## Maine State Legislature

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# MAINE PUBLIC DOCUMENTS 

July 1, 1938 - June 30, 1940

## ANNUAL REPORT

## STATE LIQUOR COMMISSION



JUNE 30, 1939

MAINE STATE LIQUOR COMMISSION

Harold S. Boardman, Chairman<br>Thomas F. Locke<br>Raymond E. Thurston

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June 30, 1939

The Honorable Lewis O. Barrows
Governor of Maine

Your Excellency:
The State Liquor Commission has the honor to submit to the Governor and Council the following report for their consideration.

Respectfully,

STATE LIQUOR COMMISSION<br>Harold S. Boardman, Chairman<br>Thomas F. Locke<br>Raymond E. Thurston

## GENERAL

The liquor business of this state is conducted under what is termed the "monopoly" or absolute state-control system which is administered by a Commission of three who are recommended by the Governor and approved by the Council for a term of three years. The organic act which created the Commission requires that no more than two of the Commission shall be of the same political party.

There are 17 states in which this state-control system is in effect and although there is more or less variation in the organic acts the control systems of this group are much the same.

It is not lawful to sell spirituous or vinous beverages in Kansas, Oklahoma, and Mississippi. The states under the state-control system are as follows: Alabama, Idaho, Michigan, Ohio, Utah, Washington, Iowa, Montana, Oregon, Vermont, West Virginia, Maine, New Hampshire, Pennsylvania, Virginia, Wyoming, and North Caro ina. The rest of the country comprises the so-called "open" or licensed states for although the sale of alcoholic beverages is controlled by some state agency, various methods are used in delegating the buying and selling to private enterprises under certain regulations instead of agencies of the state actually conduct.ng the business. The difference in the operation between the so-called monopoly or statecontrol system states and the open or licensed states is that in the former the entire revenue from the sale of spirituous and vinous liquor accrues to the state while in the latter the benefits accrue to the individual and the state receives but a license fee. The population of the states operating under the state-control system is about $40,000,000$ and of the licensed states about $78,000,000$. The purchases of alcoholic beverages by the states operating under the state-control system amount to about 35 per cent of the total purchased in the country.

The joint resolution paving the way for action on the repeal of the 18 th Amendment was passed by the National Senate on February 16, 1933, by a vote of 63 to 22. It was adopted by the House four days later by a vote of 289 to 121 . By the 5 th of December the same year 36 states had ratified the new amendment. The state of Maine, by a vote of 114,792 for and 53,076 against, ratified the amendment on September 11 of the same year after constitutional prohibition had existed in this state for 50 years.

The State Legislature of 1933 enacted a law which created a State Licensing Board to control the sale of beer, approved May 31, 1933. A special session of the Legislature in 1934 created the State Liquor Commission
which absorbed the duties of the Iicensing Board and became operative November 10, 1934. The first state stores were opened December 22 of that year.

The organization at present consists of three commissioners, a secretary to the commission, an assistant attorney general assigned to the commission, a director of the malt liquor division, a director of the alcohol division, a chief inspector, 16 inspectors, a superintendent of the warehouse, 9 warehousemen, a merchandising clerk, a supply c'erk, 2 nightwatchmen, 15 stenographers, and approximately 147 permanent and 19 temporary employees in the stores, making a total of 221.

Soon after Repeal, the various states began to set up their organizations for the control and handling of liquor. It soon became apparent that they all had some problems in common and an organization was formed known as the National Conference of State I iquor Administrators. Several meetings were held. It soon became evident that wide differences appeared between the open states and the states operating under the state-control system. These increased to such an extent that it seemed wise to have separate organizations for the consideration of matters of mutual interest. Accordingly on January 7, 1938, at a meeting held in Des Moines, Iowa, the states operating under the state-control system withdrew from the parent organization and set up an organization known as the National Alcoholic Beverage Control Association with a permanent paid secretary.

The aims and purposes of the Association as set forth in the Constitution are as follows:
"It shall be the purpose of this Association, by thorough cooperation, one member state with another, to keep on as high a plane as possible, all transactions of the several Liquor Control Boards and Commissions and to require and insist upon frank, open and ethical practices upon the part of all vendors of alcoholic beverages and to cooperate with all State and Federal Agencies charged with the control, sale or taxation of alcoholic beverages."

Since the inception of the Association, meetings have been held at Portland, Oregon, August 1938, and Columbus, Ohio, April 1939. The annual meeting of 1939 is to be held September 5-8 at Bretton Woods, New Hampshire, under the auspices of the Maine and New Hampshire Liquor Commissions. The attendance at these meetings have been in the vicinity of 300 persons which includes not only the Commissions of the monopoly states but also members of the industry, the latter being eligible to Associate Membership. Many meetings of the Executive Committee and special committees, as well as conferences with the industry, have been held which
have resulted in the savings of many thousands of dollars to the states operating under the state-control system.

Spirituous and vinous liquors have been used since the early history of the human race. Wines have always played an important part in the rituals of religious orders. Greek and Roman mythology indicate very strongly that liquors were well known and used to a considerable degree. It would appear that just so long as spirituous and vinous liquors can be manufactured, they will be consumed and that no laws which are or may be enacted are susceptible to enforcement which will prohibit their use.

Over-indulgence or excess in any kind of pleasure is detrimental. Such things carried to the extreme always result in a serious or painful situation. It is true that over-indulgence in liquor dulls the mentality and lessens the ability to think straight. However, it is also possible to produce serious results by overeating. The child begins his education by learning to read and write and he is carried along into other realms of education and is taught to reason from true premises.

A number of states have allocated funds towards temperance education. It would appear that such funds if wisely spent could do much towards instilling into the minds of the people the necessity for temperance. Such a program should start with the boy and girl and should extend over a period of years. It is true that tangible results would be slow in coming but it would appear to be a worthwhile endeavor. The State of Maine has no funds for a program of this kind but in view of the relatively large income received from the sale of liquor, it would appear that some of this money should be returned to the people of the state for educational purposes of the kind mentioned.

Repeal is in its infancy. Less than 5 years ago this state legalized the sale of spirituous and vinous liquors. The principal arguments for such action were first, for better control, and second, to furnish the public liquors of good quality at a reasonable price. As time has passed the demand for increased state revenue has been reflected in increased prices, and now liquor is taxed for all the traffic will bear. This is not confined to Maine but is quite universal over the country. It is hard to realize that the people of this state are spending so much for spirituous beverages; however, the fact remains that during prohibition, and before, large sums were spent surreptitiously for "bootleg" and smuggled liquor. It would be interesting if we could compare the two. Data, however, for such comparisons are lacking and only estimates of the latter can be made. It is probable that the gallonage was much less but "bootleg" prices were far in excess of those of the present day.

In regard to the question of the alleged increase in the use of liquors
among young people much may be said upon both sides, but no authentic data are available from which to draw conclusions. History in the making is very difficult to appraise. It is only after events can be seen in retrospect that true values can be given and real analyses made.

## LEGAL DEPARTMENT

The work in the legal department is performed by one of the Assistant Attorneys General of the State who is provided with an office at the headquarters of the commission. His duties consist chiefly in advising the commission in matters of law arising from time to time, attending to correspondence involving particularly questions of law and interpretation of statutes, drafting leases of liquor stores and other premises occupied by the commission, as well as drafting other legal documents and forms, drafting rules and regulations under the direction of the commission, examining applications and bonds filed by applicants for licenses to sell spirituous and vinous liquors, to see that the same are in acceptable form, preparing formal complaints against licensees, both those holding malt liquor licenses and those holding spirituous and vinous licenses, who have violated the laws and regulations relating to liquor, causing such complaints to be served, and representing the state at the hearings before the commission.

Hearings have been held and action taken in respect to licenses as follows:

## July 1, 1933 to June 30, 1934

Revocations
Suspensions

## July 1, 1934 to June 30, 1935

Revocations
37 (1 later cancelled)
Suspensions $\quad 57$
Complaints Dismissed 32

July 1, 1935 to June 30, 1936
Revocations
Suspensions
Complaints Dismissed
,",25
74 (Malt Liquor-4 decrees later vacated)
1 (Spirituous and Vinous Liquor)
96 (Malt Liquor)
1 (Spirituous and Vinous Liquor)

## July 1, 1936 to June 30, 1937

| Revocations | 26 | (2 later cancelled) |
| :--- | ---: | :--- |
| Suspensions | 76 | (4 decrees later vacated) |
| Complaints Dismissed | 82 | (Malt Liquor) |
| "," | 1 | (Spirituous and Vinous Liquor) |

## July 1, 1937 to December 31, 1937

| Revocations | 17 | (1 later changed to suspension) |
| :--- | :---: | :--- |
| Suspensions | 29 | (1 formerly revocation; 4 suspensions |
|  |  | lifted and licensees put on probation) |
| Complaints Dismissed | 5 |  |

January 1, 1938 to December 31, 1938
Revocations 8
Suspensions 74
Complaints Dismissed 14
January 1, 1939 to June 30, 1939
Revocations 14
Suspensions 39 (Malt Liquor)
3 (Spirituous and Vinous Liquor)
Complaints Dismissed 3

## Legislation

At a special session of the Legislature in December, 1933, a resolve was passed proposing that the Constitution be amended by the repeal of the twenty-sixth amendment relating to the manufacture and sale of intoxicating liquor. This resolve provided for the inhabitants of the respective cities and towns giving in their votes upon the proposed amendment on the second Monday in September following its passage. The resolve was approved December 16, 1933, and having been favorably voted upon by the people at the biennial election held September 10, 1934, was proclaimed by the governor, October 1, 1934, and the amendment became a part of the Constitution.

At the special session of the Legislature in November, 1934, an act, being chapter 301, was passed, authorizing the State Liquor Commission to issue licenses for the sale of spirituous and vinous liquors to be consumed on the premises where sold. This act was approved November 10, 1934, and became effective February 8, 1935.

The above mentioned act, namely, chapter 301, among other things, provided that:
"The state liquor commission may from time to time in cities and towns where state stores are in operation or where such stores have been authorized either under the terms of the act creating said commission or at any biennial state election commencing with the election to be held on the 2nd Monday of September, 1936, grant licenses for the sale of liquor to be consumed on the premises where sold in accordance with the provisions of this act."
"Licenses for the sale of liquor to be consumed on the premises where sold may be issued in the discretion of the commission to clubs which have been in operation for a period of 2 full years prior to the application therefor and to bona fide hotels, restaurants, steamboats and railroad dining cars on payment of the fees herein provided subject, however, to the condition that the application therefor be approved by the municipal officers of the city or town in which such intended licensee, if operating a club, restaurant or hotel, is operating the same, and subject to the further condition that licenses issued to restaurants shall be limited to malt liquor and wine. No liquor shall be sold under any license issued under the provisions of this section except during such hours as the dining room of the licensee is regularly open for the purpose of supplying food to guests except that hotel licensees may sell in the original packages to registered room guests."

The section of the act relating to fees for licenses was changed by section 6 of chapter 179 of the public laws of 1935. Said section 6 reads as follows:
"The fee for a hotel license shall be $\$ 600$ per year, in cities and towns having a population of 10,000 or more, and $\$ 300$ per year for cities and towns having less than 10,000 . The fee for each club or restaurant shall be $\$ 200$ per year. The fee for a steamboat or railroad or pullman corporation shall be $\$ 200$ per year, covering all boats and cars supplying food and 1 license shall be sufficient to cover all steamboats and cars operated by any 1 owner; provided, however, that such licenses may be issued for the duration of a period of 6 months during the summer season and beginning not earlier than May 1st of any year, by the state liquor commission, to summer hotels and clubs at $1 / 2$ the above fee."

Chapter 301 also provided that "all persons licensed under the provisions of section 3 of this act shall purchase all liquor sold under license within the state from the commission." This, however, was modified by section 4 of chapter 179 of the public laws of 1935 , which reads that "the provisions of section 5 of chapter 301 of the public laws of 1933 shall not apply to liquors sold in railroad dining cars moving in interstate commerce."

Chapter 301 further provided that "said commission shall have all the regulatory powers in connection with licenses for the sale of liquor that are vested in said board, in connection with the sale of malt beverages."

Also, by section 2 of chapter 179 of the public laws of 1935, among other things, it is provided that "the Commission shall have the right to establish regulations for clarifying, carrying out, enforcing and preventing violation of all or any of the laws pertaining to liquor and such regulations shall have the force and effect of law unless and until set aside by some court of competent jurisdiction or revoked by the commission."

Under the provisions of chapter 237, public laws of 1937, an applicant for a spirituous and vinous liquor license must file a written application with the liquor commission in such form as the commission shall prescribe, and no such license shall be issued until the applicant has filed with the commission a surety bond payable to the State of Maine in the penal sum of $\$ 1000$, conditioned for the faithful observance of all the laws of the state and the rules and regulations relating to spirituous and vinous liquors.

Under the statute covering the matter of local option, being chapter 157 of the public laws of 1935 , it is provided that the sale of liquor as permitted by law shall be lawful until January 1, 1937, in any city or town in the state which at the biennial election in September, 1934, voted in favor of the repeal of the 26 th amendment to the Constitution. Also, under the local option law, one of the questions submitted to the people at each biennial election to give in their votes upon is:
"Shall licenses be granted in this city or town under regulation of the state liquor commission for the sale therein of wine and spirits to be consumed on the premises?"

The first time this question was submitted to the people under the local option law was at the biennial election in September, 1936. At the biennial election in September, 1936, 190 cities and towns voted "Yes" and 321 voted "No." There was a tie vote in four towns. At the biennial election in September, 1938, 186 cities and towns voted "Yes" and 321 voted "No." There was a tie vote in 3 towns.

Originally, spirituous and vinous liquor licenses were issued on a fiscal year basis, expiring on February 8th; but later, by reason of section 16, chapter 237 of the public laws of 1937, a change was made to a calendar year basis. Said section 16 provides that "all licenses for the sale of liquor shall terminate December 31, 1938, unless granted for a shorter period, and all licenses issued by the state liquor commission to be effective from December 31, 1938, shall be issued on the calendar year basis."

Another law which may be briefly mentioned here is chapter 298 of the public laws of Maine, passed at the Special Session of the Legislature in November, 1934, which authorizes and empowers the Commission to issue licenses for the manufacture of alcoholic liquor.

Acting under the foregoing laws, and such other laws as are applicable, the State Liquor Commission has issued spirituous and vinous liquor licenses as follows:

February 9, 1935 to February 8, 1936
Full-time Hotels ..... 44
Full-time Clubs ..... 14
Winery ..... 1
Public Service Railroad ..... 3
Public Service Steamship ..... 1
Summer Hotels ..... 24
Summer Clubs ..... 2
Restaurants ..... 2
February 9, 1936 to February 8, 1937
Full-time Hotels ..... 46
Full-time Clubs ..... 13
Winery ..... 1
Public Service Railroad ..... 3
Public Service Steamship ..... 1
Summer Hotels ..... 34
Summer Clubs ..... 5
February 9, 1937 to February 8, 1938
Full-time Hotels ..... 49
Full-time Clubs ..... 14
Manufacturer's ..... 1
Public Service Railroad ..... 3
Summer Hotels ..... 26
Summer Clubs ..... 8
February 9, 1938 to December 31, 1938
Full-time Hotels ..... 55
Full-time Clubs ..... 16
Manufacturer's ..... 1
Public Service Railroad ..... 3
Summer Hotels ..... 36
Summer Clubs ..... 6

## January 1, 1939 to June 30, 1939

Full-time Hotels ..... 60
Full-time Clubs ..... 18
Public Service Railroad ..... 3
Manufacturer's ..... 1
Summer Hotels ..... 31
Summer Clubs ..... 5

## STATE STORES

Store supervision is carried out largely by two supervisors, each responsible directly to the Commission for the general operation of the stores and conduct of the personnel. It is the supervisors' duty to see that all rules and regulations of the Commission are carried out uniformly and efficiently in all stores.

Periodic checks are made by each supervisor, who contracts for all leases, repairs, renovating and upkeep of equipment. Among other duties are also included transfer of merchandise or excess stock of liquor to the warehouse, or from one store to another.

A good part of the responsibility of ordering liquor is placed with the individual store manager, working in conjunction with the store supervisors. Store orders are made out by the managers on forms furnished which give information as to previous weekly sales and inventory of stock on hand at the time the order is placed. Orders are checked at the central office by the supervisors and often adjusted so that the Commission may get the greatest possible advantage of shipping rates to each store. Such adjustments during the past year have resulted in a saving to the Commission of several thousand dollars. All shipments are made to stores by truck, either weekly or bimonthly according to a fixed schedule. Transportation charges represent 15 per cent of the total cost of store operation.

The auditing of accounts and checking of inventories is carried out by field auditors attached to the Liquor Control Division.

Since December 22, 1934, the State Liquor Commission has established and now operates 39 retail stores and one wholesale store for licensees. Two retail stores were opened during the past fiscal year, one at Machias and one at Bridgton. All stores are operated on a year round basis except one at Old Orchard which is maintained during the summer months. Total rental charges on all stores amount to approximately $\$ 60,000$ annually.

Store employees are, after careful selection and in accordance with the regulations of the Bureau of Personnel, placed on a probationary period for six months. Under this recently adopted plan, the Commission is assured of obtaining well-qualified permanent employees in the stores. Store employees are bonded by the State, managers for $\$ 5,000$ and clerks for $\$ 1,000$. On June 30, 1939, 147 permanent and 19 temporary persons were employed in state stores. Salaries represented 60 per cent of the total store operating cost for the past fiscal year. During this period approximately $4,900,000$ bottles of wines and liquors were sold and $3,500,000$ customers were served. An average of 400 items were stocked in all stores during the past year with a stock turnover of twelve times annually.

The Commission has made provisions whereby a customer may purchase any wine or liquor not carried in regular stock. These special orders may be placed at retail stores, in quantities not less than one gallon or for an amount not less than $\$ 5.00$. Such a purchase requires the deposit of $\$ 5.00$ when the customer files the order.

A constant check on liquors as to quality and purity is maintained by the Commission. All new items listed with the Commission are analyzed by the State Chemist. Any merchandise returned to state stores by a customer because of inferior quality is also subjected to laboratory analysis.

Further details as to store operating costs and schedules will be found in another part of this report.

## MALT LIQUOR DIVISION

At the regular session of the Legislature of 1933 , chapter 268 was passed creating the State Licensing Board. This law provided that the Board had the power to grant licenses for the sale of malt beverages, and malt beverages were interpreted to mean all non-intoxicating beverages containing malt, and containing more than one-half of one per cent of alcohol by volume.

The first malt liquor licenses were issued under this act on July 1, 1933, and expired on the 30th day of June following the date of issuance.

Licenses were designated as follows:
Wholesale Licenses for the sale and distribution of malt beverages at wholesale under such regulations as the State Licensing Board prescribed, and upon the payment of an annual fee of $\$ 300$.

Retail or Take Out Licenses for the sale of malt beverages at retail, and no person holding this kind of a license could sell malt beverages for consumption on the premises. The annual license fee was $\$ 50$.

Hotel, Restaurant and Club Licenses for consumption of malt beverages on the premises of bona fide hotels, restaurants and clubs, with the approval of the municipal officers. The annual license fee was $\$ 100$.

At a special session of the Legislature in December, 1933, a resolve proposing the repeal of the 26 th Amendment of the Constitution relating to the manufacturing and sale of intoxicating liquors was passed, and provided that cities and towns should vote on this question at the regular biennial election the September following its passage. At the biennial election in September, 1934, the 26 th Amendment was repealed, and at the special session of the Legislature in November, 1934, the State Licensing Board was changed to the State Liquor Commission, with the authority for control of the sale of liquors.

The regular session of the Legislature of 1935 permitted by law the sale of liquor until January 1, 1937, in cities and towns that voted in favor of the repeal of the 26th Amendment of the Constitution.

At the biennial election on September 14, 1936, and September 12, 1938, on the question "Shall licenses be granted in this city or town for the sale therein of malt liquor?" the results were as follows:

1936

| Number of towns voting "Yes" | 246 | $471 / 2 \%$ |
| :--- | ---: | ---: |
| Number of towns voting "No" | $\underline{274}$ | $521 / 2 \%$ |
|  | $\frac{520}{}$ |  |
| Total "Yes" votes cast | 160,782 | $58 \%$ |
| Total "No" votes cast | $\underline{115,838}$ | $42 \%$ |

1938

| Number of towns voting "Yes" | 252 | $49.8 \%$ |
| :--- | ---: | ---: |
| Number of towns voting "No" | $\frac{254}{506}$ | $50.2 \%$ |
|  | $\overline{506}$ |  |
| Total "Yes" votes cast | 153,677 | $59 \%$ |
| Total "No" votes cast | $\frac{107,773}{261,450}$ | $41 \%$ |

At the 1939 session of the Legislature the law relating to local option provisions was amended. The question relative to sale of malt liquors which previously read as quoted above has been amended to read as follows: "Shall licenses be granted in this city or town for the sale therein of malt liquor (beer, ale and other malt beverages), to be consumed on the premises?" The following new question has been added: "Shall licenses be granted in this city or town for the sale therein of malt liquor (beer, ale and other malt beverages) not to be consumed on the premises?"

At the regular session of the Legislature in 1937, an act was passed making malt liquor license fees as follows:

## Full Time Licenses

| Wholesalers | $\$ 300$ per annum <br>  <br> Retailers |
| :--- | :---: |
| each additional warehouse $\$ 300$ |  |
| Hotels and Restaurants | 100 per annum |
| Clubs | 200 per annum |
| Public Service | 100 per annum |
|  | 100 per annum |

# Part Time Licenses May 1 to October 31 

Hotels, Restaurants and Clubs<br>\$100

Summer Licenses July, August and September
Hotels, Restaurants and Clubs $\$ 50$

## Certificates of Approval

Manufacturers and Foreign Wholesalers $\quad \$ 100$ per annum

## Explanation:

Certificates of approval give the manufacturer and foreign wholesaler permission to ship into the State of Maine malt liquor to wholesale licensees. The law provides that before they can make shipments, they must have a statement from the State Liquor Commission that the excise tax has been paid.

Filing Fee. Every applicant for original license or renewal of a license shall remit a filing fee of $\$ 10$.

Special Amusement Permits. No licensee shall permit music except radio or other mechanical device for any dancing or entertainment, unless the licensee has a special amusement permit issued by the Commission, fee for same being $\$ 10$.

## Excise Tax

The Legislature of 1933 authorized an excise tax on malt beverages of $\$ 1.24$ on each barrel containing not more than 31 gallons, and like rate for any other quantity or for fractional parts of a barrel. Payments of this tax must be evidenced by a stamp affixed to each barrel, bottle or other container, containing malt beverages.

The Legislature of 1937 passed an emergency deficiency tax effective February 25, 1937, adding to the base tax of $\$ 1.24$ per barrel, of 31 gallons, additional tax of $\$ 3.72$ per barrel, making the tax per barrel of 31 gallons $\$ 4.96$, and at like rate for any other quantity or fractional part of each barrel. The tax is figured at 4 c per gallon base tax, and 12 c per gallon deficiency tax, totaling 16 c per gallon.

The use of excise tax stamps furnished to wholesalers to be affixed to containers was discontinued, and tax paid by wholesalers to State Liquor Commission when orders are placed with the manufacturer or foreign wholesaler.

On September 14, 1936, the vote in cities and towns on the "wet" and "dry" issue indicated that 446 take out and consumption on premise malt
liquor licenses were eliminated effective January 1, 1937, in towns that had licenses issued to them from July 1, 1937, to July 1, 1938. These licensees could not sell malt liquor for the balance of the licensing period, but the licensees which were not eliminated by this vote could continue to sell malt liquor until July 1, 1937. On July 1, 1937, licenses were issued to December 31, 1937, 6 months, under the old rates of $\$ 50$ for retail, and $\$ 100$ for consumption on premises. There were 2,015 licenses issued for this period, also 49 wholesale licenses with 20 additional warehouses, and 56 certificates of approval to manufacturers and foreign wholesalers.

On January 1, 1938, licenses were issued for the calendar year, and the new law provided license fees as follows:

$$
\text { Retail } \$ 100
$$

Hotels and Restaurants 200
Clubs 100
There were 1927 licenses issued for the calendar year, also 46 wholesale licenses with 18 additional warehouses, and 55 certificates of approval to manufacturers and foreign wholesalers.

As indicated by excise tax payments there were $7,502,960$ gallons of malt liquor sold from January 1, 1937 for the calendar year, and from January 1,1938 for the calendar year $6,756,625$ gallons.

## ALCOHOL DIVISION

The Alcohol Division of the State Liquor Commission, created during the month of October 1937 and invested with specific duties and responsibilities by the State Liquor Commission was requested to submit for the approval of said Commission a procedure whereby legitimate users of alcohol, as designated in Chapter 250 - "AN ACT Relating to the Sale of Alcohol", could procure their requirements in alcohol through the offices of the State Liquor Commission and to provide for the control of the traffic in alcohol.

Following the date when the present law relating to the purchase, importation, transportation and sale of alcohol in the State of Maine became effective (July 24, 1937), the State Liquor Commission, in concurrence with invaluable assistance and recommendations received from federal and state authorities and other most reliable sources, adopted the Permissive System as submitted for their approval by the Alcohol Division - "A procedure whereby legitimate users of alcohol, as designated by the Public Laws of the State of Maine, may procure their requirements through the office of the Maine State Liquor Commission and to provide for the control of the same" - and said Commission promulgated rules and regulations pertaining to the same.

## The Permissive System

The chief characteristics of the Permissive System of the State Liquor Commission, Alcohol Division, which has been in operation since December 23, 1937 are the following:
(1) Each and every time a legitimate user desires to procure a quantity of alcohol, such user must make proper application to and obtain from the State Liquor Commission, Alcohol Division, a permit so to do. The trade name and the exact quantity of alcohol permitted is designated in each and every permit issued.
(2) No fee is charged for issuance of a permit; application forms are available upon request.
(3) No person shall purchase, import, transport or sell alcohol in this state unless in accordance with the rules and regulations made by the State I iquor Commission under authority granted by "Chapter 250 - Special Session - 1937."
(4) No person shall import alcohol in this state or purchase, transport or sell alcohol in this state without first obtaining a permit from the State I iquor Commission so to do.
(5) J. E. Goold \& Company, Portland, Maine may sell tax paid alcohol to permittees of the State Liquor Commission, Alcohol Division.
(6) All permits, except Basic Permits, are made out in quadruplicate. The "Carrier's Copy", the "Vendor's Copy", the "Vendee's Copy", and the "Commission's Copy" of each and every permit issued express definitely the privileges granted therein and contain such instructions as are necessary for proper compliance with the same by each person concerned.
(7) Each and every application for a permit must be subscribed and sworn to.

## Results

The more important values derived by the State of Maine from the manner of conduction of affairs within the province of the State Liquor Commission, Alcohol Division, may be enumerated as follows:
(1) The continuity of the much needed revenue now being derived by the State of Maine, from the sale of spirituous and vinous liquors other than alcohol, is safeguarded by preventing alcohol
being legitimately obtained by bootleggers and other unprincipled persons who might use the same for illegal manufacture and sale.
(2) The control of the legitimate traffic in alcohol is entirely within the hands of the State Liquor Commission.
(3) The intent of the law - "AN ACT Relating to the Sale of Alcohol" - has been fulfilled.
(4) A Permissive System, practicable to operate and in conformity with federal rules and regulations pertaining to alcohol, has been established and promulgated whereby legitimate users of alcohol as designated by the Public Laws of the State of Maine may procure their requirements through the offices of the State Liquor Commission and to provide for the control of the same.

## Conclusion

During the period December 23, 1937-June 30, 1939, 1382 permits aggregating 8,615 gallons Tax Free Alcohol and 44,0461/4 gallons Tax Paid Alcohol have been issued. The alcohol above referred to was permitted to be used solely for the following legitimate uses, namely:

1. Blending and rectifying of liquors.
2. Manufacturing of flavoring extracts.
3. Manufacture of medicines, cough syrups, tonics, etc.
4. Manufacture of extracts used in carbonated beverages.
5. Manufacture of animal scents.
6. Use in hospitals for bathing solutions.
7. Preservation of specimens in hospitals and laboratories.
8. Sterilization purposes in hospitals, college laboratories, offices of dentists, physicians, chiropractors, osteopaths, etc.
9. Compounding pharmaceutical preparations for prescriptions.
10. Use in chemistry laboratories in schools and colleges.
11. Use in biology laboratories in schools and colleges.
12. Use in bacteriology laboratories in schools and colleges.
13. Use in infirmaries in schools and colleges.
14. Use in optometry in fitting glass eyes.
15. Use in first aid rooms in mills.
16. I aboratory testing in pulp and paper mills.
17. Testing ice cream for percentage of fat.
18. Refilling of marine compasses; $45 \%$ alcohol ; $55 \%$ water.
19. Cleaning of watch movements.
20. Burning in spirit lamps in hospitals.
21. Staging solutions in photo engraving etching.

## WAREHOUSING

Since the inception of the Liquor Commission in December, 1934, a centrally located Warehouse has been maintained in Augusta for the handling of liquor. Storage capacity permits the handling of 30,000 -odd cases. However, the average inventory will be approximately 20,000 to 25,000 cases.

The functions of this division are administered by a Warehouse Superintendent and supervision is exercised by him over the following divisions which are connected with Warehouse activities, as follows: Wholesale Liquor Store, Merchandising Division, and Transportation. These divisions will be dealt with in that order.

## Wholesale Liquor Store.

The Wholesale Liquor Store handles all sales of merchandise to licensees of the Liquor Commission which includes hotels, clubs, etc. Sales made to this particular class of licensees are discounted from retail at $10 \%$ and for the past fiscal year, ended June 30 , sales amounted to $\$ 450,464.55$.

Other functions of this Store include the handling of mail orders and also maintaining a split case department from which the various Liquor Stores throughout the State are serviced for their orders placed in less than case lots. This system permits the Warehouse proper to deal with units of cases only and simplifies the accounting and reporting to a considerable extent.

The total personnel connected with this Store numbers seven, comprised of an assistant manager and six clerks.

## Merchandising.

The Merchandising Division is supervised by an Assistant Purchasing Agent who places all orders for merchandise received by the Liquor Commission and who maintains at all times a satisfactory turnover of stock in accordance to instructions of the Liquor Commission. During the year $\$ 3,592,220.78$ worth of merchandise was purchased and in every instance possible carload rates were taken into consideration; also any special deal offerings made by the various liquor vendors for certain types of merchandise before ordering. This resulted in an earning from carload purchases for the fiscal year of $\$ 47,209.53$ and from special deals $\$ 13,528.30$.

During the past fiscal year there was received in the Liquor Commission Warehouse 302,024 cases and shipments to the various I iquor Stores amounted to 298,326 cases. The cost of handling the above mentioned cases totalled $\$ 38,096.56$ which includes rent, heat, supplies, and personnel. The total personnel connected with these departments is 14,12 connected directly with the Warehouse and 2 applying their time to merchandising problems.

## Transportation.

The total cost of transporting liquor to the various Liquor Stores for the fiscal year ended June 30 totalled $\$ 58,265.7$, whereas the freight covering incoming merchandise is included in the delivered case cost price quoted to the Liquor Commission as all orders are placed on an f.o.b. Augusta Warehouse basis.

All requisitions for liquor placed by the various Store Managers throughout the State are carefully checked by the Store Supervisors to determine whether or not the maximum amount of weight is being received for the minimum amount of cost, this being done before shipment is made. Therefore, in every instance the most favorable rate has been applied by the Merchandising Department in order to receive benefits which do accrue from various rate classifications.

The system now in use in handling the transportation of liquors is to receive by rail all incoming merchandise at the rear entrance of the Commission's Warehouse and to ship by truck from the front entrance, thereby apportioning the amount of business as equally as possible between the transportation companies doing business in the State of Maine. Such an arrangement has increased the efficiency considerably and as a whole has worked out very satisfactorily since incorporated.

More details and cost studies pertaining to Warehousing, Merchandising, etc., will be found in the financial section of this report.

## ENFORCEMENT DIVISION

The Enforcement Division of the State Liquor Commission consists of a Chief Inspector and 16 Inspectors.

The duties of the Chief Inspector are mainly supervising and planning the work of the Inspectors and handling the investigation of complaints and working at all times under the direction of the Commission.

The duties of the Inspectors are to make routine inspections of all licensees; make a daily report to the Chief Inspector of each and every place visited; report all violations observed such as sale of malt and spirituous liquors to minors, Sunday sales, after hour sales, sales to intoxicated persons, drinking on the premises where retail licenses are issued; see that electrically illuminated signs are turned out during the hours when sale is prohibited; investigate all complaints, etc.; see that licensees observe the rules and regulations made by the State Iiquor Commission.

The daily reports of the Inspectors are carefully examined by the Chief Inspector and if there are no cases of violation of the law or rules and regulations, the reports are filed. When the Inspectors report violations, the report is turned over to the Legal Division. If the case is considered serious enough, a temporary suspension is issued and a date assigned for public hearing. If there is a minor violation, a copy of the Inspector's report is filed with the licensee's application, and the licensee is notified to correct whatever is wrong. If at a later date the Inspector reports continued violations, the license is suspended.

## BUREAU OF ACCOUNTS AND CONTROL

## Liquor Division

The function of the Bureau of Accounts and Control, with its division of Liquor Control, is the direct supervision of finances and stock control. This includes chiefly the establishment of proper accounting records and systems which will provide necessary detail of the liquor operations, statistical information, and financial statements which will be of assistance to the Maine State I iquor Commission in its administration and operation of the liquor control of the State.

The three major functions of this Department are:

1. The detail Control of Purchases
2. The detail Control of Sales
3. Administrative Costs
and will be dealt with in that order.

## Purchases:

During the past fiscal year purchases of liquor amounted to $\$ 3,593,885.62$. This account alone requires considerable supervision, especially in regard price quotations offered by the various vendors. Market prices are constantly changing, and the many details involved in price work are of a very essential and material value to the Liquor Commission and the State as a whole. The actual purchasing and merchandising of this liquor, however, is conducted by the Merchandising and Store Supervising Divisions under the direction of the State Liquor Commission. It has been handled efficiently and consequently many savings accrued through the conscientious efforts of the personnel connected with these Departments.

## Sales:

The selling of liquor by the various Liquor Stores requires a perpetual inventory system which is in effect and maintained in this office. In connection with this system, daily reports are received from each Liquor Store which record a physical count of merchandise on hand and which must be in accord with the shipments of liquor from the Warehouse to the Store, less daily sales, adjustments, etc. All adjustments such as losses in merchandise or cash must be recorded daily and are subsequently rechecked by the auditors during their frequent visitations at the I.iquor Stores. During the past fiscal year the gross sales amounted to $\$ 5,707,804.33$, and the total loss accruing through errors, shortages, uncollectible breakages, etc., amounted to $\$ 776.07$. This amount is very small in comparison with other States. However, continued effort is being made to reduce this item by
close and constant supervision of the reports and information received pertaining to the various Stores and their personnel.

## Administrative:

During the fiscal year 1938-39, the total cost of operating the liquor business in Maine was $\$ 530,739.69$, or $9.30 \%$ of Sales. The cost of operating the Beer Division, which is handled as a separate Department, totalled $\$ 74,540.82$, or $5.33 \%$ to Total Revenue. The net earnings for the past fiscal year pertaining to the sale of liquor amounted to $\$ 1,848,805.35$, and the net revenue accruing to the General Fund from the taxing and licensing of beer amounted to $\$ 1,324,250.54$.

Various operating statements and statistical data pertaining to the administration of the liquor business and the various sub-divisions of this Department will be found included in this report.

# dIGest of maine state liquor Commission FINANCIAL REPORT 

## As of June 30, 1939

## SURPLUS AND PROFITS

LIQUOR DIVISION-EARNED NET REVENUE:
December 22, 1934 to June 30, 1935 ....................
\$ 364,372.18
July 1, 1935 to June 30, 1936
853,647.35
July 1, 1936 to June 30,1937
1,159,484.69
Jan. 18, 1937 to June 30, 1937-Old Age Tax ...... 238, 689.06
July 1, 1937 to June 30, 1938
1,827,282.10
July 1, 1938 to June 30, 1939
1,848,805.35
$\$ 6,292,280.73$

BEER DIVISION-EARNED NET REVENUE:

| July 1, 1933 to June 30, 1934 | 225,858.55 |
| :---: | :---: |
| July 1, 1934 to June 30, 1935 | 299,206.61 |
| July 1, 1935 to June 30, 1936 | 484,891.10 |
| July 1, 1936 to June 30, 1937 | 468,832.54 |
| July 1, 1937 to June 30, 1938 | 628,577.27 |
| July 1, 1938 to June 30, 1939 | 521,998.39 |
| Deficiency Stamp Tax-March to June 30, 1937 | 356,926.08 |
| Deficiency Stamp Tax-July 1 to June 30, 1938 | 843,176.77 |
| Deficiency Stamp Tax-July 1 to June 30, 1939 | 802,252.15 |

$\$ 10,924,000.19$

$$
225,858.55
$$

299,206.61 484,891.10 459,698.91 628,577.27 521,998.39 356,926.08 843,176.77 $802,252.15$

9,133.63 4,631,719.46

TOTAL AMOUNTS LAPSED TO GENERAL F'UNI OF STATE

## hatance

Reserve for New Store Fund (1934-35 Net Revenue) Net Revenue Balance (Liquor June 30, 1939)
$10,223,568.33$
$\$ 700.431 .86$
364,372.18
336,059.68
TOTAL (As Above)

## Comparisons



ASSETS: IRINCIPAL ACCOUN'S ONLY

| Cash lapsed to General Fund June 30, '39-Liquor | \$1,729,918.69 |
| :---: | :---: |
| Cash in Transit-Liquor | 66,526.29 |
| Cash lapsed to General Fund June 30, '39-Beer | 1,333,384.17 |
| Cash on Hand-Beer | - |
| Merchandise Inventory-Liquor | 626,803.70 |
| Furniture and Equipment (Depr. Value) | 35,697.42 |

## LIAIBIITTIES: IPIRINCIPAL ACCOUN'IS ONLY



45,049.26
79,413.91
Accrued Expense
2,804.61
7,958.19

## INCOME:

Liquor:
Sales of Liquor
Licenses
Discount on Purchases
37,100.00
79,582.26
Miscellaneous Income
2,592.79
5,794,479.50
32,700.00
$45,836.54$
725.28

Beer:
Malt Beverage Stamp Tax
270,979.59
287,253.44
Malt Beverase License Fees
288,095.00
358,930.00
Deficiency Stamp Tax
812,938.87
Miscellaneous Receipts
62.90

861,760.47
994.36

Filing Fees
20,310.00
Amusement Fees 1,405.00

39,670.00
1,730.00
Approval Licenses $5,000.00$
$8,041.67$

## EXIDENSE:

Liquor:
Cost of Liquor Sold
3,494,743.87
3,502,520.67
Store Operating Costs
$387,553.74$
395,906.36
Departmental Operating Costs
$143,185.95$
$147,916.46$

Beer:
Total Operating Costs
$74,540.82$
$86,145.90$

## PEIRCEN'VAGE SHUDY:

## INCOME AND EXPLUSE

## Beer: \% to Revenue

| Operating Costs | $5.29 \%$ | $5.50 \%$ |
| :---: | :---: | :---: |
| Net Revenue | 37.08 | 40.10 |
| Certificates of Approval | . 65 | . 58 |
| Deficiency Stamp Tax | 56.98 | 53.79 |
| lrepaid Collections | - | . 03 |


| Comparisons |  |  |
| :--- | :--- | :--- |
| July 1, '38 | July | 1, '37 |
| June 30, $\mathbf{3 9}$ | June 30, '38 |  |

## Liquor: \% to Sales

## Gross Tax Revenue <br> * STORE OPERATING COSTS- <br> \% TO TOTAL EXPENSES

| $38.78 \%$ | $39.55 \%$ |
| :---: | :---: |
| 6.79 | 6.83 |
| 2.51 | 2.55 |
| 2.91 | 1.37 |
| 32.39 | 31.54 |


(a) Character and Object Distribution
Salaries
Travelin

| $59.69 \%$ | $60.16 \%$ |
| :---: | :---: |
| 8.25 | 7.67 |
| 6.59 | 5.66 |
| 8.69 | 10.66 |
| 16.78 | 15.85 |

(b) Departmental Division Distribution

| Alcohol Division | $3.41 \%$ | $2.52 \%$ |
| :---: | :---: | :---: |
| Commissioners' Salaries and lexpenses | 9.22 | 7.25 |
| General Administration and Licensing | 8.54 | 7.99 |
| Liquor Store Supervision and Inspection | 8.39 | 8.84 |
| Enforcement | 5.46 | 5.72 |
| Merchandising | 2.43 | 3.34 |
| Warchousing | 26.61 | 28.04 |
| Chemical Analysis | . 03 | . 70 |
| Auditing | 7.19 | 7.15 |
| Accounting and Stock Control | 29.59 | 28.63 |
| Equipment Adjustmient | * . 87 | . 18 |

GENEIRAI. INEORMA'TION ANI) STATIS'ICS:
Liquor Stores Operating
Monthly Rental Charge
$\$ 5,035.15$
$\$ 4,973.97$

EMPLOYEES OF MAINE STATE LIQUOR COMMISSION:

| Regular | 220 | 219 |
| :---: | :---: | :---: |
| Temporary | 22 | 20 |

Weekly Payroll:



|  | Comparisons |  |
| :---: | :---: | :---: |
|  | $\begin{array}{cc} \text { July } & 1, \\ \text { June 30, } & \text {,38 } \end{array}$ | $\begin{aligned} & \text { July 1, } 37 \\ & \text { June 30, } 38 \end{aligned}$ |
| Number of Brands Licquor Stocked | 414 | 397 |
| Liquor Licenses in Effect | 117 | 108 |
| Malt Beverage Licenses in Effect | 2,144 | 2,067 |
| Bottles of Liquor Sold | 4,889,074 | 5,100,900 |
| Average Selling Cost per Bottle | \$.079 | \$.078 |
| Customers Served | 3,466,696 | 3,574,073 |
| Average Sale per Customer | \$1.52 | \$1.50 |
| Stock Turnover per Year-Based on Bottle Sales | 6.36 | 6.84 |
| Cash and Stock Losses | \$776.07 | \$807.29 |
| Gallons Liquor Consumed-Fiscal Year | 833,941 | 841,798 |
| Gallons Liquor Consumed-Calendar Year to Date | 372,999 | 362,327 |
| Gallons Beer Consumed-Fiscal Year | 6,685,434 | 7,026,472 |
| Gallons Beer Consumed-Calendar Year to Date | 3,088,102 | 3,026,706 |

## SALAES STATIS'UICS_-ALI, S'TOIRES COMIBINED

| High Day Sales | 24, 1938 | \$ 95,611.90 |
| :---: | :---: | :---: |
| High Weekly Sales | December 19-24, 1938 | 232,881.63 |
| High Monthly Sales | December 1938 | 635,019.12 |

## SALES S'RATIS'PICS-INDIVIDUAI. RE'IAIL STOIRES




July 1, 1938-37—June 30, 1939-38

|  | $\begin{aligned} & \text { General } \\ & \text { Admin. } \\ & \text { No. } 92 \end{aligned}$ | Enforcement No. 93 | $\begin{gathered} \text { Licensing } \\ \text { No. } 94 \end{gathered}$ | July 1-June 30, 1939 |  | July 1-June 30, 1938 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  | Amount | \% to Revenue | Amount | \%to Revenue |
| REVENUE: |  |  |  |  |  |  |  |
| Malt Beverage Stamp Tax Malt Beverage Stamp Tax Coli. \& Re- |  |  |  | \$267,417.37 | 18.99 | \$281,058.87 | $17.93 \%$ |
| funded ........................ |  |  |  | 3,562.22 | . 25 | 6,194.57 | 40 |
| Deficiency Stamp Tax |  |  |  | 802,252.15 | 56.98 | 843,176.77 | 53.79 |
| Deficiency Stamp Tax Coll. \& Refunded **Malt Beverage License Fees 1938-37 |  |  |  | $\begin{array}{r}10,686.72 \\ 8,330.00 \\ \hline\end{array}$ | . 76 .59 | $18,583.70$ $84,530.00$ | 1.19 5 |
| ** Malt Beverage License Fees 1938-37 |  |  |  | $8,330.00$ $279,665.00$ | .59 19.86 | $84,530.00$ $273,530.00$ | 5.39 17.45 |
| Malt Beverage License Fees Coll. \& Refunded |  |  |  | 200.00 | 19.86 .01 | 470.00 | . 03 |
| Prepaid Malt Beverage License Fees . . . |  |  |  |  | - | 400.00 | . 03 |
| **Filing Fees 1938-37 |  |  |  | 790.00 | . 06 | 20,750.00 | 1.32 |
| ***Filing Fees 1939-38 |  |  |  | 19,520.00 | 1.39 | 18,840.00 | 1.20 |
| Prepaid Filing Fees |  |  |  |  | - | 80.00 625 | . 01 |
| ***Amusement Fees 1938-37 |  |  |  | 125.00 | 01 | 625.00 | 04 |
| ***Amusement Fees 1939-38 <br> **Approval Licenses 1938-37 |  |  |  | $1,280.00$ 200.00 | 09 02 | 1,105.00 | .07 .17 |
| ***Approval Licenses 1939-38 |  |  |  | 4,800.00 | 34 | 5,300.00 | . 34 |
| Miscellaneous Receipts . |  |  |  | 62.90 |  | 994.36 | . 06 |
| TOTAL REVENUE |  |  |  | \$1,398,791.36 | 99.35\% | \$1,558,379.94 | $99.42 \%$ |
| * Certifates of Approval from Previous |  |  |  | 9,133.63 | . 65 | 9,133.63 | . 58 |
| TOTAL |  |  |  | \$1,407,924.99 | 100.00\% | \$1,567,513.57 | $100.00 \%$ |
| EXPENDITURES: PERSONAL SERVICES: |  |  |  |  |  |  |  |
| Salaries .......... | \$4,081.00 | \$25,261.00 | \$10,390.64 | \$39,732.64 | 2.82\% | \$38,791.20 | 2.48\% |
| Temporary Wages |  | 15.00 34.00 |  | ${ }_{34}^{15.00}$ | - | - | - |
| Medical Service | - | 34.00 5.00 |  | 34.00 5.00 | - |  |  |
| Fees and Retainers |  | 158.00 | 1.25 | 159.25 | . 01 | 116.95 | . 01 |
| CONTRACTUAL SERVICES: | 232.46 | 197.80 | 274.46 | 704.72 | 05 | 1,517.25 | 10 |
| Traveling Expenses .... | 688.41 | 6,273.84 | 579.85 | 7,542.10 | 54 | 7,654.02 | 49 |
| Sub. and Care of Pers. \& Things | 71.81 | 477.09 |  | ${ }^{5} 48.90$ | 04 | 418.45 | 03 |
| Printing | 74.00 | 36.25 | 168.70 | 278.95 | 02 | 683.10 | 04 |
| Repairs | 53.94 | 933.09 |  | 987.03 | 07 | 1,173.19 | 07 |
| COMMODITIES: | 338.54 | 5,073.44 | 224.54 | 5,636.52 | 40 | 5,921.86 | . 38 |
| CURRENT CHARGES: <br> Battery Rentals | . 50 | 5.25 |  | 5.75 | - | 15.64 | $\bar{\square}$ |
| Insurance ... | 37.88 | 269.73 | 24.00 | 331.61 | 02 | 374.96 | . 02 |
| License Refunds ..... |  |  | 100.00 | 100.00 22.70 | 01 | 470.00 |  |
| Investigation Expense .. | 14,248.94 |  |  | 14,248.94 | $1 . \overline{01}$ | 24,778.27 | 1.58 |
| Refund on Overpayment | 14,248.01 |  |  |  |  | 46.38 |  |
| PROPERTIES: <br> Motor Vehicles | 450.00 | 3,640.21 | 97.50 | $4,090.21$ 97.50 | ${ }_{01}^{29}$ | $4,054.70$ 129.93 | ${ }^{26}$ |
| TOTAL EXPENDITURES | \$20,277.48 | \$42,402.40 | \$11,860.94 | \$74,540.82 | $5.29 \%$ | \$86,145.90 | 5.50\% |
|  |  |  |  |  |  |  |  |
| \% TO TOTAL EXPENDITURES PREPAID COLL. FWD. TO APPRO. ACCT | $27.20 \%$ | 56.89\% | $15.91 \%$ |  |  |  |  |
|  |  | ........... | ............. | - | - | 480.00 | . 03 |
| RESERVE-CERT. OF APPROVALDEFICIENCY STAMP TAX |  |  |  | 9,133.63 | 65 | 9,133.63 | . 58 |
|  |  |  |  | 802,252.15 | 56.98 | 843,176.77 | 53.79 |
| NET SURPLUS |  |  |  | 521,998.39 | 37.08 | 628,577.27 | 40.10 |
| TOTAL |  |  |  | \$1,407,924.99 | $100.00 \%$ | \$1,567,513.57 | $100.00 \%$ |

**Fiscal Period.
***Calendar Period.

COMPARATIVE BALANCE SHEET
As of June 30, 1939-1938

*Lapsed to General Fund of State June 30, 1939.
NOTE: Supporting schedules to balance sheet accounts not printed. Details on file.

CUMULATIVE CONSOLIDATED PROFIT AND LOSS STATEMENT
July I, 1938-37 to June 30, 1939-38


[^0]July I, 1938-37 - June 30, 1939-38

| Store No. | Location | Sales |  | Store Operating Expenses |  | \% to Sales |  | Net Store Tax Revenue |  | \% to Sales |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | 1939 | 1938 | 1939 | 1938 | 1939 | 1938 | 1939 | 1938 | 1939 | 1938 |
| 1 | Lewiston | \$309,076.64 | \$305,590.50 | \$16,285.15 | \$16,334.01 | $5.27 \%$ | $5.35 \%$ | \$95,853.07 | \$96,796.36 | $31.01 \%$ | $31.68 \%$ |
| 2 | Biddeford | 241,653.46 | 278,742.24 | 14,503.77 | 14,687.64 | 6.00 | 5.27 | 73,128.94 | 88,445.20 | $30.26{ }^{\prime}$ | $31.73{ }^{\circ}$ |
| 3 | Portland | 511,307.54 | 502,194.60 | 22,518.58 | 24,037.43 | 4.40 | 4.79 | 162,900.17 | 161,772.93 | 31.86 | 32.21 |
| 4 | Portland | 382,964.24 | 387,236.31 | 18,802.08 | 18,851.41 | 4.91 | 4.87 | 120,070.83 | 124,421.70 | 31.35 | 32.13 |
| 5 | Augusta | 196,848.32 | 195,025.90 | 11,602.52 | 11,835.45 | 5.89 | 6.07 | 59,789.65 | 60,324.54 | 30.37 | 30.93 |
| 6 | Waterville | 220,552.54 | 227,123.46 | 11,849.23 | 12,209.21 | 5.37 | 5.38 | 68,131.80 | 71,826.52 | 30.89 | 31.62 |
| 7 | Bangor | 419,530.44 | 431,993.93 | 17,969.24 | 17,993.63 | 4.28 | 4.17 | 134,169.01 | 141,843.76 | 31.98 | 32.83 |
| 8 | Houlton | 175,219.76 | 183,632.65 | 13,374.80 | 13,462.39 | 7.63 | 7.33 | 50,166.78 | 54,482.07 | 28.63 | 29.67 |
| 9 | Whlse. to Licensees. | 450,464.55 | 434,937.58 | 10,700.87 | 12,113.14 | 2.38 | 2.79 | 152,654.14 | 148,809.90 | 33.89 | 34.21 |
| 12 | Rumford | 126,605.25 | 147,237.45 | 10,149.80 | 10,497.33 | 8.02 | 7.13 | 35,760.72 | 43,987.67 | 28.25 | 29.88 |
| 13 | Rockland | 215,746.75 | 217,225.38 | 12,582.55 | 14,384.32 | 5.83 | 6.62 | 65,734.23 | 66,051.83 | 30.47 | 30.41 |
| 14 | Ellsworth | 158,064.88 | 155,186.50 | 10,475.77 | 10,749.14 | 6.63 | 6.93 | 46,844.35 | 46,668.60 | 29.64 | 30.07 |
| 15 | Bar Harbor | 122,831.37 | 121,100.75 | 10,143.76 | 9,644.44 | 8.26 | 7.96 | 34,399.48 | 35,164.14 | 28.01 | 29.04 |
| 16 | Calais | 83,377.34 | 89,296.95 | 9,485.97 | 9,612.12 | 11.38 | 10.76 | 20,749.94 | 23,425.35 | 24.89 | 26.24 |
| 17 | Belfast | 95,633.79 | 96,024.10 | 9,340.94 | 9,209.84 | 9.77 | 9.59 | 25,339.64 | 26,319.28 | 26.50 | 27.41 |
| 18 | Bath | 129,404.68 | 127,142.75 | 10,574.23 | 10,664.14 | 8.17 | 8.39 | 36,353.00 | 36,378.27 | 28.09 | 28.61 |
| 19 | Millinocket | 83,711.05 | 86,056.60 | 8,195.34 | 8,578.55 | 9.79 | 9.97 | 22,161.62 | 23,262.20 | 26.47 | 27.03 |
| 20 | Skowhegan | 93,126.49 | 100,803.55 | 8,718.05 | 8,890.85 | 9.36 | 8.82 | 25,053.28 | 28,406.67 | 26.90 | 28.18 |
| 21 | Old Orchard | 46,613.67 | 40,502.80 | 4,736.76 | 3,767.48 | 10.16 | 9.30 | 12,167.19 | 11,218.64 | 26.10 | 27.70 |
| 22 | Auburn | 130,696.77 | 114,137.20 | 8,410.61 | 9,330.26 | 6.44 | 8.17 | 39,032.26 | 32,909.61 | 29.86 | 28.83 |
| 23 | Sanford | 97,591.34 | 103,335.50 | 9,412.59 | 9,171.86 | 9.64 | 8.88 | 25,980.99 | 29,061.77 | 26.62 | 28.12 |
| 24 | Gardiner | 95,859.87 | 95,612.68 | 7,273.72 | 8,382.62 | 7.59 | 8.77 | 27,488.12 | 26,993.40 | 28.68 | 28.23 |
| 25 | Westbrook | 129,098.24 | 136,555.95 | 10,654.45 | 11,120.03 | 8.25 | 8.14 | 36,161.65 | 39,405.97 | 28.01 | 28.86 |
| 26 | Old Town | 68,982.97. | 76,343.35 | 9,277.58 | 9,417.65 | 13.45 | 12.34 | 15,737.67 | 18,829.55 | 22.81 | 24.66 |
| 27 | Caribou. | 150,696.36 | 160,964.22 | 11,063.56 | 12,074.11 | 7.34 | 7.50 | 43,584.87 | 47,482.62 | 28.92 | 29.50 |
| 28 | Madawaska | 44,843.63 | 38,219.90 | 6,965.32 | 6,829.12 | 15.53 | 17.87 | 9,296.74 | 7,312.33 | 20.73 | 19.13 |
| 29 | Madison | 51,747.86 | 58,838.75 | 5,889.52 | 6,364.34 | 11.38 | 10.82 | 12,876.29 | 15,405.73 | 24.89 | 26.18 |
| 30 | Lincoln | 62,164.90 | 66,707.90 | 7,048.50 | 7,067.77 | 11.34 | 10.60 | 15,494.94 | 17,614.29 | 2493 | 26.41 |
| 31 | Van Buren | 46,881.89 | 47,236.15 | 6,439.00 | 6,582.45 | 13.73 | 13.94 | 10,562.22 | 10,895.42 | 22.53 | 23.07 |
| 32 | Fort Fairfield | 85,394.18 | 92,512.70 | 8,592.08 | 8,773.76 | 10.06 | 9.48 | 22,375.31 | 25,456.13 | 26.20 | 27.52 |
| 33 | Norway | 114,080.41 | 107,184.65 | 7,890.34 | 7,948.29 | 6.92 | 7.42 | 33,479.71 | 31,710.25 | 29.35 | 29.58 |
| 34 | Kittery | 66,545.97 | 75,099.45 | 9,725.39 | 9,818.89 | 14.61 | 13.07 | 14,401.44 | 17,964.57 | 21.65 | 23.92 |
| 35 | Boothbay Harbor | 80,183.47 | 82,660.35 | 6,847.99 | 6,759.88 | 8.54 | 8.18 | 22,229.42 | 23,815.08 | 27.72 | 28.82 |
| 36 | Fort Kent. . . . . . | 72,188.03 | 68,568.10 | 7,508.42 | 7,378.34 | 10.40 | 10.76 | 18,669.80 | 17,993.09 | 25.86 | 26.24 |
| 37 | Brunswick | 120,486.42 | 112,170.85 | 9,462.57 | 9,344.76 | 7.85 | 8.33 | 34,236.18 | 32,158.88 | 28.42 | 28.67 |
| 38 | Eastport | 66,852.19 | 68,498.35 | 6,850.18 | 6,883.38 | 10.25 | 10.05 | 17,393.06 | 18,462.03 | 26.02 | 26.95 |
| 39 | Newport | 68,364.77 | 65,877.25 | 6,940.92 | 6,608.68 | 10.15 | 10.03 | 17,851.99 | 17,767.73 | 26.11 | 26.97 |
| 40 | So. Berwick |  |  | 168.59 | 653.17 | 80 | - - | * 168.59 | * 653.17 | 46 | 88. $\overline{87}$ |
| 41 | Farmington | 90,332.32 | 96,902.20 | 7,951.34 | 7,874.48 | 8.80 | 8.13 | * $24,806.71$ | 27,979.58 | +27.46 | 28.87 |
| 42 | Bridgton | 1,401.55 |  | 630.38 |  | 44.98 | - | * 122.12 | -- | * 8.71 | - |
| 43 | Machias | 744.04 |  | 541.28 |  | 72.75 | - | * 271.46 |  | *36.48 | - |
|  | TOTAL | \$5,707,869.94 | \$5,794,479.50 | \$387,553.74 | \$395,906.36 | $6.79 \%$ | $6.83 \%$ | \$1,682,525.04 | \$1,748,170.49 | $29.48 \%$ | 30.17\% |

Store No. 42 opened June 19, 1939.
Store No. 43 opened June 26, 1939.

* Denotes credits.

COMPARATIVE STATEMENT OF STORE OPERATIONS
July I 1938-37-June 30, 1939-38

| $\begin{aligned} & \text { Store } \\ & \text { No. } \end{aligned}$ | LOCATION | Gross Sales | $\begin{aligned} & \text { Less } \\ & \text { Return } \\ & \text { Sales } \end{aligned}$ | Net Sales | Less Cost of Goods Sold | Gross Profit on Sales | Deduct Store Operating Exp. | $\underset{\substack{\text { Operating } \\ \text { Profit }}}{\text { Net }}$ | Add Misc. Store Income | Total Store Profit | Less Departmental Expenses | Net Store Profit | $\begin{gathered} \text { \% to Sales } \\ \text { July } 1,38 \\ \text { June 30, }{ }^{2} 39 \end{gathered}$ | $\begin{array}{\|l} \text { Store } \\ \text { No. } \end{array}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1 | Lewiston | \$309,076.64 | \$1.69 | \$309,074.95 | \$189,238.78 | \$119,836.17 | \$16,285.15 | \$103,551.02 | \$55.50 | \$103,606.52 | \$ 7,753.45 | \$ 95,853.07 | $31.01 \%$ | 1 |
| 2 | Biddeford | 241,653.46 | . 96 | $241,652.50$ | 147,957.70 | 93,694.80 | 14,503.77 | 79,191.03 |  | 79,191.03 | ¢,062.09 | \$73,128.94 | $30.26{ }^{3}$ | 2 |
| 3 4 | Portland | 511,307.54 | 4.13 13.80 | $511,303.41$ $382,950.44$ | $313,058.11$ $234,470.84$ | $198,245.30$ $148,479.60$ | 22,518.58 | $175,726.72$ $129,677.52$ |  | 175,726.72 | 12,826.55 | 162,900.17 | 31.86 | 3 |
| 5 | Augusta | 196,848.32 | 8.35 | 196,839.97 | $120,520.12$ | 76,319.85 | 11,602.52 | 64,717.33 | 10.25 | 64,727.58 | 4,937.93 | $120,070.83$ 59 | 31.35 30.37 | 4 |
| 6 | Waterville | 220,552.54 |  | 220,552.54 | 135,038.73 | 85,513.81 | 11,849.23 | 73,664.58 |  | 73,664.58 | 5,532.78 | 68,131.80 | ${ }_{30.89}$ | 5 6 |
| 7 | Bangor | 419,530.44 |  | 419,530.44 | 256,867.85 | 162,662.59 | 17,969.24 | 144,693.35 |  | 144,693.35 | 10,524.34 | 134,169.01 | 31.98 | 7 |
| 8 | Houlton | 175,219.76 |  | 175,219.76 | 107,282.62 | 67,937.14 | 13,374.80 | 54,562.34 |  | 54,562.34 | 4,395.56 | 50,166.78 | 28.63 | 8 |
| $\begin{array}{r}9 \\ 12 \\ \hline\end{array}$ | Whise. to Lic. | 450,464.55 | 3.21 5.88 | $450,461.34$ $126,599.37$ | 275,806.06 | 174,655.28 | 10,700.87 | 163,954.41 |  | 163,954.41 | 11,300.27 | 152,654.14 | 33.89 | 9 |
| 13 | Rockland | ${ }_{215,746.75}^{126}$ | 5.88 .70 | ${ }_{215,746.05}^{126}$ | 132,095.84 | ${ }_{83} \times 650.21$ | ${ }_{1}^{12,1492.80}$ | ${ }^{38,935.99}$ | . 60 | 38,936.59 | 3,175.87 | 35,760.72 | 28.25 | 12 |
| 14 | Ellsworth | 158,064.88 | 1.20 | 158,063.68 | 96,778.38 | 61,285.30 | 10,475.77 | 50,809.53 | 78.78 | 50,809.53 | 5,465.18 | $65,734.23$ 46844.35 | ${ }_{29} 9.47$ | 13 |
| 15 | Bar Harbor | 122,831.37 | . 20 | 122,830.67 | 75,206.10 | 47,624.57 | 10,143.76 | 37,480.81 |  | 37,480.81 | $3,081.33$ | 34,399.48 | 29.64 | 14 |
| 16 | Calais | 83,377.34 |  | 83,377.34 | 51,049.83 | 32,327.51 | 9,485.97 | 22,841.54 |  | 22,841.54 | 2,091.60 | 20,749.94 | 24.89 | 15 |
| 17 | Belfast | 95,633.79 |  | 95,633.79 | 58,554.14 | 37,079.65 | 9,340.94 | 27,738.71 |  | 27,738.71 | 2,399.07 | 25,339.64 | 26.50 | 17 |
| 18 | Bath | 129,404.68 |  | 129,404.68 | 79,231.20 | 50,173.48 | 10,574.23. | 39,599.25 |  | 39,599.25 | 3,246.25 | $36,353.00$ | 28.09 | 18 |
| 19 | Millinocket | $83,711.05$ | 2.10 | 83,708.95 | $51,252.87$ | 32,456.08 | 8,195.34 | 24,260.74 | . 80 | 24,261.54 | 2,099.92 | 22,161.62 | 26.47 | 19 |
| $\stackrel{20}{21}$ | Skowhegan Old Orchard | $93,126.49$ 46,61367 |  | $93,126.49$ 46,613 | 57,018.99 | 36,107.50 | $8,718.05$ | 27,389.45 |  | 27,389.45 | 2,336.17 | 25,053.28 | 26.90 | 20 |
| 22 | Auburn ... | 130,696.77 | . 70 | $46,613.67$ $130,696.07$ | $28,540.37$ $80,021.89$ | $18,073.30$ $50,674.18$ | $4,736.76$ $8,410.61$ | 13,336.54 | 47.33 | $13,336.54$ $42,310.90$ | $1,169.35$ $3,278.64$ | 12,167.19 | ${ }_{26}^{26.10}$ | 21 |
| 23 | Sanford | 97,591.34 | 2.00 | 97,589.34 | 59,751.48 | 37,837.86 | 9,412.59 | 28,425.27 | 3.85 | 28,429.12 | 2,448.13 | 25,980.99 | 26.82 | $\stackrel{22}{22}$ |
| 24 | Gardiner | 95,859.87 | 2.00 | 95,857.87 | 58,691.34 | 37,166.53 | 7,273.72 | 29,892.81 |  | 29,892.81 | 2,404.69 | 27,488.12 | ${ }_{28.68}^{26.62}$ | 24 |
| 25 | Westbrook | 129,098.24 |  | 129,098.24 | $79,043.58$ | 50,054.66 | 10,654.45 | $39,400.21$ |  | 39,400.21 | 3,238.56 | 36,161.65 | 28.01 | 25 |
| 26 27 | Old Town | $68,982.97$ $150,696.36$ | 1.90 | $68,981.07$ $150,696.36$ | $42,235.36$ $92,267.56$ | $\begin{array}{r}26,745.71 \\ 58,428 \\ \hline 1\end{array}$ | 10,277.58 | 17,468.13 |  | 17,468.13 | 1,730.46 | 15,737.67 | 22.81 | ${ }_{26}^{25}$ |
| 28 | Madawaska | 144,843.63 |  | -44,843.63 | $\stackrel{92,456.66}{ }$ | 17,387.01 | $11,063.56$ $6,965.32$ | 47,365.24 $10,421.69$ |  | $47,365.24$ $10,421.69$ | 3,780.37 $1,124.95$ | $43,584.87$ 9 9.296 .74 | ${ }_{20}^{28.92}$ | ${ }^{27}$ |
| 29 | Madison | 51,747.86 |  | 51,747.86 | 31,683.90 | 20,063.96 | 5,889.52 | 14,174.44 |  | 14,174.44 | 1,298.15 | 12,876.29 | 24.89 | $\stackrel{28}{28}$ |
| 30 | Lincoln . | 62,164.90 |  | 62,164.90 | 38,061.99 | 24,102.91 | 7,048.50 | 17,054.41 |  | 17,054.41 | 1,559.47 | 15,494.94 | 24.93 | 30 |
| 31 | $\underset{\text { Fort Fairfield }}{ }$ | 46,881.89 |  | 46,881.89 | 28,704.59 | 18,177.30 | 6,439.00 | 11,738.30 |  | 11,738.30 | 1,176.08 | 10,562.22 | 22.53 | 31 |
| 32 33 | Fort Fairfield | $85,394.18$ $114,080.41$ |  | $85,394.18$ $114,080.41$ | $52,284.69$ $69,848.54$ | $33,109.49$ $44,231.87$ | $8,592.08$ $7,890.34$ | ${ }^{24,517.41}$ | . 10 | $24,517.51$ 36,34153 | 2,142.20 | 22,375.31 | 26.20 | 32 |
| 34 | Kittery | 66,545.97 | 14.79 | 66,531.18 | 40,735.35 | 25,795.83 | 9,725.39 | 16,070.44 |  | 16,070.44 | 2,869.00 | $33,479.71$ 14.401 .44 | ${ }_{21}^{29.35}$ | ${ }_{34}^{33}$ |
| 35 | Boothbay Harbor | 80,183.47 | . 75 | 80,182.72 | 49,093.85 | $31,088.87$ | 6,847.99 | $24,240.88$ |  | 14,240.88 | 2,011.46 | $14,229.42$ | ${ }_{27.72}^{21.65}$ | 34 35 |
| 36 | Fort Kent. . . . . | 72,188.03 |  | $72,188.03$ | 44,198.90 | 27,989.13 | 7,508.42 | 20,480.71 |  | 20,480.71 | 1,810.91 | 18,669.80 | 25.86 | 36 |
| 37 <br> 38 | Brunswick | 120,486.42 | . 75 | 120,485.67 | 73,770.32 | 46,715.35 | 9,462.57 | 37,252.78 | 5.90 | 37,258.68 | $3,022.50$ | 34,236.18 | 28.42 | 37 |
| 39 | Newport | 68,364.77 |  | 68,364.77 | 41,858.02 | 25,9206.75 | 6,850.18 | $19,070.11$ $19,565.83$ | 1.16 | $19,070.11$ 19 1966.99 | $1,677.05$ $1,715.00$ | 17,393.06 | 26.02 | 38 |
| 40 | So. Berwick |  |  |  |  |  | 168.59 | - 168.59 |  | - 168.59 |  | + 168.59 |  | 39 40 |
| 41 | Farmington | 90,332.32 |  | 90,332.32 | 55,308.19 | 35,024.13 | 7,951.34 | 27,072.79 |  | 27,072.79 | 2,266.08 | 24,806.71 | 27.46 | 41 |
| 43 | - Mridgton | 1,444.04 |  | 1,401.55 | 858.13 455.56 | 288.48 | 630.38 | 86.96 |  | 86.96 | 35.16 | * 122.12 | * 8.71 | 42 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | TOTAL | \$5,707,869.94 | \$65.61 | \$5,707,804.33 | \$3,494,743.87 | \$2,213,060.46 | \$387,553.74 | \$1,825,506.72 | \$204.27 | \$1,825,710.99 | \$143,185.95 | \$1,682,525.04 | $29.48 \%$ |  |
|  | JULY 1, 1937 - <br> JUNE 30, 1938 | \$5,794,479.50. | \$115.73 | \$5,794,363.77 | \$3,502,520.67 | \$2,291,843.10 | \$395,906.36 | \$1,895,936.74 | \$150.21 | \$1,896,086.95 | \$147,916.46 | \$1,748,170.49 | $30.17 \%$ |  |

[^1]

COMPARATIVE EXPENDITURE ANALYSIS-LIQUOR STORES
July I, 1938-37-June 30, 1939-38


COMPARATIVE EXPENDITURE ANALYSIS—DEPARTMENTAL
July I, 1938-37—June 30, 1939-38

*Credits

COMPARATIVE STORE AND DEPARTMENTAL PERSONNEL
As of June 30，1939－1938

| Store No． | LOCATION | Regular <br> Employees <br> June 30， 1939 | Temporary <br> Employees June 30， 1939 | Regular Employees June 30， 1938 | Temporary Employees June 30， 1938 | $\begin{gathered} \text { Total } \\ \text { June } 30 \text {, } \\ 1939 \end{gathered}$ | $\begin{gathered} \text { Total } \\ \text { June } 30, \\ 1938 \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1 | Lewiston | 5 | 3 | 6 | 2 | 8 | 8 |
| 2 | Biddeford | 6 | － | 6 | － | 6 | 6 |
| 3 | Portland | 8 | 2 | 7 | 4 | 10 | 11 |
| 4 | Portland | 7 | － | 8 | － | 7 | 8 |
| 5 | Augusta | 5 | － | 5 | － | 5 | 5 |
| 6 | Waterville | 5 | － | 4 | 1 | 5 | 5 |
| 7 | Bangor | 7 | － | 7 | － | 7 | 7 |
| 8 | Houlton ．．． | 4 | 1 | 4 | － | 5 | 4 |
| 9 | Wholesale to Licensees． | 7 | － | 7 | － | 7 | 7 |
| 12 | Rumford | 4 | － | 4 | － | 4 | 4 |
| 13 | Rockland | 5 | － | 5 | － | 5 | 5 |
| 14 | Ellsworth ． | 4 | － | 4 | － | 4 | 4 |
| 15 | Bar Harbor | 2 | 2 | 2 | 2 | 4 | 4 |
| 16 | Calais． | 4 | － | 4 | － | 4 | 4 |
| 17 | Belfast | 3 | 1 | 4 | － | 4 | 4 |
| 18 | Bath．． | 3 | － | 4 | － | 3 | 4 |
| 19 | Millinocket． | 3 | － | 3 | － | 3 | 3 |
| 20 | Skowhegan | 3 | 1 | 3 | － | 4 | 3 |
| 21 | Old Orchard | 3 | － | 3 | － | 3 | 3 |
| 22 | Auburn | 3 | 1 | 4 | － | 4 | 4 |
| 23 | Sanford | 4 | － | 4 | － | 4 | 4 |
| 24 | Gardiner | 3 | － | 3 | － | 3 | 3 |
| 25 26 | Westbrook | 4 | － | 4 | 二 | 4 | 4 |
| 27 | Caribou． | 4 | － | 3 | 1 | 4 | 4 |
| 28 | Madawaska | 2 | － | 2 | － | 2 | 2 |
| 29 | Madison | 2 | － | 2 | 1 | 2 | 3 |
| 30 | Lincoln | 2 | 1 | 2 | 2 | 3 | 4 |
| 31 | Van Buren | 2 | $\square$ | $\stackrel{2}{2}$ | － | ${ }_{3}^{2}$ | ${ }_{2}^{2}$ |
| 32 | Fort Fairfield ．．．．．．．．．．．．． | 2 | 1 | 2 | 1 | 3 | 3 |
| 33 34 | Norway．． | $\stackrel{3}{4}$ | 二 | ${ }_{4}$ | － | 3 4 4 | 3 |
| 35 | Boothbay Harbor | $\stackrel{4}{2}$ | 2 | $\stackrel{4}{2}$ | 2 | 4 | 4 |
| 36 | Fort Kent．．．．．． | 2 | 1 | 2 | － | 3 | 2 |
| 37 | Brunswick | 4 | － | 4 | － | 4 | 4 |
| 38 | Eastport ． | 2 | 1 | 2 | 1 | 3 | 3 |
| 39 | Newport ．．．．．．．．．．．．．．． | ${ }_{3}$ | － | ${ }_{3}^{3}$ | － | 3 | 3 |
| 41 | Farmington ．．．．．．．．．．．． | 3 | － | 3 | 二 | ${ }_{3}^{3}$ | 3 |
| 42 | Bridgton $\ldots \ldots \ldots \ldots \ldots .$. Machias | $\stackrel{2}{2}$ | 1 1 | － | 二 | 3 <br> 3 |  |
| 60 | Alcohol Division ．．．．．．．．． | 2 | － | 2 | － | ${ }_{3}^{2}$ | 2 |
| 61 | Commissioners．．．．．．．．．． | 3 | 二 | 3 | 二 | 3 4 | 3 |
| 62 | Gen．Adminis．\＆Licensing <br> Sup．\＆Inspect．－Liquor | 4 | 二 | 5 4 | － | 4 4 4 | 5 |
| 64 | Enforcement．．．．．．．．．． | 1 | 2 | 2 | 1 | 3 | 3 |
| 65 | Merchandising | 2 | － | 2 | － | 2 | 2 |
| 66 | Warehousing ．．．．．．．．．．． | 12 | － | 13 | － | 12 | 13 3 |
| 69 | Auditing Accounting \＆Stock Controi | ＋38 | 二 | ＋${ }_{16}$ | 二 | 3 18 | 3 16 |
|  | Accounting \＆Stock Control Excise Tax Division－Beer | 18 3 | 二 | 16 | 二 | ${ }_{3}$ | ＋ |
|  | Enforcement－Beer ．．．．．．． | 14 | － | 15 | － | 14 | 15 |
|  | Licensing Division－Beer | 7 | 1 | 6 | 1 | 8 | 7 |
|  | TOTAL EMPLOYEES－ <br> Liquor and Beer | 220 | 22 | 219 | 20 | 242 | 239 |

STORE STOCK TURNOVER
Fiscal Years Ending June 30, 1938-1939


## COMPARATIVE SALES ANALYSIS BY STORES

Fiscal Years Ending June 30, 1939-June 30, 1938

| Store No. |  | $\begin{gathered} \text { July 1, '38 } \\ \text { June } 30, ' 39 \end{gathered}$ | $\%$ to <br> Total | July 1, '37 June 30, '38 | $\%$ to <br> Total | Dec. 22, '34 June 30, '39 | $\%$ to Total |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 0 | Lewiston Temporary | \$ | - 91 | \$ | - $\%$ | \$ 4,178.10 | . $02 \%$ |
| 1 | Lewiston . . . . . . . | 309,076.64 | 5.41 | 305,590.50 | 5.27 | 1,562,088.10 | 6.85 |
| 2 | Biddeford | 241,653.46 | 4.23 | 278,742.24 | 4.81 | 1,171,641.93 | 5.14 |
| 3 | Portland | 511,307.54 | 8.96 | 502,194.60 | 8.67 | 2,181,388.11 | 9.57 |
| 4 | Portland | 382,964.24 | 6.71 | 387,236.31 | 6.68 | 1,614,097.59 | 7.08 |
| 5 | Augusta | 196,848.32 | 3.45 | 195,025.90 | 3.37 | 1,966,827.59 | 4.24 |
| 6 | Waterville | 220,552.54 | 3.86 | 227,123.46 | 3.92 | 1,022,577.39 | 4.49 |
| 7 | Bangor | 419,533.44 | 7.35 | 431,993.93 | 7.46 | 1,944,406.80 | 8.53 |
| 8 | Houlton | 175,219.76 | 3.07 | 183,632.65 | 3.17 | 732,286.71 | 3.21 |
| 9 | Whlse. to Licensees | 450,46.4.55 | 7.89 | 434,937.58 | 7.51 | 1,612,592.26 | 7.07 |
| 12 | Rumford . . . . . . . . | 126,605.25 | 2.22 | 147,237.45 | 2.54 | 573,811.73 | 2.52 |
| 13 | Rockland | 215,746.75 | 3.78 | 217,225.38 | 3.75 | 841,191.72 | 3.69 |
| 14 | Ellsworth | 158,064.88 | 2.77 | 155,186.50 | 2.68 | $559,140.68$ | 2.45 |
| 15 | Bar Harbor | 122,831.37 | 2.15 | 121,100.75 | 2.09 | 429,499.80 | 1.88 |
| 16 | Calais | 83,377.34 | 1.46 | 89,296.95 | 1.54 | 409,693.70 | 1.80 |
| 17 | Belfast | 95,633.79 | 1.68 | 96,024.10 | 1.66 | 347,419.31 | 1.53 |
| 18 | Bath | 129,404.68 | 2.27 | 127,142.75 | 2.19 | 522,104.34 | 2.29 |
| 19 | Millinocket | 83,711.05 | 1.47 | 86,056.60 | 1.48 | 331,449.98 | 1.45 |
| 20 | Skowhegan | 93,126.49 | 1.63 | 100,803.55 | 1.74 | 389,185.05 | 1.71 |
| 21 | Old Orchard | 46,613.67 | . 82 | 40,502.80 | . 70 | 148,946.08 | . 65 |
| 22 | Auburn . . . | 130,696.77 | 2.29 | 114,137.20 | 1.97 | 456,746.68 | 2.00 |
| 23 | Sanford | 97,591.34 | 1.71 | 103,335.50 | 1.78 | 401,723.68 | 1.76 |
| 24 | Gardiner | 95,859.87 | 1.68 | 95,612.68 | 1.65 | 355,501.41 | 1.56 |
| 25 | Westbrook | 129,098.24 | 2.26 | 136,555.95 | 2.35 | 472,612.12 | 2.07 |
| 26 | Old Town | 68,982.97 | 1.21 | 76,343.35 | 1.32 | 275,672.15 | 1.21 |
| 27 | Caribou. | 150,696.36 | 2.64 | 160,964.22 | 2.78 | 587,762.71 | 2.58 |
| 28 | Madawaska | 44,843.63 | . 79 | 38,219.90 | . 66 | 193,287.89 | . 85 |
| 29 | Madison | 51,747.86 | . 91 | 58,838.75 | 1.01 | 181,842.26 | . 80 |
| 30 | Lincoln | 62,164.90 | 1.09 | 66,707.90 | 1.15 | 195,753.87 | . 86 |
| 31. | Van Buren | 46,881.89 | . 82 | 47,236.15 | . 82 | 151,850.28 | . 67 |
| 32 | Fort Fairfield | 85,394.18 | 1.50 | 92,512.70 | 1.60 | 273,466.35 | 1.20 |
| 33 | Norway . | 114,080.41 | 2.00 | 107,184.65 | 1.85 | 312,661.39 | 1.37 |
| 34 | Kittery | 66,545.97 | 1.17 | 75,099.45 | 1.30 | 237,720.04 | 1.04 |
| 35 | Boothbay Harbor | 80,183.47 | 1.40 | 82,660.35 | 1.43 | 230,182.57 | 1.01 |
| 36 | Fort Kent. . | 72,188.03 | 1.26 | 68,568.10 | 1.18 | 192,815.10 | . 85 |
| 37 | Brunswick | 120,486.42 | 2.11 | 112,170.85 | 1.93 | 327,769.31 | 1.44 |
| 38 | Eastport | 66,852.19 | 1.17 | 68,498.35 | 1.18 | 178,587.52 | 1.78 |
| 39 | Newport | 68,364.77 | 1.20 | 65,877.25 | 1.14 | 173,054.16 | . 76 |
| 40 | So. Berwick |  | - |  | - | 1,673.95 | . 01 |
| 41 | Farmington | 90,332.32 |  | 96,902.20 | 1.67 | 226,640.41 | 1.00 |
| 42 | Bridgton | 1,401.55 | . 02 |  | - | 1,401.55 | . 01 |
| 43 | Machias | 744.04 | . 01 | - | - | 1,744.04 |  |
|  | TOTAL | \$5,707,869.94 | $100.00 \%$ | \$5,794,479.50 | (00.00\% | \$22,793,996.41 | $100.00 \%$ |

June 30, 1939-1938


## COMPARATIVE STATEMENT OF GALLONAGE CONSUMPTION

## July I, 1938-37 to June 30, 1939-38



| IMPORTED |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Scotch | 22,581.00 | $52.65 \%$ | $2.71 \%$ | 21,953.10 | $48.20^{\prime}$ | $\because 51.0$ |
| Bourbon | 34.62 | . 08 | - | 813.53 | 1.79 | 10 |
| Irish | 422.30 | 98 | . 05 | 609.10 | 1.34 | 17 |
| Rye | 286.25 | 67 | . 03 | 1,217.23 | 2.67 | 14 |
| Straight | 3,643.93 | 8.50 | 44 | 4,452.46 | 9.77 | 5 |
| Brandy | 1,979.50 | 4.62 | 24 | 2,001.58 | 4.39 | $\because 4$ |
| Rum | 5,313.50 | 12.39 | 64 | 4,999.03 | 10.97 | . 99 |
| Gin | 269.40 | . 63 | 03 | 335.20 | . 74 | 19.4 |
| Cordials \& Mise Liquors | 4,236.48 | 9.88 | 51 | 4,425.90 | 9.72 | 33 |
| Wines . . . . . . . . . . . . . . | 4,116.38 | 9.60 | 49 | 4,744.07 | 10.41 | is |
| TOTAL IMP. LIQUORS | 42,883.36 | 100.00's | $5.14 \%$ | 45,551.20 | $100.00 \%$ | $\therefore \pm 1^{\prime}$ |
| GRAND TOTAL. | 833,940.85 | - | $100.00^{\text {c }}$ | 841,797.74 | - | 1m: $00 \%$ |

## SCHEDULE OF STORE OPENINGS AND MANAGERS

| Store No. | Location | Date Opened | Manager |
| :---: | :---: | :---: | :---: |
| 0 | Lewiston Temporary. | January 24, 1935 <br> (Closed Jan. 26, 1935) | P. C. Putnam (Act. Mgr.) |
| 1 | Lewiston | December 22, $1934 \ldots$ | Jeremiah J. Creeden |
| 2 | Biddeford | December 22, 1934 | James H. Whitehead |
| 3 | Portland | December 22, 1934 | James F. Woodbury |
| 4 | Portland | I ecember 22, 1934 | C. J. Driscoll |
| 5 | Augusta | December 22, 1934 | Albert J. Lemieux |
| 6 | Waterville | December 24, 1934 | James E. Hutchinson |
| 7 | Bangor | December 22, 1934 | C. F. Burrill |
| 8 | Houlton | December 24, 1934 | Glenwood Philbrick |
| 9 | Wholesale to Licensees | February 9, 1935 | Robert J. Greig, Asst! Mgr. |
| 12 | Rumford | April 18, 1935 | Emil Therrien |
| 13 | Rockland | May 6, 1935. | George N. Phillips |
| 14 | Ellsworth | May 17, 193) | George W. Christie |
| 15 | Bar Harbor | June 21, 1935 | Gardner D. MacGregor |
| 16 | Calais. | May 29, 1935 | James P. Kelley |
| 17 | Belfast | July 11, 1935 | Fred A. Johnson |
| 18 | Bath. | June 14, 1935. | Harry M. Huse |
| 19 | Millinocket | May 31, 1935 | Harold J. Mack |
| 20 | Skowhegan | August 7, 1935 | Charles J. Davies |
| 21 | Old Orchard | June 27, 1935 <br> (Summer Store Only) | Hiram V. Parish |
| 22 | Auburn | July 3, 1935 . . . . . . . | Daniel S. Adams |
| 23 | Sanford | August 26, 1935 | Frederick Watier |
| 24 | Gardiner | September 7, 1935 | Joseph V. Faulkner |
| 25 | Westbrook | September 28, 1935 | Frank B. Spring |
| 26 | Old Town | November 1, 1935. | Arthur L. Fish |
| 27 | Caribou | November 26, 1935 | Joseph Raymond |
| 28 | Madawaska | December 6, 1935 | Thomas Hebert |
| 29 | Madison | February 3, 1936. | Fay L. Craft |
| 30 | Lincoln | April 24, 1936 | Albert A. Weatherbee |
| 31 | Van Buren | May 14, 1936 | Louis P. Michaud |
| 32 | Fort Fairfield | May 15, 1936 | Herbert L. Emerson |
| 33 | Norway | May 29, 1936 | Stephen E. Klament |
| 34 | Kittery | May 26, 1936 | Raymond R. Hobbs |
| 35 | Boothbay Harbor | June 6, 1936. | Carl M. Emerson |
| 36 | Fort Kent | October 2, 1936 | James I. Hoyt |
| 37 | Brunswick | August 7, 1936 | Gilbert M. Wheeler |
| 38 | Eastport | October 23, 1936 | Harry A. Turner |
| 39 | Newport . . | December 3, 1936 | James J. Riley |
| 40 | South Berwick | January 15, 1937 <br> (Closed Feb. 20, 1937) | D. Raymond Flynn |
| 41 | Farmington | January 21, 1937. . . . . . | H. Burton Voter |
| 42 | Bridgton | June 19, 1939... | Raymon A. Quint. |
| 43 | Machias | June 26, 1939 | James A. Cummings |


[^0]:    *Originally carried in Gross Tax Revenue on Sales.

[^1]:    Store No. 42, Bridgton, opened June 19, 1939.
    Store No. 43, Machias, opened June 26, 1939.

    * Denotes Credits.

