

Liquor Prices in Canada Show Substantial Increase

By ALEXANDER FARRILL, Canadian Press Staff Writer

Canadians are paying more for their drinks these days than ever before.

A Cross-Canada survey by The Canadian Press showed that, in the last year alone, there have been price increases on domestic spirits in five provinces: Newfoundland, Quebec, Ontario, Saskatchewan and Alberta.

Liquor prices all across the country are substantially higher than they were 10 years ago, largely as a result of tax increases and higher provincial markups.

Imported spirits got a fresh price boost this year as a result of the dollar devaluation and the federal levy of a 15 per cent tariff surcharge. They have less than one-fifth of the Canadian market, however, the Association of Canadian Distillers says.

The association blames the soaring cost of drinking liquor on price increases on domestic liquor.

In a report for the association, Montreal economist J. R. Poirer says the distilling industry is caught in a squeeze—between increased taxes and provincial markups on one side, and increased costs of labor, raw materials and equipment on the other.

FEAR PRICE BOOST
He says the industry cannot solve its problem by hoarding wholesale prices, because taxes and provincial markups have made retail prices so high "that the distiller is constantly aware of pricing himself out of a competitive market."

On the home market Canada's 27 distilling firms sell practically all their product to just 10 customers: the provincial governments. These customers, by the extent of their markup over the distiller's price and the federal excise duty, determine the retail price to the general public.

Liquor prices vary considerably from province to province, mostly because of differences in the provincial markup.

Canadian whisky is by far the biggest seller among distilled beverages in this country, its sales volume being roughly equal to that of all other spirits

combined. Here is what a popular brand of Canadian whisky (Seagram's V.O.) costs the public for a 25-ounce bottle in each province, with 1952 retail prices in brackets:

Newfoundland, \$5.50 (\$5.00); Nova Scotia, \$5.75 (\$4.80); Prince Edward Island, \$5.50 (\$4.75); New Brunswick, \$5.25 (\$4.50); Quebec, \$5.40 (\$4.50); Ontario, \$4.90 (\$4.25); Manitoba, \$5.35 (\$4.60); Saskatchewan, \$5.35 (\$4.60); Alberta, \$5.75 (\$5.00); British Columbia, \$5.20 (\$4.50).

MAJOR REVENUE SOURCE
The distiller of this particular brand gets \$1.18 from each bottle now and got \$1.09 in 1952, the association estimates. The federal government gets \$1.70 now, compared with \$1.58 in 1952.

Freight costs set up another few cents and the rest is provincial earnings, partly through the now and got \$1.09 in 1952, the association estimates.

Current provincial earnings in each bottle of this brand are estimated at: Newfoundland, \$2.57; Nova Scotia, \$2.81; Prince Edward Island, \$2.57; New Brunswick, \$2.40; Quebec, \$2.52; Ontario, \$2.02; Manitoba, \$2.37; Saskatchewan, \$2.97; Alberta, \$2.70; British Columbia, \$2.15.

Operating costs of provincial liquor boards have to be met out of these earnings, of course, but the net revenues from alcoholic beverages account for roughly one-tenth of all provincial income.

In some provinces these revenues would be even more important, were it not for grants and other payments to the provinces by Ottawa.

In 1960, the last year for which complete figures are available, Nova Scotia, for example, had total revenues of \$80,000,000 from all sources except Ottawa. Of that sum, almost \$12,000,000 was realized from sales of alcoholic beverages.

IMPORTED WHISKY UP
Manitoba to take another example, had revenues of \$56,500,000 collected in the province, of which alcoholic beverages provided almost \$13,000,000.

In the last 10 years total net revenues of all provinces from

alcoholic beverages have climbed to more than \$235,000,000 from \$150,000,000.

The federal government's specified revenues, approximately \$18,000,000 a decade ago, have reached the same level and they do not include sales tax earnings, which come from a wide range of goods and are not broken down in detail.

The federal government's new import surcharge and dollar devaluation were not slow in taking effect on retail prices of imported spirits.

One brand of Scotch whisky (Black and White), for example, has gone up in price in every province this year except Prince Edward Island. Most of the increases have taken place since June 24, when the surcharge was announced, and were attributed to the retail measures.

Following are the current retail prices of this brand, for a 26.3-ounce bottle, in each province, with last year's prices in brackets:

Newfoundland, \$6.15 (\$5.75); Nova Scotia, \$6.50 (\$6.05); Prince Edward Island, \$6.25 (\$5.81); New Brunswick, \$6.40 (\$6.10); Quebec, \$6.20 (\$5.80); Ontario, \$5.95 (\$5.65); Manitoba, \$5.90 (\$5.40); Saskatchewan, \$6.35 (\$5.95); Alberta, \$6.45 (\$6.05); and British Columbia, \$6.15 (\$5.45).

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FAMOUS FOR
BRANDED INSPECTED
STEAKS
GOOD OR
ZAKEM'S MONEY BACK

Election Series Is Withdrawn To Await Verdict

OTTAWA (CP)—State Secretary Halpern said in the Commons that the sponsor of a series of radio programs concerning the Quebec election has suspended the broadcasts pending the outcome of court action by the Quebec attorney-general's department.

In answer to Lionel Chevrier (P.—Montreal Laurier), Mr. Halpern said the Board of Broadcast Governors is studying the most recent submission by Premier Lesage alleging that the series of interviews

contravened BBG regulations on political broadcasting. The BBG originally ordered suspension of the broadcasts by 11 in a 14 vote of Recherches et d'Opinion Oct. 20 pending consideration of allegations by the province's liberal government that the programs were oriented against the government and in favor of the opposition Union Nationale party.

Mr. Halpern said that after seeking legal advice and re-

frained BBG regulations on political broadcasting. The BBG originally ordered suspension of the broadcasts by 11 in a 14 vote of Recherches et d'Opinion Oct. 20 pending consideration of allegations by the province's liberal government that the programs were oriented against the government and in favor of the opposition Union Nationale party.

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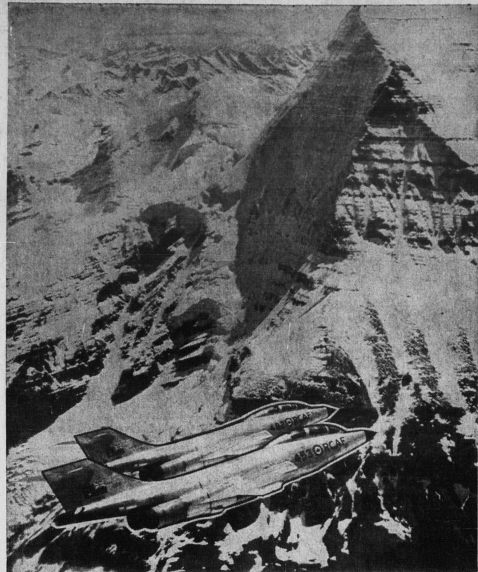
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MAJESTIC MOUNTAIN TOUGH TO CLIMB

It's easy to conquer Mount Robson, B.C., from the cockpit of an RCAF Voodoo jet—but only one climbing party has conquered the 12,972-foot summit this year. Glaciers, precipices and storms drove 50 climbers back. (CP from National Defence)

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Britain's Comic Card King Dies After Long Career

By ALAN WALKER LONDON (CP)—Donald McGill's latest piece of what he once called "good, honest vulgarity" remained unfinished on his drawing board. Britain's king of the comic postcards was dead.

McGill's garish studies of red-nosed drunks, enormously fat old maids with mentally impossible posturers, obscenely naive honey-mooners and seemingly out-of-place cute children and their dogs are as much a part of British seaside holiday life as the sea itself.

He is said to have designed more than 12,000 cards in the last 30 years. Sales were in the hundreds of millions. But he never made a fortune—"just a good living," said his partner Ernest Maidment when McGill died at 57 in October.

After he put aside his dream of becoming an architect, McGill's first few years of cartooning were lean, in the shadow of the Victorian era with its cautious prudishness.

But in 1914 he designed one of his best-loved and most representative cards. A hotel chambermaid peering through a bathroom keyhole announces in a wailing gasp: "He won't be long, nor, sir, he's drying himself."

FUNNY TO BRITONS
Although one person was fined £20 for selling a copy of that card, Britons accepted the new style of "art" and decided it was essentially harmless.

Dennis Potter's Daily Herald obituary of McGill places his cards "firmly in the tradition of the job itself."

Some of his postcards were undoubtedly crude, but reflected a hearty, bustling, unashamedly vulgar world that was as handy as a pint of fresh draught beer.

McGill's cards rarely draw suffrage outside Britain. George Orwell wrote an essay in which he said Britons laugh at situations ridiculing marriage, religion and fat old maids because among the British middle classes those institutions are still sacred. He felt other nations, viewing those subjects as more profane, would not find McGill's cards funny. They might even be offended.

Meanwhile in Britain, competitors found a ready market for cards a milder than McGill would draw. The rising obscenity of the postcard industry bothered him in the final years. **SKIRT OBSCENITY**
"Some publishers sent out nothing but dirt," Maidment said. "I used to show them to him and he would get quite angry."

Publishers manage to skirt obscenity laws. "Tastes vary, and if there is no complaint, 1967."

change half-crown you must lend me a penny." An Englishman will sense the humor of the situation at once, but Canadians may have to be reminded of the pay toilet commonly in use in Britain.

the Piet" is gone, his work remains, and Britons shivering in the rain at South England summer resorts can still send home happy cards to prove they're having a jolly time.

there is no prosecution," said Henry Price, Conservative MP and leader of the Postcard Association set up to combat steadily lowering standards in comic cards. "What is judged obscene at one resort is passed at another."

Maidment said McGill had designed the 1963 cards, and that 200 unfinished sketches will appear over the next eight or nine years.

So although the "Picasso of the Postcard" is dead, his work remains, and Britons shivering in the rain at South England summer resorts can still send home happy cards to prove they're having a jolly time.

First public street in Britain to be lighted by gas lamps was London's famous Pall Mall, in 1807.

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