THIRD REPORT

OF THE

LIQUOR CONTROL BOARD

OF

ONTARIO

From November 1st, 1928 to October 31st, 1929

PRINTED BY ORDER OF
THE LEGISLATIVE ASSEMBLY OF ONTARIO

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TORONTO:
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SESSIONAL PAPER No. 12, 1930

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1930

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Liquor Control Board
of Ontario

110 UNIVERSITY AVE., TORONTO 2,
February 3rd, 1930.

TO COLONEL THE HONOURABLE W. H. PRICE, K.C.,
Attorney-General, Province of Ontario,
Parliament Buildings, Toronto 5, Ontario

SIR:—

The Liquor Control Board of Ontario has the honour to submit herewith its third report for the year ending 31st of October, 1929.

FINANCIAL STATEMENT

Forwarded herewith is the balance sheet and profit and loss account prepared and certified to by Messrs. Clarkson, Gordon, Dilworth, Guilfoyle and Nash, who conduct a current and extensive audit of all the Board's activities.

On referring to the balance sheet, it will be noted that the amount of fixed assets was $227,654.22, this amount represents the cost of land and buildings situated at 154 Wellington Street West, Toronto, and Fort William, less depreciation on buildings. Included also is the value of fixtures and alterations in rented premises, furniture and equipment less the amount written off.

Current assets amount to $5,275,098.60, being composed of the following items:

Cash on hand and in banks	$2,279,704 19
Accounts receivable made up of: Hospital sales, 5 per cent. commission on direct brewery and brewery warehouse sales, duty recoverable items due us from Customs Department, freight claims, fines, etc.	77,358 80
Inventories of liquors and supplies	2,877,698 63
Prepaid insurance	40,336 98

The liabilities are shown as $2,738,455.65. This amount is composed of the following items:

For liquors and supplies	$2,653,368 03
Miscellaneous charges, accrued, etc. (The principal item being unearned License Fees for 1930 paid this year $44,975.).	72,825 11
Due Provincial Treasurer (For permit sales and confiscated stock).	12,262 51

It will be observed that a surplus is shown of $2,764,297.17 which includes the balance carried forward from last year of $607,848.57 and the balance of net profits for the fiscal year after paying the Provincial Treasurer the sum of $7,505,000.00. This surplus is represented by our assets, the amount thereof being the excess of assets over liabilities. It does not, of course, take into consideration contingent liabilities which amount to $5,195,598.57. These contingent liabilities, while representing matters that have to be set up, are nevertheless not a fair charge on the operations of the Board, for the year that just closed.

The profit and loss account shows sales of $55,360,569.81. These sales include sales made through the Liquor Control Board stores and warehouses and the sales made from breweries and brewery warehouses. The amount sold by the breweries and brewery warehouses being $17,733,790.60 as against $37,626,779.21, the amount sold by the Board.

The statement shows a gross trading profit of $11,566,658.98 and a net trading profit of $8,751,680.28. This sum, together with other revenue, which amounted to $909,768.32, resulted in a total profit of $9,661,448.60, which is carried to the balance sheet.

For purposes of comparison, the percentages that the cost of stock sold, miscellaneous earnings and expenses and other revenue, bear to the total of gross sales are given for the years 1928 and 1929.

Besides the balance sheet and profit and loss account, statements showing summary of sales and the Board's expenses of administration and operation for the twelve months are also attached. Again for the purpose of comparison, the individual percentage which all these expenses bear to the total sales is given for both periods on the expense statement.

In addition, all Liquor Board stores, brewery warehouses, breweries and wineries privileged to sell alcoholic beverages in Ontario as of October 31st, 1929, are set forth on Schedule III attached and a classification of permit and license sales appears on Schedule IV.

Stores

Six new stores were opened during the year. They were:

	Location		Date of Opening
Store No.	18—Midland Avenue and Kingston Road	Scarboro Bluffs	July 18th, 1929
"	119—Main Street	Merrickville	Nov. 15th, 1928
"	120—	Pelee Island	Nov. 16th, 1928
"	121—1008 Wellington Street West	Ottawa	June 18th, 1929
"	122—	Hearst	July 29th, 1929
"	123—Corner Main and Collins Streets	Lancaster	July 6th, 1929

One Mail Order Store closed, No. 41a, Fort William, on February 28th, 1929, having been transferred to Store No. 41.

The total number of stores in operation at the close of the year was 122.

Brewery Warehouses

Five Brewery Warehouses were opened during the year, as follows:

Location		Date of Opening
221 Sherman Avenue	North Hamilton	Nov. 5th, 1928
30 Wyandotte Street	Windsor	Nov. 24th, 1928
Government Road	Kapuskasing	Nov. 24th, 1928
Broad and Wellington Streets	Ottawa	Nov. 26th, 1928
304 Victoria Avenue	Fort William	Feb. 1st, 1929

The total number of brewery warehouses in operation at the end of the year was 105. It should be noted that there are thirty-six breweries producing and selling beer in Ontario and that in addition to this, four other Canadian breweries, outside of the Province, also are represented in the brewery warehouses.

Wine Plants

The number of plants making native wine and in operation is fifty-two, all of which have been properly licensed by the Board.

General

Evils resulting from the abuse of liquor have been ever present. The sin of drunkenness is still with us and probably will remain with the host of other sins and crimes that scourge humanity just so long as human nature is what it is and until that Utopian day arrives when police, prisons and criminal codes have no justification for a continual existence.

All efforts, however, to reduce drunkenness as much as possible ought to be made. The co-operation of all social workers is earnestly desired by the Board—all can help in making it clear that the abuse of liquor is looked on by the people as a degrading thing—that strict sobriety and clean living is not only essential to business success, but also worth while citizenship.

So much has been said and is from time to time said with perfectly good faith which cannot be supported by the facts, that the Board is of the opinion that a full and frank statement of the problems that confront them and the actual facts as to the consumption of liquor to the extent possible should be made.

The Ontario Temperance Act has been twice rejected by the citizens of Ontario. Not as the Board see it; that if enforceable it was not an excellent law; but because to the common knowledge of the people the abuse of liquor continued and grew—that bootlegging became in effect an established business creating new millionaires and that a use of poisonous substitutes had been created and was growing.

The law was not enforceable simply owing to the fact that a very large number of the people considered it a grave infringement of personal rights and liberties and not only broke its provisions but even took pleasure and satisfaction in so doing.

The law, in view of the state of public opinion was unenforceable. Government Control would in the same way fail if made unreasonable and too drastic and inquisitorial and if accompanied with petty and pin-pricking prosecutions. But, on the other hand, while Government Control has already transferred the great profits of illegal business to public uses and has eliminated that great source of corruption and lawlessness—the big bootlegger—full success will only be attained when all illegal practices and all abuses resulting from the traffic are reduced to the fullest extent possible. The Board is convinced that such policies and administration as tend to this end ought to carry that general support and approval of the public necessary for the enforcement of all sumptuary laws. The bootlegger to-day ought to be regarded by all as a public enemy. He is. All are interested in cutting down drunkenness and the poverty resulting from it. The instructions to vendors contain the following stipulations:

"Liquor must not be sold to those who abuse it and sales should not be "made so as to render possible a continuance of drunkenness."

"Liquor must not be sold to those who from the amount of their purchases "and from their standing and circumstances are likely to be supplying boot-"leggers."

"Liquor must not be sold when the financial standing of the purchaser is "such that the sales must be followed by a diminution of the comforts of life "in the family."

The stores are the property of the people. All are or ought to be interested in their proper administration and particulars of breaches of the above instructions, if given the Board, will be very welcome, and the names of those helping in obtaining better social conditions kept, when desired, strictly confidential.

Liquor Traffic in Canada

From time to time the dollar value of liquor sales is compared with those of previous years and the attempt made to show excessive consumption and drunkenness. While drunkenness can, of course, be found, Ontario is not a drunken Province. Its people are sober and industrious. Owing to changes in taxation irrespective altogether of the decreased purchasing power of the dollar, comparisons based on the money value give no fair or honest conclusion.

A Bulletin on "the Liquor Traffic in Canada" was issued by the Department of Trade and Commerce last Summer. The Bulletin taking into consideration the legal transactions only and giving no consideration to illegal traffic and the facts established in the Customs investigation, as prepared shows a large increase in consumption under Government Control generally, and, in part, reads:—

"Dominion Government revenues (see Table 4) reflect partly the increased "consumption and partly increased taxes, chiefly Excise War Taxes, which in "1928 amounted to nearly six and one-half million dollars, the totals even with "these allowances show a very decided upward trend, from the low figures of "eight and one-half millions in 1919 the Dominion Revenue from Excise and "Customs Duties and Taxes on alcoholic beverages increased to forty-nine and "three-quarter millions in 1928."

The Bulletin's reader is led to conclude that apart from increased taxes, chiefly Excise War Taxes of six and one-half million dollars, the great growth from 1919 to 1928, amounting to over forty-one million dollars, was owing to the increased consumption of alcoholic beverages. Such a conclusion is indefensibly erroneous.

No reference whatever is made to the great increases that have been made in the Customs and Excise rates and which amount to a multiple of the Excise War Taxes the Bulletin refers to. In order that proper consideration can be given to the liquor problem the exact facts must be known as far as possible.

Table No. 4 of the Bulletin commences with the fiscal year ending March 31st, 1913. The rates of Duty then in effect were: Customs $2.40 per gallon of alcoholic content, and Excise $1.90.

In August 1914, the Customs Duty was increased from $2.40 to $3.00, and the Excise Duty from $1.90 to $2.40.

In May, 1920, an Excise Tax of $2.00 per gallon was added to the Customs Duty of $3.00, making a total tax of $5.00, and the Excise Duty was increased to $4.40 per gallon.

In May, 1921, the Excise tax placed on imported spirits, of $2.00, was abolished, but the Customs duty was increased to $10,00, and the Excise duty increased to $9.00.

The Bulletin accounts for the increase from eight and one-half million dollars to forty-nine and three-quarter millions in 1928, by increase in consumption less increased taxes chiefly Excise War Taxes of nearly six and one-half million dollars. The truth is that the increased Customs and Excise duties are by far the greatest factor.

This same table 4, of the Bulletin, shows the largest liquor revenue under the old basis of taxation to be that of 1913, amounting to $18,699,833, and made up entirely of Excise and Customs duties.

The statement of the Customs-Excise Department shows the gallonage of imported spirits of that year to be 3,529,469 gallons and Excise gallonage 4,999,937. At the present Customs and Excise rates these gallonages would have yielded a Customs revenue of $35,294,690, and Excise of $44,999,433, a total of \$80,294,123. This example illustrates plainly the great increase in revenue brought about by taxes, entirely ignored in the Bulletin.

Again, so there may be no doubt as to the falsity of the conclusions of the Bulletin, its Table 4 gives the Dominion revenue from liquor, for 1927, as \$35,857,122, of which only \$5,316,583 consists of Excise War Taxes,—a big increase from the eight and one-half millions of 1919. But, Table No. 1 of the Bulletin itself shows the consumption of spirits from which the great bulk of the revenue is derived, to have dropped from 3,353,141 gallons in 1919 to 2,894,322 gallons in 1927. Here then is a very large increase in revenue accompanied with a reduction in consumption of 458,819 gallons shown by the authors of the Bulletin themselves. The great increase was entirely owing to an increased taxation, to which no reference was made, despite reduction in consumption.

It is abundantly clear that mere increases in revenues derived from the liquor traffic afford of themselves no necessary evidence of increased consumption.

The Bulletin gives the total Dominion revenue from liquor in 1928, as \$49,805,291. During the last session of Parliament, the Honourable, the Minister of National Revenue, stated this revenue amounted to \$54,109,011. without taking into consideration the Sales Tax paid on the products but including the tax on malt which was chiefly used for brewing beer. The Sales tax may be reasonably estimated at \$3,000,000.

The Dominion receipts from alcohol and alcoholic liquors made up on the same basis, amount, for the year ending March 31st, 1929, to \$59,595,573.69, an increase of \$5,486,562.69.

While, as the Board is advised, this is the correct total received by the Dominion, proper accuracy demands that the sum of Excise duties charged on non-potable spirits and amounting to \$1,164,618.00 should be deducted, making a total of \$58,430,955.69, apart from the Sales Tax.

It is but fair to say that the Bulletin was not the work of the capable regular officials of the Dominion Bureau of Statistics, but was compiled by temporary employees in the Bureau during the summer season.

Table No. 1 of the Bulletin collects Dominion Statistics as to population and consumption of alcoholic beverages. Owing to the fact that Government statistics do not and cannot cover smuggled or illegally manufactured liquor (illegal businesses that were of great proportions, as shown by the Customs Inquiry), only relative importance can be ascribed to them. The day of the big bootlegger has now passed in Ontario and, as the Board has reason to believe, in most other Provinces, and statistics will become and are becoming of real value.

Table No. 1 shows a consumption of spirits per capita of 1.136 gallons in 1913 and .425 gallons in 1928; a real betterment; all the more great when the large tourist traffic of to-day is considered.

FACTORS INFLUENCING SALE

It is interesting to note the changes in the per capita consumption irrespective of changes in the law and Provincial prohibition or sale. For example, during the prohibition period and before the Provinces put Government sale into effect, the table shows that:

The per capita consumption of spirits in Canada in	1917	was	.703	gallons
" " " " " " " "	" 1918	"	.682	"
" " " " " " " "	" 1919	"	.395	"
" " " " " " " "	" 1920	"	.608	"
" " " " " " " "	" 1921	"	.723	"

The years are the Dominion fiscal year ending March 31st, and therefore for the most part show the activities of the previous year. During 1921, the Quebec and British Columbia Governments' sales were put into full operation and their activities shown in the fiscal year 1922. The table shows that the per capita consumption of spirits of that year (1922) was .231 gallons and for 1923 but .204 gallons. From this it might be claimed that prohibition had almost doubled the sale of .395 gallons in 1919 which increased to .608 gallons in 1920 and to .723 gallons in 1921, in but two years and that the partial introduction of Government sale, in but two years, had cut the consumption down from .723 gallons to .204 gallons or less than a third.

There would be, of course, nothing in either claim. It is well known that the country suffered a short severe economic depression immediately after the war, which is evidenced by a decrease in consumption in 1919, the consumption of 1918 being almost cut in two. This period of depression was quickly followed by post-war inflation and expansion. Consumption immediately rises to .608 gallons in 1920 and .723 gallons in 1921. The period of post-war depression commenced in 1921 and continued to 1927. Diminished consumption in 1922, and subsequent years resulted. Consumption increased in 1927 and in 1928, a year of admitted prosperity, rose to .425 gallons per capita.

The results plainly show that economic conditions, rather than laws, influence the gross sale of liquor. The financial year, 1929, was again more prosperous than 1928. The final figures for the year have not yet been issued by the Department of Statistics, but from the data available, it is believed that the consumption has increased to .445 gallons per capita.

The Bulletin, had it been the work of the regular statisticians of the Bureau of Statistics, desirous as they would be of giving fair and complete information, would have pointed out that in considering the per capita figures consideration must be given the great increase in the tourist business. The statistics of the Bureau show that more than 3,600,000 tourist automobiles entered Canada in 1928, and that the tourists by automobile alone are estimated to have spent $167,384,000.00 in Canada. The total expenditure of all tourists was estimated at $250,501,000.00. As is well known, the tourist business is the growth of recent years. The number of tourists in 1928 was a multiple of those of 1919.

The purchase of spirits is also much curtailed when their cost is high. Beyond all doubt consumption increases with low prices, and decreases with high prices. The fact that whiskey, which cost 75 cents in 1913, sold for $2.75 in 1928, has much and very much to do with a consumption per capita of only .425 gallons in 1928, as against a consumption of 1.136 gallons in 1913.

Drunkenness has decreased in the United Kingdom. Hours of sale have been shortened. As of January 1st, 1928, there were in England and Wales alone 78,803 licensed premises for sale for consumption on or off the premises. 22,189 premises licensed for sale for consumption off the premises and 12,775 registered clubs. The total number of places where liquor could be obtained was 113,767. Liquor is freely sold. It is not at all hard to get by the glass, or otherwise, if the would-be purchaser has the price. But, prices there have very largely increased. The taxes alone are no less than 101 shillings and six pence, or $24.66 on a case of whiskey. While propaganda has been carried on against drunkenness, the best informed workers and observers are generally of the opinion that the high cost of spirits coupled with industrial conditions and unemployment largely contribute to the decreased consumption.

MODERATION—ABSTINENCE

While this is true, the great necessity at all times is a general acceptance by the people that strict moderation, if not abstinence, is necessary. All that will tend to bring about this general conviction ought to be done. Probably a very large reason for the failure of prohibition lay in the fact that with the enactment of prohibition temperance societies largely thought the battle was over. Apparent activities were all directed to stricter and ever stricter enforcement of the law. But, while free people may be led along moral paths, they cannot be successfully driven. This applies just as much to the abuse of liquor as to any other moral question. The blue ribbons, so often seen before prohibition, have disappeared. All educational campaigns, instituted by those societies interested in temperance and the betterment of social conditions, will, if persisted in and generally followed up, prove most helpful. Those interested in the work of reducing the abuses of liquor can obtain much assistance from the Board. Apart from the general appeal of the churches and societies for temperance, the work of helping those subject to the influence of liquor consists in the handling of individuals and solving the difficulties of the family.

The Permit Supervision Branch of the Board is always busily engaged on this work. Under the Liquor Control Act, for the first time, the social worker dealing with hard cases can obtain Government support and backing—Permits can be cancelled—permittees disciplined—prosecutions, when necessary, undertaken by officers of the Board accustomed to dealing with the many-sided problems the question presents. The Board will be always ready to co-operate. Many homes have already been helped, but information as to where help is required is the first requisite.

Permit supervision means much more than the taking of steps looking to the cancellation of permits. It often involves a sympathetic study of the individual and the family. Mere cancellation of permits in some cases does no good, but only adds to the market of the illegal operator, and, sometimes, leads to the use of dangerous substitutes. In the many difficult cases dealt with by the Chief of the Permit Department, the effort is always made to carry the judgment of the "patient." To convince that all that is said or done is solely in his interest and that of his family. Once carry that judgment and create that conviction, further troubles and excesses may be avoided. Often a return of the permit with a restriction self-imposed by the permittee himself is found to work well. In other cases, it has been found that the taking away of the permit from the husband, or son, and giving it to the wife, or mother, works well, and has resulted in restoring proper conditions in the home. The problem is always a personal one and each difficult case has to be studied in the light of its own peculiar circumstances. In many cases, the Department has found that a return of the permit with a limitation of purchases, governed by the size of the family, and its purchasing power, solves the problem. The problem being personal, the effectiveness of control grows with the ever-increasing knowledge the Vendors have of their customers and of their habits and circumstances. A good Vendor, properly understanding and conscientiously enforcing moderation and control, is made the more useful to the Province by each day's service.

The Board has given full consideration to the question of regional purchases. That question has been dealt with by a circular, addressed to the Vendors and Permit Issuers, a portion of which, dealing with this particular feature, reads as follows:

"Consideration has been given to the adoption of so-called regional purchases. The regional permit, in effect, would mean that it would only be good at the store nearest to the domicile of the permit-holder. The advantages of such an arrangement would be that the one Vendor would know all about all the purchases of those to whom he sold liquor, and so be, therefore, in a better position to exercise proper control.

"The disadvantages of such a system lie in the fact that many travel from one point in the Province to another, either on business or for pleasure, and that such a ruling would inevitably result in the carriage of much more liquor through the Province from one residence to another than is desirable. It is desirable that there should be just as little liquor in carriage as possible, and especially in automobiles.

"As the position stands to-day, a man in Toronto, having a summer residence in Muskoka, is not obliged to take with him in his automobile any liquor for his stay at his summer home, where he has an equal right to have liquor as he has in his city residence. Instead of carrying the liquor with him, he may now purchase liquor at the Gravenhurst or Huntsville stores, which are at the gateways of the lakes district.

"But over and above all this, the Liquor Control Act ought to be administered without creating any unnecessary or vexatious difficulties for the public. The public have the legal right under the Act to purchase liquor, and regulations ought not to be so drawn as to multiply inconveniences on the one hand and on the other invitations for infractions of the law.

"Small Percentage of Immoderate Permits

"419,797 resident permits have been issued. Out of this great number, only a very small percentage make any real trouble. By this I mean, drink to excess, purchase beyond their means, or use permits to aid and abet bootlegging. Besides this total, 106,987 non-resident permits have been issued. Many of these are to automobilists touring through the country and if in their case their permits were made regional, it would only mean that an unfortunately large amount of liquor would be carried in their automobiles.

"While the percentage of irregularities which occur in the non-resident permit-holders would appear to be greater than those of the resident permittees, nevertheless, here again the percentage of those offending the law or guilty of excess is but small compared with the total.

"It is felt unnecessary to limit the rights and privileges, which have not been abused, of the great majority, merely for the purpose of employing an added check on those who may offend.

"On the other hand, there would appear to be absolutely *no reason why the regional principle should not be adopted in the case of those who really require the closest supervision* of a Vendor knowing all about them and their circumstances.

"Stamping Restriction to One Store

"It has, therefore, been decided, pursuant to the foregoing, *to stamp all permits under suspicion*, but as yet uncancelled, so as *to make such permits good only in the store convenient to the residence of the permittee* and where the permittee is known. In all such cases, vendors must take a very special interest in the affairs of the permittee, become responsible for his purchases of liquors, and see that the existing instructions are carried out to the very letter. Those instructions are:

" '(*a*) Liquor must not be sold to those who abuse it, and sales should not be made so as to render possible a continuance of drunkenness.

" '(*b*) Liquor must not be sold to those who from the amount of their purchases and from their standing and circumstances are likely to be supplying bootleggers.

" '(*c*) Liquor must not be sold when the financial standing of the purchaser is such that the sales must be followed by a diminution of the comforts of life in the family.'

"Each Vendor will be furnished with a rubber stamp reading thus:

"PURCHASES ARE HENCEFORTH CONFINED ONLY TO STORE NO. —"

"This is to be stamped by the Vendor on the line following the last entry, when such limitation is, in the opinion of the Vendor, necessary in order that the Board's instructions, as contained in paragraphs (a), (b), and (c), may be fully carried out.

"The above stamp is to be preceded by date as usual, and at the end of the line the store number and the Vendor's initials, placed by himself.

"This stamp should be repeated at the top of the next two or three right hand pages, in order to ensure that other Vendors will turn the permittee back to the Vendor who has made the restriction.

"The Vendor so acting will have the permittee under his sole control and will be responsible for the reasonable use of the permit.

"In cases where the Vendor is in doubt and difficulty as to the right course of action to be adopted, he shall forward the permit to the Director of Permits with his report thereon, with such particulars as it is possible to obtain as to the character and standing of the permittee."

LIGHT BEVERAGE WINES

Of all beverages, light wines and beer are the least intoxicating of alcoholic beverages. Beyond all question, if those who use liquor could be induced to drink light wines or beers in place of hard liquors, it would be a great improvement. The drinking on the continent of Europe of light beers, and of Sauternes, Clarets, Burgundies and other light wines, in the place of whiskies, is the real reason why so little drunkenness is observed in the wine and beer drinking countries, as although the use of wine and beer is very prevalent, their comparative lightness, as a rule, never induces drunkenness.

It is a slow and difficult thing to change the habits of a people, and little light wine is used in Ontario. In order, however, to encourage their use in preference to stronger liquors, the Board has reduced their prices to the public. Perhaps, one of the best features in connection with the use of light beverage wines is that they are used as a rule at meals, and not between meals. If spirituous liquor is drunk at all, the use in moderation at meal time only is the least productive of any abuse.

Reduction in prices is marked. For example, a quart bottle of Medoc, formerly at 70 cents, has been reduced to 55 cents; a reduction of 21 per cent. St. Julien, from 85 cents to 65 cents; a reduction of 23 per cent. Graves, from 80 cents to 60 cents, or 25 per cent. Sauternes, from $1.00 to 80 cents, or 20 per cent. Rosechatel, from $1.25 to $1.00, or 20 per cent. Beaune, from $1.15

to 95 cents, or 18 per cent. Chambertin, from $1.90 to $1.55 or 23 per cent. Macon, from 80 cents to 65 cents, or 18 per cent.

The quality of these light wines has been improved and the prices at which they can be now obtained in Ontario compare favorably with world prices.

Statements have been made as to the large number of places where liquor may be obtained and, on the other hand, complaints have been made that public convenience demands more stores and that, in particular, that the facilities for purchasing beer be increased. In 1916, Ontario's population was given as 2,722,804 and, for 1929, as 3,271,300. The following statement gives the facilities for the purchase of liquor then, and now:

Liquor License Act, 1916		Liquor Control Act, 1929	
Bars (Liquor)	1,251	Stores	122
Beer and Wine	7	Breweries	36
Liquor Shops	211	Brewery Warehouses Selling	104
Wholesale	28	Wineries	52
Clubs	64	(No sale by the glass)	
Wineries, about	25		
	1,586		314

Applications for new stores have been largely refused by the Board. In its option, new stores ought to, as much as possible, be confined to points where they may be found necessary to check petty bootlegging and to better social conditions.

Further stores may be also necessary in large centres where the existing stores are overcrowded. Waiting queues outside liquor shops must be avoided if possible. Again, a crowded store with a lot of people waiting in line makes a proper scrutiny of the Permit and of the would-be purchaser increasingly difficult. There are always some desirous of avoiding proper scrutiny that deliberately choose a crowded hour in the hope of having their purchase the more easily passed in the rush.

In the interest of proper control, some stores must be enlarged or new ones opened. The operating ratio will be, of necessity, increased, but it is felt that the extra money will be well expended in order to insure better permit endorsation.

Much has already been done in this direction—many stores have been re-arranged and the accommodation enlarged—but the work is progressive and will be continued. Some twenty-one stores have been so treated during the past year.

Sales

The year past was one of exceptional prosperity. The sales have increased, amounting, as they do, to $55,360,569.81. For the purposes of comparison the following table is submitted:—

	1928	1929	Increase	Percentage
Domestic Spirits	$10,915,969 75	$12,043,271 33	$1,127,301 58	10.3
Imported Spirits	18,977,367 25	20,225,232 58	1,247,865 33	6.6
Native Wines	998,664 49	2,083,953 05	1,085,288 56	108.7
Imported Wines	1,152,444 08	1,153,891 45	1,447 37	1.3
Domestic Beers	16,660,675 62	19,621,165 10	2,960,489 48	17.8
Imported Beers	290,470 00	233,056 30	57,413 70 D.	19.8 D.
	$48,995,591 19	$55,360,569 81	$6,364,978 62	13.0

The heaviest increases to be noted are in the sales of native wines, where the increase is 108.7 per cent., and the increase in domestic beers of 17.8 per cent. Increases are also shown of 10.3 per cent. in domestic spirits, and 6.6 per cent. in imported spirits.

Control, to be effective, has to be a matter of growth and education. Too strictly administered from the first, it is merely an enlargement of the bootlegger's market, but with the constant lessening of bootleggers and the constant increase of knowledge of the principles of control, and its proper application, it becomes increasingly effective. Control, however, is not at all of necessity mirrored in the result of sales. There may be large sales without abuses, and there may be smaller sales with more abuses.

The constantly increasing number of tourists, from time to time, of necessity adds to the sales of liquor even with a strict and proper control. During the winter months the number of tourists are substantially less and a like comparison of the sales of last November, December, and of the first half of January, the last figures available, with those of a year ago, are of interest. They are as follows:—

	November, 1928	November, 1929	Increase	Per cent.	Decrease	Per cent.
Imported Spirits	$1,558,033 80	$1,513,440 03	....	......	$44,593 77	2.8
Domestic Spirits	942,428 15	872,435 94	....	......	69,992 21	7.4
Imported Wines	100,018 15	71,796 90	....	......	28,221 25	28.2
Native Wines	87,473 60	159,970 30	$72,496 70	82.9	....	......
Imported Beers	16,416 00	14,287 10	....	......	2,128 90	13.0
Domestic Beers	1,066,344 24	1,128,753 24	62,409 00	5.8	....	......
	$3,770,713 94	$3,760,683 51			$144,936 13	......
					134,905 70	......
					$10,030 43	.3

	December, 1928	December, 1929	Increase	Per cent.	Decrease	Per cent.
Imported Spirits	$2,962,655 57	$2,441,003 43	....	......	$521,652 14	17.6
Domestic Spirits	1,554,540 40	1,297,474 00	....	......	257,066 40	16.5
Imported Wines	209,470 35	159,353 10	....	......	50,117 25	23.9
Native Wines	224,767 50	312,331 60	$87,564 10	38.9	....	......
Imported Beers	22,786 80	17,412 20	....	......	5,374 60	23.6
Domestic Beers	1,554,507 11	1,377,290 63	....	......	177,216 48	11.3
	$6,528,727 73	$5,604,864 96			$1,011,426 87	......
					87,564 10	......
					$923,862 77	14.1

	January 1-15, 1929	January 1-15, 1930	Increase	Per cent.	Decrease	Per cent.
Imported Spirits	$753,827 20	$572,585 80	....	......	$181,241 40	24.0
Domestic Spirits	414,834 20	341,911 80	....	......	72,922 40	17.6
Imported Wines	33,353 80	29,623 80	....	......	3,730 00	11.2
Native Wines	44,704 15	80,801 35	$36,097 20	80.7	....	......
Imported Beers	6,591 60	6,355 20	....	......	236 40	3.6
Domestic Beers	377,546 72	428,594 87	51,048 15	13.5	....	......
	$1,630,857 67	$1,459,872 82			$258,130 20	......
					87,145 35	......
					$170,984 85	10.5

It will be noted that in November there was a decrease of $114,585.98 in the sale of spirits; a decrease of $28,221.25 in imported wines, and a decrease in imported beers, resulting in a total decrease of $144,936.13. From this, however, must be deducted the increase in the sale of native wine and domestic beers, which amounted to $134,905.70, making a net reduction of $10,030.43 for the month.

The drop in imported wines cannot be attributed to control, but to a decrease largely in the sale of expensive Champagnes which was a direct result of the drop in the stock market, accompanied by the decrease in purchasing power. Control always comes more into play in connection with the cheaper commodities.

In the December sales it will be noted that there is a decrease in the sale of spirits of $778,718.54; in the imported wines $50,117.25, a decrease also in imported beers, and in domestic beers, the resultant total decrease amounting to $1,011,426.87 for the month. Again, however, there is an increase in the sale of native wine of $87,564.10, which reduces the net reduction to $923,862.77.

The comparison of sales, for the first half of January, shows a still greater proportionate decrease in the sale of spirits in 1930, as against 1929. The decrease amounts to $254,163.80; and the decrease in imported wines and beers shown, make a total decrease of $258,130.20, which is almost entirely attributable to the decreased sale of spirits. As against this, however, the sale of native wine increased by $36,097.20 and domestic beers by $51,048.15; a total net reduction of $170,984.85 for the half month, therefore, results.

It must not be thought that similar reductions will of necessity apply the year round. They will if the legitimate demand be not increased; if the tourist business remains stationary, which is not expected. The term legitimate demand for liquor is used as covering cases unaccompanied by excess and where drunkenness, the neglect of the family, or law-breaking, are not in any way involved.

Then, again, the change of conditions may create an unusual and perfectly legitimate increase in the demand. Last winter, influenza and feverish colds were prevalent; many doctors advised the use of brandy. This year there was practically no influenza. In the first half of January, 1929, 2,146 cases of brandy were sold. In the same period, this winter, only 1,410 cases were sold; a reduction of 736 cases, or 34.3 per cent. Rum is also largely used for colds and influenza. In the same period, in 1929, 3,522 cases of rum were sold and in the same period, this winter, only 1,743 cases; a reduction of 1,779 cases, or 50.5 per cent.

Alcohol

It will be remembered in the report of last year, that the question of alcohol of a strength of 165 per cent. proof spirits was dealt with, and that grave abuses had been found to exist. The sale was stopped and alcohol only supplied on doctors' prescriptions. The Board is pleased to be able to report that the betterment in conditions, as shown in last year's report, has continued. Alcohol, as sold by the Board, is no longer being used as a beverage. The restrictions on its sale became effective on the first of July, 1928. The amount of alcohol sold during the two months prior to the change in 1928, and in the same two months of 1929, is as follows:—

1928		1929	
May 1st-15th.	519—26 oz. cases 1,038 gallons	May 1st-15th.	17—20 oz. cases 25½ gallons
May 16th-31st.	565—26 oz. cases 1,130 gallons	May 16th-31st	13—20 oz. cases 19½ gallons
June 1st-15th.	517—26 oz. cases 1,034 gallons	June 1st-15th.	12—20 oz. cases 18 gallons
June 16th-30th.	534—26 oz. cases 1,068 gallons	June 16th-30th.	12—20 oz. cases 18 gallons

It will be seen that the reductions in sales approximate 98 per cent. The sale has almost disappeared and great betterment has taken place. Much of the alcohol formerly purchased was undoubtedly made use of by bootleggers, who coloured it, watered it, flavoured it, and sold it as Scotch whiskey. This business has not entirely stopped. It is, however, very greatly reduced, but from time to time the Police make seizures of this 165 per cent. proof spirits alcohol. It is the belief of the Police that this alcohol in part is smuggled in from the United States. Fifty-four gallons of it, in American cans, were recently seized.

Dangerous Substitutes

In the report of last year, the Board referred to the drinking of rubbing alcohol. This had become a very grave question and the abuses were widespread. In some places it had been shown that approximately 50 per cent. of all the drunkenness was due to rubbing alcohol. Although rubbing alcohol is not sold in the Board's stores, and it was never intended for beverage purposes by the Dominion authorities, the Board has taken up the question and its sale by druggists. Druggists operate under permits issued by the Board and all who sell rubbing alcohol are now required to keep a register which contains the signatures and addresses of those purchasing, and the quantity purchased. A very substantial betterment has taken place. A Social Worker, who very properly complained of former conditions, now writes the Board:—

"Re Sale of Rubbing Alcohol"

"I am very happy to be able to answer your enquiry favourably as to the "good effects of your more stringent oversight in the sale of rubbing alcohol, "etc., by druggists."

"I visit the........................Police Court every morning and during the past "seven or eight months there is a very marked decrease in the number brought "in for drunkenness as the result of drinking rubbing alcohol. I should state "at least a decrease of 75 per cent."

"I congratulate and thank you for your quick and beneficial move in this "matter."

Native Wine

With ever stricter control and resulting decreases in drunkenness caused by whiskey and the like, there has been an increase in drunkenness resulting from the drinking of native wine. In the figures dealing with the sales, large increases in the money value of sales of native wine have already been shown. The increased consumption, however, is greater than the money increase owing to the fact that the abolished Luxury Tax of 50 cents was all passed on to the consumer and an additional cut made by the manufacturers in their prices. As a result, native wine is now sold at $1.50 per gallon, as against $2.05 formerly, and by the bottle at 30 cents, as against 40 cents before the removal of the Tax.

The sales of native wine in Ontario, in gallons, have increased from 698,028 gallons in the year ending October 31st, 1928, to 1,693,242 gallons for the year ending October 31st, 1929, an increase of 142 per cent.

Permits are not necessary in order to enable purchases of native wine to be made at the wineries. The principle which obtained under the Ontario Temperance Act has been followed. Under the Ontario Temperance Act the minimum that could be purchased at any one time was one case of twelve bottles or a five-gallon cask. When the Board first started to function, that minimum was cut down to one bottle, as it was felt that if a man only wanted to have one bottle of wine—one being enough in his own opinion for his purposes—that it was not in the interests of moderation to force him to buy 12 bottles. It was afterwards found that the purchase of only one bottle of wine at a time rendered the purchase too easy for young people and added to the temptation of taking a bottle in an automobile, and that, in the real interests of moderation, the minimum should be raised. It was first raised to six bottles, then reduced to three bottles in December, 1927, which is the present minimum. This three-bottle minimum has again been attacked on the ground that a man is forced to buy more wine than he really requires. It, however, is still being maintained for the reasons stated.

Beer has an alcoholic content of some 9 degrees of proof spirits; native wine has an alcoholic content of some 27 degrees of proof spirits. The fact that it is necessary to have a permit before the purchase of 9 per cent. beer can be made, while the purchase of 27 per cent. native wine is allowed without the restriction of a permit, in the opinion of the Board constitutes an anomaly which ought not to exist.

Dominion Taxation

The Dominion receipts from the liquor traffic for the past fiscal year have already been shown as $58,430,955.69, exclusive of Sales Tax. The contribution of Ontario to this total is now considered.

In the year ending October 31st, 1928, the total amount paid the Dominion Government for Customs Duties, Excise Rates, Malt Duties, Beer Gallonage, and Sales Tax, exceeded $15,500,000. The amount the Dominion received last year exceeded $17,000,000. It is made up as follows:—

Customs Duties and Sales Tax on spirits, wines and imported beers	$9,816,657 70
Excise Duties and Sales Tax	4,596,036 29
On Domestic Beers	
Malt, gallonage and sales tax on Ontario sales of 11,057,016 gallons (estimated)	2,543,113 68
Native Wines	
Tax of 7½ cents per gallon, and Sales Tax paid by Ontario Wineries on direct sales in Ontario (estimated)	50,000 00
	$17,005,807 67

Over and above the above items, there are Dominion Taxes on 4.4 beer and liquors released for exportation to the United States amounting to a large sum which have not been taken into consideration. The net profits of the Province, while large, are relatively small compared to the Dominion revenues received from the liquor traffic. The proportion is the more marked when it is realized that all the disabilities resulting from the traffic are visited on the Province and not on the Dominion. The short-circuiting of liquors supposed to be exported and all other abuses of the traffic requiring much police activity and expense, are burdens borne by the Province and not by the Dominion. The difficult question of sale, largely rendering possible as it does these great Dominion revenues, is entirely looked after by the Province. Should the question of a proper division or allocation be ever considered, it is manifest that the ratio of the present division of the profits of the traffic should be entirely reversed and the greater proportion received by the Province.

Law Enforcement

The thanks and appreciation of the Board are hereby tendered to the Provincial and Municipal Police Officers throughout the Province for the hearty co-operation extended, all of which has continued to produce good results.

We have the honour to be, Sir,

Your obedient servants,

H. L. DRAYTON,
Chief Commissioner.

S. McCLENAGHAN,
Deputy Chief Commissioner.

J. M. McNAMARA,
Commissioner.

BALANCE SHEET

31st October, 1929

ASSETS

Land, buildings, furniture, equipment, fixtures and alterations to rented premises, less amounts written off			$227,654 22
Cash on hand and in banks		$2,279,704 19	
Accounts receivable		77,358 80	
Inventories of liquor and supplies in warehouses and stores		2,877,698 63	
			5,234,761 62
Prepaid charges			40,336 98
			$5,502,752 82

LIABILITIES

Accounts Payable, Accrued Charges, Deferred Revenue, etc.		$2,726,193 14	
Provincial Treasurer:			
Permit Sales—Balance from 1927	$1,683 04		
" " —1928-1929 (net)	989,457 08		
	$991,140 12		
Less: Paid to Provincial Treasurer	985,000 00		
	$6,140 12		
Permit Sales—1929-1930 (net)	5,325 60		
Confiscated liquor	796 79		
		12,262 51	
			$2,738,455 65
Surplus 1st November, 1928		$607,848 57	
Balance from Profit and Loss Account for the year ending 31st October, 1929		9,661,448 60	
		$10,269,297 17	
Less: Paid to Provincial Treasurer		7,505,000 00	
Surplus 31st October, 1929 (represented by goods purchased and other Assets)			2,764,297 17
Contingent Liabilities:			
Goods ordered but not delivered	$4,051,001 27		
Duty on goods in bond	1,144,597 30		
			$5,502,752 82

Auditor's Certificate

We certify that we have audited the books and accounts of the Liquor Control Board of Ontario for the year ending 31st October, 1929, and in our opinion the above balance sheet exhibits a true and correct view of the position of its affairs on that date.

CLARKSON, GORDON, DILWORTH, GUILFOYLE & NASH.
Chartered Accountants.

Toronto, 7th January, 1930.

PROFIT AND LOSS ACCOUNT

For the Year Ended 31st October, 1929

			Percentage of Sales 1929	1928
Sales (Schedule 1)		$55,360,569 81	100.00	100.00
Stock on hand 1st November, 1928	$3,488,155 98			
Purchases	43,210,225 39			
	$46,698,381 37			
Stock on hand 31st October, 1929	2,865,405 94			
Cost of stock sold		43,832,975 43	79.18	79.91
		$11,527,594 38	20.82	20.09
Miscellaneous earnings		39,064 60	.07	.05
		$11,566,658 98	20.89	20.14
Expenses:				
Administering and operating head office, warehouses and stores (Schedule II)	$2,666,146 22			
Depreciation of buildings, furniture, equipment, fixtures and alterations to rented premises, written off	148,832 48			
		$2,814,978 70	5.08	5.81
		$8,751,680 28	15.81	14.33
Other Revenue:				
Brewery warehouse fees	$508,050 00			
Brewery fees	150,250 00			
Light beer licenses, standard hotels, etc.	43,838 00			
Fines (net)	207,630 32			
		909,768 32	1.64	1.65
Carried to Balance Sheet		$9,661,448 60	17.45	15.98

SCHEDULE I.

SUMMARY OF SALES

Year Ended 31st October, 1929

Store—Counter and mail order sales of wines, spirits and beer..	$37,281,805 94	
Beer orders taken at stores for delivery by breweries and brewery warehouses	310,581 90	
Head office sales	34,391 37	
		$37,626,779 21
Beer sales by breweries and brewery warehouses		17,733,790 60
		$55,360,569 81

SCHEDULE II.

ADMINISTRATION AND OPERATING EXPENSES—HEAD OFFICE, WAREHOUSES AND STORES

For Year Ended 31st October, 1929

And Number of Employees on the Staff at 31st October, 1929

	Head Office	Warehouses	Stores	Total	Percentage to Total Sales 1929	1928
Executive salaries	$54,416 12	....	....	$54,416 12	.10	.11
Salaries	547,762 65	$96,288 87	$1,023,354 55	1,667,406 07	3.01	2.88
Legal and audit fees	17,280 12	....	....	17,280 12	.03	.06
Rentals	21,600 00	14,850 87	165,167 16	201,618 03	.36	.38
Travelling	45,511 12	147 62	1,290 85	46,949 59	.08	.08
Foreign exchange	13 09	....	(Cr.)11,755 75	(Cr.)11,742 66	.02	.01
Insurance	4,484 28	5,707 21	39,283 07	49,474 56	.09	.10
Postage	12,110 63	164 45	6,943 50	19,218 58	.04	.04
Stationery	32,343 43	4,016 56	25,961 65	62,321 64	.11	.10
Telephone and telegraph	4,708 84	330 60	7,186 27	12,225 71	.02	.03
Dominion Electric Protective Services	....	310 40	5,799 92	6,110 32	.01	.01
Breakage	....	2,640 95	11,979 86	14,620 81	.03	.04
Light, heat and power	4,515 01	5,017 65	29,692 06	39,224 72	.07	.07
Repairs and maintenance	8,883 46	8,478 31	50,388 18	67,749 95	.12	.04
Sundries	19,426 38	1,628 37	16,223 68	37,278 43	.07	.07
Freight and cartage	81 42	401 22	239,701 40	240,184 04	.43	.40
Terminal Warehouse charges	....	81,330 67	....	81,330 67	.15	.16
Discounts to hospitals, etc.	....	....	14,870 35	14,870 35	.03	.03
Truck maintenance	521 04	2,660 08	13,147 14	16,328 26	.03	.03
Packing materials	....	1,935 89	27,345 02	29,280 91	.05	.05
	$773,657 59	$225,909 72	$1,666,578 91	$2,666,146 22	4.81	4.69

	Head Office	Warehouses	Stores	Total
Percentage of total expenses	29.02%	8.47%	62.51%	100.00%
Percentage of total sales—				
1929	1.39%	.41%	3.01%	4.81%
1928	1.37%	.44%	2.88%	4.69%

NUMBER OF EMPLOYEES ON THE STAFF

Commissioners and staff	9
General Manager's office	4
Comptroller's office	10
Legal office	2
Accounting office	86
Beer Department	36
Stock Supervisors	11
Customs	5
Traffic Department	5
Purchasing Department	11
Inspection Department	13
General Inspectors	8
Permit Department	29
Maintenance	7
Supervision of Stores	2
Properties Superintendence	3
Brewery Inspectors	173
Central Registry	2
Warehouses	70
Stores	653
Garage	7
	1,146

SCHEDULE III

LIQUOR STORES, LICENSED BREWERS' WAREHOUSES, BREWERIES AND WINERIES IN ONTARIO AT 31st OCTOBER, 1929

LIQUOR STORES

Store No.		
1	Lombard and Church Streets	Toronto
2	154 Wellington Street West	Toronto
3	1271 Dundas Street West	Toronto
4	170 Danforth Avenue	Toronto
5	1881 Queen Street East	Toronto
6	1271 Queen Street West	Toronto
7	2223 Dundas Street West	Toronto
8	1165 St. Clair Avenue West	Toronto
9	959 Bloor Street West	Toronto
10	617 Yonge Street	Toronto
11	949 Gerrard Street East	Toronto
12	402 Parliament Street	Toronto
13	1448 Danforth Avenue	Toronto
14	454 Spadina Avenue	Toronto
15	272 Dupont Street	Toronto
16	106 Richmond Street West	Toronto
18	Midland Avenue and Kingston Road	Scarboro Bluffs
19	Rogers Road and Blackthorn Avenue	Toronto
20	783 Lake Shore Road	New Toronto
21	29 Charles Street	Hamilton
22	673 King Street East	Hamilton
23	334 Ottawa Street North	Hamilton
24	88 Fraser Street	Port Colborne
25	81 King Street West	Dundas
26	419 Talbot Street	London
27	647 Dundas Street	London
28	12 Canal Street	Dunnville
29	Burford Street	Wiarton
30	82 Durham Street	Walkerton
31	334 London Street West	Windsor
32	52 Wyandotte Street East	Windsor
33	93 Drouillard Road	East Windsor
34	82 Victoria Road	Walkerville
35	29 Sandwich Street	Sandwich

LIQUOR STORES—Continued

Store No.		
36	272 Queen Street	Ottawa
37	685 Bank Street	Ottawa
38	188 Rideau Street	Ottawa
39	King Street	Cobourg
40	Market Square	Kingston
41	209 Victoria Avenue	Fort William
42	101 King Street West	Brockville
43	137 King Street East	Kitchener
44	69 Dalhousie Street	Brantford
45	408 George Street	Peterborough
46	Christina and Cromwell Streets	Sarnia
47	Ontario Street	St. Catharines
48	937 Victoria Avenue	Niagara Falls
49	66 Pitt Street	Cornwall
50	Cedar and Elgin Streets	Sudbury
51	72 Carden Street	Guelph
52	269 Main Street East	Welland
53	66 Cumberland Street South	Port Arthur
54	88 Main Street East	North Bay
55	185 Alexandria Street	Pembroke
56	Water Street	Prescott
57	52 Bridge Street East	Belleville
58	4 Balsam Street North	Timmins
59	72 Collier Street	Barrie
60	88 Ontario Street	Stratford
61	210 King Street West	Chatham
62	314 Talbot Street	St. Thomas
63	343 Queen Street East	Sault Ste. Marie
64	516 Dundas Street	Woodstock
65	Front Street	Trenton
66	6th Avenue North	Cochrane
67	Main and Ferguson Streets	Haileybury.
68	214 Main Street South	Kenora
69	Church and Mowat Streets	Fort Frances
70	22 Beckwith Street	Smith's Falls
71	King and Main Streets	Gananoque
72	34 Gore Street	Perth
73	610 King Street	Preston
74	61 Robinson Street	Simcoe
75	226 Devonshire Avenue	Iroquois Falls
76	Prospect and Silver Street	Cobalt
77	121 Main Street	Penetang
78	Whitewood Avenue	New Liskeard
79	79 Walton Street	Port Hope
80	Great North Road	Parry Sound
81	Main and Queen Streets	Sturgeon Falls
82	79 Kent Street	Lindsay
83	31 Main Street West	Hawkesbury
84	Main Street	Picton
85	Daniel and Elgin Streets	Arnprior
86	Queen and White Streets	Dryden
87	Front Street	Sioux Lookout
88	River Street	Paris
89	Main and Mattawa-Pembroke Highways	Mattawa
90	68 Simcoe Street North	Oshawa
91	29 Duncan Street	Kirkland Lake
92	91 Fourth Avenue	Englehart
93	Gilmour Road	Fort Erie
94	Bridge Street North	Eganville
95	21 Water Street North	Galt
96	112 Main Street	Deseronto
97	Dundas Street	Napanee
98	22 Main Street	Alexandria
99	Emard Street	Embrun
100	25 Albert Street	Thorold
101	48 Main Street West	Grimsby
102	Muskoka Street	Gravenhurst
103	Tudhope Street	Espanola
104	Main Street East	Thessalon
105	Concession Street	Tamworth

LIQUOR STORES—Continued

Store No.		
106	Main Street	Huntsville
107	Main Street	Palmerston
108	Woodward Avenue	Blind River
109	Murray Street	Amherstburg
110	46 Wallace Street	Wallaceburg
111	Bedford Street	Westport
112	37 Government Road	Kapuskasing
113	Opongo Street	Barry's Bay
114	Corner Fourth Street and Broadway	Rainy River
115	43 King Street North	Waterloo
116	Arthur Street	Elmira
117	Birch Street	Chapleau
118	Young Street	Capreol
119	Main Street	Merrickville
120		Pelee Island
121	1008 Wellington Street West	Ottawa
122		Hearst
123	Corner Main and Collins Streets	Lancaster

BREWERS' WAREHOUSES

Warehouse No.		
1W	351 Front Street East	Toronto
2W	74 King Street East	Toronto
3W	581 Queen Street West	Toronto
4W	398 College Street	Toronto
5W	699 Bloor Street West	Toronto
6W	1485 Queen Street West	Toronto
7W	2233 Dundas Street West	Toronto
8W	1083 St. Clair Avenue West	Toronto
9W	484 Danforth Avenue	Toronto
10W	1852 Danforth Avenue	Toronto
11W	12-14 Ferguson Street	Hamilton
12W	Barton and Ottawa Streets	Hamilton
13W	180 King Street	London
14W	665 Dundas Street	London
15W	413 Hamilton Road	London
16W	1153 McDougall Street	Windsor
17W	1636 Ottawa Street	Windsor
18W	1503 London Street West	Windsor
19W	268 Queen Street	Ottawa
20W	Broad and Wellington Streets	Ottawa
21W	Ontario and Queen Streets	Kingston
22W	580 Victoria Avenue	Niagara Falls
23W	78 Niagara Street	St. Catharines
24W	11 College Street	Kitchener
25W	217 Talbot Street	St. Thomas
26W	Water and Lorne Streets	Port Arthur
27W	268 George Street	Peterborough
28W	23 Water Street	Brantford
29W	113 Quebec Street East	Guelph
30W	58 Brock Street	Brockville
31W	6 Dover Street	Chatham
32W	221 Sherman Avenue North	Hamilton
33W	150 Pinnacle Street	Belleville
34W	1 Pitt Street	Cornwall
35W	University and Spring Streets	Cobourg
36W	King Street	Prescott
37W	22 Lorne Street	Sudbury
38W	143 Victoria Street North	Sarnia
39W	107 Oak Street West	North Bay
40W	2 King Street East	Lindsay
41W	Railway Street	Cochrane
42W	605 Bay Street	Sault Ste. Marie
43W	Beckwith Street	Smith's Falls
44W	Ridgeway Street	Trenton
45W	Burger and Victoria Streets	Welland
46W	492 Peel Street	Woodstock
47W	423 Erie Street	Stratford
48W	Killally Street	Port Colborne

Brewers' Warehouses—Continued

Warehouse No.	Address	Location
49W	1 Second Avenue	Timmins
50W	Argyle Street	Simcoe
51W	269 Mill Street	Port Hope
52W	19 Main Street	Penetang
53W	193 Victoria Street	Pembroke
54W	553 King Street	Preston
55W	27 Cockburn Street	Perth
56W	Railway Street	Kenora
57W	101 Church Street	Fort Frances
58W	King Street	Gananoque
59W	Gilmour Road	Fort Erie
60W	Post Office Square	Barrie
61W	180 Drouillard Road	East Windsor
62W	Main Street	Huntsville
63W	Ferguson Avenue	Haileybury
64W	145 Main Street	Hawkesbury
65W	William Street	Arnprior
66W	106 Lake Shore Road	Mimico
67W	Main Street	Picton
68W	Murray Street	Amherstburg
69W	North Cayuga Street	Dunnville
70W	Main Street	Belle River
71W	Main Street	Glencoe
72W	Champagne Street	Parry Sound
73W	Main Street	Ridgetown
74W	Queen Street South	Tilbury
75W	106 Tecumseh Road	Tecumseh
76W	897 Queen Street East	Toronto
77W	King Street West	Dundas
78W	497 James Street North	Hamilton
79W	426 Bank Street	Ottawa
80W	223 Dalhousie Street	Ottawa
81W	161 King Street West	Oshawa
82W	14 St. Paul Street	St. Catharines
83W	9 Market Street	Thorold
84W	Colborne Street	Oakville
85W	Front Street	Sioux Lookout
86W	Burford Street	Wiarton
87W	35 Goodfish Road	Kirkland Lake
88W	Durham Street	Walkerton
89W	39 Dickson Street	Galt
90W	Muskoka Road and Main Street	Gravenhurst
91W	Mill Street	Napanee
92W	30 Wyandotte Street	Windsor
93W	Nelson Street	Wallaceburg
94W	1395 Gerrard Street East	Toronto
95W	Goderich Street	Port Elgin
96W	2 Marlborough Street South	E. Cornwall
97W	1 Main Street	Morrisburg
98W	2420 Dufferin Street	Fairbank
99W	1145 Yonge Street	Toronto
100W	Main Street	Palmertson
101W	Regent and King Streets	Niagara-on-the-Lake
102W	3333 Danforth Avenue	Toronto
103W	Government Road	Kapuskasing
104W	Broad and Wellington Streets (Distributing Depot)	Ottawa
105W	105 Victoria Avenue	Fort William

Breweries

Bixel Brewing & Malting Company, Limited	Brantford
Brading Breweries, Limited	Ottawa
British American Brewing Company, Limited	Windsor
Budweiser Brewing Company of Canada, Limited	Belleville
Canada Bud Breweries, Limited	Toronto
Capital Brewing Company, Limited	Ottawa
Carling Breweries, Limited	London
Copland Brewing Company, Limited	Toronto
Cosgrave Export Brewery Company, Limited	Toronto

BREWERIES—Continued

Cronmiller & White Brewing & Malting Company, Limited	Welland
Dominion Brewery Company, Limited	Toronto
Formosa Springs Brewery, Limited	Formosa
Fort Frances Brewing Company, Limited	Fort Frances
Gold Belt Brewery, Limited	Timmins
Grant's Spring Brewery Company, Limited	Hamilton
Hamilton Brewing Association, Limited	Hamilton
Hofer Brewing Company, Limited	La Salle
Huether Brewing Company, Limited	Kitchener
Kakabeka Falls Brewing Company, Limited	Fort William
Kormann's Beverages, Limited	Toronto
Kuntz Brewery, Limited	Waterloo
John Labatt, Limited	London
Lake Ontario Brewing Company, Limited	Kingston
Lake-of-the-Woods Brewing Company, Limited	Kenora
O'Keefe's Beverages, Limited	Toronto
Perth Brewery	Stratford
Port Arthur Beverage Company, Limited	Port Arthur
Reinhardt Brewery Company, Limited	Toronto
Riverside Brewery Company, Limited	Riverside
Rock Brewery, Limited	Preston
Sleeman's Spring Bank Brewing Company, Limited	Guelph
Soo Falls Brewing Company, Limited	Sault Ste. Marie
Sudbury Brewing & Malting Company, Limited	Sudbury
St. Clair Brewing Company, Limited	Tecumseh
Taylor & Bate, Limited	St. Catharines
Walkerville Brewery, Limited	Walkerville

BREWERIES LOCATED OUTSIDE THE PROVINCE OF ONTARIO WHOSE PRODUCTS ARE SOLD THROUGH ONTARIO BREWERS' WAREHOUSES

Molson's Brewery, Limited	Montreal, Que.
Frontenac Breweries, Limited	Montreal, Que.
Ontario National Beverages	Montreal, Que.
(Dow Brewery—Montreal)	
(Dawes Brewery—Montreal)	

WINERIES

Badalato, S.	R.R. 9	London
Bayliss, F. W.	427 Spadina Avenue	Toronto
Belluz, Pietro	514 McTavish Street	Fort William
Bradley, E. C.	R.R. 1	Fonthill
Bright, T. G., & Co., Limited		Niagara Falls
Canada Vine Growers		Cooksville
Canada Wine Products, Limited	83 King Street West	Toronto
Canada Wine Company	889 Queen Street West	Toronto
Castrucci, O. A.	187 Parliament Street	Toronto
Ciurluini, A.	R.R. 4	St. Catharines
Clark, F. C.	31 John Street South	Hamilton
Concord Wine Company, Limited	181-185 Bathurst Street	Toronto
Danforth Wine Company	355 Danforth Avenue	Toronto
Davie Brothers	176 Minto Street	Sudbury
Deconza, Antonio	51½ North Street	St. Catharines
Dibbley, Mrs. R. E.	1 Tournier Street	Sandwich
Dominion Wine Growers	Dundas Street	Oakville
Fort William Wine Company	114 McVicar Street	Fort William
Furminger, F. L.	R.R. 2	St. Catharines
Grimsby Grape & Wine Company	Niagara Highway	Grimsby
Hamilton, J. S., & Company, Limited	44 Dalhousie Street	Brantford
Hamilton Niagara Wines, Limited	Hess and Harriet Streets	Hamilton
Huehnergard, B.	R.R. 3	Kitchener
Jordan Wine Company		Jordan
Kampman, Fred	217 Breithaupt Street	Kitchener
Lincoln Wines, Limited		St. Catharines
London Winery	R.R 1	London
Meconi, Mariano	421 Wyandotte Street East	Windsor
National Fruit & Wine Company	31 Brock Avenue	Toronto
Old Fort Wine Company		Fort Erie
Ontario Grape Growing Company		St. Catharines

WINERIES—Continued

Ontario Wine Company	Stop 22, Lake Shore Road	New Toronto
Parkdale Wines, Limited	1363 Queen Street West	Toronto
Peerless Wine, Limited	448 Queen Street East	Toronto
Pensa, Phillip	24 Yonge Street	Kitchener
Porpiglia, Jos.	R.R. 2	St. Catharines
Rizzo, Nicholas	137 York Street	Hamilton
Robinet, Freres	320 Brock Street	Sandwich
Robinet, Jules	17½ Sandwich Street East	Sandwich
Robinet, Victor	141 Sandwich Street East	Tecumseh
Rossoni, Carlo	1218 Tecumseh Road East	Windsor
St. Catharines Wine Company	Woodburn Avenue	St. Catharines
Samborski, Albin	Saltfleet Township	Stoney Creek
Stamford Park Wine Company	R.R. 3	Niagara Falls
Subosits, Victor	Box 64	Welland
Tadeussow, Thomas		Niagara Falls
Tantardini, John	32 Wilson Street	Guelph
Thomas, Alexander	Dundas Street	Cooksville
Thorold Winery Company, Limited	Ormand Street	Thorold
Toronto Wine Manufacturing Company	1682 Queen Street West	Toronto
Turner Wine Company	106 Front Street East	Toronto
Windsor Company, Limited	Walker Rd. and Edna Sts.	Walkerville

SCHEDULE IV

STATEMENT SHOWING THE NUMBER OF PERMITS AND LICENSES ISSUED DURING THE TWELVE MONTHS' PERIOD ENDING 31st OCTOBER, 1929

PERMITS

November 1st, 1928, to October 31st, 1929:—

Resident	416,185	
Temporary	107,164	
Duplicate	17,137	
Physicians	360	
Druggists	1,172	
Dentists and Veterinary Surgeons	227	
Manufacturers	259	
Mechanical and Scientific	104	
Minister of the Gospel	169	
Hospital	267	
		543,044

LICENSES

Brewers' Licenses	43	
Brewers' Warehouses	1,697	
		1,740
Native Wine Permits	53	
Sacramental Wine Vendorships	4	
Non-Potable Alcohol	5	
Standard Hotel	401	
		463
Brewers' light beer permits	27	
Brewers' light beer warehouse permits	48	
Hotel light beer permits	829	
Restaurant light beer permits	486	
Shop light beer permits	235	
Club light beer permits	34	
Steamships' light beer permits	3	
Employees' light beer permits	336	
Picnic light beer permits	8	
		2,006
		4,209