincial Government Enterprise Finance" (Catalogue No. 61-204) and in the publication

"National Income and Expenditure Accounts" (Catalogue No. 13-001). In the latter publication the net income from sales (line 5, Table 5) is considered to be a form of indirect tax. Prior to the historical revision of the National Accounts Series, this revenue, along with the trading profits of other government enterprises, was treated as government investment income.

A description of items 5 to 9 in Table 5 follows:

(5) Net income from sales

This item represents the net income of liquor authorities from the sale of alcoholic beverages. It comprises gross sales less the cost of goods sold, administrative and general expenses (less miscellaneous income).

Net income from sales does not include tax, licence and permit revenue nor fines and confiscations (items 6 to 8) although costs incidental to the collection thereof have been charged to administrative and general expenses. Expenses of policing and enforcement of liquor laws and regulations and for maintenance of prisoners, which in most cases are not included in the operations of the liquor authority, have been deleted.

(6) Sales tax

This item represents taxes levied at the time of retail sale of alcoholic beverages. As pointed out previously, general retail sales taxes are excluded (see page 6, paragraph 4)

Proof gallons.

^{*} Domestic stock.

(7) Licences and permits

This is the amount collected in the nature of licences and permits to manufacture, sell or consume alcoholic beverages. It includes the income from gallonage "taxes" or "duties" not chargeable directly to the consumer, such as those levied against brewers and retailers in some provinces.

(8) Fines and confiscations

This item represents the total income realized from fines and confiscations, collected by the liquor authority or by the provincial government.

(9) Total revenue

This represents total revenues collected by the liquor authority or directly by the provincial government.

Certain inconsistencies in the data contained herein, due to differences in the administration and accounting systems followed are described below:

(i) Costs incidental to collection of taxes, licences, permits, etc.

Tax, licence and permit revenues related to alcoholic beverages are collected; (a) by the liquor authority, in which case costs of administration and collection are either included in administrative and general expenses or shown separately and applied against the relevant revenue and (b) directly by the government concerned.

For comparability where costs of administration and collection by the liquor authority are applied against revenue, the revenue items are shown on a gross basis in this publication and the costs are added to administrative and general expenses.

In a province where collections are made directly by the province, the net income from sales of the liquor authority will be slightly higher than if collections were made by the authority. The amounts involved however are small and the resulting inconsistencies are insignificant.

(ii) Capital expenditures

The method of accounting for the cost and use of fixed assets in the financial statements of the liquor authorities varies. In some cases, fixed assets are purchased by the provincial government and are not reflected in financial statements of the liquor authority. Where the liquor authority does purchase some or all of its fixed assets, the total cost in some instances is absorbed by a charge to current operations in the year of purchase, while in others it is amortized according to commercial practice by an annual charge for depreciation against operations. For the value of fixed assets carried on the books of the provincial liquor commissions, see Table 10, asset item 5.

Net income from sales, as shown in Table 5, is after deducting the amount of depreciation or capital expenditure charged for the current year and reflected in the financial statement of the liquor authority. These deductions, as well as any profit from sale of fixed assets included in operating income, are footnoted in the table.

(iii) Revenue collected by, or paid to, local governments

In some cases local governments are paid, or are allowed to retain, a portion of certain liquor control revenue, such as licences or fines. For example, in Nova Scotia liquor fines imposed and collected by the local government authorities are retained by the local government; other liquor control fines are included in the income of the liquor control authority. In Ontario, a portion of the revenue from licences and fees collected by the liquor authority is paid to those municipalities signing the required agreement and, where there is an agreement between the province and a municipality, the fines or a portion of the fines, resulting from prosecutions by municipal police officers revert to the municipality; where there is no such agreement, liquor fines are collected by magistrates on behalf of the liquor authority. In Alberta pursuant to a 1967 amendment to the Liquor Control Act, any fine imposed and collected pursuant to the Act enures to the benefit of the municipality in which the offence was committed and is paid directly to the municipality.

Where such revenues have been collected by the province, or by the liquor authority, and a pertion thereof paid to municipalities, the gross amount (before deducting the portion paid to municipalities) is reflected in Table 5. However, where such revenues have been collected by local government authorities on their own behalf and retained by them as in Nova Scotia, they are not included because the appropriate amounts cannot be determined.

Reconciliation of Income of Liquor Authorities With Total Revenue Specifically Derived from the Control and Sale of Alcoholic Beverages

Table 6 shows, for each province, the relationship between the net income shown in the annual report of the liquor authority, the net income from sales of the liquor authority and total revenue from liquor control of the province.

Where revenue from licences and permits or from flnes and confiscations has been included in the income of the liquor authority, it is deducted to arrive at net income from sales. Total revenue from liquor control, however, includes all revenue from these sources and from taxes levied at the time of retail sale of alcoholic beverages (whether or not these revenues are included in the income reported by liquor authorities). Expenses for policing and enforcement and for maintenance of prisoners, which in a few instances are charged to income by liquor authorities, are excluded to achieve interprovincial comparability.

Retail Selling of Alcoholic Beverages

The number of retail stores operated by government liquor authorities increased by 25 in the fiscal year ended March 31, 1969. The provincial and territorial breakdown is as follows:

Number of Stores in Operation

	March 31, 1968	March 31, 1969
Newfoundland	25	27
Prince Edward Island	10	10
Nova Scotia	62	63
New Brunswick	52	53
Quebec	221	229
Ontario	4061	418 ¹
Manitoba	42¹	431
Saskatchewan	82¹	761
Alberta	137	142
British Columbia	134¹	135¹
Yukon	5	5
Northwest Territories	71	71
Totals	1, 183	1, 208

¹ In addition the following liquor authorities had agencies in smaller centres of population throughout the provinces:

	March 31, 1968	March 31, 1969
Ontario	26	32
Manitoba	61	68
Saskatchewan	71	91
British Columbia	1	1
Northwest Territories	3	5
Totals	162	197

Retail sales are also made by wineries and breweries in some provinces. The value and volume of direct sales by wineries and breweries are shown in **Table 7.** Such sales are, of course, included in total sales of alcoholic beverages in Tables 8 and 9 but, as they do not affect the operations of liquor authorities, are not reflected in Tables 5 and 6.

In Newfoundland, beer is sold by breweries, as well as by the Liquor Commission, to authorized licence holders who resell to consumers. Each local brewer is permitted to operate a retail store, to take phone orders and to deliver to customers.

In Quebec, in the cities of Montreal and Quebec, come is sold by breweries to permittees authorized by the Liquor Board to sell to consumers. Licensed

grocery stores sell beer by the bottle for consumption off the premises. In country districts, the breweries sell to their representatives who must hold permits from the Board to operate a warehouse, and these representatives sell to holders of permits to sell at retail.

In Ontario, wine and beer are sold through government liquor stores and agencies and sales of domestic wine and beer are made to consumers through wineries' and brewers' retail stores. Beer is also sold by breweries to holders of licences to resell.

In Manitoba, beer is purchased from the brewers by the Commission; sales to consumers are made through government liquor stores and agencies, brewers' retail stores and other licensed vendors. Breweries, when authorized by the Commission, may make direct delivery to purchasers.

Total Sales of Alcoholic Beverages

Table 8 shows the value and Table 9, the volume of all alcoholic beverages sold (i) by liquor authorities to the final consumer and to holders of licences to resell (ii) by wineries and breweries to holders of licences to resell and (iii) by wineries' and brewers' retail outlets.

Tables 8A and 8B and Tables 9A and 9B expand the information in Tables 8 and 9 to show separate figures for Canadian and imported beverages respectively. The term "Canadian" applies to those beverages which are produced or blended in Canada. Imported produce comprises those beverages which are imported in bottles, or in bulk for bottling by liquor authorities.

Sales of alcoholic beverages increased in both value and volume in the fiscal year ended March 31, 1969. The percentage rates of increase were: total sales, value, 7, volume, 1; sales of spirits, value, 7, volume, nil; sales of wine, value, 10, volume 6; sales of beer, value, 8, volume, 1.

The value of sales of alcoholic beverages increased in all provinces except Quebec where all union employees were on strike from June 26 to November 26, 1968. The volume of sales, however, fell in Newfoundland, Ontario and Saskatchewan.

Value figures do not represent the final retail selling price of alcoholic beverages as mark-ups by licencees are not included. Volume of sales is a more realistic indicator of trends in consumption. However, as a measure of personal consumption by Canadians even the volume figures are subject to limitations as they reflect the volume of sales to the holders of licences to resell rather than the actual gallonage sold by those licencees and also include sales to non-residents.

Value and volume figures for the years ended March 31, 1968 and 1969 follow:

Value of Sales of Alcoholic Beverages1

Fiscal Years Ended March 31

	Spi	rits	Wir	nes	Ве	eer	То	tal
	1968	1969	1968	1969	1968	1969	1968	1969
				thousan	ds of dolla	irs		
Newfoundland	12,362 4,491 25,788 18,373 160,220 291,653 34,622 32,431 60,675 90,551 1,527 1,675	13,239 4,853 29,459 24,913 110,853 359,442 37,577 34,441 66,640 99,656 1,800 1,960	730 436 3,414 2,906 35,056 41,342 4,908 4,813 8,778 14,815 265 286	834 479 3,876 3,520 26,792 54,407 5,583 5,288 10,249 18,227 292 324	18,667 2,854 22,195 16,941 158,173 226,764 34,130 31,676 46,753 63,720 1,298 1,502	18, 936 3, 254 25, 316 19, 346 174, 339 240, 651 35, 680 32, 096 48, 900 67, 105 1, 634 1, 698	31,759 7,781 51,397 38,220 353,449 559,759 73,660 68,920 116,206 169,086 3,090 3,463	33,009 8,586 58,651 47,779 311,984 654,500 78,840 71,825 125,789 184,988 3,726 3,982
Totals	734, 368	784, 833	117, 749	129, 871	624, 673	668, 955	1, 476, 790	1, 583, 659

For more detailed information for 1969, see Tables 8, 8A, and 8B. Includes 8 per cent retail sales tax collected at outlets, 10,140.

Volume of Sales of Alcoholic Beverages1

Fiscal Years Ended March 31

	Spi	rits	Win	es]	Beer	То	tal
A COLUMN TO A COLU	1968	1969	1968	1969	1968	1969	1968	1969
				thousand	is of gallo	ns	,	
Newfoundland Prince Edward Island Nova Scotia New Brunswick Quebec Ontario Manitoba Saskatchewan Alberta British Columbia Yukon Northwest Territories	364 130 819 538 4,892 9,383 1,046 986 1,724 2,987 40 37	347 134 872 701 2,969 10,836 1,078 968 1,811 3,110 45	58 49 420 341 3,769 4,652 611 633 1,138 1,998 23 22	59 53 458 398 2,599 5,861 698 648 1,314 2,349 25 25	4,700 781 7,973 5,884 94,580 113,476 13,920 12,333 21,478 29,660 321 305	4, 494 967 8, 653 6, 237 99, 150 110, 658 14, 151 11, 847 22, 255 29, 936 394 355	5, 122 960 9, 212 6, 763 103, 241 127, 511 15, 577 13, 952 24, 340 34, 645 384 364	4,900 1,154 9,983 7,336 104,718 127,355 15,927 13,463 25,380 35,395 464 425
Totals	22,946	22, 916	13, 714	14, 487	305, 411	309, 097	342, 071	346, 500

¹ For more detailed information for 1969, see Tables 9, 9A, and 9B.

Assets and Liabilities of Provincial Government Liquor Authorities

Table 10 presents the assets and liabilities as published in the annual reports of the liquor authorities, and the public accounts of the provinces.

The definitions of the items follow the terminology used in commercial accounting practice.

Assets item 3, Inventories, shows the value of stock for sale (item 3.1) and stock in bond (item 3.2). Stock for sale includes the value of stock in transit from Canadian manufacturers, which has been purchased by the Board or Commission but has not been placed in warehouse at year-end and imported liquor in transit. Item 3.3 includes other materials and supplies such as containers, cartons, etc.

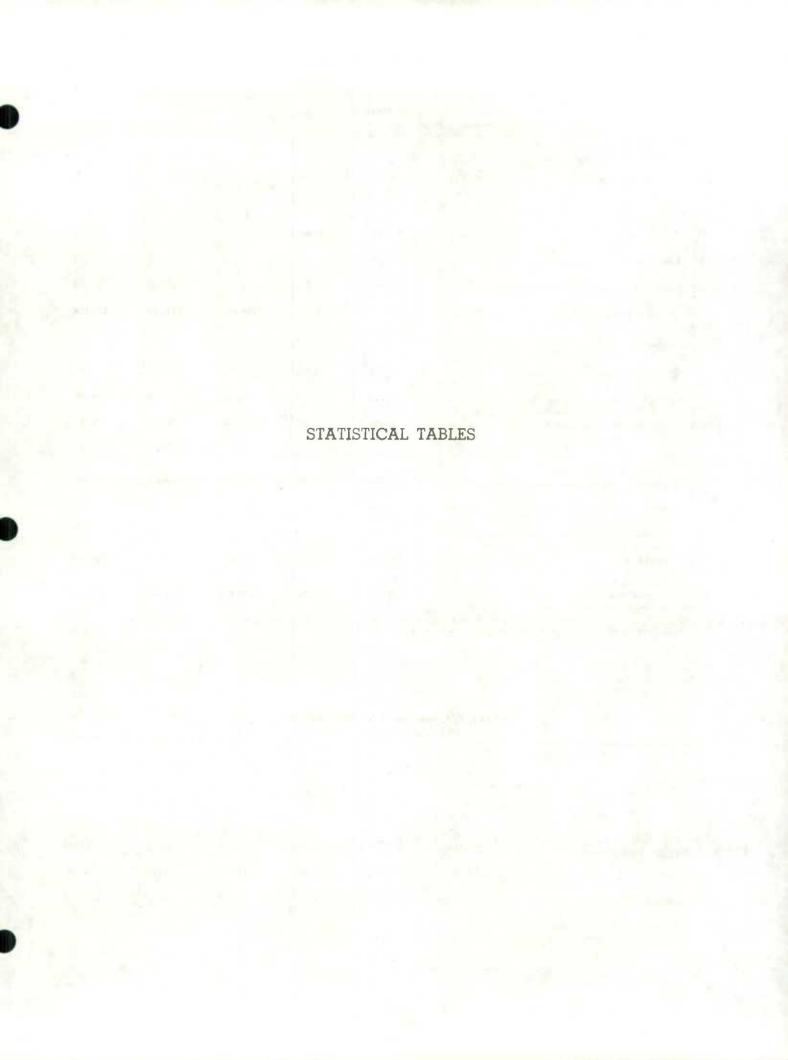


TABLE 1. Revenue of the Government of Canada Specifically Derived from the Control and Taxation of Alcoholic Beverages1

Fiscal Years Ended March 31, 1965 to 1969

No.	Nature of levy	1965	1966	1967	1968	1969
140.			thous	sands of dollars		
	On spirits:			114	- 4	
1	Excise duty	134,716	156, 942	158, 157	180, 401	185, 367
2	Licences	8	9	9	10	10
3	Import duty	30,914	36,208	40, 858	42,607	41,678
4	Total on spirits	165, 638	193, 159	199,024	223,018	227,055
	On wines:	4.15	3.74			
5	Excise taxes	4, 092	4, 402	4,752	5, 327	5, 860
6	Import duty	2,542	2,801	3,479	3,754	3,300
7	Total on wines	6, 634	7, 203	8, 231	9,081	9, 160
	On beer:		4.4			
8	Excise duty	105, 386	107,917	113, 254	120, 239	134,97
9	Licences	3	3	3	3	
10	Import duty	296	314	352	660	50
11	Total on beer	105, 685	108, 234	113, 609	120, 902	135, 58
12	Grand totals ²	277,957	308, 596	320,864	353, 001	371,80

¹ For an explanation of federal taxes for which the producers and distributors of alcoholic beverages are liable, see text, page 5.
² Refunds and drawbacks of duties and taxes have not been deducted.

TABLE 2. Production of Alcoholic Beverages Fiscal Years Ended March 31, 1965 to 19691

No.	Type	1965	1966	1967	1968	1969
	'000 of					
1	Spirits proof gal.	45, 117	54, 796	62,389	70,738	76,824
2	Wines ² gal.	9,831	10, 954	11, 425	11,654	13, 850
3	Beer	294, 392	298,690	313, 959	325, 349	331,423

¹ See explanatory comment on page 3. ² On a calendar year basis.

TABLE 3. Warehousing Transactions in Spirits¹

Fiscal Years Ended March 31, 1965 to 1969

Νo,	Details	1965	1966	1967	1968	1969
			thousand	is of proof gallor	ns	
1	In warehouse at beginning of year including transits	169,702	179, 425	194,942	217,026	239, 170
	Add:	,				
2	Warehoused during year from distillery	54, 331	64, 184	76, 404	86, 433	97, 473
3	Otherwise warehoused	4	26	29	27	30
4	Total additions	54, 335	64, 210	76, 433	86, 460	97, 503
	Deduct:					
	Entered for consumption:					
5	Matured	10, 135	11,800	11, 918	13, 189	12,678
6	Unmatured	664	660	705	718	767
7	Exported in bond	12,688	13, 866	14,700	18,676	18,883
8	Taken for redistillation	8,756	8,962	12, 837	16,016	19,613
9	Otherwise accounted for	12, 369	13, 405	14, 189	15,717	17, 374
0	Total deductions	44, 612	48, 693	54, 349	64, 316	69, 315
1 1	In warehouse at end of year	179, 425	194, 942	217, 026	239, 170	267, 358

¹ See explanatory comment on page 6.

TABLE 4. Imports and Exports of Alcoholic Beverages¹

Fiscal Years Ended March 31, 1965 to 1969

NG.	Details		1965	1966	1967	1968	1969
	Spirits:	'000 of					
1	Imports	\$	20, 789	22,502	27.515	27.416	28, 081
2	Exports of domestic stock	\$	108, 750	118, 018	126, 827	155, 257	158, 528
_		Ψ	100, 100	110,010	120,021	100, 201	100, 520
_	Wines:		44 049	40.00			
3	Imports	\$	11,347	12,517	16,068	17,771	16,668
4	Exports of domestic stock	\$	7	36	46	125	87
	Beer:						
5	Imports	\$	888	925	1,001	1,763	1,682
6	Exports of domestic stock	\$	4,346	4,485	4, 510	3,951	3, 863
	Total:						
7	Imports	\$	33, 024	35, 944	44, 584	46, 950	46, 431
8	Exports ²	\$	113, 103	122, 539	131, 383	159, 333	162, 478
	Spirits:						
9	Importsp	roof gal.	3,430	3,723	5, 030	4,910	5, 402
10	Exports of domestic stock	4.6	12.616	13,810	14, 588	18,317	19,009
	Wines:						
11	Imports	gal.	3, 369	3,511	4, 509	4,841	4, 257
12	Exports of domestic stock	24	2	9	12	29	28
	Beer:						
13	Imports	8.4	528	557	629	1, 171	1. 045
14	Exports of domestic stock	10	3, 396	3.544	3, 566	3, 181	3, 170
v =				.,	0,000	0,000	0, 110
	Total:		7 002	7 701	10 10	40 00-	
15	Imports	6.6	7, 327	7, 791	10, 168	10, 922	10, 704
16	Exports ²	8.0	16, 014	17, 363	18, 166	21, 527	22, 207

^{*} Sac expianatory comment on page 6. * Ones not include foreign produce re-exported,

TABLE 5. Revenue of Provincial and Territorial Governments Specifically Derived from the Control and Sale of Alcoholic Beverages1

No.		Newfound- land	Prince Edward Island	Nova Scotia	New Brunswick		
		thousands of dollars					
1 2 3 4	Gross sales Deduct cost of goods sold ³ Gross profit on sales (item 1 less item 2) Deduct administrative and general expenses less miscellaneous income ⁴	15,318 7,248 8,070 1,774	8,586 5,586 3,000 418	58,651 34,419 24,232 4,495	47,779 27,252 20,527 3,528		
5	Net income from sales (item 3 less item 4)	6,296	2,582	19,737	16, 999		
6 7 8	Sales tax Licences and permits ⁵ Fines and confiscations ⁵	5, 482 28	781 24 29	229 74	427 207		
9	Total revenue from the control and sale of alcoholic beverages	11.806	3,416	20,040	17,633		

¹ For an explanation of other provincial taxes for which producers and distributors of alcoholic beverages are liable, see text page 6. Explanatory

comment on this table is on page 7.

Includes the 8% sales tax collected at outlets, 10,140.
Includes discounts and rebates. Container refunds, bottle sales, etc. have been deducted.

TABLE 6. Reconciliation of Income of Liquor Authorities with Total Revenue Specifically Derived from the Control and Sale of Alcoholic Beverages

Fiscal Year Ended March 31, 1969

io.		Newfound- land	Prince Edward Island	Nova Scotia	New Brunswick
			thousands	of dollars	
1	Net income shown in annual report of Liquor Authority	11,806	2,606	17,882	17,426
2 3	Revenue included in income of Liquor Authority deemed to be liquor revenue of province for these statistics: Licences and permits Fines and confiscations	- 5,482 - 28	- 24	- 139 - 72	- 427
4 5 6	Expenses charged to income by Liquor Authority but added back to arrive at net income from sales on a comparable basis between provinces: Policing and enforcement expenses Maintenance of prisoners Net income from sales (Table 5, item 5)	6,296	_ _ 2,582	1,965 101 19,737	_ 16, 999
	Add:				
7	Liquor revenue of province (items 2 and 3)	5,510	24	211	427
8 9 0	Other liquor revenue of province not included in income of Liquor Authority:¹ Sales tax Licences and permits Fines and confiscations	-	781 - 29 ³	90	_ 207
1	Total revenue from the control and sale of alcoholic beverages (Table 5, item 9)	11,806	3,416	20,040	17, 633

¹ Collected by provincial governments or by liquor authorities on behalf of provincial governments.
² This amount was pald to municipalities.

TABLE 7. Retail Sales of Wine and Beer through Wineries and Breweries and Wineries' and Brewers' Retail Outlets Where Permitted by Liquor Authorities1

0.		Newfor land		Prince Edward Island	Nova Scotia	New Brunswick
		'000 of				
1 2	Wines-Sparkling ¹	\$ gal.	=	_	=	-
	Wines - Other	\$ gal.	_	_	= =	
5	Beer	\$ gal.	17,691 4,218	=	-	

¹ Value figures are included in Table 8 and volume figures in Table 9.

² For purposes of this publication, sparkling wines are defined to mean wines containing more than 7 per cent of absolute alcohol by volume is which the gas pressure in terms of absolute atmospheres exceeds two at a temperature of 10°C, or 50°F. The term "absolute atmospheres" means the gauge pressure plus one.

TABLE 2. Revetue of Provincial and Territorial Governments Specifically Derived from the Control and Sale of Alcoholic Beverages1

Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia	Yukon	Northwest Territories	Total	No
			thou	sands of dollar	S		-		
138, 704 ² 75, 216 63, 488 20, 220	415,731 231,392 184,339 30,698	78,840 52,204 26,636 4,565	71,825 43,862 27,963 2,917	125, 789 77, 813 47, 976 8, 046	184, 988 119, 974 65, 014 9, 654	3,726 2,078 1,648 265	3, 982 1, 921 2, 061 234	1, 153, 919 678, 965 474, 954 86, 814	1 2 3 4
43,268	153, 641	22,071	25, 046	39, 930	55,360	1,383	1,827	388,140	5
31,899 374	40,372	3. 403 315	243 465	1,582	820	243 19 21	81	1,024 84,581 1.513	6 7 8
75,541	194, 013	25,789	25,7546	41,512	56, 180	1,666	1,908	475, 258	9

⁴ The following items are included; expenses incurred by liquor authorities in the collection of other revenue which they administer; commission on general sales tax collections; provision for depreciation of fixed assets — P.E.I., 12; N.S., 267; N.B., 116; Que., 575; Man., 868; Sask., 76; Alta., 281; B.C., 439; total, 2,634; capital expenditures — Nfid., 29; P.E.I., 7; N.B., 186; Que., 444; Ont., 2,382; Man., 10; total, 3,058; profit on sale of fixed assets — N.B., 30; Alta., 7; B.C., 130; total, 167.

⁸ Before deducting any payments to municipalities out of liquor control authority revenue.

⁹ Includes income of the Liquor Board and the Liquor Licensing Commission.

TABLE 6. Reconciliation of Income of Liquor Authorities with Total Revenue Specifically Derived from the Control and Sale of Alcoholic Beverages

Fiscal Year Ended March 31, 1969

Quebec	Ontario	Manitoha	Saskat- chewan	Alberta	British Columbia	Yukon	Northwest Territories	Total	No
			thou	sands of dollar	3				
74,292	192, 577	25, 471	25, 275	41,512	56,055	1,390	1,908	468, 200	1
- 31.899	- 38, 936	- 3,4 <u>0</u> 3	- 243 - 1	- 1,582	- 820	- 7	- 81	- 83, 043 - 101	3
875 43,268	153, 641	22,071	15 25,046	39,930	125 55, 360	1,383	1, 827	2, 983 101 388, 140	6
31,899	38, 936	3, 403	244	1,582	820	7	81	83, 144	7
374	1, 4362	315	464			243 12 21 ³		1, 024 1, 538 1, 412	8 9
75, 541	194, 013	25,789	25, 7544	41,512	56,180	1,666	1,908	475,258	11

Estimated.

4 Includes income of the Liquor Board and the Liquor Licensing Commission.

TABLE 7. Retail Sales of Wine and Beer through Wineries and Breweries and Wineries' and Brewers' Retail Outlets Where Permitted by Liquor Authorities1

No	Total	Northwest Territories	Yukon	British Columbia	Alberta	Saskat- chewan	Manltoha	Ontarlo	Quebec
1 2	2.735 274	-	_	*****			dorit-	2,735 274	_
3 4	6, 132 930	_	_	_	_	_	-	6,132 930	
5 6	420, 873 210, 201	_	-	_	-	***	3 3	229,902 107,062	173.280 98,921

^{*}Commencing October 1, 1959, breweries are required to purchase beer for resale through their retail outlets directly from the Liquor Control Commencing of Manitoba. Beer sales of 3,871 (1,232 galions) made through retail outlets of breweries during the year ended March 31, 1969 are included in sales by liquor authorities.

TABLE 8. Sales of Alcoholic Beverages by Value¹

		Newfoundland	Prince Edward island	Nova Scotia	New Brunswick
No.			thousands o	f dollars	
1 2 3 4 5 6 7 8	Spirits: Alcohol	2 273 904 192 7, 192 4, 292 366 18	4,853	4 498 2, 467 356 17, 835 6, 260 2, 039 	1 840 5,533 419 9,382 7,145 1,578 15 24,913
10 11 12	Wines: Sparkling ² Other Total wines	55 779 834	479	155 3,721 3,876	3, 520
13	Beet	18, 936	3,254	25,316	19,346
14	Total sales'	33,009	8,5864	58,651	47,779

TABLE 8A. Sales of Alcoholic Beverages (Canadian) by Value

Fiscal Year Ended March 31, 1969

vo.		Newfoundland	Prince Edward Island	Nova Scotia	New Brunswick
10.			thousands	of dollars	
1 2 3 4 5 6 7 8	Spirits: Alcohol Brandy Gin Liqueurs Rum Whisky Vodka Other Total spirits	2 741 53 2,365 2,232 366 - 5,761		218 2, 247 206 13, 088 4, 515 2, 039 - 22, 317	
10	Wines: Sparkling¹ Other Total wines Beer	48 347 395	4 ° °	122 2, 722 2, 844 25, 12 7	
14	Total sales	24,829		50, 288	

¹ See footnote2 Table 8.

TABLE 8 B. Sales of Alcoholic Beverages (Imported) by Value

No.		Newfoundland	Prince Edward Island	Nova Scotia	New Brunswick
.,			thousands	of dollars	
1 2 3 4 5 6 7 8 9	Spirits: Alcohoi Brandy Gin Liqueurs Rum Whisky Vodka Other Total spirits	271 163 139 4,827 2,060 18 7,478		280 220 150 4,747 1,745 — 7,142	::
10 11 12 13	Wines: Sparkling¹ Other Total wines Beer Total sales	7 432 439 263 8, 180	••	1,000 1,032 189 8,363	

¹ See footnote? Table 8.

¹ For explanation of the basis on which these data are reported, see commentary on page 9.

² For purposes of this publication, sparkling wines are defined to mean wines containing more than 7 per cent of absolute alcohol by volume in which the gas pressure in terms of absolute atmospheres exceeds two at a temperature of 10°C, or 50°F. The term "absolute atmospheres" means the gauge pressure plus one.

TABLE 8. Sales of Alcoholic Beverages by Value¹

Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Yukon	Northwest Territories	Total	No
	1		thou	sands of dollar	s				110
7,751 12,818 38,468 5,232 8,264 32,450 5,070 800	2,512 15,810 45,099 13,053 37,064 222,712 18,980 4,212	10 1,351 2,539 917 4,379 26,730 1,591	1 919 2,789 882 4,041 24,506 1,226 77	2,304 6,036 1,933 11,736 41,098 3,313 216	13 2,789 11,478 2,914 13,764 61,210 5,248 2,240	44 115 88 291 1,125 137	25 1 05 53 4 85 1,140 1 52		1 2 3 4 5 6 7 8
110, 853	359, 442	37, 577	34, 441	66, 640	99, 656	1, 800	1, 960	784, 833	1
1,929 24,863	8, 739 45, 668	905 4,678	423 4, 865	721 9,528	823 17,404	58 234	.,	• •	10
26, 792	54, 407	5, 583	5, 288	10, 249	18, 227	292	324	129, 871	12
174, 339	240, 651	35, 680	32, 096	48, 900	67, 105	1, 634	1, 698	668, 955	13
311, 9845	654, 500	78, 840	71, 825	125, 789	184, 988	3,726	3, 9826	1, 583, 659	14

TABLE 8A. Sales of Alcoholic Beverages (Canadian) by Value Fiscal Year Ended March 31, 1969

Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Yukon	Northwest Territories	No
			thousands of	dollars				-
751 3 054 9 844 317 426 2 215 4 487 521	2,512 6,362 38,115 6,393 27,945 196,104 18,323 3,428	10 577 2, 088 475 2, 917 24, 202 1, 516 33	1 173 2, 461 569 1, 862 22, 845 1, 154 53	4 327 4,838 815 8,860 36,078 3,084 63	13 100 9,819 1,224 10,322 50,877 5,221 1,568	8 102 10 200 965 136	92 15 287 981 152	
74, 615	299, 182	31, 818	29, 118	54, 069	79, 144	1, 421	1, 527	
401 6, 220	6, 413 26, 669	676 3,478	331 4,111	362 6, 245	438 12,688	41 152	- 1 =	1 1
6,621	33, 082	4, 154	4, 442	6,607	13, 126	193	266	1
173, 699	238, 598	35, 560	31, 957	48, 164	66, 564	1,602	1,698	1
254, 935	570, 862	71, 532	65, 517	108, 840	158, 834	3, 216	3, 491	1

TABLE 8B. Sales of Alcoholic Beverages (Imported) by Value

Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Yukon	Northwest Territories	No
			thousands	of dollars				110
10, 764 8, 624 2, 915 2, 838 10, 235 583 279	9,448 6,984 6,660 9,119 26,608 657 784	774 451 442 1,462 2,528 75	746 328 313 2,179 1,661 72	1,977 1,198 1,118 2,876 5,020 229 153	2,689 1,659 1,690 3,442 10,333 27 672	36 13 78 91 160	25 13 38 198 159	1 2 3 4 5 6 7
36, 238	60, 260	5, 759	5, 323	12, 571	20, 512	379	433	9
1.528 18.643	2.326 18,999	229 1,200	92 754	359 3,283	385 4,716	17 82	_	10
20, 171	21, 325	1, 429	846	3,642	5, 101	99	58	12
640	2, 053	120	139	736	541	32	****	13
50,049	83, 638	7, 308	6, 308	16, 949	26, 154	510	491	14

Before deducting discounts and rebates as follows: Nova Scotia, 39; Ontario, 122; Saskatchewan, 2: total, 163.
 Includes health tax of 10 per cent on retail selling price amounting to 781. See Table 5, item 6.
 Includes 8 per cent sales tax collected at outlets, 10,140.
 Excludes liquor tax of 10 cents to 25 cents on volume of retail package, amounting to 243. See Table 5, item 6.

TABLE 9. Sales of Alcoholic Beverages by Volume:

No.		Newfoundland	Prince Edward Island	Nova Scotia	New Brunswick			
		thousands of gallons						
1 2 3 4 5 6 7 8	Spirits: Alcohol Brandy Gin Liqueurs Rum Whisky Vodka Other	7 27 5 199 100 9	2 12 11 61 45 13	13 76 10 536 176 61 	22 157 12 270 194 46			
9 10 11 12 13	Total spirits Wines: Sparkling ² Other Total wines Beer	3 56 59 4,494	53	9 449 458 8,653	398 6, 237			
14	Total sales	4,900	1, 154	9, 983	7,336			

¹ For explanation, see commentary on page 9.

TABLE 9 A. Sales of Alcoholic Beverages (Canadian) by Volume

10.	Newfoundland	Prince Edward Island	Nova Scotia	New Brunswick
		thousands	of gallons	
Spirits: Alcohol Brandy	21 22 61 52 9	2 10 48 36 13 -	6 70 6 397 129 61	130 207 143 45
Wines: Sparkling¹ Other Total wines	2 32 34		8 375 383	348
3 Beer	4,447		8, 612	6,214
4 Total sales	4, 626		9, 664	7,112

¹ See footnote2, Table 9.

TABLE 9 B. Sales of Alcoholic Beverages (Imported) by Volume Fiscal Year Ended March 31, 1969

io.		Newfoundland	Prince Edward Island	Nova Scotla	New Brunswick
			thousands	of gallons	
1 2 3 4 5 6 7 8	Spirits:	7 6 3 138 48 -	2 1 13 9	7 6 4 140 46 	15 18 3 62 52 1
0 1 2 3	Wines: Sparkling¹ Other Total wines Beer	1 24 25 47	::	74 75 41	
4	Total sales	274		319	2:

¹ See footnote², Table 9,

TABLE 9. Sales of Alcoholic Beverages by Volumet

Cuebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Yukon	Northwest Territories	Total	No
			thous	ands of gallons	3				
257 260 1. 129 120 222 826 135 20	98 441 1,422 365 1,147 6,644 590 129	39 77 26 129 757 48 2	25 81 24 111 688 36 3	63 177 54 328 1,089 94	76 367 81 415 1,828 169 174	3 2 7 29 4	1 3 1 11 26 3	355 949 3.531 701 3.436 12.402 1.208	
2,969	10,836	1,078	968	1,811	.3, 110	45	45	22, 916	
50 2, 549	638 5,223	75 623	30 618	28 1, 286	37 2,312	21			1
2,599	5.861	698	648	1,314	2,349	25	25	14,487	1
99, 150	110,658	14,151	11,847	22,255	29,936	394	355	309, 097	1
104.718	127,355	15,927	13,463	25,380	35,395	464	425	346,500	1

² For purposes of this publication, sparkling wines are defined to mean wines containing more than 7 per cent of absolute alcohol by volume in which the gas pressure in terms of absolute atmospheres exceeds two at a temperature of 10°C, or 50°F. The term "absolute atmospheres" means the gauge pressure plus one.

TABLE 9 A. Sales of Alcoholic Beverages (Canadian) by Volume

Fiscal Year Ended March 31, 1969

Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Yukon	Northwest Territories	No
	1		thousands of g	allons				
157 54 899 55 152 302 124 15	98 193 1,219 201 876 5,982 572 110	17 64 14 87 693 46	5 72 16 51 648 34 2	9 142 24 252 969 88 2	4 315 40 322 1,567 168 122	- 3 - 5 25 4	3 7 23 3	1 2 3 4 5 6 7 8
2,166	9, 251	922	828	1,486	2,538	37	36	1
15 977	541 3,791	64 525	25 573	16 994	27 1, 971	3 16		10
992	4,332	589	598	1,010	1,998	19	23	12
99, 685	110,292	14,129	11,824	22,096	29,830	389	355	13
102, 243	123,875	15, 640	13, 250	24, 592	34,366	445	414	14

TABLE 9 B. Sales of Alcoholic Beverages (Imported) by Volume

Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Yukon	Northwest Territories	No
			thousands of g	ailons				
206 230 55 70 224 13 5	248 203 164 271 662 18 19	-22 13 12 42 64 2 1	20 9 8 60 40 2 1	54 35 30 76 120 6 4 325	72 52 41 93 261 1 52	- - 2 2 4 - - 8	1 1 4 3 3	
35 1,572 1.607	97 1, 432 1,529 366	11 98 109	5 45 50 23	12 292 304 159	10 341 351 106	1 5 6	2	1 1 1
2,475	3,480	287	213	788	1,029	19	11	

TABLE 10. Assets, Liabilities and Net Worth of Provincial Government Liquor Authorities as at March 31, 1969

0.		Newfoundland	Prince Edward Island	Nova Scotia	New Brunswick
			thousands of	dollars	
	Assets				
1	Cash on hand and on deposit	562	91	1,644	2,372
2	Accounts receivable	434	3	90	1
3	Inventories:				
	1, Stock for sale ¹	1,979	586	3,543	4,07
	2. Stock in bond ²	476	3	349	-
	3. Other materials and supplies	67	-	-	-
	Sub-totals	2,522	586	3,892	4,07
4	Prepaid expenses	16	_	-	
5	Fixed assets ⁴	247	144	2,787	79
8	Loans and advances receivable			_	_
7	Mortgages receivable		_		
8		Kin Blue			2
				117	
9	Deferred charges	_	_	117	
0	Other assets			Torre	3.00
1	Total assets	3, 7815	824	8, 530	7, 28
		1			
	Liabilities and net worth				0.00
1	Accounts payable	781	-	2,144	2,00
2	Temporary loans, advances and notes payable:				
	1. Bank loans and overdrafts	_	15	- T	WIII
3	Accrued charges	-	-		
4	Long-term loans and advances:	1 T W			
	Provincial	-		-	
5	Long-term debt		_		
		H . H			
6	Provision for estimated liabilities:	MET			
	1. Reserves for insurance	-	-		
7	Other liabilities	-	809		
8	Proprietary equity (net worth):		1 - 1 - 1		
	1. Interest-free working capital	150			
	2. Equity reserves:				
	(1) Contingencies	-	-	em.	
	(2) Plant expansion	-	-	-	
	(3) Other	247	-	500	
	Sub-totals	247	-	500	
	3, Surplus (unremitted to Provincial Treasurer)	2,603	_	5,886	5, 2
	Sub-totals	3,000	-	6, 386	5, 2
9	Total liabilities and net worth	3, 7815	824	8,530	7, 2

Represents laid down cost to liquor authority including Government of Canada excise duties and taxes.
 Excludes Government of Canada excise duties and taxes.
 Prince Edward Island and Northwest Territories have no bonded warehouses.

TABLE 10. Assets, Liabilities and Net Worth of Provincial Government Liquor Authorities as at March 31, 1969

Curbec		Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Yukon	Northwest Territories	Total	1
				tho	usands of dollar	S				T
1,5	197	10,854	1,205	11,991	962	4,606	178	-	36, 462	
2, 3	65	3, 913	31	25	75	44	7	-	6,988	
18, 2	883	20,714	3, 038	3, 615	4,665	8,872	439	638	70, 451	
	_	6,598	377	228	1.742	358	_	3	10, 128	-1
3	79	254	55	24	16	-	_		795	
18,6	62	27, 566	3,470	3,867	6,423	9, 230	439	638	81.374	
	-	351	10	85	64	15	_	-	550	
13.8	17	_	112	1.612	8,133	2.730	_	_	30,379	
	_		-	ptro 1		331	_	_	331	
	_	29	_	59	_	_		******	93	
	_	_	_							
			_	-			prime.		22	
	14	_	_	-	100	-	_		33 1	1
	-	_	and the second s	- Otro	10		-	-	10	
37,0	555	42,7135	4,828	17, 639 ^a	15, 6675	16, 956	624	638	156, 540	
0.8	25	16, 139	1,549	13	6,016	6, 924	91	p010	41, 492	
	_		_		_	_	_		15	
	_	_	99		_	-	-	_	99	
7,1	70	_				8, 981	533		16,684	
* , .						0, 501	303		10,004	
		_	_		_	_	_	-		
1, 0	68	-	-	_	-	_		_	1, 068	
	-	-	830	736	-	-	-		2, 375	
		-	_	- H	~	-	-	-	150	
	_	500	-	2,000	_	_	_	_	2,500	
	-		_	2, 271			_	wine.	2,271	
	-	1,000	-	-	9, 951	1,051	-	prime .	12,749	
	-	1, 500	_	4,271	9, 951	1, 051	-	-	17,520	
22,9	91	25,074	2,350	12,619	- 300	-	****	638	77, 137	
22, 9	91	26, 574	2,350	16,890	9, 651	1,051	-	638	94,807	
37,0	555	42, 713 ⁵	4, 8285	17,639 ⁶	15,6675	16, 956	624	638	156,540	

^{*} See explanatory comment on capital expenditures, page 8.

* Excludes uncarned licences and permits revenue collected on behalf of province: Nfld., 5; N.B., 54; Quebec, 1,932; Ontario, 141; Manitoba, 138; Aiberta, 284.

* Includes the Saskatchewan Liquor Board and Liquor Licensing Commission.

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