

# SALES OF LIQUOR DROP DURING 1930 TO \$52,283,001

Less Spirits Drunk, But  
Native Wine Shows  
Increase

## MORE TOURIST PERMITS

Government-controlled liquor sales in Ontario for the fiscal year ending Oct. 31 last registered a falling off of \$3,077,568 from sales of the previous year, and, according to the annual report of the Liquor Board tabled in the Legislature yesterday, stricter emphasis by the Government and the board on the principle of temperate drinking, close scrutiny of permits, increased cancellation of permits for overindulgence, plus poorer business conditions, were accountable for the decrease.

### Less Imported Spirits.

Sales during the year closed totalled \$52,283,001, as compared to \$55,360,569 for the fiscal year of 1928-29. The chief decreased consumption was in imported spirits, sales in this commodity being \$2,456,562 down from last year, or a 12.1 per cent. reduction. In domestic spirits a 3.2 reduction was noted, sales in this line amounting to \$12,043,271, as against \$11,654,935 for the previous year. Of domestic beers there was \$19,621,165 worth sold, for a 1.9 per cent. decrease. The only increase shown was in domestic wines, the sale of which during the year jumped 17.1 per cent.—from \$2,083,953 to \$2,439,810.

A very interesting feature of the report is that non-resident permits issued during the past year totalled 111,715, as against 107,164 for the previous year, indicating that while, according to complaints of hotel men, tourist business may have declined, the tourists themselves consumed more liquor than usual.

### More Tourist Permits.

In this connection the report of the board states: "The experience of hotel managements and others interested in the tourist business indicates that the number of tourists coming to Ontario, particularly in the latter months, was much below that of the previous year. The exact figures are not yet obtainable from Ottawa, but the fact that the earnings resulting from tourist traffic were considerably reduced would appear to be generally accepted.

"This is not the fact so far as liquor sales are concerned. The number of resident permits issued for the year was 409,329, as against 416,185 issued in the previous year, resulting in a reduction of 6,856 resident permits, while the number of non-resident permits issued was 111,715, as against 107,164, resulting in an increase for the year of 4,551 non-resident permits. It must, of course, be remembered that the number of non-resident permits issued is only an indication of transient tourists. Resident permits may be obtained by those in the Province over thirty days."

### \$9,316,000 Total Profit.

The board's financial statement for the year reveals a gross trading profit of \$11,162,858, and a net trading profit of \$8,373,352. This sum, together with other revenue amounting to \$942,614.62, resulted in a total profit of \$9,315,967.

In emphasizing its "temperance" attitude, the board, in part, states:

"Criticisms have been made with reference to the earnings of the board and comparisons drawn between the financial results in Ontario and those in Quebec. Nothing can be more fatal to the cause of temperance than the commencement of a rivalry between Commissions to earn out of

liquor the greatest amount. Rivalry in the sale of liquor and in profits to be obtained from the sale of liquor would bring about most deplorable results. All question of control would be abandoned.

"It has been generally admitted that control in Ontario is the strictest yet attempted in any Province. Control costs money, and with more control, more money. The greatest economy can be obtained with the largest amount of sales per employee, with the smallest overhead charges and with no control at all. Stores would then be only opened when a proper financial return was assured and no attention whatever would be given to the question of opening stores to improve local social conditions, apart from any question of financial gain.

### Abuses Not Tolerated.

"The board lays down the policy emphatically that no one abusing liquor should be allowed it. No one should be permitted to purchase liquor at the expense of the necessities of the home, and in this connection it is pointed out that the board has been very careful to cancel the permits of all those seeking civic relief wherever found. In this connection charitable and relief organizations have been co-operating with the board in an ever-increasing degree. In 8,382 cases investigated where it was thought permit-holders were applicants for relief only 337 were found to have permits."

With regard to law enforcement, the report says that "the law enforcement portion of the Liquor Control Act being in the hands of the Attorney-General's Department, the board wishes to express its appreciation of the co-operation it receives from your department at all times."

### Thirty Breweries in Ontario.

No new stores and no new brewery warehouses were opened during the year, but in the latter category four were transferred to other premises. There are now 105 brewery warehouses. On Oct. 31, 1930, there were thirty-three breweries producing and selling beer in Ontario, three having discontinued during the year, one of them in Western Ontario, viz., Sleeman's Spring Bank Brewing Company, Guelph. The change occurred in the name of the St. Clair Brewing Company to the Tecumseh Brewing Company, Limited.

The number of permits cancelled during the year amounted to 7,760, an increase of 641 over the previous twelve-month period.

Agitations of grape growers' deputations for a repeal of the native wine permit would, from perusal of the report, appear doomed to disappointment. "In the opinion of the board," reads the report, "no change ought to be made," and, in this regard, adds:

### Proper Control Needed.

"Unfortunately, there are only too many cases showing that the sales of wines, heavy in alcoholic content ought to be subject to proper measures of control, and the results of excessive drinking of wines, averaging 27 per cent. alcoholic content, are just as disastrous to the drinkers and their families, whether the wine is a native production or not. Under no possible principle is it just to apply the permit system to 9.5 per cent. beers and not to 27 per cent. wines. In order to give fair effect to the principles of the Liquor Control Act, all beverages, intoxicating within the meaning of the act (that is, having an alcoholic content more than 4.4) ought to be purchasable under a permit."

In 1928-29 the total of native wine merchandised was \$2,408,318, and in the last year it was \$3,504,705. Total sales in Ontario alone were \$800,468 in 1928 and \$2,143,837 in 1929-1930, an increase in Ontario wine consumption of 167 per cent.

### Overproduction Danger.

The report then says: "Behind the wine industry and always recognized is the widespread interest of the grape growers. The board would like to see that interest conserved and proper profits secured by the growers. The board's merchandising of native wines all over the Province has greatly enhanced the

interests of the grape growers and greatly advanced grape growing. The board hopes that the grape growers' prices will keep up. Much new planting, however, has been done—the acreage of the vineyards has much increased. The chief danger to the grape growers lies (as in all other commodities) in overproduction."

"The board contends that the permit system has already checked to some extent the abnormal sale of native wines, but not to the extent claimed by the wineries, although the business of some wineries will undoubtedly decrease."

## CIDER TO BE SOLD LOW IN ALCOHOL

Ontario Apples to Be  
Used for Proposed  
Beverage

A new low record of alcoholic content for an alcoholic beverage to be sold in Ontario with the consent and support of the Government is forecast in the annual report of the Liquor Control Board tabled in the Legislature yesterday. In view of the fact that the wastage of Ontario's apples has been very great, the Government has decided to produce and sell in the liquor stores and elsewhere cider made from the home-grown apple.

One cider, to be sold in the stores, is to be 5.4 per cent. in alcoholic content, and the other, to be sold freely, of but 2.21 per cent. alcoholic volume. In this, Hon. T. L. Kennedy, the new Minister of Agriculture, is quite interested, as he hopes it will mean a new market for Ontario's apple growers.

However, the Liquor Board says that "it is hoped that the alcoholic content may be further reduced. The aim of the board is to get it down to 1 per cent. by volume, which is, of course, practically negligible." This would be even less intoxicating than the so-called "prohibition" beer, which can still be procured over the bar in many hotels, and is erroneously called "4.4," having really about 2 per cent. alcoholic content.

The board contends that the cider of the lowest possible alcoholic content would "taste just as good" as the more intoxicating drink. However, it is interesting to note that while the strongest legally available cider will be 5.4 per cent., ordinary beer is 9½ per cent. and oftentimes higher.

## Street Extensions Affected by Bill

Amendments to the Local Improvement Act which will bring street extensions and the opening of new streets under the "forced" sections of the act were included in a bill introduced in the Legislature yesterday.

This will allow municipalities to proceed under the Local Improvement Act, by a two-thirds vote of Council, with street extensions or the opening of new streets. The proposed amendment follows the ruling of the Ontario Railway Board in the case of the Jarvis Street extension to the effect that a new street must be proceeded with by petition.

The bill was introduced by W. A. Baird (Conservative, High Park) on behalf of Fred G. McBrien (Conservative, Toronto-Brockton).