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Memorandum for the Prime Minister

Re: Temperance Policy

In the attached rough draft of the "policy" side of the temperance broadcast, I have taken, point by point, the recommendations of the United Church brief, and indicated what has been or might be done, each case.

1. The restriction of materials and
2. the quantities released are really complementary. If the quantity to be released is to be restricted no additional advantage will be gained by restricting materials.
3. The reduction of alcoholic content.

This would be perfectly feasible according to Mr. Sim. In case of imports it might involve an agreement with the U.K. exporters to send to Canada the weaker spirits sold in England, instead of stronger spirits now exported. Beer and wine are largely domestic problems and present no difficulties, although manufacturers would probably make a considerable protest. However, reducing alcoholic content would be a real temperance measure and would help the provinces to make up some of the financial loss on smaller sales.

4. Liquor advertising - Mr. Turnbull is canvassing with Mr. Vining - to report on Monday.

As for exports overseas, this is exclusively beer for the British government and really has nothing to do with temperance in Canada.

5. Education: It is assumed a Dominion-Provincial conference is undesirable and an appeal for more educational activity preferable.

The United Church brief does not ask for federal interference with retail sale. The whole matter is filled with complications.