

**THE CHARLOTTETOWN GUARDIAN**  
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WEDNESDAY, JANUARY 15, 1913.

**COST OF LIQUOR.**

From authentic government reports we learn that for the year ended March 31st, 1911, the intoxicating beverages entered for consumption in Canada amounted in value rather in cost to the enormous amount of \$50,515,765. This, be it remembered, was the wholesale customs cost. A conservative estimate of the actual amount spent by the people of Canada in buying these liquors, by the glass and by the bottle, places the amount at over \$81,000,000. This would make an expenditure of over eleven dollars a head for every man, woman and child in Canada.

The figures are startling. There are very many who do not contribute a dollar to this amount; there are women and children besides a large number of adult males who have no part or lot in the outlay for liquors. The burden upon those who pay it, therefore, is a terrible one. Some of them, possibly, can afford it. Seventy-five per cent of them cannot and an incredibly large proportion of them, in order to procure the price, must rob their wives and their children of their bread and their clothing. The eleven dollars per head which is paid out for liquors does not by any means cover the cost. There are items that will never be told, except to the few. There are broken hearts, ruined homes, ruined characters, premature deaths, untold misery and poverty and crime. A large percentage of the cost of our jails, asylums, almshouses and kindred institutions must

be added to the sum total of the cost of liquor. What a bill it makes for a young and prosperous country, for a country that is building up an educational system, for a country crying out for means to Christianize and to civilize the alien races that are pouring into it yearly and that must become Canadianized!

A discouraging feature of the record is the fact that the consumption of liquor, per capita, is increasing yearly. A table compiled from the Inland Revenue returns and published in the annual report of the Temperance and Moral Reform Department of the Methodist Church of Canada gives the amount of liquor per capita consumed yearly from 1869 to 1911. The quantity has increased steadily from 3.529 gallons per head in 1869 to 6.397 gallons in 1911.

Does it not look as if something were wrong with our methods of treating the liquor problem? If with all the agitation in progress, all the moral and social reform, all the "local option" and prohibition, &c., the quantity being consumed yearly is increasing, where is the trouble? Is it being gradually driven to the slums as we occasionally declare or is it coming more and more into general use in spite of the restrictions and prohibitions?

What part does Prohibition Prince Edward Island play in this grand aggregate of \$80,000,000 wasted on liquor every year in Canada?

**ENCOURAGE NEW INDUSTRIES.**

The desirability of establishing industries in this province is so well understood that it may be taken for granted that every reasonable assistance would be given in the event of a promising industry offering.

This willingness to tender assistance is not, however, as well understood outside of our province and among possible promoters as it is among ourselves. And this is a weakness in our prospects for possible industries.

We note that many of our progres-

sive neighboring cities hold out a standing offer of free sites, free water, exemption from taxation for a term of years and other concessions to any prospective industries. And generally the offer is accepted and a profitable industry, profitable to the city and to the investors is the result.

Here in Charlottetown no such offer is in evidence. Prospective enterprises of a speculative character are obliged to beg for concessions and advantages which it would pay the city to offer freely. The city has been fairly generous when such requests have been made but if it were fully understood that every possible advantage would be given and every possible concession given to any worthy enterprise it would be an ad-

ed incentive to intending investors. There is an idea abroad, groundless of course, that the chief aim of cities and corporations is to bleed any enterprises that may be established, that the first consideration is what the city or corporation is going to get out of the transaction.

A standing offer of reasonable concessions for any worthy undertaking would offset this idea. The assurance that the city would give every assistance possible in the event of an industry being started, that it would stand by the enterprise during its struggling infancy and be loyal to it after it had been firmly established, would turn the eyes of possible investors to the city.

Few realize the value to a city of the population of Charlottetown of an establishment employing even fifty or a hundred hands. Many of the employed would be an addition to the population, many of them might be residents who would find employment which otherwise might have to be found elsewhere, but whether additions or former residents the extra employment afforded would mean the circulation of more money in the city, the keeping at home of many who would otherwise be obliged to go abroad for work, the addition of outsiders to our population and many other advantages.

It should be thoroughly understood, and the city authorities should make it unmistakably clear, that every possible advantage would be given to any new industries, the advantages, of course, being proportionate to the size of the undertaking and its possible benefit to the city.

**NOTES**

A book recently published, entitled Alcohol and the Human Body, evidences concerning the widespread effects of alcohol are given which should be investigated apart from the question of personal habit. The problem is too serious to be summarily dismissed because this man drinks and another does not. In this book quotations are given from Professor Demme who gives results seen by him in twenty families, ten alcoholic and ten normal. In the ten alcoholic families there were 57 children, 16 deformed, 6 idiotic, 6 epileptic, 25 non-viable, 10 normal. In the ten normal families there were 61 children, 2 deformed, 0 idiotic, 0 epileptic, 3 non-viable, 54 normal.

Harmony of Boston makes two splendid soaps, Harmony Rose and Harmony Violet. Both these are absolutely transparent, made from a choice combination of pure glycerine and finest vegetable oils and each has a fine delicate perfume that will please you. Large cake 15c, each, 2 for 25c. Smaller size 10c., 3 for 25c. The McKinnon Drug Co., Corner Great George and Kent Sts. METf.

There is a far-reaching lesson in this.

How do we treat those who have become addicted to the liquor habit? Arrest them, usually when they become a nuisance or a menace to society or to the community lock them up until they sober up, fine them a dollar or two and turn them out to face again the temptations under which they had already fallen and to repeat the offence. This is the usual method. Occasionally through the kind offices of some good Samaritan the unfortunate victim is treated as the victim of any other disease is treated and he is restored to normal mental and physical health, saved from himself and his disease, for the drink habit is as much a disease as typhoid fever is. There are hundreds of human possibilities literally lying in our Canadian gutters who could be reclaimed if rationally treated. We are on the wrong road in our treatment of drunkenness.

Buy "Black Prince" hose for your boys; best value and wear best.

**CELESTIAL DISCOUNT SALE**

S. A. McDonald's are conducting one of the greatest discount sales held in the city for many years. \$20,000 must be realized on this sale by Jan. 31st.

If price cutting will accomplish it they are bound to win out. Furs, dress goods, silks, underwear, ladies' suits, coats, rain coats, all going at sweeping discounts during this sale. 1-4Mf.

**No 6 "Ad"**

**M. & A. McLeod**

General Grocers

Cor Prince & Dechester Sts.

**Cameron's Home-Made Bread**

(Name on every loaf)

Delivered fresh each day to M & A McLeod

If you have a strong, vigorous appetite or one that needs coaxing

**Cameron's Bread**

will help you in either case

Our Bread is mixed by machinery Receives little or no handling and is of excellent quality.

**GUARDIAN CLASSIFIED ADS**

One cent per word first insertion in this column, half cent per word for each continuation. Cash must accompany order and five per cent discount all weds. Minimum charge Twenty-five cents.

**FOR SALE**

FOR SALE—At a bargain Dominion organ. Good as new. Apply this office. 1-2Mf.

FOR SALE—A GROCERY AND seed business in one of the most progressive towns in Nova Scotia, New Glasgow. An excellent opportunity for a P. E. I. produce business. Address at once to A. E. Box 364 City. 1-13 M31.

SILVER BLACK FOX MEETING, of which notice is hereby given. A meeting of all persons in Prince Edward Island interested in the raising and breeding of Silver Black foxes will be held in St. Paul's Hall, Summerside, on Thursday 16th day

of January 1913 at the hour of 11 o'clock in the forenoon. The meeting will receive the report of the Committee appointed at the Alberton meeting held in September last and transact other important business. All persons interested are cordially invited to attend. Albert C. Saunders, chairman of committee. 1-11M31.

**MISCELLANEOUS**

H. D. McEWHEN, MORELL, WILL BE at Queen Hotel, Charlottetown, on Thursday 16th from 10 to 3 p. m. to meet persons who have large lumber, poles, stone, or plank to sell for the work at Franklyn Point, North River. 1-13 M31E21.

**Is Your Property Protected From Fire?**

If not you don't know at what time the "ravaging element" will destroy the work and saving of years.

A good fire insurance policy costs little and is practically worth its weight in gold to you. We represent the strongest companies on the continent—companies issuing rock-ribbed, gilt edged security at very low cost.

Call in and see about it today.

**W. K. Rogers Co., Ltd.**  
84 Great George Street.

**Reliable Heating Stoves**

For heating stoves you need to come here.

This store has been known for years as the headquarters for best values in good heating stoves. You can see all sizes, grades and kinds here—wood or coal—and the variety of styles and prices enable every person to pick out a style that will suit their particular needs.

Call in and look over our display.

**Fennell & Chandler**



**Check That Cough**

Coughs often go from bad to worse. No matter how slight it may seem, it is folly to neglect it. Keep a bottle of

**Jamieson's White Pine and Tar**

in the house. Commence taking it when the first symptoms come. Carefully prepared from known curative agents. The best remedy because it cures safely, thoroughly and permanently.

Price 25c.

**J. G. Jamieson**  
DRUGGIST

**HAVE US EXAMINE**  
your eyes and tell you if you require glasses. We test by the best method and fit glasses to suit each special case.

**G. H. TAYLOR**  
Jeweler & Optician

The first lot of men who call at our store on Wednesday will be able to get a \$23 suit for \$8.49. There are only 79 men's suits left and they are worth all the way from \$14.75 to \$22 and clearing at \$8.49. Brown's. 1-14M41.

**NEW KING GEORGE HOTEL**  
Wm. MONBOURQUETTE, Mgr.  
Private Baths, running Water and Large Distance Tel-phones in all rooms.  
Large Bright Sample Rooms.  
CULINARY ARTISTS.  
SYDNEY, N. S.

**PILES CURED IN 6 TO 14 DAYS**

Your druggist will refund money if PAZO OINTMENT fails to cure any case of Itching, Blind, Bleeding or Protruding Piles in 6 to 14 days. 50c.

**S. A. McDonald's Discount Sale is Creating Great Interest Throughout the City and Province**  
**\$20,000 Must be Realized by Jan. 31**

**Dress Goods 33 1-3 & 50 p.c. Dis.**  
 Among the dress goods snaps is 50 pieces which we are clearing out at 1-3 and 1-2 price. All other lines at 25 p. c. dis.  
 Our stock of dress goods is the largest and best selected in the city. This includes our royal broad cloth also.

**Ladies' Coats \$20.00 for \$6.98**  
 All the remaining coats of this season we have decided to sell at 33 p. c. discount. This is undoubtedly one of the greatest coat snaps ever offered in this city. All other lines going at 1-2 and some lines worth \$20.00 for \$6.98.  
 Ladies raincoats, dresses, kimono's, woolen goods, children's coats Etc. going at 20 p. c. discount.

**Boys' Overcoats \$8.00 for \$4.00**  
 This is undoubtedly the biggest sale of Boys' over coats ever constructed here. 60 overcoats going at nearly 1-2 price \$8.00 for \$4.00, \$6.00 for \$3.00, \$5.50 for \$2.75 etc.

**Silks at 33 1-3 dis.**  
 We are clearing out all our narrow width silks at 1-3 off regular prices. All other lines at 20 p. c. dis. including our famous 90c silk double width.

**Cottons 20 p. c. discount**  
 including flanneletts, cottons, waistings, shirtings, sateenes, gingham's, prints, muslins Etc at 20 p. c. discount.

**Linens 25 p. c. discount**  
 Linen dept. All our linens at a discount of 25 p. c. dis. Table linens napkins etc.

**Furs at 1-3 off regular prices**  
 We have over \$10,000 worth of goods left here in this department which we are going to clear out this month of the great sale, at 1-3, 25 p.c. and 20 p.c. Come in and share now in the fur bargains.

**Hats and Caps 20 p. c. discount**  
 including all the latest soft felt, fur lined and fur bandcaps are going at 20 p. c. discount.  
 Our fur department is stocked with a full and complete assortment of Throws, Muffs, fur coats, fur trimmed coats, coats of every kind.

**Underwear 20 p. c. discount**  
 Ladies' and men's underwear. From 50c a suit up to \$5.00 per suit all going during this big sale at 20 p. c. discount.

**Millinery at Sweeping Discounts**  
 We have some very special values here. Many lines we are clearing out at 1-2 their value and considerably less.

**Men's and Boys' Clothing At 20 p. c., 1-3 and 1-2 Regular price**  
 This is undoubtedly the biggest and best stock of men's clothing department East of Montreal and 50 overcoats going now at 1-2 price other lines at 1-3 off and 20 p. c. discount.

**Men's furnishings 20 p.c.**  
 including gloves, sweaters, hosiery, shirts, suspenders at 20 p. c. discount, overalls, mufflers etc.

**Horse Rugs 20 p. c. discount**  
 We are placing on sale 200 rugs at 20 p. c. Secure one while they are going cheap.

**Smallwares at 25 p. c. and 1-3 off**  
 Small wares including needles, combs, purses, hand bags, ladies' collar supports, Etc. 25 p. c. and 1-3 off.

**All Other Goods 20 p. c. discount**  
 All other goods not mentioned will be sold during this great sale at 20 p. c. discount.

**REMNANT SALE**

During this cut sale we are having our annual remnant sale also. All the odds and ends from every section of this store are all on sale now winding up the biggest business year of our history. Please bear in mind that our books will be closed during this sale and no goods charged to anyone.