

## QUEBEC SPENDS 49 MILLION TO SATISFY LIQUOR DEMAND

Colossal Sum Is Diverted Each Year Into Traffic—One-Quarter of Total Sold Passes Into Hands of Bootleggers and Rumrunners.

### ONE THOUSAND DRY DISTRICTS IN PROVINCE

The following is the first of four articles reporting the results of government sale in Quebec. These articles conclude the series of twenty which have described in turn The Advertiser's inquiries in Manitoba, Alberta and British Columbia.

#### ARTICLE NO. 17.

So many persons I had met in western Canada told me that the ideal form of government control was that in vogue in Quebec that I approached Montreal in a high state of expectation. The view of these westerners was that the extent of bootlegging to be found in provinces west of Ontario under government control was due to the regulations being over-strict.

In Quebec, so I was assured, reasonable facilities for getting liquor were provided and bootlegging was not prevalent. My experiences out west rather encouraged the feeling that the liquor question, boiled down, was a choice between prohibition and government control; they have it in Quebec and that anything in between would be a temporary halfway house.

From the government liquor commission I secured a copy of the Quebec law which is officially cited as "The Alcoholic Liquor Act." I was also supplied with copies of the commission's annual report and given information about the workings of the system.

#### Permits Not Required.

The permit system, authorizing citizens to buy intoxicating liquors, which is used in Manitoba and British Columbia is not operative in Quebec province. It is urged that it would be unworkable with such a large population. The Quebec authorities think that liquor prices in the west are too high to give good results for government control because they make bootlegging on a large scale inevitable. It is said that the west may stand for more restrictions that would be possible in Quebec—in other words, the western brand of government control may be all right for the west but would not do for a French-Canadian province. But Quebec government controllers rather fancy that the western provinces will yet make their system more like Quebec's.

Local residents and visitors from any part of the world may buy liquor at almost any easily reached center of population in Quebec province. Many kinds of liquors are authorized to sell. The number of licensed places is about 2,200, made up like this:

|                                                                         |       |
|-------------------------------------------------------------------------|-------|
| Government stores for the sale of whiskey, spirituous liquors and wines | 80    |
| Taverns for the sale of beer by the glass                               | 426   |
| Hotels for sale of beer and wine at meals                               | 540   |
| Restaurants for sale of beer and wine at meals                          | 59    |
| Broiler shops, etc., for sale of beer by the bottle, to be taken away   | 1,004 |
| Clubs for sale of alcoholic liquors belonging to members                | 4     |
| Breweries for sale to retailers                                         | 12    |
| Steamboats for sale of beer and wine at meals                           | 7     |
| Railway dining-cars for sale of beer and wine                           | 3     |
| Trading posts for sale of beer and wine                                 | 9     |

Total of all kinds of permits to sell liquor ..... 2,184

There are variations in permits which need not be described beyond indicating that some restaurants may sell until long after midnight and some hotels may sell on Sundays. Hotels in cities which have 50 rooms may sell on Sunday and those up country having 25 rooms have a similar privilege. During the last year the commission has opened four wine shops in Montreal and two in Quebec, which are more attractive than other government stores and which are widely patronized by women. Men are not debarred.

#### 1,000 Dry Municipalities.

It may be surprising to outsiders to learn that Quebec has 1,000 dry municipalities where no local sale takes place and only 250 municipalities in which the two thousand odd licenses permit sale. The bulk of the population is in the places where sale takes place. Persons in rural communities can get whiskey by sending in mail orders. By vote of the municipal councils, places now dry under local option may go wet or wet places go dry. During the last year eleven dry places went wet and six that were wet went dry.

Altogether there are nearly thousand places in Montreal, including more than 300 taverns, where liquor may legally be had. I understand that prior to 1919 there were only 200 licensed taverns and 200 licensed groceries in the whole province. At that time the Quebec government was disposed to enact prohibitory law. But it was persuaded to submit the matter to a referendum, which was voted on with only three weeks' notice. The question was:

## "Deauville"

The new Hudnut creation from their French factory. A full toilet line of this beautiful new odor.

## STRONG'S DRUG STORE

184 Dundas Street.

"Is it your opinion that the sale of light beer, cider and wines, as defined by law, should be allowed?" There were 173,000 votes in the affirmative and 48,000 in the negative.

#### Called In Prohibition.

Oddly enough, the law giving effect to the sale of light wines and beer was called the "Quebec Prohibition Law." Many persons to whom I spoke during my visit to Montreal even referred to the present system as "prohibition." The wine and beer law was passed in 1919. It set up "Authorized Vendors" to sell the hard stuff but only for medicinal, commercial, scientific and sacramental purposes. The referendum was taken on the understanding that "light beer, cider and wine mean beer and other malt liquors containing not more than 2.51 per cent of alcohol, weight measure, and cider and wine containing not more than 6.94 per cent of alcohol, weight measure."

The vendors did a huge business and made fortunes, much of their sale being really for beverage purposes. The law was violated on all sides. So the government, without a further vote from the people, upset the whole system and substituted another for it, that which obtains today, with hard stuff legally sold in 80 places and beer and wine in more than two thousand other places. This act came into operation on May 1, 1921. None of the beer sold under it is supposed to be more than 4 per cent alcoholic weight.

The Quebec government controls calls for a control commission of five members, with its head office in Montreal. Each sale of alcohol or spirits is limited to one bottle, but the act does not stop a man from ordering one bottle every day, or so far as the wording of the statute is concerned, getting one bottle from a number of different stores on the same day.

#### Cost of Licenses.

Brewers pay a \$5,000 fee but if their sales are under \$100,000 are entitled to a rebate. They must collect a five per cent duty on beer sold. Special permits to serve liquor at banquets can be had on payment of \$10. City hotels must pay \$500 for a license to sell beer and wine at meals; town hotels, \$150; and other hotels, \$100. If sale is allowed between meals the fee is \$500. To sell beer in stores, groceries, etc., costs from \$300 to \$500 in Quebec and Montreal, down to \$150 in small places. To sell in a tavern the fee runs from \$500 down to \$150. Clubs in cities whose members are authorized to keep liquor there pay \$10 if in a city or town and \$5 if elsewhere.

The Liquor Commission may sell on Saturday until 1 o'clock or until 3 o'clock, according to its bylaws. Brewers may sell from 7 a.m. to 6 p.m. No tavern or store may sell before 9 a.m. or after 10 p.m., most stores closing at 7 p.m. Persons selling beer and wine during meals are forbidden to sell between 10 p.m. and 9 a.m. Liquor may be carried in the baggage of a traveller for his personal use.

Sale of liquor without permit may lead to an arrest without warrant, and to imprisonment for from one to three months without the option of a fine. Permit holders who sell illegally are liable to a fine of \$1,000 or three months' imprisonment for the first offence, and to three months' imprisonment for subsequent offences. Persons selling beer over strength may be fined \$100 or given to whom the commission for the first offence and to a month's imprisonment without fine for the second offence.

#### Liable For Wife's Offence.

Any married man living or residing with his wife during any violation of the act by his wife "may be prosecuted and convicted in the same manner as if he had committed the offence himself." This unusual provision, more drastic than anything in the O. T. A., is supplemented by a further provision that "in any proceeding instituted under this act, the burden of proving that such delivery was by purely gratuitous title shall be upon the defendant." Another clause referring to the sale to minors says "the burden shall be upon the defendant to prove that the person to whom the liquor was sold is of the age of more than 18 years."

#### Reasons For Higher Prices.

The government control board explains in its annual report that the high price of liquor is due to the cost of production having doubled since 1914 and to federal duties. It says that the dominion customs, excise and sales tax on each imperial quart bottle containing 40 ounces of four standard classes of spirits, before anything whatever is added by the commission to cover actual cost, distribution and profit, works out thus:

|                                 |        |
|---------------------------------|--------|
| Scotch and Irish whiskey        | \$2.51 |
| Gin                             | 2.45   |
| Brandy                          | 2.39   |
| Canadian dry whiskey            | 1.77   |
| Alcohol, 65 overproof, per gal. | 14.85  |

The Quebec control board, which has been charged with assisting rum running to the United States, and whose liquor is the mainstay of the bootlegging in Ontario, as shown by the seizures of bottles bearing their labels and trade marks, is suffering itself now from the smuggling in of alcohol manufactured in the United States. When this comes across the border without paying the

\$14.85 per cent duty, the smugglers can retail it at \$10 and make a big profit, at the same time underselling the government control board by a large margin. It is said to be conservatively estimated that one-fourth of all Quebec's sales of liquor go through the medium of liquor bandits to the United States.

#### Many Violations of Law.

The control board's report says: "Many bootleggers obtain the alcohol in which they traffic from licensed manufacturers operating excise bonded warehouses. Responsibility for much of this illicit commerce may be attributed to the latter. This alcohol, on which no excise duty has been paid, is sold by agents, who, when arrested, absolutely refuse to incriminate their accomplices." The authorities of all the other government control provinces report that unfavorable conditions are due to the excise or export bonded warehouses.

The commission reports 1,186 cases of selling without permit in Montreal, an increase of 539 during the last year. Cases of illegal possession totaled 547, an increase of 389. The total number of violations of all sorts as dealt with by the Montreal police was 2,041, an increase of 1,245. The commission says it has reduced "the serious abuses which in the past had arisen from the sale of wines on Sundays in clubs and restaurants and the smaller hotels." The privilege is now confined to the larger hotels, steamboats and trains.

The commission says that in three months in 1923 the sales of wines equaled the entire amount sold in 1922. It announces a fine selection of "wines" and liquors from France, Spain, Portugal, Algeria, Italy, Switzerland, Belgium and Holland, and says it has established an information department in Paris, France. By its direct contact with producers, vendors and maritime transportation, it is able to obtain important concessions from which the Quebec consumer directly benefits."

#### Experts From France.

In France the French Wine Exportation Commission publicly claims to have played a leading part in swinging the western provinces from prohibition to government control, by drawing up and distributing pamphlets, and "furnishing funds at the right moment." It adds that "we have occasion to express our point of view to the French government upon certain details of the working of the Quebec Liquor Commission and quite recently we organized a campaign in British Columbia for the adoption of certain measures favorable to the sale of our product." The Quebec Commission keeps experts from France busy in its wine cellar. It sells Chinese liquors and vodka.

Quebec does not divide its liquor profits with the municipalities. The profits amount to 4½ millions. Made up of three millions from the sale of whiskey and well on to a million and a half from the 5 per cent tax on beer, seized liquor, etc. Previously there had been a profit from the wine and beer law.

The sales of alcoholic liquors has rapidly increased under government control and now reaches the colossal figure, at retail prices, of \$47,000,000. Even assuming that 17 million dollars of this goes to bootleggers and rum-runners in the United States and Ontario, that would leave an average of \$60 of liquor sold to every family in the province.

## DON'T BE A "SNOWBIRD"

—BE AN EARLY BIRD!

Steal a march on Christmas by making your selection now. Our store is filled with fresh, new merchandise. Choose now! Pay a small deposit. And we keep that perfect blue white diamond till Christmas for you. John A. Nash, jeweler, London and Windsor, "where you will eventually buy."—Adv't.

## HUSBAND KILLS SELF AFTER SHOOTING RIVAL

Foreigner Enraged at Countryman For Attention To Wife.

Canadian Press Despatch. Saskatoon, Oct. 15.—In a blood-spattered room in the basement of a local cafe two men were found late this afternoon—one dead, the top of his head blown off, the other dying with a rifle bullet in his chest.

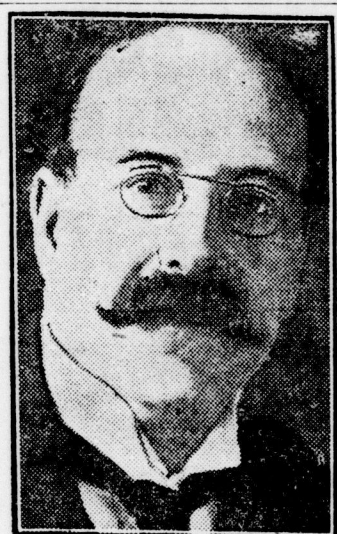
Enraged because Peter Tabasnik, a dishwasher, had been paying attention to his wife, Mike Batik followed him to the basement. There Batik shot down his rival and then turned the weapon on himself, blowing out his brains. Tabasnik was rushed to the hospital, but died a few minutes later. Police held Mrs. Batik as a material witness.

## TICKET AGENTS HOLD LONDON MAN TO POST

Edward De La Hooke Re-elected Secretary-Treasurer of Association.

Special to The Advertiser. Windsor, Oct. 15.—George Sutherland of Ingersoll was elected president of the Canadian ticket agents' association at the 38th annual convention in session today at Prince Edward hotel, succeeding C. L. Von Gunten of Blenheim. J. L. Boyce, Nanawana, was elected first vice; W. W. Forté, Brighton, second vice; F. A. Parent, Arnprior, third vice; Edward De La Hooke of London, who has been secretary-treasurer since the organization was formed, was again re-elected to that position; J. H. Giles, Lacate, Quebec, was chosen auditor. The executive committee is: W. Jackson, Clinton; J. A. McDonald, Telford; B. Caswell, Smiths Falls, and J. Ransford, Clinton.

## Toronto in Merriest Mood As Prince On One-Day Visit Rides, Hunts, Dines, Dances



SIR ALFRED MOND,

whose opposition to the Anglo-Soviet treaty and whose sponsoring of a Liberal-Conservative rapprochement is playing a big part, not only in the contest in sales, but also in the whole of Britain.

## MAN STRUCK BY TRAIN HAS FOOT AMPUTATED

Norman Derrough, Kingsville, in Hospital Following Accident.

Special to The Advertiser.

Dutton, Oct. 15.—Norman Derrough, aged 23, a track inspector for the M. C. R. lost his left foot, was seriously injured about the head and it is feared may be internally injured, when he was struck by a fast train about one-half mile west of the level crossing here about 6:30 this evening.

He was found lying beside the track about 7 o'clock. He has been in charge of the work of raising the tracks between Dutton and West Lorne. It is thought he was struck by a fast express.

Dr. John Turner rendered first aid and the injured man was rushed to Amasa Wood hospital in St. Thomas on train No. 8.

## BISHOP CRONYN HALL REOPENED YESTERDAY

Many Alterations Made in Building During Past Summer.

The congregation of St. Paul's cathedral celebrated the reopening of Bishop Cronyn hall last night, after undergoing extensive alterations and improvements during the past three months.

The excavation of a basement underneath the hall and the furnishing of it as a comfortable banquet hall and clubrooms will provide the congregation with more up-to-date facilities with which to carry on the church.

As has been pointed out by Very Rev. Dean N. L. Tucker, rector of the cathedral, the hall was first built as a place of beauty rather than a place of service. Though used for some time past as a Sunday school room and synod offices, the accommodation provided by the hall has been kept pace with the increasing demands made upon it by the ever-growing congregation, with its attendant formation of new societies and organizations.

## COSSGRAVE URGES HOUSE TO ADOPT BOUNDARY BILL

Associated Press Despatch.

Dublin, Oct. 15.—President Cosgrave of the Irish Free State appeared before the Dail Eireann today and moved boundary bill identical with the measure which has already been adopted by the British parliament and assented to by the crown, providing for the creation of an Irish boundary commission.

## Eagle Attempts To Attack 2 Men

Farmers Fight Off Bird Measuring Eight Feet Across.

Canadian Press Despatch.

Ottawa, Oct. 15.—A large dapple gray bird, believed to be an eagle, and measuring about eight feet from wing to wing tip yesterday caused considerable excitement in the district south of Gloucester, where it attempted to attack J. D. Boyce and E. McVey, who were picking potatoes, and which was only driven off after ten minutes defence with rocks and clouds of earth.

## "Eczema All Over Arms Suffered for 12 Years"

Mrs. Murray Hough, Warton, Ont., writes:

"I had eczema for twelve years. Every once in a while it would break out and spread all over my arms. I tried all kinds of treatments to relieve it, but without success. One Spring it broke out and nothing gave me relief, even the salve I got from the doctor did no good. At last I tried Dr. Chase's Ointment and it healed the eczema in a short time. That is over a year ago, and I have had no return of the trouble."

## Dr. Chase's Ointment

60 cts. a box, all dealers or Edmanson, Bates & Co., Ltd., Toronto

Day in Provincial Capital Is Brimming With Brilliant Events.

## FALLS FROM HORSE

Wales Unhurt When Thrown During Hunt—Two Foxes Killed.

Special to The Advertiser.

Toronto, Oct. 15.—His royal highness has had more tumultuous welcomes, but none more warmly spontaneous than that which was extended to him here.

The feelings of the thousands who acclaimed him cannot be better epitomized than by an incident which occurred at the union depot, when a little gray-haired lady, pushing aside a burly policeman, seized the prince's hand and gave it a hearty shake. Everybody felt like doing the same thing. And they doubtless would have but for the conventions and the quick departure of the prince in a motor car.

Mayor Hiltz was one of the callers at the hotel in the evening, and the prince expressed his regret at not being able to spend a longer time in the city.

## Gay Social Events.

The prince spent his one night in Toronto in a round of the gayest social activities that have marked any night of his trip to date. At 7 o'clock last night he was the guest of honor at a splendid banquet given by the Lieutenant-Governor at Government House. About twenty-five of the leading citizens of Toronto sat down at the banquet, including Sir Robert Falconer, president of the Toronto University, Col. Gordon, O.C. military district No. 2; John W. Beardsmore and other distinguished citizens.

A unique touch was given to the banquet by the presence of several of Ontario's younger set, including Miss Marion Beck of London. Others present were Misses Dorothy Cassels, M. Kirkpatrick, Anna Clarke, Jean McPherson and Misses Cockshutt, daughters of the lieutenant-governor.

The prince left Government House at 11:15 for York club, headquarters of Toronto's millionaire clubmen, where he danced until 1:30.

A pleasing reunion took place at the York club dance, when the prince recognized Mrs. Basil Wead of Toronto. Mrs. Wead served with distinction overseas during the war, and met the prince there. The prince showed his pleasure at seeing her again by dancing the first dance and three other numbers with her, and by having her as a supper partner.

About 1:30 the prince left York club, accompanied by one of Toronto's millionaire clubmen, and went to his home, where another dance was in progress. A number of the younger set accompanied the prince's motor. About 3 a.m. the party moved on to another well-known Toronto home, where the prince danced until the early hours and then returned to his royal suite at the King Edward hotel.

When the prince arrived in the city at about 9:30 Wednesday morning he was met by the Lieutenant-Governor, Premier Ferguson, representing the Ontario government, and Mayor W. W. Hiltz, representing the city. He immediately entered a waiting automobile and drove thirty miles up Yonge street, Canada's longest thoroughfare, to the country home of Sir William Mulock, adjacent to the pretty little town of Aurora, where he breakfasted and was greeted by a distinguished gathering. On the way to the home of his host the prince to the British throne was royally welcomed by large crowds of citizens who gathered at vantage points to see him pass.

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# FRIDAY and SATURDAY BARGAINS

## Daily Sellers

|                                                          |                  |
|----------------------------------------------------------|------------------|
| 50c Fruit-a-tives                                        | 33c              |
| 100 A, B, S & C. Tablets                                 | 16c              |
| 100 Blaud Improved Iron Pills                            | 33c              |
| \$1.25 Compound Syrup Hypophosphites                     | 96c              |
| Ovaltine                                                 | 50c, 85c, \$1.50 |
| Lifebuoy Soap                                            | 8c               |
| Dextri Maltose Baby Food                                 | 79c              |
| 30c Kkovich                                              | 20c              |
| Hydrogen Peroxide, Merck, 4 oz., 15c; 8 oz., 25c; 16 oz. | 40c              |
| Pluto Water, large, 38c; small                           | 18c              |
| Phillip's Milk of Magnesia                               | 38c              |
| Thermogene                                               | 42c              |
| 50c Vick's Vapo-Rub                                      | 36c              |
| 35c Sani-flush                                           | 26c              |

## Bring Your Prescriptions To STRONG'S

Established 1874.

|                                          |     |
|------------------------------------------|-----|
| \$1.25 Pinkham's Vegetable Compound      | 96c |
| \$1.25 Pierce's Favorite Prescription    | 96c |
| \$1.00 Combination Fountain Syringe Sets | 68c |
| 35c lengths Syringe Tubing               | 22c |
| \$1.00 Auto-Strop Blades                 | 79c |
| 30c Laxa-Bromo Quinine Tablets           | 21c |
| 25c Baby's Own Tablets                   | 18c |
| Sifto Iodine Salt                        | 10c |
| 60c Hind's H. & A. Cream                 | 39c |

## A Dainty Woman Is Always Attractive

We have all the best and newest Toilet Requisites.

|                                                      |        |
|------------------------------------------------------|--------|
| 25c Bayer's Aspirin Tablets                          | 16c    |
| Allophen Pills, 100 for                              | 75c    |
| 50c Watkin's Original Mulsified Cocoanut Oil Shampoo | 36c    |
| 35c Sani-flush                                       | 25c    |
| S.S.S., Strong's Spruce Specific for coughs          | 35c    |
| \$1.50 Pinaud's Eau de Quinine                       | \$1.19 |
| \$1.00 Pinaud's Eau de Quinine                       | 82c    |
| Gillette Razors                                      | 48c    |

## IT'S SO PURE Strong's Baking Powder

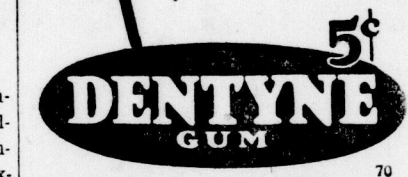
50c pound; 25c half pound.

|                           |     |
|---------------------------|-----|
| 25c Pear's Unscented Soap | 20c |
| English Lavender Soap     | 25c |

# STRONG'S DRUG STORE

Established 1874.

184 Dundas St. Tel. 56 or 57.



Keeps your teeth white

## TELLS DYSPEPTICS WHAT TO EAT

Avoid Indigestion, Sour Acid Stomach, Heartburn, Gas On Stomach, Etc.

Indigestion and practically all forms of stomach trouble, say medical authorities, are due nine times out of ten to an excess of hydrochloric acid in the stomach. Chronic "acid stomach" is exceedingly dangerous and sufferers should do either one of two things. Either they can get a little water with the food and dilute the acid, or they can take a little Dentyne and prevent the formation of gas, sourness or premature fermentation by the use of a little Dentyne Magnesia at their meals.

There is probably no better, safer or more reliable stomach antacid than Dentyne Magnesia. It is widely used for this purpose. It has no direct action on the stomach, and is not a laxative. But a teaspoonful of the powder or a couple of five-grain tablets taken in a little water with the food will neutralize the excess acidity which may be present and prevent its further formation. The result is the whole cause of the trouble and the meal digests naturally and healthfully without need of pepsin pills or artificial digestants.

Get a few ounces of Disrupted Magnesia from any reliable druggist. Ask for either powder or tablets. It never comes as a liquid, milk or citrate, and in the disburated form is not a laxative. Try this plan and eat what you want at