

THE ADVOCATE

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Comment.

The announcement is made that the Prohibitionists and Populists in Virginia have fused. The Populists have adopted Prohibition. It is also said that there is not enough of both bodies together to affect the prevailing political situation.

It is interesting to know that the return of fines for violations of the licensing laws, during the quarter ending June 30th, shows a decrease in a number of districts, and no material increase in any. This proves that members of the trade are generally manifesting a wholesome desire to keep within the bounds of the law.

A BILL has just been passed by the French chamber of deputies specifically forbidding the adulteration of wine with water. The bill is aimed at a custom practiced by small dealers. If an law were passed in Canada to the same effect as regards whisky it would undoubtedly benefit the distillers and protect the public.

It is interesting to know that while the statement of other countries are encouraging their people to drink the light wines of France, the French people are using them less, perhaps, as a contemporary suggests, because they know more of the process of manufacture. According to official returns they are beginning to prefer beer and spirits.

TEMPERANCE reformers are the most suspected of people. In England and America we have had some fine specimens of their suggested legislation, but none of them have had the fine inspiration of Count Tolstoy. The worthy Russian "craak" has written a moral opera, "The Distiller," to cure the Russian peasant of his fondness for vodka, but the experiment has not so far been very successful, as the Russian peasantry refuse to go to the opera. — *London Globe.*

The *Andover Recorder*, published at Andover, says that the evidence taken by the Royal Commission on the liquor trade will never be read anyway. That means to say the editor of the *Recorder* will not read it. That is the whole trouble with opponents of the trade. They will neither read nor reason with a view of

getting at the truth, but they will make statements at random themselves, and will accept such statements as gospel truth when made by others of their way of thinking.

ACCORDING to the Toronto morning papers of Monday a man of twenty seven went for a row on Saturday and on returning to shore drank a glass of ice-water. Five hours afterward he was dead. If he had followed St. Paul's advice and taken a glass of something else "for his stomach's sake," he might be alive now. If, however, he had still died the temperance papers from one end of the country to another would have rung the changes on the incident. Now, what will they say? Whatever it may be it is to be hoped that they will not overlook the fact that deceased was one after their own hearts.

The *New York Wine and Spirit Gazette*, author of the challenge to Archbishop Corrigan, now says: "A careful survey of the whole field justifies us in saying that Mgr. Satolli's views of the relation between the liquor dealers and the church are not likely to be carried out by the bishops in the cities of the country. We predicted such result in our issue of July 25th. The full discussion which the whole matter has received in the press has been the means of disclosing to the dignitaries of the church a great light. Archbishops and bishops have publicly declared their intention of ignoring Mgr. Satolli's admonitions, and the result is a great triumph for the cause of personal liberty."

THERE are four bills before the Imperial Parliament dealing with the licensing question. One is the Bishop of London's Bill for suppressing the excess number of public houses at the expense of the oppressed; another is that of the Bishop of Chester, framed on the Gothenburg system—a system which the House of Lords has decided is wholly unsuited to Great Britain, and the success of which is very much disputed in Norway itself; a third is the Government's Local Option Bill, and the fourth is a bill introduced by Lord Norton enabling magistrates to summarily inflict a fine not exceeding £100 upon the owners of improperly conducted public-houses, and to require them to find sureties for the proper conduct of the houses in the future

as an alternative to compulsory closing after a third conviction.

We learn from the Toronto correspondent of the *Buffalo Express* that "the Dominion Alliance is making preparations to prosecute another and more vigorous campaign against the Dominion Government for a prohibitory liquor law for Canada. The line of attack was promulgated at the annual meeting held in Montreal last spring, and the leaders in the movement say that they will carry on the agitation so vigorously that the lawmakers of the country will be compelled to heed their petitions or give place to those who will." It is frequently easier to say than to do. It will be a sorrowful day for the country when the Dominion Alliance is at the head of affairs. Toronto is shunned now by many travellers on account of its Puritanism, but if the whole country is to be over-run by men of the stripe of Mayor Kennedy, Heaven help us all!

The *Canadian Trade Review* presents this very trying problem to Prohibitionists for solution:—"In 1890 what is called the 'drink bill' of England, that is, the estimated cost of alcoholic beverages, was an average of \$13 per head, in that year the convictions for crime were 12,260. In 1891 the 'drink bill' was \$23.50 per head, and the convictions were only 12,122, that is, the consumption of liquor was 75 per cent. greater and the convictions somewhat less. The convictions in the years 1890 to 1890 averaged 16,340 per year, and the 'drink bill' \$12, so that, if drink produces crimes to the extent alleged we get this puzzling phenomenon, \$12 produced 16,340 convictions, and \$23.50 produced only 12,122 convictions! The increase of drinking being coincident with decrease in crime needs explanation by those who make one the chief cause of the other."

AND why should not liquor licenses be disposed of by auction to the highest bidders, the award in each case, of course, being conditional upon the reputable character of the successful competitor? asks the *Boston Transcript*. It adds "Not only would it add to the revenues of city and State, but the opportunity for favoritism and deals in the bestowal of licenses, as has sometimes been alleged, would no longer exist." The answer is very simple: Because the plan would not be equitable and because it is impracticable. Fancy a

man being compelled to sell his property because another fellow who had more ready money than he had at the moment wanted it! Again imagine the nepotism and jobbery, to say nothing of the downright robbery, that would be possible. And how could the condition of the law be enforced when licenses were disposed of after the fashion of Brooklyn church pews, or of boxes at the Grand Opera, horse shows and charity bazars. Auction sales are all right in the cause of religion, amusement, sport and benevolence, but they are, and should be, out of the question, when a man's living and acquired property are liable to be taken from him against his desire.

"How to Get Money" is the name of a book published upwards of forty years ago that gives the following advice: "Whatever your occupation or calling may be, if it needs support from the public, advertise it thoroughly and efficiently in some shape or other that will arrest public attention. I freely confess that what success I have had in life may be attributed more to the public press than to nearly all other causes combined. There may possibly be occupations that do not require advertising, but I cannot well conceive what they are. Men in business will sometimes tell you that they have tried advertising and it did not pay. This is only when advertising is done sparingly and grudgingly. Homopathic doses of advertising will not pay, perhaps; it is like a portion of physic, making the patient sick but effecting nothing. Administer liberally, and the cure will be permanent. Some say they cannot afford to advertise. They mistake; they cannot afford not to advertise. In this country, where everybody reads the newspapers, it will be seen that these are the cheapest and best media through which persons can speak to the public, where they are to find their customers. Put on the appearance of business and generally the reality will follow. The farmer plants his seed and while he is sleeping his corn and potatoes are growing. So with advertising. While you are sleeping or eating or conversing with one of your customers, your advertisement is being read by hundreds and thousands of persons who never saw you or heard of your business, and never would, had it not been for your advertisement appearing in the newspapers."

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