

This table gives an over-all picture of how Canada has not only controlled, but reduced consumption of alcoholic beverages in wartime. These figures include alcoholic beverages consumed by troops training in Canada.

In order to attain a fair distribution of the stocks allotted to the provinces by the federal government, most of the provinces have found it necessary to introduce rationing. (The exception, Prince Edward Island has prohibition). In Ontario, the province, with the largest population the spirits ration is set at 26 ounces a month, if available. In the same province, the beer-drinker is limited to 12 quarts a month. Beer sold only at government operated brewery warehouses, liquor at the stores of the liquor Control Board of Ontario. Beer can be purchased at grocery stores only in the Province of Quebec. Also, there are no bars in Ontario or most of the Canadian provinces. It is impossible, for example, to buy liquor in an Ontario hotel.

Cigarettes --

There are two chief reasons why Canada has not suffered the same shortage of cigarettes as has the United States.

1. Taxation - Canadian tax on cigarettes ranges between \$10 and \$11 per thousand; U.S. tax is \$3.50 per thousand. Thirty-three cents buys a package of 20 cigarettes in the Province of Ontario; about 21 of these 33 cents are taken by the government and used to fight the war. The high cost of cigarettes in Canada (a tax of more than one cent on one cigarette) has been a prime factor in discouraging panic buying or hoarding.

2. Co-ordination of control -- Although cigarettes are not rationed to the Canadian consumer, the whole tobacco supply of the country is under constant scrutiny and control by the Wartime Prices and Trade Board. This agency of the government follows the tobacco right through from the grower to the consumer. The Prices Board sets the price which the grower receives for the leaf. It sets the price at which the manufacturer must sell. It arranges the wholesale and retail price spreads. The Prices Board has been extremely sensitive to any evidence of panic buying. Runs on cigarettes in Canada have been sporadic, but they are quickly dealt with. If there is a run, extra supplies are rushed in, thus maintaining public confidence and eliminating any incentive for hoarding.

Besides these two main points, any discussion of Canadian and U.S. tobacco situations must consider that cigarettes have always cost more in Canada, and that it has been the custom in Canada to buy cigarettes one package at a time, not by the carton.

Although these factors have aided Canada in dealing with the problem, it is not to be thought that Canada has had no cigarette shortage. It is almost unheard of for a Canadian tobacconist to be out of cigarettes, but often he will be out of a particular brand. And although no new Canadian brand of cigarettes has appeared and no brand has been eliminated since the industry was frozen in 1941, some less well-known brands have become more popular. Prices Board officials report that Canadian smokers have co-operated with them in accepting other than their favorite brands, and in refusing to be stampeded into panic buying. It has been found that when panic buying begins, twice the ordinary stocks are needed to meet the demand.

As in the United States, cigarette smoking has increased during the war. In 1939, more than seven billion cigarettes were smoked in Canada (actually 7,126,193,000). In 1944 the figures was over eleven and a half billion (11,666,420,000). In 1944 Americans smoked 239