

# Medical Hall Ginger Ale Factory

KENNETH, CAMPBELL & CO.

84 ST. URBAIN STREET

THE ORIGINAL BELFAST GINGER ALE,  
MEDICAL HALL EXTRA SODA WATER,  
do do CHAMPAGNE CIDER,  
CHERRY PHOSPHATE,

A New Beverage for Brain and Nerves!

Proprietor of Campbell's Quinine Wine

The original and genuine.

## Our Aim and Methods

When a new organ makes its first appearance, the reading public and the contemporaneous press are at once anxious to know the aim of its promoters and the means they propose adopting to reach their goal. In placing the LICENSED VICTUALLERS' GAZETTE in the journalistic field we deem it our duty to enlighten our readers, our friends, and even our critics—for all journals have critics—concerning both the object of our publication and the line we intend following, as well as the spirit with which we desire to animate its columns. We do not claim that we are about to "supply a large felt want;" nor do we pretend that we are going to revolutionize anything. The most we can say, regarding our undertaking, is that we hope to equip a very

section of the community with a mouth-piece of communicating to the community at large the many interests, wants, desires, opinions and arguments, which heretofore have had no special channel open to them. The power of the press has increased in a wonderful degree during the past few years; and to-day there is scarcely a branch of society that has not some species of organ to voice its opinions, defend its interests, or assert its rights and privileges. That section of the commercial world which is represented by such bodies in the Licensed Victuallers' Association, and kindred organizations exercises no small influence on the progress and prosperity of the country, has obligations of great importance to fulfil—on the one hand—and claims upon the recognition of the public—on the other hand—that often are ignored and that at times must be asserted.

Our aim is, therefore, to supply that very important division of trade with a medium whereby the great mass of our citizens can be reached and wherein the legitimate claims of that heretofore unrepresented branch of commerce may be set forth. In other words, we seek to have justice done in the interests of all classes that go to make up our Dominion's population, and particularly in behalf of those whom we more especially represent.

As to the methods we propose adopting, they are simply those universally recognized as belonging to fair and honest journalism. The

spirit in which our articles shall be written will constitute the animating sentiment of our paper. We can allow no political, national or sectarian influences to mar our mind or dictate our expressions. We trust that we can find arguments sufficiently convincing to sustain our views on any subjects that may be discussed in our columns, and that we shall find such language to express our opinions that no word will grate upon the feelings of any of our readers. We expect that before we shall have gone many steps along the path upon which we enter to-day we will meet with serious and even vexatious opposition. For all this we are perfectly prepared; and we intend to move right ahead, paying no attention to anything, save reasonable, logical and respectful argument. Our assertions will be always followed by proof; and should we ever be obliged to criticise we intend to do so with all the dignity and moderation that we can command. While we may differ from some of our fellow-citizens—and even some of our journalistic contemporaries—upon certain issues, we hold their opinions in the highest respect; all we ask in turn is that they respect our views and grant us the concession of honesty which we most heartily accord to them.

With these few, but necessary, explanations as to the reason of our present undertaking, the "Licensed Victuallers' Gazette" enters upon its career, full of hope for the future, of confidence in its success, and of good will towards all citizens of Canada—friends or opponents.

### In State of Transition.

"Do you consider anything peculiar about Tommie lately?"

"No; what is it?"

"I'm afraid one of those girls in his class must have fascinated him."

"What! Tommie in love? Why do you think so?"

"Because he took a bath last night without grumbling." — *Railway Agent*

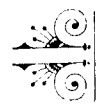
The Licensed Victuallers' should take a hand in framing amendments to the city charter to prevent, as far as possible, the unfair system of assessing property at such high rates, simply because liquor is sold on the premises. Quite a number were assessed, or taxed clean out of the business last year.

# The Oxford Café

UNIVERSITY STREET

Hand-Picked Malpecque Oysters

Daily from the beds served at...



LUNCH COUNTER and the  
DINING-ROOMS . . . . .

Until Midnight, 25 cts per doz.

MEALS A LA CARTE UNTIL MIDNIGHT

Separate Dining-Rooms for Ladies

TABLE WINE A SPECIALTY

## Sunday Opening of Saloons

Of the many phases of the liquor trade, one of the most complicated is the question of Sunday trade. When framing the laws governing the sale of intoxicating liquors, it is doubtful, whether the legislators consulted the interests of those whom they are supposed to represent, when they decided to close all establishments licensed to sell intoxicating liquors for the twenty-four hours constituting Sunday.

It must, or should be evident to the most casual observer, that an enormous amount of liquor is drunk every Sunday, whether obtained legally or otherwise. We believe otherwise—(as a rule this liquor is obtained from unlicensed places). Nevertheless it demonstrates one fact, that a very large proportion (if not a large majority of the people), are desirous to obtain some stimulant on Sunday. This being accepted; what under the circumstances is best to be done? The men; heads of families, being the prime movers, or the principals in this matter, are the ones to be consulted, and having consulted a large number, we arrive at the following conclusions: 1st, if you close every place up on Sunday, a large quantity of liquor will be taken home on Saturday to supply the needs and desires until Monday. Taking this liquor home, means: that frequently the wife—or even the children—will get a liking for it. If the man can obtain, openly and above board, a glass of ale, or any other stimulant, he may need, he will only take that which is necessary for him. Again, it is well known, that it is impossible to stop a man (who is at liberty) from getting liquor in any place where it is manufactured or even sold as a medicine. What is the result? A half-dozen or more get together on a Sunday morning, and find a place to get their liquor. They go in, knowing perhaps, it is the only place they can get a drink in the neighborhood. So at it they go, until every fellow has paid his drink.

If the restaurants were open as in England, for two hours or so—at noon, and the same in the evening—the incentive to go to excess would be gone, for they could take a walk, or go home, or knowing they could get a drink elsewhere, would perhaps, instead of taking a half dozen, only

take two or three at the most, and the excise authorities would be the richer, for not having unlicensed places open. The terrible thing of having a saloon open on Sundays is all a bogie, it would be really more moral and law-abiding than the present system; publicity is a great purifier. Make a law to open for a short time on Sundays, and there will no excuse for selling at other than at the proper hours.

## Who should pay for the Plebiscite.

We are at all times believers in the popular vote on important public questions, provided of course, fair and reasonable grounds are produced, that there is a majority desiring certain laws and that a guarantee be given protecting the country from needless expense, should the vote eventually prove: that, not one third of those going to the poll desired the proposed alteration. Under such circumstances the petitioners for a plebiscite should be made to bear the cost.

Otherwise, a few determined people, can, by making a great noise lead the legislators to believe that they have the country at their back: with the inevitable result of the country being saddled with an expense unnecessary and uncalled for. The people now asking for the plebiscite on the liquor question have so often put various counties and districts to an expense for nothing that it is about time they were called upon to put up, or shut up. Wind costs these people nothing, when they run no risks, but place responsibility upon them for their own actions and they will go a little slower.

It is an acknowledged fact, that there are a few places (generally unlicensed) where decoctions are made up which are positively injurious, and sold for whiskey, brandy, gin, &c., of course it does not follow that any large number of licensed liquor dealers does this. On the contrary, they would welcome a better and more stringent enforcement of the adulteration acts. And, to their credit be it said, would aid the revenue officers and public analysts in bringing to account, those who bring discredit on the whole business. Of course, like all other business, a few black sheep will oftentimes condemn the whole flock.