

"of beer is to be reduced by 10%; wine by 20%; and spirits by 30%.

Provision has also been made for a reduction in the alcoholic content of all distilled spirits to not greater than 30% under proof. This reduction in alcoholic content becomes effective as soon as stocks now packaged and ready for sale are exhausted.

The "fortification" of wine with distilled spirits is prohibited. The greatly increased consumption of alcoholic beverages is very largely a direct result of the increased purchasing power created by wartime expenditures. All the reasons for the curtailment in the production, distribution, sale and consumption of alcoholic beverages apply to liquor advertising. Advertising is clearly not necessary to promote sales, nor is it justifiable if sales and consumption are to be curtailed.

The government has, therefore, decided to prohibit the advertising of spirituous liquors, wine and beer, throughout Canada, for the duration of the war.

A period of some six weeks has been afforded within which necessary adjustments may be made. Liquor advertising will, however, not be permitted in any part of Canada after February 1st, 1943.

A word is now necessary on the relations of the dominion and provincial governments with respect to the production and sale of alcoholic beverages. The federal government has to do with their production and importation; the provincial governments with their sale and distribution. In other words, while the Dominion government is in a position to control the quantities of spirits, wine and beer to be released for consumption, the regulation of the retail sales of alcoholic beverages is a matter which is determined by each province according to its judgment. It is true that under the War Measures Act, where the demands of war so require, the Dominion has an over-riding jurisdiction in this as in other fields. The government has felt that it would not be justified in exercising this jurisdiction except in matters of actual necessity connected with the prosecution of the war. For this reason, the federal government has refrained up to the present from taking any action in this field which it was felt the provinces themselves might be expected to take.

An examination of existing wartime needs now makes it necessary for the federal government, in addition to the measures I have announced to appeal to the provinces for their co-operation in further restricting the sale of alcoholic beverages. It has already been found that the curtailment of hours of sale, in those provinces where the hours have been cut down, is automatically resulting in a reduction of consumption of alcoholic beverages with evident beneficial results to Canada's war effort. While each province is able to judge best of its own places of sale and hours of sale, the federal government is of the opinion that in the interest of Canada's war effort, the total number of hours to be allotted for sale of spirits, wine and beer, in any establishment where they may be sold, should not exceed 8 hours per day. On behalf of the federal government, I wish now publicly to appeal to the provinces to lend their co-operation in furthering our country's war effort by effecting at as early a date as may be possible this much needed restriction."