

HOW GOVERNMENT SALE WORKS IN ALBERTA

(One of a series of twenty articles following impartial investigation of government sale of liquor as practised in Manitoba, Alberta, British Columbia and Quebec.)

ADVERTISING BY DISTILLERS AIDS ALBERTA GOVERNMENT TO INCREASE SALE OF LIQUOR

Provincial Board Enters Into a Virtual Partnership Arrangement With Manufacturers To Increase Consumption of Liquor—One Sells, the Other Looks After Publicity.

BEER SOLD OVER TABLES INSTEAD OF BARS

ARTICLE NO. 8.
Alberta has a system of government control very different from that of Manitoba. The latter province has no sale of beer or whiskey in hotels, legally, and there are no hotel licenses that the control board may cancel. Alberta hotels are permitted to sell beer of 4½ per cent, alcohol weight, and the province is without a limit to the quantity that may be purchased by an individual such as the control board in Manitoba has put on because of the amount of bootlegging there. The Alberta government keeps for itself a monopoly of the sale of whiskey and other spirits and strong beer.

There is little difficulty getting a permit to sell 4½ per cent beer. An advertisement has to appear in the press over a four weeks' period of the intention to apply for a license. The accommodation has to get the approval of the control board. But unless there is strenuous protest from local residents the application is granted almost as a matter of course.

Applications For License.
When I was in Edmonton one day's paper carried two advertisements giving notice of application for the right to sell beer. Here is one of them:

"Government Liquor Control Act of Alberta."

"Application For Beer License."

"PUBLIC NOTICE is hereby given that the undersigned intends applying to the ALBERTA LIQUOR CONTROL BOARD for a license to sell beer by the glass, or open bottle, for consumption in conformity with the provisions of the Government Liquor Control Act of Alberta, and regulations made thereunder, with respect to the following premises: Lot 3, Block 1, in the Hamlet of Waskateau, being part of the S.E. 1-4, Sec. 16, Twp. 59, R. 19, W. 4, and being situated on the Southwest corner of the Victory Hotel."

"DATED at Waskateau, Alberta, this 21st day of August, 1924."

"GEORGE CHERRINGTON."

"Applicant."

The other advertisement also called for sale of beer by the glass or open bottle, the applicant being a woman. The premises to be used were described as "The Northeast room, 17 x 8, of the Commercial Hotel, situated on the southwest quarter of 12, Township 62, Range 27, west of the 4th Meridian, Block 1, Railway street, Plan number 596 C. L. Township of Dapp, Alberta."

Government Sells the Whiskey.

The hard stuff is sold by the government through the stores managed by the control board, which are in charge of "vendors." As to beer or tavern licenses, the hotels may lease part of their premises to someone for the sale of beer. The license is issued to the lessee and not to the hotel.

Only 220 Varieties.

The Alberta government control board does not offer the public nearly as extensive a choice as is given in Manitoba, only 220 different varieties of whiskeys, champagnes, wines, cocktails, etc., being on the list as against 400 in Manitoba. Still, the range is fairly choice and Chinese wine and whiskey are not overlooked. The prices are mostly a little lower than those in Manitoba, as the following samples will show:

Alta. Man. price. price.
Begg's Gold Cap.....\$5.00 \$5.25
Dawson's Curio.....5.50 5.80
Dawson's Special.....4.75 4.90
Haig's Dimple.....5.25 5.35
Hudson Bay's B. F.....5.00 5.15
Mackinlay's M. L.....5.00 5.25
Sandy Macdonald.....4.75 4.90
Walker's Black Label.....5.50 5.60
Maraschino ¾ litre.....4.00 4.30
Orange Curacao ¾ litre.....4.00 4.50

Official Information.

Under the heading of "General Information" the Alberta price list says:

"Applicants for permits are required to be of the full age of 21 years and to make written application on the forms provided, which forms may be obtained from the nearest vendor. Applications for permits by mail should be addressed to the vendor nearest to the residence of the applicant. The vendor will forward the proper form of application."

"Government liquor vendors may be addressed at the following points: Banff, Blainmore, Calgary, Calgary

East, Camrose, Coleman, Coronation, Drumheller, Edmonton, Edmonton

South, Edson, Grande Prairie, Jasper, Lethbridge, Macleod, Medicine Hat,

Peace River, Pincher Creek, Red Deer, Stettler, St. Paul de Metis,

Taber, Vegreville, Vermilion, Wainwright, Wetaskiwin.

"Individual permits may be issued to an applicant who has resided in the province of Alberta for at least one month prior to the date of the application, entitling him to purchase spirits, wine, beer and malt liquor: Fee \$2.00. To purchase beer only: Fee \$1.00. To a single purchase of spirits, wine, beer or malt liquor: Fee 50 cents.

"Individual permits may be issued to an applicant who is temporarily resident or sojourning in the province of Alberta, entitling him to purchase spirits, wine, beer or malt liquor during one month from the date of issue: Fee \$1.00. To a single purchase of spirits, wine, beer or malt liquor: Fee 50 cents."

Jazzy Advertisements.

The government sells the hard stuff for the distillers and brewers and in return the brewers and distillers wage an advertising campaign to the wares the government has to sell. In a ten-page paper in Edmonton the day I arrived there were three and a half columns of liquor advertising. All the ads. declare: "This advertisement is not inserted by the Alberta liquor control board or by the government of the province of Alberta."

The "ads." are a little more jazzy than those appearing in Manitoba. One before me at the moment of writing runs like this:

"Exhilarating. Satisfying. Cocktails, Whiskey, Gin, Martini, Brandy, Manhattan, Full of Pep and Life. \$2.25 at all government liquor stores. Most economical. Cost only half as much as other liquors—far superior to any. Here's a full-flavored, full-powered liquor, delightful to drink, exhilarating to a degree, that gives satisfaction every time. A guaranteed 100 per cent concentration of Europe's choicest liquors and liqueurs, blended by an expert, ready to drink. There's as much satisfaction in a bottle of Silk Hat Cocktails as you'd get from any liquor selling at double the price. Try a bottle today. Ask for Silk Hat Cocktails. Five different kinds."

This advertisement, we may assume, was not put in for love of the government who sells the liquor, or in order that the government might make a profit. It was put in because the government buys the brands from the distiller that people ask for. The arrangement gives both government and distiller a profit. In other words, the government and the distiller have a sort of partnership arrangement. Which is all right if no harm comes thereby to the community.

What the Law Provides.

The act says that any liquor containing more than 2½ per cent proof spirits shall be deemed intoxicating. Purchases of strong drink from the government vendor must be indorsed on the back of permits. Brewers must report the amount of their sales. Government stores may remain open until 8 p.m. Hotels may sell beer until 10 p.m. on ordinary days and 9 p.m. on Saturdays. Clubs may sell until 11 p.m. Hotel licenses cost from \$250 to \$350 and club licenses from \$100 to \$200. Brewers must pay \$1,500 for the right to sell. They may sell to individuals as well as hotels, but must collect a tax on beer and malt liquor from the citizens. Hotel guests may have liquor in their rooms for their own use.

By getting up a petition signed by 25 per cent of the electors, any district can force a local option vote by which the district may go dry if a majority of those voting wish the local sale prohibited. In Manitoba the drys must poll a majority of the names on the lists.

Persons who sell liquor illegally may be fined from \$100 to \$1,000 for the first offence or be given a three months' term of imprisonment with hard labor in default of payment, or they may be given six months' imprisonment without the option of a fine. Unspecified offences may be punished with fines from \$20 to \$200 for the first offence, from \$200 to \$500 for second offences and to imprisonment from three to six months for third offences.

Onus of Proof.

Like the O. T. A., the Alberta government control law puts the onus of proof on the defendant in prosecutions for illegal sale, saying that "the justice trying the case, as soon as it appears to him that the circumstances in evidence sufficiently establish the offence complained of, shall put the defendant on his defence, and in default of his rebuttal of such evidence to the satisfaction of the justice, convict him accordingly." Another clause says that if prima facie proof is given then "unless such person proves that he did not commit the offence with which he is so charged, he may be convicted of the offence."

PLEADS GUILTY TO THEFT OF RAILROAD MATERIAL

Special to The Advertiser.

Galt, Oct. 5.—Pleading guilty in the police court Saturday morning to stealing a quantity of railroad ties, George Dimmock was remanded for sentence until Thursday next, and in the meantime is out on \$2,000 bail. Dimmock, a C. P. R. sectionman, lives on a farm east of Galt. He was arrested by Chief Gorman and two C. P. R. detectives Friday night, who claim they recovered a large number of new ties. They asked for a remand Saturday, and secured a search warrant, hoping to unearth more missing material.

EVELYN SCHOOL FAIR FEATURED BY PICNIC

Keenly-Contested Sports Are Big Drawing Card—Many View Exhibits.

Evelyn S. S. No. 6, West Nissouri, held a very successful picnic, fair and sports program on their school grounds. The sports were keenly contested and the exhibits very classy and tastefully arranged.

Mrs. H. Fallows and Mrs. Pearson judged needlework and pastry. Mrs. G. Vining writing and art. Mr. Pearson and son flowers and fruit. Mrs. Whitling poultry and furred pets. H. Fallows and W. Jeffrey roots and live stock.

Grains.

Oats and barley—Jack McMartin. Wheat—Willie Henshaw. Husking corn—Bennie Clipperton. Feed corn—Gordon Judge.

Vegetables and Roots.

Early potatoes—Henry Houlton. Late potatoes—Dorothy Gamble. Man-bells—Calvin Henderson. Field turnips—David Judge. Table beets—Islene Henderson. Carrots—Janet Maddle. Parsnips—Joe Chamings. Onions—Edith Henderson. Citrons—Donald Douglass. Hubbard squash—Mac Douglass. Cabbage—Henry Houlton. Tomatoes—Murray Douglass.

Flowers.

Asters—Lila Weston. Marigolds—Edwin McMartin. Zinnias—Dorothy Gamble. Table bouquet—Edith Henderson.

Apples—Islene Henderson. Jars—Edith Henderson.

Eggs, special brown—Murray Douglass. White—Russell Douglass. Table fowl—Lila Weston. Laying fowl—Lloyd Smith.

Beef calf—Edwin McMartin. Dairy calf—Kenneth McMartin. Pony—Lloyd Smith. Pony colt—Murray Douglass.

Class IV, writing—Lila Weston. Class III—Eva Henshaw. Class II—Kenneth McMartin. Class I—Dorothy Clipperton. Primer—Bennie Gamble.

Class IV, art—Ralph Henshaw. Class III—Edith Henderson. Class I—Janet Maddle. Primer—Joe Chamings.

Drawing.

Plan of barn—Ralph Henshaw. Plan of farm kitchen—Bernice Jones.

Cooking.

Candy—Vernita Broas. Muffins—Winnie Judge. Tarts—Kenneth Hill. Layer cake—Kenneth McMartin.

Sewing.

All-over apron—Lila Weston. Tea apron—Lila Weston. Dressed doll—Shirley Smith. Bath towel with crocheted edge—Bernice Jones. Extra crocheted doll set—Eva Henshaw. Knitted wash cloth—Joe Judge. Feathered pet—Joe Payne. Furred pet—Naomi Weston.

Specials.

Best cockerel—Gordon Judge. Best needlework—Lila Weston. Best dust—Vernita Broas and Edwin McMartin.



PRESENTATION MADE REV. FATHER STANLEY

Leaves Woodstock To Assume Duties as Rector of London Cathedral.

Special to The Advertiser.

Woodstock, Oct. 5.—Rev. Father Stanley, who has been appointed rector of St. Peter's cathedral, London, today bade farewell to his congregation at largely-attended services in St. Mary's church, after a pastorate of 17 years in the parish of Woodstock and Princeton.

As a token of their high esteem and appreciation for the valued services Father Stanley has given in all phases of Christian work, the members of his congregation, following the service, presented him with a purse of gold and an address expressive of the highest praise.

In thanking the congregation, Father Stanley traced the growth of the parish during his term as rector. The rebuilding of St. Mary's church, which is entirely free from debt, the transformation of the church grounds, the establishment of St. Joseph's academy and the founding of the Sisters of St. Joseph in Woodstock have all taken place during his pastorate.

On Tuesday of this week Rev. Father Stanley leaves for London. Rev. Father Nagle of Simcoe will succeed him.

MOSLEM COUNCIL SENDS CALL TO STOP BLOODSHED

Associated Press Despatch.

Jerusalem, Oct. 4.—The Moslem supreme council today telegraphed to all of the Moslem states and all of the Moslem representative organizations asking them to send deputies to Jeddah to intervene in reverence to the holy Moslem places in an effort to avoid bloodshed.

CHILD, KICKED BY HORSE, DIES.

Canadian Press Despatch.

Belleville, Oct. 5.—R. A. Burdette-Williams, aged 3 years, 9 months, only child of Mr. and Mrs. Burdette-Williams, Ameliasburg township, was on Friday kicked by a horse and died shortly after.

MRS. R. D. JARVIS DIES AFTER LONG ILLNESS

London Loses Prominent and Respected Citizen in Her Passing.

The death occurred yesterday morning of Mrs. Jarvis, wife of Dr. Roland D. Jarvis, at her late residence, 63 Elmwood avenue.

Mrs. Jarvis, whose maiden name was Emma Wilson, was the eldest daughter of Charles Wilson and the late Mrs. Wilson of Petrolia. Death ensued after a lengthy illness, the deceased having been in poor health for some years past.

Besides her husband and father, Mrs. Jarvis is survived by one daughter, Miss Beatrice Virginia Jarvis, at home; two sisters, Mrs. (Mrs.) J. O. Blake of Detroit and Mrs. H. B. Edwards of Niagara Falls, and a brother, Arthur T. Wilson, South Bend, Ind. The funeral takes place tomorrow afternoon at 2:30 o'clock from the family home to Woodland cemetery. The deceased was a member of Knox Presbyterian church.

Victory Bonds Maturing Nov. 1st?

Re-invest your money in Huron & Erie 5½% Debentures. Authorized by the government as a proper investment for trust funds—Advt.



Railroaders' Special

A SHOE MADE TO MEET THE REQUIREMENTS OF THE RAILROAD MAN.

Sturdy, serviceable, comfortable, made of waterproof Chrome Kip leather, with genuine English Kip leather lining throughout the entire shoe, double viscolized waterproof Goodyear welted soles through to heel, neat, full-rounding toes. This shoe will stand up under the most strenuous wear and is guaranteed to give entire satisfaction in every way.

\$7.50

Ashplant's
THE GOOD SHOE STORE

2 STORES
East London and 146-148 Dundas Street.

To Wives—

Are You One Who Hesitates?

There are some things you hesitate to discuss with your husband—the making of a will is generally one of them.

Perhaps you do not wish to think of the years when you may be left alone, yet you should not overlook the grave problems that would confront you in an eventuality.

London & Western Trusts Co., Ltd., has facilities which enable it to carry out the wishes contained in the will faithfully. And it never dies; it never takes a vacation; it has resources that are immediately placed at the disposal of the heirs, saving them embarrassment while the will is being probated.

Talk it over with your husband, or, if you desire, let us explain the duties which would confront you if your husband died leaving no will or appointing you as executor.

LONDON & WESTERN TRUSTS COMPANY LIMITED
353-357 RICHMOND STREET, LONDON, ONT.

President, ARTHUR T. LITTLE.

Manager, JOHN S. MOORE.

Depositors Demand Protection

Depositors who place their savings with a financial institution are justified in demanding the utmost protection.

Here are a few facts proving that the sixty-year-old Huron & Erie provides the safeguards demanded.

- (1) The Huron & Erie is a Chartered financial institution.
- (2) Its books, accounts and securities are subject to inspection at any time without notice by Dominion Government Officials.
- (3) The Huron & Erie is "Older than the Dominion of Canada".



- (4) Depositors and Debenture-owners have first claim upon every dollar owned by the Corporation.
- (5) Surplus Security totalling \$6,650,000 is provided in the Paid-up Capital and Reserve Fund.
- (6) The Corporation's investments are wholly confined to securities authorized by the Government as proper investments for a Mortgage Corporation.

Deposits
3½% & 4%
per annum,
payable half-yearly

Debentures
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per annum,
payable half-yearly

Deposit or invest your Savings with this time-tested institution. Enjoy undoubted security, with the advantage of receiving higher-than-ordinary interest.

Huron & Erie
MORTGAGE CORPORATION
"Older than the Dominion of Canada"

Four Branches in London

Richmond opposite Post Office
Dundas opposite Rectory
T. G. Meredith, K.C.,
President.

Market Square
Corner Elmwood and Wortley
Hume Cronyn,
General Manager.

Advertise in The Advertiser



When Mary Is Seventeen

WHEN your children—perhaps toddlers now—become young men and women, will you take pride in their popularity? You wouldn't deliberately handicap their future happiness. Then put a piano in your home—give them a musical education.

Their musical talents will be better developed, their ears will be attuned to true harmony, if the piano is a Mason & Risch.

In no other piano will you find the superb, resonant, singing tone, the responsiveness to touch, the complete ability to meet every demand, interpret every mood—prime essentials to fine musical training.

The casing design of the Mason & Risch is beautiful—masterpieces of the cabinet maker's art. Of sturdy construction, the Mason & Risch is built to last a life-time.

Easy terms arranged

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LIMITED

248 DUNDAS STREET

LONDON



Judge Us by Our Service

Our claim in this case is that we are competent, skillful, painstaking optometrists.

But—our patrons must constitute the sole judge and jury. By their decision we will gladly abide. We have no fear of their verdict.

We Keep Abreast of the Times in All Our Work

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Optometrist.
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GAS, also
Hard Coke,
\$12.50 ton.

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