

## **NOTE:**

Issue #5 of Freedom Flyer was bound to Issue #6 of Freedom Flyer: both covered activities in the period January-June 1985. Issue #5 focused non-electoral activity, whereas Issue #6 focused on electoral activity. One side of the bound two-issue edition started with page 1 of Issue #5.

By flipping the double edition vertically, one could instead begin at page 1 of Issue 6. The final pages of Issues 5 and 6 met in the middle of the double edition.

Inserted into this double issue was the March-June 1985 Victory edition (issue #5) of the No Tax for Pan Am Committee Newsletter.

This page and NOTE did not appear in the double-issue.



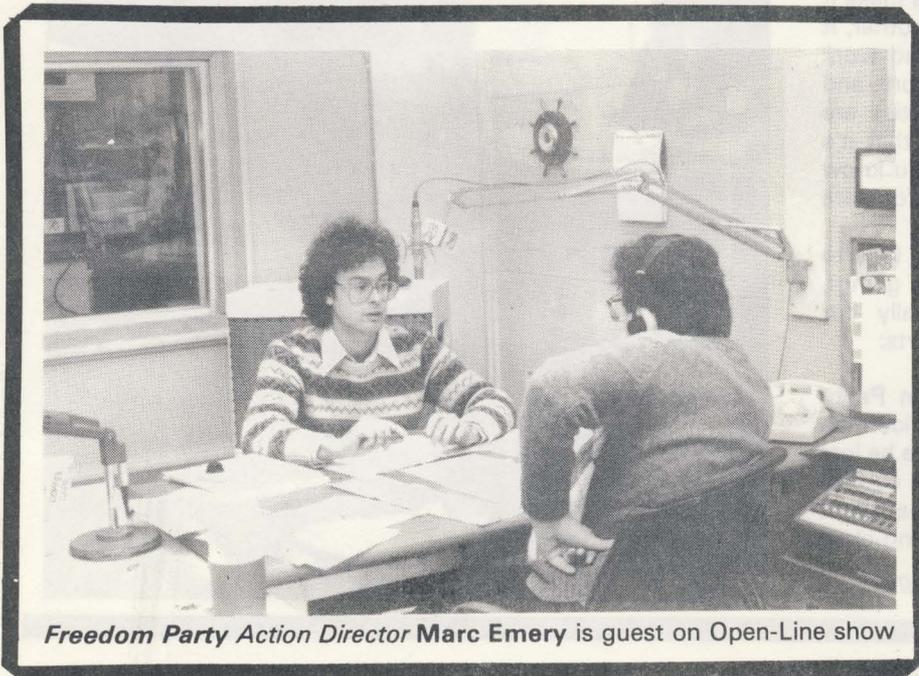
# Freedom Flyer

The official newsletter of the FREEDOM PARTY OF ONTARIO!

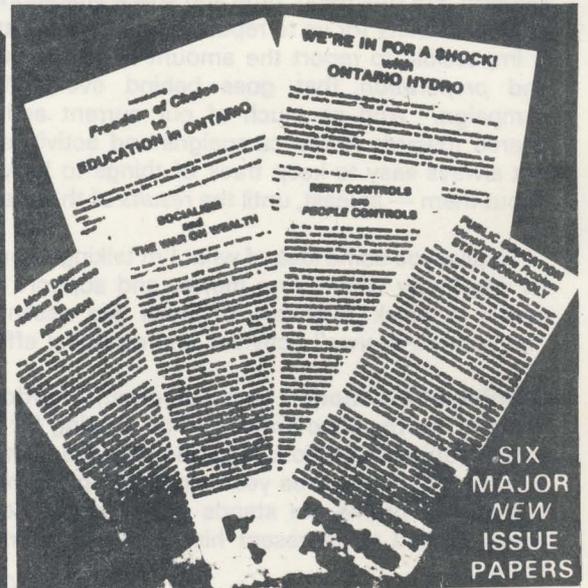
VOLUME 1, NUMBER 5

JANUARY - JUNE 1985

# Freedom in Action!

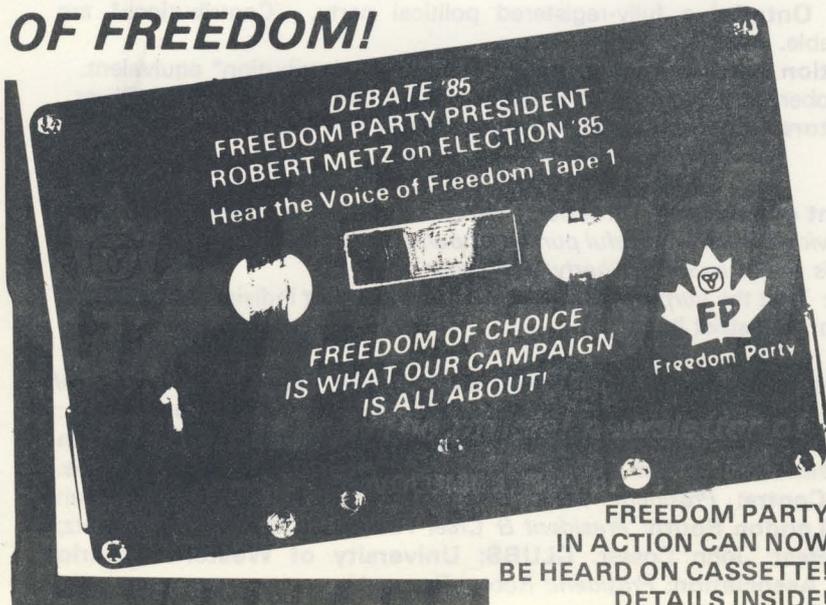


Freedom Party Action Director Marc Emery is guest on Open-Line show



SIX MAJOR NEW ISSUE PAPERS

**HEAR THE VOICE OF FREEDOM!**



**FREEDOM PARTY IN ACTION CAN NOW BE HEARD ON CASSETTE! DETAILS INSIDE!**

## NO-TAX FOR PAN-AM VICTORY!

Dear Mr. Jelinek:

As a taxpayer in the City of London, I am concerned about an application to your federal ministry to use federal tax money for London, Ontario's bid for the 1991 Pan-American Games.

I am opposed to any federal grants from tax sources for this kind of event. In these times of heavy debt and limited tax resources, the private sector and lottery revenue should be the sole sources of funding for these kind of projects.

Name \_\_\_\_\_ Postal Code \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_

NO STAMP NECESSARY

MINISTRY OF FITNESS & AMATEUR SPORT  
 OTTO JELINEK, M.P.  
 CONFEDERATION BUILDING  
 HOUSE OF COMMONS  
 OTTAWA, ONTARIO  
 K1A 0A8

**Ottawa reneges on Campaign**  
 The cover of one of our local initiative newsletters says it all: VICTORY! Your copy enclosed --- plus details on our campaign and its successful finish.

2 We know that many of you --- particularly those outside the immediate London area --- haven't heard from us for a while, but no need to despair, we haven't forgotten about you. In fact, when you don't hear from us for a while, you can always count on the fact that **Freedom Party** is channeling its efforts and resources towards intensive activities or campaigns aimed at promoting freedom of choice in the community. And that's something we're committed to doing on a *full-time* basis; after all, freedom of choice is what we're all about!

In these, our fifth and sixth issues of *Freedom Flyer*, we've done something a little different: we've recapped our activities over the past six months by segregating our election activities into a special *Election Issue* (Issue no. 6), while emphasizing our *non-election* issues and activities in *Freedom Flyer* no. 5.

By no means do these two newsletters represent a total accounting of all our activities here at provincial headquarters. What we report here is merely the tip of the iceberg! For one thing, time and space limitations make it an impossibility for us to report *everything*; for another, it is impossible to report the amount of background *work* and *preparation* that goes behind every effort and campaign. And so much of our current activities are geared towards *future* campaigns and activities that it's not always easy to keep track of things to let you know about them --- at least, until the *results* of those efforts are in.

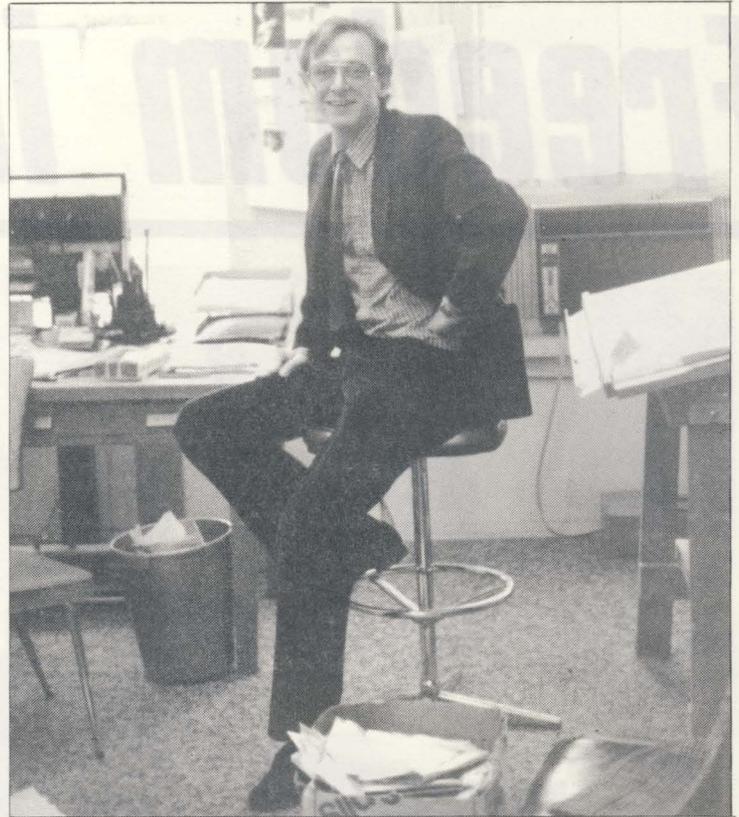
To give you some idea of what I'm talking about (and to let you know where your money and support is going), here's a quick overview of what are essentially our "behind-the-scenes" activities and on-going efforts:

**Municipal Elections:** Lest we forget, **Freedom Party Action Director** Marc Emery will be running for alderman in the municipal elections in London this fall. Since he lost by only 500 votes three years ago, and given his current community profile, he stands a very decent chance of being elected to represent his north-east working-class riding.

[cont'd next page]

# Openers

by  
FREEDOM PARTY PRESIDENT  
**ROBERT METZ**



## FREEDOM FLYER

**Vol. 1 No. 5; Vol. 1 No. 6, January-June 1985:** is published by the **Freedom Party of Ontario**, a fully-registered political party. Contributions\* are tax-creditable.

**Subscription Rate:** \$15 per volume (6 issues), or contribution\* equivalent.

**Editor:** Robert Metz; **Layout & Design:** Marc Emery; **Photos:** John Oliver.

**Contributors:** John Cossar, Marc Emery, Murray Hopper, Robert Metz.

## FREEDOM PARTY OF ONTARIO

**Statement of Principle:** **Freedom Party** is founded on the principle that: *Every individual, in the peaceful pursuit of personal fulfillment, has an absolute right to his or her own life, liberty, and property.*

**Platform:** That the *purpose of government* is to *protect* individual freedom of choice, *not* to restrict it.

**Provincial Executive:** *Ontario President:* Robert Metz; *Chief Financial Officer:* Murray Hopper; *Action Director:* Marc Emery; *Action Co-ordinator:* Gordon Mood. **REGISTERED CONSTITUENCY ASSOCIATIONS:** **London North:** *President:* Gordon Mood; *Chief Financial Officer:* Dean Hodgins. **London Centre:** *President:* Marc Emery; *Chief Financial Officer:* Dean Hodgins. **London South:** *President & Chief Financial Officer:* Robert Metz; *Vice-President:* John Cossar. **CLUBS:** **University of Western Ontario Freedom Association:** *President:* Robert Rozanski.

"Liberty and good government do not exclude each other; and there are excellent reasons why they should go together. Liberty is not a means to a higher political end. It is in itself the highest political end."

Lord Acton  
*History of Freedom  
in Antiquity, 1877*

**FREEDOM FLYER**  
the official newsletter of  
**Freedom Party of Ontario**  
P.O. Box 2214, Stn. 'A',  
LONDON, Ontario  
N6A 4E3  
(519) 433-8612

Emery's election literature has already been drafted, election signs are already in production, and a substantial number of volunteers have already made their commitment to support him. Needless to say, **Freedom Party** and its supporters will be backing him on this effort so if you live in London, you can expect that we'll be calling on you for your volunteer support.

**Recruiting Members and Supporters** is an on-going process that involves a great deal of time spent with individuals and groups who have expressed some interest in our ideas or activities. In addition, we're planning to recruit as many new supporters as possible from the ranks of other political parties: our volunteers have already entered thousands of names into our computer files, and we hope that our solicitations to these past supporters of other parties may attract some attention to our efforts.

One new activist gained after Election '85 was a past supporter and active volunteer for a successful *Progressive Conservative* candidate in the 1984 federal election in London West. But after being disillusioned by the provincial *Conservatives'* betrayal of free enterprise, and by the lack of actual substance being offered by the federal *PC* government, he made a *choice* --- and decided to join and support **Freedom Party**. He first saw Marc Emery run in the 1980 federal election ("...and I was impressed then") and dropped by our offices to pick up our literature early during the 1985 provincial election. After "thinking it over and over," he decided six weeks later to do some substantial amount of work for us and to run in the next election as a **Freedom Party** candidate. That's all we can tell you about him right now, but you'll be hearing more about this development in later issues of *Freedom Flyer*.

**Research and Information:** **Freedom Party** has been discovered by an ever-growing number of students (elementary, high-school, college, and university) who are using its *up-to-date* newspaper and clippings files, books, and reference materials for their essays and projects. These facilities are, of course, also used by **Freedom Party** in the preparation of issue papers, newsletters, speeches, etc., and are also available to the general public. Need some information on freedom? Check us out! --- We make it our business to *know* about freedom.

**Fairs and Exhibitions:** **Freedom Party** has been travelling on the road to help introduce the party to new communities by setting up booths displaying our literature and newsletters at various fairs and exhibitions around Ontario. Significantly, we will be present at Kitchener's *Central Ontario Exhibition* to be held August 27 to September 2, and at London's *Western Fair*, September 6 to 15 inclusive. Look for us!

**Speeches and Debates:** As part of **Freedom Party's** involvement in the community, *President* Robert Metz and *Action Director* Marc Emery have represented the party and-or free market principles as public speakers on various occasions. While Metz gave speeches and presentations to various service clubs on the party's community activity and its philosophy, Emery was featured in several media events, including coverage in the print media, on *CBC* television, local television, and as a guest on radio talk shows in London.

**Campus Club:** **Freedom Party's** *University of Western Ontario Freedom Association* is already in the process of gearing up for the 85-86 term. Its new president, *Robert Rozanski*, has already determined the general direction of its activities; in addition to the association's new campus newsletter, *Freedom Forum*, it intends to present and sponsor speakers, and to make

**Freedom Party's** various audio and visual resources (including its literature and publications) available to faculty and students on campus. The club is currently seeking the input of both students and faculty and will be appealing directly to both for that support.

**Election Literature and Issue Papers:** Accompanying our fifth and sixth newsletters you will find, in addition to the reprints and updates of some of our older issue papers, our 1985 election literature and six *new* issue papers, including our expanded statements (*We're In For A Shock with Ontario Hydro; Introducing Freedom of Choice to Education in Ontario*) on issues that simply cannot be adequately covered in the space allotted on our regular-sized issue papers. Believe it or not, the process of developing an issue paper or statement can take as long as six months per issue! With each statement being written, re-written, edited, and marketed before we are satisfied with its release, we are confident that when it comes to a statement of political philosophy and intentions, *no* other party can compare with the offerings of **Freedom Party**.

# What is the government doing to your neighbourhood?



"Here's the bill for all these services we're providing you with"

**Freedom Party** is a grass-roots Ontario political Party.  
**Your roots.**  
It's our job to work in neighbourhoods and communities by addressing local problems.  
**In your neighbourhood.**  
It's in *your* neighbourhood that government could be raising taxes, adding new ones, providing inferior services, or simply getting at your pockets via plain old political skulduggery.  
You can do something about it! A lot!  
**Freedom Party can help! Plenty!**  
Organize with you. Develop petitions with you. Prepare a strategy with you. Offer you our tax-creditable status ( so your costs can be tax refundable).  
**Freedom Party and you.** Together we can show your neighbours that **freedom works** --- for all of us.  
Contact us! (519) 433-8612. P.O. Box 2214, Stn. A, London, Ontario N6A 4E3.

**Newsletters:** *Freedom Flyer* is not the only newsletter published by **Freedom Party**. Five issues of our *No-Tax for Pan-Am* newsletter have gone to press and been delivered to over 1,000 subscribers in London. In addition, our first issue of *Censorship Alert!*, already in mid-production, will provide an in-depth look at the censorship scene in Ontario, Canada, and the world --- and at its consequences. *Censorship Alert!* coincides with **Freedom Party's** anti-censorship campaign, due to swing into full gear early this fall with accompanying buttons, placards, etc.  
*cont'd page 14*

# HEAR THE VOICE OF FREEDOM!

## For Only \$4.95

4

**Freedom Party**, organized and officially-registered for only 18 months, has made significant inroads into the political consciousness of Southwestern Ontario. These cassette tapes, the first 3 of many more to come, will let you experience first hand the kind of coverage **Freedom Party** activity has been getting. Hear how **Freedom**

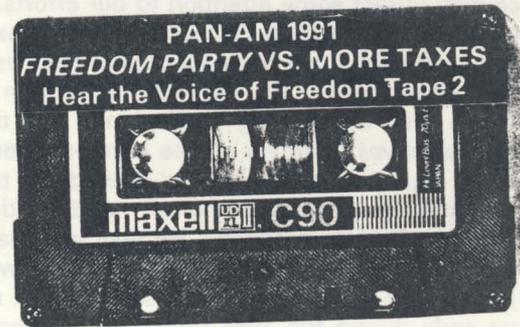
**Party** sets the philosophical direction of debate every time, and how our activists introduce the community around them to the ideas of individual rights and a free society. Originally broadcast and recorded live on various radio stations etc., the tapes also include our own narrations to help explain the context in which each debate occurred.

### PAN-AM 1991 --- THE ISSUE IS PHILOSOPHY!

"Mr. Metz heads up a particularly radical political party and he is expressing a particular political philosophy. The simple reality is, that what that particular party represents is a very right-wing, radical, political philosophy that is generally not accepted by the majority of the people."

Gordon Hume, Chairman of the Pan-Am Bid Committee  
June 7, 1985

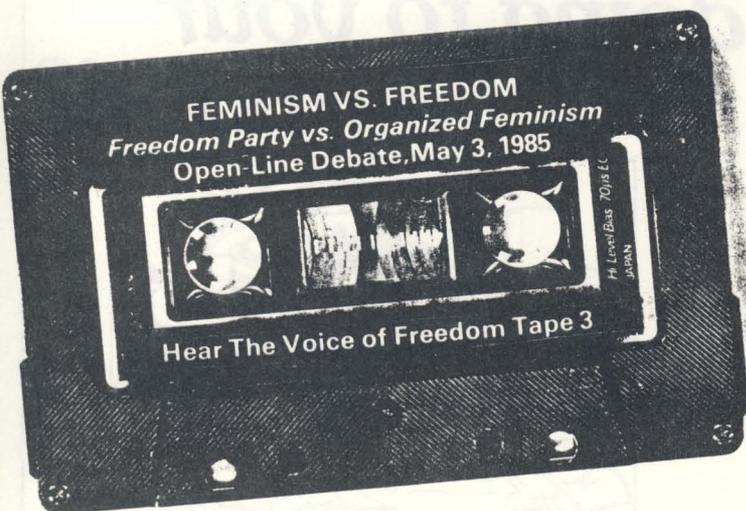
Is Hume right? --- or just *left-wing*? Find out in this compilation of the issue that **Freedom Party** brought to London!



### FEMINISM vs FREEDOM!

Is the modern *feminist movement* a movement favouring an entrenchment of equal rights, or has it evolved into something quite different? For an insight into this controversial issue, listen to the opinions of **Freedom Party Action Director** Marc Emery and *London Status of Women Action Group* member Heidi Strasser as they debate issues ranging from **abortion** to **equal pay for work of equal value**. Should **pornography** be regulated by government? Is there a difference between *obscenity*, *erotica*, and *pornography*? Should housewives have **pensions**? Should **prostitution** be legalized?

Entertaining, provocative, educational.



### DEBATE '85!

Here's your chance to hear how **Freedom Party** represented the *issues* of the 1985 Provincial Election. **Freedom Party President** and London South candidate Robert Metz debates with fellow candidates Gordon Walker (PC), Joan Smith (Lib), and David Winger (NDP) in a round table discussion recorded and aired by *CFPL-AM Radio* during the Election '85 campaign. Contesting the common premises and philosophies shared by the other three parties, Metz clearly spells out why **Freedom Party** is different.

Plus --- samplings of election coverage, and **Freedom Party** in the news!

**More Tapes to Follow** on topics as varied as our issue papers --- and guaranteed to be as controversial and entertaining as politics can get! Over 100 hours of recorded material featuring **Freedom Party** and its activists are available --- including many hours on *video*! Watch for them!



Of course, your purchases are tax-creditable as well! **Order today!** Cheques should be made payable to: **Freedom Party of Ontario.**

# ***NO-TAX for PAN-AM* CAMPAIGN**

## **results in**

# ***NO TAXES for PAN-AM!***

It all began in June 1984 when **Freedom Party Action Director** Marc Emery sent a letter to the editor of the *London Free Press* which was critical of London City Council's attempt to host the 1991 Pan-American Games in London. The event would have cost municipal, provincial, and federal taxpayers over \$100 million. Emery's letter, lengthy because of its many facts, statistics and philosophical arguments, was printed by the paper but edited significantly enough to leave anyone reading it only partially informed as to the economic and political significance and long-term effects of London's hosting such a large government sponsored extravaganza.

What to do? How could he make sure that Londoners had all the facts necessary to base their decision on, a decision that would affect the future of the community of London for many years to come? So, on the advice of his lawyer, Emery decided to *reprint* his original *unedited* letter in the form of a pamphlet and after gathering a team of volunteers to help him with deliveries, 15,000 pamphlets were delivered in the immediate area around his home.

In addition to his original statement, Emery's pamphlet encouraged citizens to call their aldermen and to write letters to the editor of the daily paper. Sure enough, within two months, over 50 letters of support showed up in the pages of the *London Free Press*, prompting the media to focus attention on his efforts. City Councillors were swamped with calls protesting the tax-financed Games, while Emery himself received over 100 calls of encouragement.

Clearly, Pan-Am 1991 was an issue with long-term political potential.

By October 1984, Emery, in conjunction with **Freedom Party**, printed an 8-page, much more sophisticated brochure (enclosed in past issues of *Freedom Flyer*) to deliver to every home in the city of London. Though not promoted as an official **Freedom Party** publication, the party was given credit on the brochure as the *supporting organization* behind Emery's efforts. Donations were solicited and post-paid cards were enclosed to obtain an active and current list of donors, volunteers, and supporters.

Response to the campaign was generated so quickly that by November our first issue of the *No-Tax for Pan-Am Newsletter* was printed to keep respondents updated and informed as to developments on the issue.

By December, our second newsletter encouraged its over-500 subscribers to attend a City Hall Council meeting where an important vote to commit tax dollars to Pan-Am 1991 was coming up. Supporters packed City Hall's public gallery, despite having to wait for over three hours for the issue to be motioned. Throughout the entire event, including over sixty minutes of debate on the issue, **Freedom Party** supplied free coffee, banners and placards for supporters in attendance. With obviously nervous and agitated glances cast back at the packed gallery, municipal politicians nevertheless chose to vote in favour of the tax-funded scheme, though this was certainly not unexpected.

We lost the *vote*, but we gained the respect of the public and a good deal of long-term political credibility.

By this time, **Freedom Party President** Robert Metz assumed the role of "chairman" for the *No-Tax for Pan-Am Committee*, and he used the position to focus his efforts on deflecting comments and opposition criticisms that insisted Emery was nothing more than a "one man band" who was out to make a political reputation for himself --- despite the fact that the *No-Tax for Pan-Am Committee* was the only group offering any *documented evidence* of the support behind it.

In fact, every straw poll taken on support for tax-funding Pan-Am 1991 averaged a 75% rate of opposition to the idea --- which meant a rate of 75% support for us. One supporter, *Stan Hall*, became so irate when he watched a local cablecast program promoting the Games that he called the cable company up himself and scheduled Metz and Emery to be his "guests" on a talk show presenting the other side of the issue. The program was re-broadcast regularly during the period that a decision on Pan-Am was still pending.

As the campaign continued, over 1,000 cards of support and over \$2,000 in donations were received by April 1985, which helped to offset Emery's personally incurred costs of over \$10,000.

Our fourth newsletter mailed to supporters contained two cards addressed to government representatives: one to Gordon Walker MPP, and the other to Otto Jelinek, federal Minister of Fitness and Amateur Sport. After receiving over 600 cards and letters from No-Tax for Pan-Am supporters, Jelinek sent letters acknowledging their receipt to everyone who mailed in their cards.

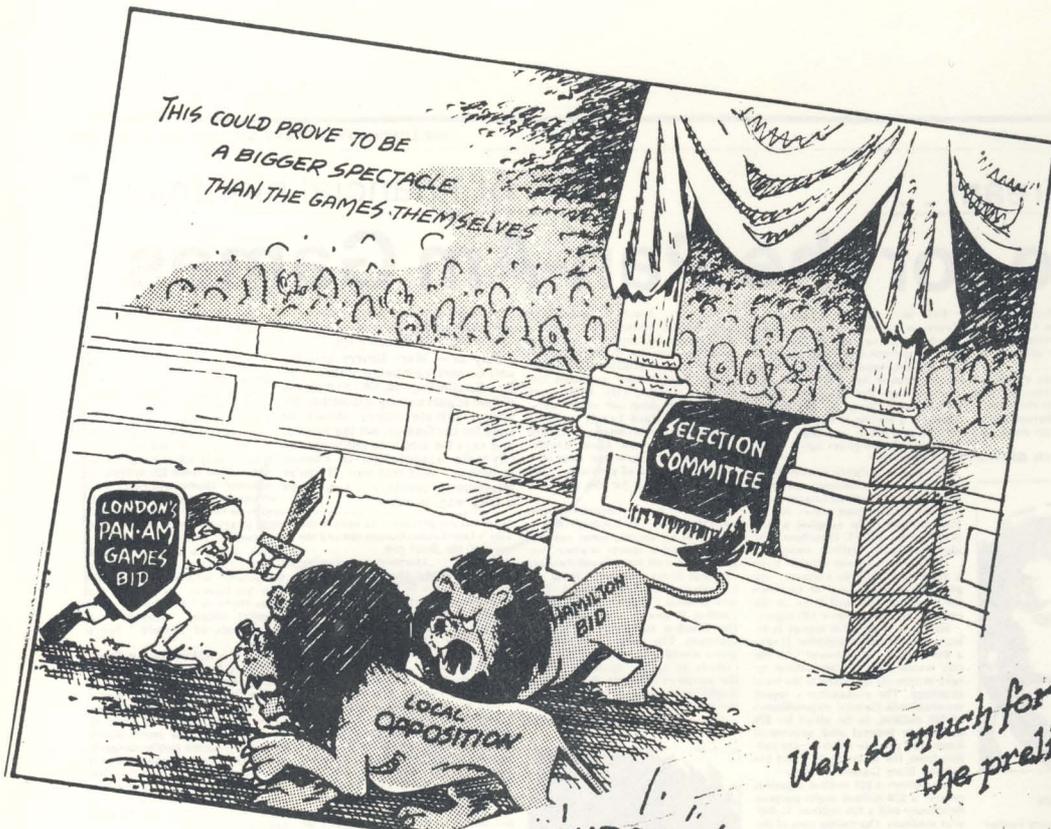
It was Jelinek, of course, who was the minister responsible for calling a halt to federal funds being used to host Pan-am 1991. And it wasn't long afterwards that London City Council conceded defeat on the proposal.

By the time our No-Tax for Pan-Am campaign wound down, over 45,000 homes in London had received a copy of our brochure, over 140 letters of support appeared in the editorial pages of the *London Free Press*, and Metz and Emery received extensive media coverage on the issue, including C.B.C. radio and television, local television, radio talk shows, cablecasts, and public debates and presentations.

It took exactly one year, \$10,000, and the efforts of many committed supporters --- but *we did it!* **Freedom Party**, Marc Emery, the *No-Tax for Pan-Am Committee* and its supporters can share in the knowledge that they played an effective and significant role in saving \$10 million of Londoners' taxes, and over \$90 million in federal and provincial taxes. By helping convince the federal government not to subsidize another gigantic money loser and by keeping City Council clearly on the run for over a year, there's only one way to judge the results of our efforts --- *we won!* --- and against all the odds. Remember, much of the print media and broadcast media was definitely *against* us on this issue, yet the ultimate decision still worked in our favour.

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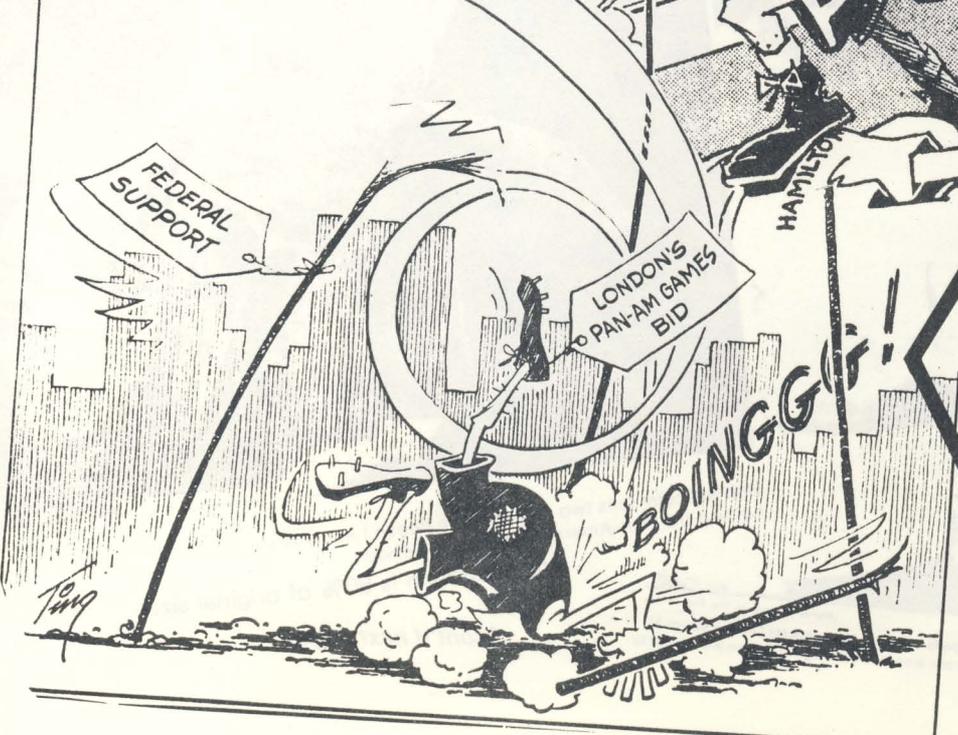
In the second editorial cartoon on the issue, Emery has been reduced to playing the role of a local detractor to Pan-Am 1991, but nevertheless continues to maintain his firm grip on the public purse.

*Well, so much for the preliminaries, now...*

In the first cartoon editorial acknowledging the existence of local opposition to the tax-financed Pan-Am Games, we are portrayed as one of two major threats to the scheme. The cartoon, incidentally, was a direct take off on our own 'Let the Games Begin' cartoon appearing on the cover of our No-Tax for Pan-Am brochure.



Finally, the last editorial cartoon on Pan-Am illustrates the result of our consistent organized action --- part of which included lobbying federal Minister Otto Jelinek to withhold federal funds from the scheme. (Almost makes you feel like you're living in a democracy again!)



[cont'd next page]

London following dream . . .

. . . or financial nightmare?

# The chase for the Pan-Am Games

London and Hamilton will go before the Canadian Olympic Association Sunday in a final attempt to woo the officials who will choose the city they would prefer to hold the 1991 Pan-American Games. The winner will advance to the international level of the selection process as this country's candidate. Unlike Hamilton, London has been mired for a year in controversy over the proposal to seek the Games. Following is a recap of what happened.

By Tony Hodgkinson  
of The Free Press

London's bid for the 1991 Pan-American Games proved to be a year-long political hot potato that ruptured city council, caused a community upheaval and exhausted just about every one on both sides of the issue.

The year saw Gordon Hume emerge as knight-crusader, exuding Olympian fervor as head of Mayor Al Gleeson's blue-ribbon Pan-Am Games committee.

It saw London bookstore owner Marc Emery declare an unrelenting one-man war in which he fired off thousands of anti-Games newsletters, evoking a public outcry that dominated the Letters to the Editor section of The Free Press.

In the beginning, there were five declared opponents to the Games on the 19-member council — Controller Art Cartier and Aldermen Andy Grant, Frank Flitton, Alf James and Wilma Bolton.

By year's end, apparently growing public resentment — despite official assertions it was the loud view of a vocal minority —

came the Canadian Olympic Association's choice for the Games. He would call for a professional opinion poll to gauge accurately the mood of the people.

O'Brien's comments came as Alderman Gary Williams warned "the people who support the Games had better get out in a darned hurry or this thing will go down the tubes."

It was a year markedly different

Feb. 16 — Liberal leader David Peterson jumps on the Pan-Am bandwagon, saying he feels the Games initiative is "a great idea" and enough community support can be generated to "pull this off."

Gleeson says the "movers" of the community "want to do things. There is a feeling it's time for this city to get going and take a bold initiative. Three years ago it would have been no."

April 11 — Calgary lawyer Doug Mitchell, new commissioner of the Canadian Football League, says it would make "good sense" for the Pan-Am bid to be coupled with a proposal for a CFL franchise. The idea eventually fritters away.

April 11 — Gleeson returns from a three-day visit to Calgary, impressed at the legacy of facilities the Western city will have at the end of the 1988 Winter Olympics.

May 2 — A go-for-it report is released by the bid committee. It says a \$10-million "investment" by the city would yield a \$300-million return in spin-off spending in the local economy. The committee's report recommends Games expenditures of \$98 million, to be offset by \$78 million in federal and provincial funds and private sources, \$10 million from the municipality and \$10 million from Games revenues.

It proposes a \$10-million aquatic centre, a \$20-million multi-purpose fieldhouse and a \$20-million, 35,000-seat stadium. Operating cost of the Games would be \$30 million and a \$10-million endowment fund would be set up.

May 29 — London's preliminary proposal is rushed by courier to Canadian Olympic Association headquarters in Montreal, snaking in under a deadline for submissions. Three other rumored contenders, Quebec City, Ottawa and Vancouver, drop out of the race.

June 1 — Jack Lynch, technical director of the Olympic association says he does not know whether Hamilton will have the edge over London because of previous experience in bidding for the 1983 Pan-Am Games.

June 1 — A new committee report says the Games in London could be linked to an international cultural festival and a sports science congress. The call for "an outstanding cultural festival" comes from the Canadian Folk Arts Council. Theatre London, Orchestra London, the London Regional Art Gallery and the London Regional Children's Museum. The sports science congress would attract about 500 specialists in sports medicine under the auspices of IWO. Both events would be funded separately from the Games.

June 6 — The Canadian Cycling

\$10 million of taxpayers' money on the city's regulation area.

July 23 — Marc Emery gets his anti-Games campaign under way by distributing 20,000 pamphlets aimed at galvanizing opposition. He argues private money should be used for the Games, not tax money, and says his aim is to encourage the Olympic association to choose Hamilton. "And that way, if you're interested in sports, you won't have a long way to drive."

Emery has been raised privately to match the city's latest contribution toward the cost of the final bid.

Aug. 2 — Alarmed by growing resentment to the Games, city council agrees to \$3 million by Pat O'Brien for a series of public information meetings.

Aug. 27 — A public rap-session at the central library shows heavy support for the Games. Only a handful oppose, including Blake who calls for a professional poll to determine citizen interest.

Oct. 1 — Bill Wardle, a native of London and vice-president of marketing for the 1988 Calgary Olympic Winter Games, says if London can't muster enough community spirited volunteers to stage the Pan-Am event, the project should be dropped. "If there's an element of community pride, go for it. If it's not there, don't go for it. Don't go half way."

Oct. 15 — A three-man Olympic association site review committee, chairman James Worrall of Toronto, Walter Sieber of Montreal and Robert Osborne of Vancouver visit London. Worrall's most encouraging comment is a bland "it's safe to say that there is potential here."

Oct. 16 — A Canadian Press report says the site review committee is impressed by an ambitious Hamilton proposal to build an \$85-million domed stadium with a permanent roof and retractable side panels. There is no direct attribution to site committee members.

Oct. 17 — London's Pan-Am committee announces at the second public information session it has scrapped its proposal for a velo-

run an advertisement present "all the facts" in support of Games.

Nov. 28 — The \$98-million Games estimate is slashed by \$4.1 million — \$93.9 million — basically through proposed lower capital expenses for the three major sports sites. Estimates project a scaled-down stadium of 10,500 permanent seats will save \$7 million, but it will be largely offset by an increase of \$2 million from \$20 million for a house. Hume reiterates the fact that taxpayers would be minimal — 66 cents a month or \$54 over eight years of financing on a house assessed at \$5,000.

Dec. 1 — The development advisory board places an advertisement headlined "straight facts about Pan-Am Games" in which it maintains there is "absolutely" no support among "thousands of thousands of people" for the Games.

Dec. 2 — Alderman Joe Fontana and Ward 3 colleague O'Brien tell rat-payers' session the city is split on the Games issue. Both men say they are not ready to cast votes favor of the proposal until they have a great deal more information. They admit public misgivings are widespread. Fontana says it "embarrassing" a city the size of London cannot offer many of the sports facilities smaller centres such as Tillsonburg and Brantford take for granted.

Dec. 3 — Thirty protesters in the public gallery of the council chamber look on as the politicians vote 13-5 to set up the reserve fund with an initial contribution of \$800,000.

Dec. 20 — Trevor Tiffany, director of swimming with the Canadian Swimming Association, says on visit to London "there's no chance of London winning the Games any Canadian city for that matter. He says the 1991 event is "going Cuba . . . that's an educated guess."



GORDON HUME  
--- sees huge benefits

from a quarter of a century earlier. One January night in 1959 city council took only three minutes to quash a proposal by then mayor J. Allan Johnston for a



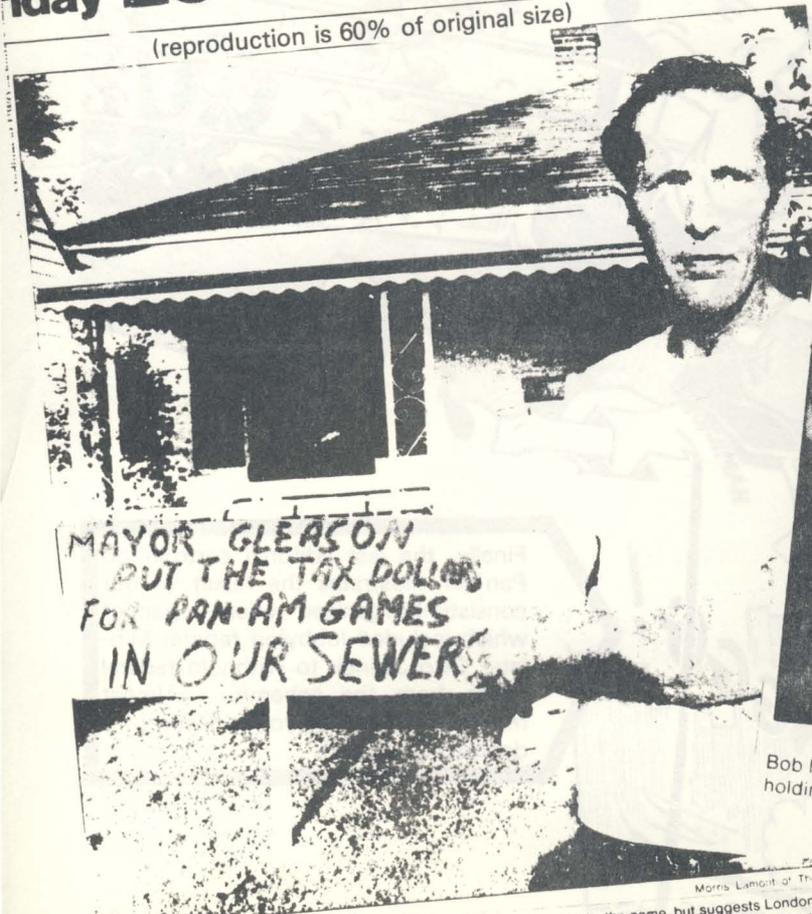
MARC EMERY  
--- unrelenting opponent

Friday, Oct. 12, 1984

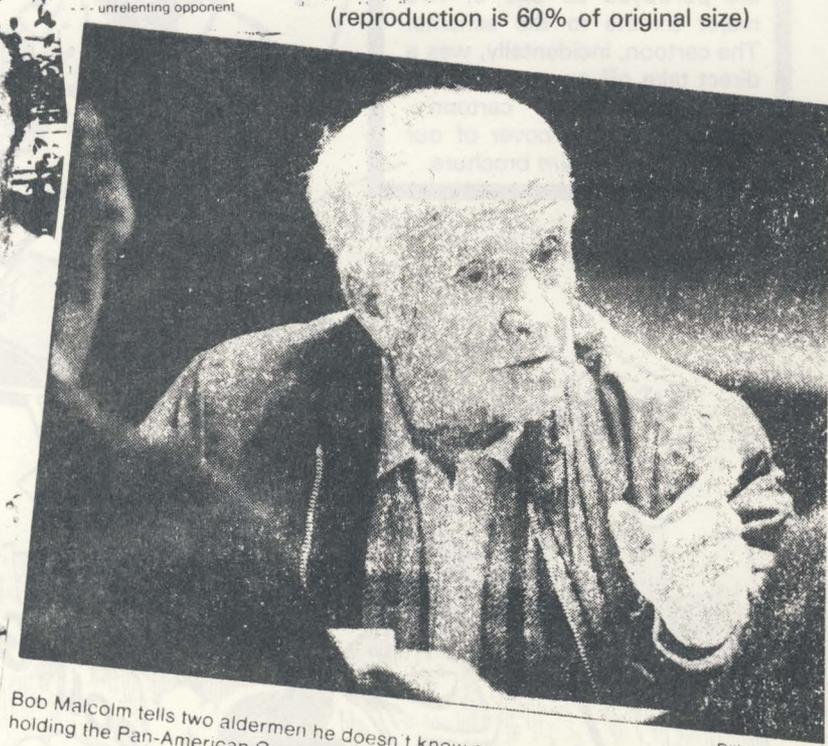
C	Deaths	C7
	Classified ads	C7-15
	Horoscope	C12
	Bridge	C13
	*	

The London Free Press  
Friday  
London

(reproduction is 60% of original size)



A sign on the front lawn of Jim Haskett's Bellwood Crescent home misspells the name but suggests London Mayor Al Gleeson could better spend tax dollars on storm sewers for the flood-prone area than on bringing the Pan-Am Games to London.



Bob Malcolm tells two aldermen he doesn't know anyone on his street who favors holding the Pan-American Games in London.

Bill Ironside

(reproduction is 80% of original size)

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# Pan-Am games divide London City Council

By DAVID HELWIG

Special to The Globe and Mail

LONDON, Ont. — Canada's bid for the 1991 Pan-American Games narrowly avoided a major setback Monday night when London City Council decided against holding a referendum on whether the city should be the host for the \$94-million event.

But the city's plan to contribute \$10-million toward the cost of the games is almost certain to become an issue in the Nov. 12 municipal election.

London's preliminary bid to be host to the games was approved last month by the Canadian Olympic Association, which chose the city over Hamilton, Ont.

City council has already approved a financing formula for its \$10-million contribution, but it does not expect to give final approval to the games bid until June or July.

If the approval is granted, the city will make a formal presentation to the Mexico-based Pan-American Sports Organization next January. Cuba is expected to be the only other contender for the 1991 games.

At Monday night's meeting, council voted 9-7 to take no action on a proposal from Controller Art Cartier that the games issue be placed before the electorate in November.

Prior to the vote, Controller Ron Annis said Mr. Cartier's suggestion was "an attempt to sabotage" the games, because it would jeopardize financing negotiations with other levels of government.

Alderman Alf James and Controller Joan Smith predicted that the games will become a municipal election issue.

Yesterday, at the offices of the London-based Freedom Party of Ontario, half a dozen volunteers were working hard to fulfil that prediction.

The workers were unpacking and sorting a shipment of 15,000 freshly printed brochures urging Londoners to oppose the use of taxpayers' money to pay for the games.

**Above article reprinted from *Globe and Mail* (March 1985). Letters to the editor (right & below) are a sample of *Freedom Party's* continual visibility in the local press. (*London Free Press*)**

Thousands of mail-in postcards addressed to federal Sports Minister Otto Jelinek and Ontario Consumer and Commercial Relations Minister Gordon Walker also arrived.

The postcards ask Mr. Walker (London's only Conservative MPP) and Mr. Jelinek to oppose any government contribution to the games.

"The election is our only resort. If they (members of City Council) won't listen to reason, maybe they'll listen to numbers," Marc Emery, a founding member of the Freedom Party, said. Mr. Emery is running for election this year in a

working class ward in northeast London.

Members of the London bid committee argue that the city has much to gain from being host to the 1991 event: a new 35,000-seat stadium with artificial turf, a 6,000-seat fieldhouse for indoor sports, and a 1,000-seat aquatic centre.

Price Waterhouse, an accounting firm retained by the committee, said that London would get \$500-million in economic benefits from the games, including 200,000 man-hours of work and tourist spending by 75,000 visitors.

## The virtue in capital gains

Sir: It is regrettable that Leonard Shifrin, in his June 3 column deploring the effect of the recent federal budget on needy pensioners, has seen fit to make foolish and misleading statements about the capital gains tax exemption.

He asserts that the money saved by the government through partial de-indexing will be given to rich investors. But this argument is completely false; no such correlation exists. How can allowing some people to keep what is rightfully theirs be characterized as "giving" them something?

Shifrin refers to some un-named "social activist" who regards the government's action as "breath-takingly evil"; I regard his attitude as breath-takingly stupid, given our horrendous budget deficits. (By the way, in my forthcoming "collectivist glossary," the term "social activist" is defined as "one who gets his keep from the state by advocating yet another government program whose benefits accrue to those who do not pay, but not to those who do.")

Shifrin quotes figures which show that the top half per cent of income tax filers get 43 per cent of all capital gains. So what? It's their money, not his. Why not look at something much more significant, like the actual percentage of taxes paid by the rich?

Here are the figures: The top four per cent of taxpayers — those with taxable incomes of \$40,000 and up — pay 29 per cent of the total income taxes paid, a ratio of one to 7.25; the top two per cent pay 18

per cent of our taxes, a ratio of one to nine. Extrapolating these figures to the top half per cent would give us a ratio of about one to 12. In other words, the rich are paying their fair share.

Abolition of the capital gains tax simply allows people to keep what they have earned by wise and prudent investment. Theirs was the risk; theirs is the reward. The Carter commission was wrong; a buck is not a buck. The dollar earning interest in a bank account is relatively safe; the dollar invested in volatile equity markets is not. Yet it is this last-named dollar which, when invested in companies that are perceived to have the potential for growth, allows such companies to expand, thus creating jobs and mitigating poverty.

The average Canadian, if he would just take off his blinders, could use the capital gains tax exemption as the cornerstone of an investment program which could provide him with a substantial retirement income and free him from money worries in his golden years. Contrary to Shifrin's view, this exemption is available to all, not just to the rich. We could have a whole generation of future senior citizens who wouldn't care one whit if governments chose to completely de-index or even reduce their pensions.

Speaking as a senior citizen myself, and who should put his money where his mouth is, let me affirm my full support for both the application and principle of de-indexing. Indexing, as a June 1 *Free Press* editorial pointed out, is no solution.

London MURRAY HOPPER  
Chief financial officer,  
Freedom Party of Ontario

## Politicians' cries of alarm create false impressions

Sir: In a recent mailer to Ontario voters, Bob Rae, leader of the provincial NDP, makes the following statement: "Did you know that in 1981 more than 3,000 people in Ontario who made over \$100,000 didn't pay a cent in income tax? And that you can earn up to \$41,000 in dividends and pay no tax?"

This insinuation of injustice reveals a dark side to the elective process: the growing tendency of politicians of every stripe to tell just enough of the truth to create a totally false impression. Here are the facts that Rae chooses to ignore:

1. Business losses of prior years, since they represent the loss of dollars on which tax was paid previously, can quite properly be written off in another year.

2. Tax on income earned in the United States might be paid directly to the U.S. IRS and might not appear in Revenue Canada statistics.

3. Tax on the \$41,000 is paid by the corporation; the dividend tax credit is simply a way of ensuring that the shareholder who ultimately gets the dividends does not end up paying tax again on the same dollars. Surely, even Rae would have to cry "foul" at any hint of double taxation.

4. Alimony payments are taxable in the hands of the recipient and are therefore

deductible from the income of the ex-husband.

5. The 3,000 people referred to represent only about two or three per cent of the total for that tax bracket.

There are probably many more reasonable, logical and equitable ways in which taxable income may be reduced. All the above information is well known to any tax lawyer or accountant. It is unfortunate that reporters do not include such information in pertinent news items; it would eliminate much pointless controversy.

Rae goes on to accuse the big corporations and wealthy people of getting a free ride at the expense of others. Has he forgotten that, despite opposition from lovers of freedom of expression, there is now on the books a law which makes it a criminal offence to incite hatred of any identifiable group?

Here's a bit of hard cheese for Rae to nibble on: Jobs are created by the rich, or by those who are on their way to becoming so. Example: In the early '70s, a small, three-year-old company named Intel had a breakthrough in the field of micro-processors; five years later, the original staff of 12 had grown to 8,000, scattered all over the globe. In other words, Intel, in the process of creating all those jobs, had become a multinational corporation, the

very organization socialists so love to hate!

London M. L. HOPPER  
Chief financial officer  
Freedom Party of Ontario



BOB RAE

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Reproduction: 75% of original size)

# EATON'S UNIONIZATION STRIKE A FAILURE

Because **Freedom Party** assisted the downtown London *Eaton's* employees in their successful attempt to resist union certification last fall, our reporting on the outcome of the highly publicized *Eaton's* strike is more than just a passing interest. It is a testament to the ever-eventual collapse of any "movement" that abandons the spirit of voluntarism and reason in favour of coercive tactics.

During the closing months of the *Eaton's* strike, left-wing interest and lobby groups were out in full force displaying their "support" of *Eaton's* strikers to the public --- a necessary move prompted by the reality that *real* support for the strikers was extremely low, both within the ranks of non-striking *Eaton's* employees and with the general public.

Of course, strike supporters could never admit it.

*Canadian Labour Congress* President Dennis McDermott, in an effort to make the strike appear more significant than it actually was, openly challenged *Eaton's* during a press conference in December: "I say to the T. Eaton Company and the rest of them: You are not taking on just a few hundred or a few thousand employees in your own enterprise, you are taking on the entire labour movement in this country."

Given the validity of McDermott's comment, the "labour movement" in this country has some interesting components. In addition to the *Retail Wholesale and Department Store Union* (the only union with a legally justifiable interest in the *Eaton's* strike), *Eaton's* has been subject to the lobbying, criticism, and charges of the *Ontario Federation of Labour*, the *United Auto Workers*, the *Public Service Alliance of Canada*, the *National Action Committee on the Status of Women*, the *Womens Strike Support Coalition*, the *Ontario Labour Relations Board*, *Bob Rae* and the *New Democratic Party*, and the *Canadian Conference of Catholic Bishops*.

But does the "movement" know where it's going? The above-mentioned groups all share one thing in common: a left-wing ideology that scorns economic freedom, competition (particularly in labour), and the profit motive. To achieve their *ends* they all appeal to or use the same agency --- government --- thus revealing the coercive nature of their *means*. The spectacle of all these lobby groups aligning themselves so clearly for easy ideological

identification by the public was possibly the most significant aspect of the *Eaton's* strike and did more to promote public *opposition* to strikers rather than support. Considering the number of lobby and special interest groups that found it necessary to become involved in the *Eaton's* strike, the company fared extremely well --- proving where public support actually was.

As a consequence, the *Eaton's* strike proved to be a tremendous blow *against* the very "labour movement" that all the left-wing lobby groups hoped it would enhance. The labour movement's inability to deal with economic and political reality has exposed it to be seen as a *privilege-seeking* movement that is even incapable of recognizing what "rights" are, let alone capable of advocating any of them. Thus, it finds itself resorting to coercive tactics (i.e., plastering stickers on the private property of *Eaton's*, creating physical blockades to prevent customers from shopping at the store, etc.) which, even though always having been an integral part of the "labour movement", were made far more *visible* by the inexcusable behaviour of those who chose to participate in displays of "support" for strikers. As a result, the movement has been left with less money, less credibility, and even less public support --- results the opposite of those its own supporters worked so hard to attain.

To add insult to injury, the five and a half month strike at *Eaton's* resulted in the signing of the same contract that was turned down by the *Retail, Wholesale and Department Store Union* last November. As usual, the people hurt most by strike action are always the strikers themselves, leaving one to ponder why it is that so many people join and support "movements" that invariably work to their own detriment. Half a year of lost wages, tarnished reputations as desirable, competitive employees, and a promise of more of the same in the future are but a few of the prices that union members must pay to be regarded as part of the "labour movement."

It's a high price to pay, but for abandoning reasonable argument and negotiation in favour of coercive tactics, one could argue that even when it appears that legal and political justice seem lacking, *economic* justice eventually visits even those who cannot recognize it for what it is --- an (economic) expression of the public's *freedom of choice*.

## ...AND Freedom Party helped!

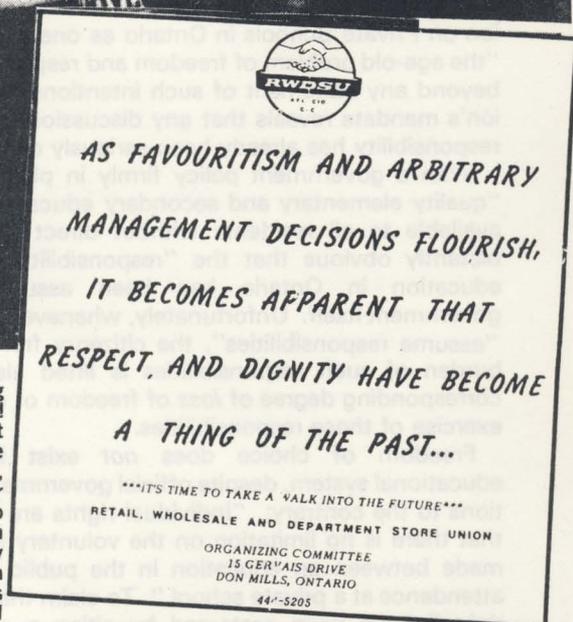
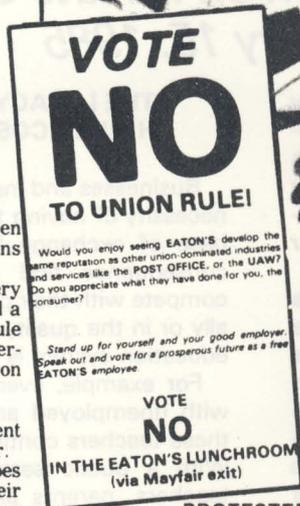
# Eaton's strike's a scam

GARTH TURNER

Business Editor



MAR 15 1985



The Eaton's strike is a scam. In fact, it shouldn't even exist — and probably wouldn't, if other unions weren't pulling the wool over our eyes.

This is organized labor's finest hour. It has picked a very visible, consumer-oriented target and then manufactured a strike. The support among Eaton's workers is miniscule and the attempts to turn this charade into a workers-versus-rich or (more laughably) a "women's issue" border on fraud.

Not to mention irresponsibility.

It's no wonder the Retail, Wholesale and Department Store Union is losing. It couldn't organize a sock drawer.

Doesn't anybody else see what's happening? Why does the media concentrate on the few bandit strikers and their bussed-in supporters? Why did 1,500 workers join the union and 30,000 didn't?

And while the papers report 1,500 workers are on strike, it's not true. Eaton's employees tell me a great many of the unionized souls either never went out or have drifted back to the shop. One informed estimate puts the number on the pavement outside the six struck stores (of 111 in the chain) at only 300.

Worse, a majority of those people are said to be part-time employees, who work only 12 to 24 hours a week — and don't have as much to lose as full-time workers.

So, if just 1% of Eaton's workers are on the outside and 99% are on the inside; if 95% of the company's stores are not affected by the strike — then where do these people come from and why are they media darlings?

Last Saturday, in a spectacle I couldn't believe, more than 3,000 people stormed the Eaton Centre, and paraded through the store disrupting business, offending shoppers and slinging verbal abuse on the workers.

But that store isn't unionized. The workers who took the slurs aren't involved in the strike. And neither were the people marching through the aisles.

No, they were participants in an International Women's Day parade, made up of women's groups, various left-wing splinter political groups and unions. There may have been 50 legitimate Eaton's strikers, but the other 2,950 were women downtown for a good time.

What right did they have to bust up Fred Eaton's store?

They had none.

Tomorrow it's going to happen again.

Sixteen striking female Eaton's employees will lead an assault on the Eaton's store at Scarboro Town Centre. But when they get there at 11 a.m., their numbers will be swelled by followers of the United Auto Workers, the Ontario Federation of Labor and the Metro Labor Council. On at least three occasions already, stores have been entered or forced to close — which is illegal.

Like the Eaton Centre, the Scarboro Town Centre is private property.

Jack McGee, a car dealer in Peterboro, represents the view of the majority of decent people.

"I grew up with Eaton's, and a better family you couldn't find," he writes me. "My father took three pay cuts during the Depression and still Eaton's kept him on — as they did most of their employees in those dark days.

"Every Irishman that got off the boat had only to appear at Eaton's door and he was immediately hired by Timothy Eaton.

PROTESTERS harassing innocent shoppers and workers at a store not involved in the strike were acting illegally and unfairly, says Business Editor Turner. There also are two sides to the propaganda war (though we usually only hear about the union side), as these pamphlets from opposing groups of workers indicate.

"Unions refuse to compromise their position. Unfortunately, over the past several years they did get it their way initially, and now they're finding out that business can get along without them very nicely."

Meanwhile, the current issue of *Toronto Life* carries a huge story on the Eaton's strike written by David Olive. It is tremendously slanted towards the union, does not point out that the overwhelming majority of workers rejected it, and does not include the company's view.

It also implies that my opposition to the union, its tactics and its unsavory fiends is somehow influenced by the company.

This, natch, is a crock. I admire Fred Eaton. I like Eaton's. I like to see a family succeed on hard work, value-for-money and entrepreneurial guts.

I do not like to see half-truths or innuendo. Ditto for listless and lumpy lemmings parroting empty slogans and dirtying Mr. Eaton's carpets.

Hey, fellow reporters: We've been had.

Even though the press ignored *Freedom Party* in its coverage of the Eaton's strike, it didn't completely ignore the results of our efforts. In fact, in his March 15 *Toronto Sun* column, Business Editor Garth Turner went so far as to proclaim the strike an outright publicity "scam" by showing how much opposition to unionization within the company actually existed among the majority of employees themselves. As part of his evidence that this was the case, Turner used the piece of literature produced by *Freedom Party* for the employees of Eaton's in downtown London. (Ours is the one on the left: 'Vote NO...')

When, in December 1984, the *Commission on Private Schools in Ontario* requested submissions by placing ads in many Ontario newspapers, **Freedom Party** seized an opportunity to address what will undoubtedly be one of the major political issues facing Ontario residents over the next decade --- the funding of education.

The Commission, headed by Dr. Bernard Shapiro, was given the responsibility to: [a] *document and comment on the contribution of private schools to elementary and secondary education in Ontario*, [b] *identify possible alternative forms of governance for private schools and to make recommendations for changes deemed to be appropriate*, [c] *assess whether public funding, and its attendant obligations, would be desirable and could be compatible with the nature of their independence*, and [d] *identify and*

*comment upon existing and possible relationships between private schools and publicly-supported school boards.*

Anyone who understands the nature of government "commissions" or public forums of this type, knows that they are usually a prelude to some intended government action. In this case, it was evident by the Commission's mandate that the Ontario government seemed intent upon *expanding* the "principle" of "public funding" to private, independent schools and that the commission was looking for ways to rationalize or justify such a move. Sad to say, many independent, privately-funded schools submitted briefs indicating that they were more than eager to accept public funding with, of course, the stipulation that their "independence" not be threatened.

Their willingness to accept such a contradiction may ultimately prove to be their undoing.

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## FREEDOM AND RESPONSIBILITY IN ONTARIO'S EDUCATIONAL SYSTEM

### *Brief to The Commission on Private Schools in Ontario January 15, 1985*

Without doubt, Dr. Bernard Shapiro has correctly identified his task as Commissioner of Ontario's Commission on Private Schools in Ontario as one of dealing with "the age-old problem of freedom and responsibility." But beyond any statement of such intentions, his Commission's mandate reveals that any discussion of freedom *or* responsibility has already been seriously compromised.

With a government policy firmly in place that states "quality elementary and secondary education should be available to all residents without direct charge," it is blatantly obvious that the "responsibility of providing education in Ontario has been assumed by the government itself. Unfortunately, whenever governments "assume responsibilities", the citizenry from whom the burden of such responsibilities is lifted also suffers a corresponding degree of *loss* of freedom of choice in the exercise of those responsibilities.

Freedom of choice does *not* exist in Ontario's educational system, despite official government proclamations to the contrary: "Individual rights are protected in that there is no limitation on the voluntary choice to be made between an education in the public system and attendance at a private school." To claim that "individual rights" have been protected by citing a *single option* available (only to those who can afford to financially support *two* educational systems) within the government's educational framework is an affront to the nature of individual rights.

Legitimate "individual rights" cannot impose obligations or restrictions upon others. Individual rights encompass *all* choices --- but only those choices for which *individuals* are willing to accept the responsibility.

It is disturbing to note that the mandate of this Commission appears to be less concerned with discovering "the one and only right position," and most concerned with finding "a public policy that responds to as many priorities as possible, maximizing the benefits and minimizing the costs." Given such priorities, it would appear that the Commission's role has less to do with the challenge of providing "quality education" than with dealing with an age-old *political* problem: *to whom* should the "benefits" accrue, and *to whom* should costs accrue?

Freedom and responsibility must go hand-in-hand. To claim that "quality education" should be available to all *without direct charge* totally violates any and all principles dealing with "responsibility."

**Freedom Party** contends that the current problems facing Ontario's educational system are a direct result of separating freedom of choice in education from the necessity of having to assume direct financial responsibility for that education.

### THE LEGACY OF "PUBLIC" EDUCATION HIGHER COSTS --- LOWER STANDARDS

Businesses and institutions that are exempted from the necessity of having to *earn* their revenues on a voluntary base of exchange (the free market), will as a natural consequence find themselves increasingly unable to compete with their private counterparts, either economically or in the quality of service they provide. Our public education system is no exception to this rule.

For example, even though the marketplace is glutted with unemployed and underemployed trained teachers, these teachers continue to command excessive salaries. With a public service monopoly on the services of teachers, parents and students can easily be used as pawns in labour disputes, while other students and teachers who would be willing to buy and-or offer services at market rates are effectively prevented from entering into voluntary transactions. The problem is intensified by the existence of a single monolithic government education system, leaving those affected without alternatives to turn to --- alternatives that would readily be available in an environment where private schools flourish.

The current public school system is also top-heavy with non-teaching personnel. For example, in 1984 London's Board of Education employed 1,075 non-teaching personnel and 2,070 teachers and principals --- a ratio exceeding 1 non-teacher for every 2 teachers! Since 1959, the increase in non-teaching staff has outstripped the increase in teaching staff by a ratio of 2 to 1.

The lack of competition and excessive bureaucracy in the public school system has resulted in a system that has too many large schools in certain areas that can't be filled (although the taxpayer is still committed to their upkeep and maintenance), while in other areas, availability of school space comes at a premium or is non-existent, requiring bussing with its attendant increase in expense.

With a decrease in the birth rate, and with changes in the residential character of certain neighbourhoods, the public bureaucracy is sadly behind the times in reacting to market realities. Small independent schools in a competitive marketplace would be in the best position to cater to areas where larger schools find they can no longer economically exist.

If nothing is done soon, taxes will continue to increase while educational standards will continue to decline, making the possibility of students seeking alternative methods of education even more remote.

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## *Independence from Government* **THE PRIVATE ALTERNATIVE**

### *Independent [Private] Schools:*

Independent schools are, as a general rule, much smaller schools than those existing within the public school system. They employ fewer staff, pay lower salaries, offer more flexible styles of teaching and are more intimately in contact with parents.

As a consequence, they are able to anticipate and react to new advances in technology, information, teaching techniques, etc., without the necessity of having to deal with the unwieldy political and bureaucratic processes that the current public system is faced with. However, because of "double taxation", these developments are generally out of the reach of the majority of parents.

### *"Double Taxation"*

#### *Destroys Effective Freedom of Choice:*

Currently, parents wishing to send their children to an "independent" school must pay, in addition to the fees necessary for their children's attendance at such schools, the compulsory education tax.

**Freedom Party** regards this as unacceptable.

Since children should have access to the best education available, and since parents should have it available at the most affordable price, compelling these parents to contribute to an education system with whose standards and objectives they obviously do not agree, is blatantly wrong.

Worst affected by this policy are the children of poor-, low-, and middle-income families who are financially discouraged from seeking alternative private education by the knowledge that there is no legal escape from having to support the "public" school system. Least affected by the policy are the children of high-income families, whose parents can obviously afford the extra burden of supporting *two* educational systems: the one of *choice*, the other of *compulsion*.

### *Public Funding for Private Education --- A Contradiction In Terms:*

It is no mere coincidence that from the government's perspective, when it comes to private education, "the only restriction in the exercise of choice rests in the fact that the schools are not government assisted." As a glaring example of how the government is attempting to provide "choice" without its attendant responsibilities, such statements are merely an extension of the philosophy employed in the public system. It is a philosophy that, if practised, will assure that the problems currently facing public schools will spread to the private sector as well.

Any attempt to "assess whether public funding, and its attendant obligations, would be desirable and could be compatible with the nature of their independence," is an attempt at trying to prove a contradiction. In particular, it is those "attendant obligations" that will ensure the destruction of any such independence.

## **IMPLICATIONS OF PUBLIC FUNDING on HIGHER EDUCATION**

As many university admissions officers will attest, high-school graduates are more than ever unable to read or write correctly. In addition, current youth unemployment statistics at the secondary school graduate level are a compelling indictment against the government's ability to train youths to be competent, independent, or versatile.

But the problem extends beyond the mere "quality" of education being offered. Because the state has "provided" them with an education *at no direct cost* to the parent or student, the *value* of that education has virtually lost all its meaning. As a result, the state has deprived individuals of the necessary *incentive* to seek a *marketable education*.

### *Economic:*

If already stretched tax-dollars are further stretched to encompass private education, fewer dollars will be left for post-secondary funding. At a time when university students have been publicly marching for increased tax support of their schools, it is most inappropriate to confront them with increased taxes in addition to increased fees.

### *Social:*

(a) Government funding of private education will necessarily lead to government *control* of private education. This will result in a removal of the diversity of education now available (though limited) in the province, a diversity vital to the university environment.

(b) Public schools suffer a greater degree of severe discipline problems, drug and alcohol abuse, vandalism, and other similar problems. These problems often continue after high-school into university and can be traced to a lack of respect for both education and property. Since parents do not directly pay for their children's education, such a result is not to be unexpected!

## **THE MEANING OF "EDUCATION"**

There has long been a general misconception of the meaning of the word "educate." The dictionaries have not aided in the elimination of this misunderstanding, because they have defined the word "educate" as an act of imparting knowledge.

The word "educate" has its roots in the Latin word *educu*, which means to develop *from within*; to educe; to draw out; to grow through the law of *use*.

An "educated" person is one who knows how to acquire everything he needs in the attainment of his main purpose in life, without violating the rights of his fellow men. It might be a surprise to many so-called men of "learning" to know that they come nowhere near qualification as men of "education." It might also be a great surprise to many who believe they suffer from a lack of "learning" to know that they are well "educated."

[Napoleon Hill; *Laws of Success, Success Unlimited Inc.*, Chicago, Illinois, 1969]

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## ON THE QUALITY OF EDUCATION

Private funding (i.e., payment for services rendered, directly from the education recipient --- the student or parent) encourages excellence in teaching. Under our current public system, *seniority*, not *excellence*, determines employment.

Worse than that, the government-controlled education system is evolving more and more into a part of the government's political agenda rather than being an institution of education. Courses that would never be justified in an educational system geared to meeting the *needs* of its students are now the main staple of primary and secondary education students.

Moreover, with the two levels of government (provincial and municipal) constantly at odds over funding, affirmative action hirings, cutbacks, French instruction, etc., both the Ministry of Education and the local school boards have become highly politicized.

When a militant teacher's union finds itself in opposition to the political party in power, the political manipulations of the education system that ensue clearly indicate that "education" must be taken out of the hands of the political process as much as possible.

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**Inquiries:** Election '85 produced no less than 300 new inquiries and contacts, and in addition to sending these people their requested issue papers and information on **Freedom Party**, they will be invited to attend our meeting in September which will kick off our campaigns and activities for the 85-86 season. The meeting will feature speeches from our candidates, audio-visual presentations, and a re-cap of **Freedom Party's** progress to that point. And of course, members and supporters will be invited to the event as well; we hope to see as many of you there as possible.

### GET INVOLVED!

As you can see, there's a lot of activity going on around here at **Freedom Party** --- and a lot more planned for the future. However, critical to the success of *our* efforts is *your* support. We're well aware that many of you don't always have the necessary time available to fully participate in each of our campaigns, and it's not something that we realistically expect. But support can be given in many ways: In addition to offering your time on whatever limited basis possible, financial contributions are always welcomed and always put to good use. If it has been a while since you last gave a financial contribution to **Freedom Party**, consider that option of involvement right now. *Any* amount (within provincially-established limits) is welcomed, as is any method or arrangement of payment support (i.e., post-dated cheques).

Though **Freedom Party** members and supporters have always come through with enough contributions to sustain our high-priority campaigns, many other projects and initiatives (which we haven't even told anyone about yet) are still waiting on the shelf for that financial input that will make them a reality. And if you've got some free time available, by all means, let us know.

## OUR PROPOSAL

**Freedom Party** contends that the key to solving most of the problems currently facing Ontario's educational system lies in *restoring* freedom of choice to parents and students --- a freedom that cannot possibly exist under any system of direct "public funding." To that end, we advocate a "voucher" plan (see *Introducing Freedom of Choice to Education in Ontario*) through which all education recipients could direct their education taxes to the schools of their choice, and through which their taxes would be limited by the amount of actual education expense incurred.

As a political party that advocates individual rights and responsibilities, we must insist that the beneficiaries of *any* service be required to bear the responsibility of paying for such services.

**Freedom Party** believes that the *purpose of government* is to *protect* our freedom of choice, *not* to restrict it.

**Brief prepared and edited by:** Robert Metz, President, *Freedom Party of Ontario*

**Additional Contributors:** Marc Emery, Action Director, *Freedom Party of Ontario*; Mike Gillespie, President, *University of Western Ontario Freedom Association*

The more people that are willing to help us out, and the sooner they are willing to help, the sooner success will be waiting for **Freedom Party**. Tell your friends and relatives about **Freedom Party**. Spread the word. Help distribute literature. Help *write* literature. Write us letters to criticize or compliment us.

It's all part of *getting involved*.  
Do it now!

...left-right-left-right-left-right-left-right...  
...Wrong!

### MARCHING TO FREEDOM

One of the more popular misconceptions generated by the philosophy of **Freedom Party** revealed itself in much of the public's coming to regard it as a "right-wing" party. Given the issues of our times --- primarily *economic* --- this perception is an understandable one. No doubt, had **Freedom Party** come into existence during the social upheaval of the sixties, it would have been labelled a "left-wing" party because of its support of civil liberties and opposition to censorship.

Of course, as a political party dedicated specifically to the preservation and protection of individual *rights*, not *interests*, **Freedom Party** cannot objectively be defined as either "left-wing" or "right-wing." Nevertheless, objectivity has rarely been a consideration in determining public perceptions of the political spectrum, so the onus has fallen back on us to help shape those perceptions. Define or *be* defined!

To that end, **Freedom Party** will be publishing literature in the near future to address the differences between "left-wing", "right-wing", socialist, capitalist, anarchist, communist, fascist, and the many many terms used to describe political philosophies.

Watch for it!



# Freedom Flyer

The official newsletter of the FREEDOM PARTY OF ONTARIO!

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ELECTION ISSUE!

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## ELECTION '85



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LONDON FREE PRESS

# Creating a Choice

# CREATING A CHOICE Freedom Party in Election '85

by Campaign Director  
Marc Emery

ELECTION '85  
A WONDERFUL BEGINNING

'Wonderful' may be an unusual term to describe an election campaign. Most campaigns are described in more technically-oriented terms, perhaps followed by some superfluous ones like 'brilliant' or 'making solid inroads' and all that. But none of these terms would by themselves describe the harmonious teamwork and effort displayed by our members in London, where **Freedom Party** fielded its first three candidates in a provincial election.

Campaign strategies, objectives, and policies were all adhered to and met. It was evident that our members had confidence in our strategy; all were aware that they were participating in a long-term, well-planned continuous campaign and that they were promoting the party's political theme that "the purpose of government is to protect our freedom of choice, not to restrict it."

For myself, it is particularly satisfying to be able to report that all 65,000 pieces of literature were delivered on schedule, that campaign costs came in on budget, and that our volunteers not only enjoyed their work, but also volunteered to help out on future campaigns. To date, among the many suggestions we received and will use in future election campaigns, not one complaint was received from the public, members, or volunteers with respect to our candidates' themes, styles, or professionalism employed during **Freedom Party's** campaign in Election '85.

## THE VOTE

### *Expectations vs Reality*

One of the greatest threats faced by any political effort in its infancy is the threat of the unrealistic expectation. When it comes specifically to political parties, there's no more fertile ground for unrealistic expectations than the *vote*. For that reason, we made it a point to repeatedly stress that the greatest number of votes that could be expected by any one of our candidates would be in the range of 100 to 200.

This was done because (a) it was likely to be realistic, (b) our campaign promoted the party, not the candidates (in fact, the candidate's name did not even appear on our literature), (c) it was our intention to reinforce to both media and supporters that our goals were aimed not at votes, but at new members and community involvement, and (d) it would establish a basis for realistic expectations, and thus prevent a let-down in post-election morale.

It is very important to keep a lid on expectations of activists and candidates who get "election fever" during a campaign. It is easy to mistake the public's increased awareness of **Freedom Party** and friendly remarks like "You have many good ideas" as a vote trend, which, of course, it definitely is *not*. It is critical that our results be compared with our own claims of expected results, rather than with the uninformed and unrealistic expectations of others.

## LONDON & WESTERN ONTARIO

THE LONDON FREE PRESS, Wednesday, April 17, 1985

(Reproduction: 70% of original size)



Attendance was up significantly for Tuesday night's London South all-candidates meeting, sponsored by the chamber of commerce. About 100 people showed up compared with about 60 in London North on Monday. At right, Liberal Joan Smith makes a point. Beside her are Gordon Hume, general manager of CKSL Radio who was the moderator, and Robert Metz, contesting the riding for the Freedom Party of Ontario. Other candidates are Consumer and Commercial Relations Minister Gordon Walker and New Democrat David Winninger.

Although the press coverage below may initially not seem flattering, the positive response generated by the half-page article in the *London Free Press* proved that the first step towards attaining credibility in the political marketplace is to develop a realistic self-image.

The second step is to promote realistic expectations. Like it or not, *Freedom Party* IS a "fringe party." As a very recent

entrant in the political marketplace, it is only natural to assume that we are on the "fringe" of the public's awareness and that as a consequence, our electoral expectations had best be tempered to coincide with that reality. As to the claim that fringe parties "don't go anywhere," one's perspective must also be tempered by the knowledge of knowing *where* one is going. And we got there.

(Reproduction: 70% of original size)

## Fringe parties don't go anywhere — or expect to

By Nick Martin  
Toronto Bureau

Premier Robert Metz? Don't count on it.

Not even Metz, the leader of the London-based Freedom Party of Ontario, is predicting more than 200 votes for himself in London South or for any other Freedom candidate in the provincial election.

Fringe parties rarely go anywhere in Ontario provincial politics and the 1985 election should not be an exception, particularly in the ridings in and around London.

While eight political parties have gained official registration in Ontario by submitting petitions signed by 10,000 voters — thereby gaining the ability to issue tax receipts for political contributions and use the party name on election ballots — it looks as though it will be strictly the Tories, Liberals and New Democrats divvying up office space at Queen's Park again.

The Freedoms expect to run candidates in the three London ridings and as many as seven in Toronto, but the Libertarians will have no more than two in South-western Ontario and the Green party will not likely field anyone close to London.

The Communist Party of Canada hasn't any plans for the London area and the Northern Ontario Heritage party, formed in 1977 to campaign for provincial status for Northern Ontario, has never run a candidate anywhere and has virtually no members.

If the Rhinoceros party, Marxist-Leninists, Social Credit party — none has sought official recognition in Ontario — or any other group runs candidates, they'll be listed as independents.

The Freedom party started in London last year, rising from the ashes of Toronto's Unparty, itself an offshoot of the Libertarians. The Unparty had obtained official status but was going down the tubes when its power base shifted to London and underwent a name change, retaining the coveted official party registration.

Metz — party president, leader



Ken Wightman of The Free Press  
Freedom party president Robert Metz and campaign director Marc Emery, in the background, haven't any illusions about their fringe group's chances in the provincial election.

and London South candidate — and campaign director Marc Emery acknowledge they're not putting together a transition team to form the government at Queen's Park. What they're doing in their third-floor walkup above a music store on Richmond Street is laying the groundwork to attract more people for a real run at power in a decade or so.

"Realistically, we expect our candidates to get between 100 and 200 votes," said Metz.

Metz, 32, is a self-employed accountant. Emery, 27, operates the City Lights book store. A former federal and municipal candidate, he became a controversial figure through his opposition to paying a business levy for the downtown business improvement area.

Emery doesn't make any secret of the fact he intends to run in November's municipal election and many of the Freedom party's

issues spill into the municipal field. He will not run provincially this time.

The Freedoms will campaign on anti-censorship, freedom-of-choice in any government-related activity, keeping tax money out of London's bid for the 1991 Pan-Am Games and generally keeping government out of the economy.

They even consider Consumer and Commercial Relations Minister Gord Walker a left-winger because of government intrusion in the marketplace and private citizens' freedom-of-choice and denounce Liberal leader David Peterson for mouthing "Liberal party socialist claptrap."

The Freedoms show up whenever it can in London to fight for citizens' rights and become established as an intelligent, articulate, well-informed political movement, said Emery. "People think politicians are a scummy lot

anyway. The premise of our campaign is to appear credible."

It annoyed Emery that Metz calls the Freedoms a fringe party, but the party leader argued: "I use fringe party because, in the eyes of people, we are."

That drive for credibility is what compelled Emery to publicly praise the police for firing tear gas to break up a student party at Gatewood Place last fall, said Emery, and to campaign against the union members now on strike against Eaton's.

"They're never going to get unionized there now. The whole left-wing radical front is causing that whole union to commit suicide." The Freedoms will always defend the right of workers not to join a union, he vowed.

Denouncing union organizers at Eaton's led Emery and Metz onto another of their favorite topics: feminists, described by Emery as "strident, shrill, left-wing radi-

cal." Feminists are "an organized NDP front" who do not speak for the great majority of women, said Emery. Women's issues, such as day care, equal pay for work of equal value and affirmative action are non-existent issues for most people, he said.

The Freedoms will target Peterson in the election campaign because he is "four-square in favor of more censorship" to combat pornography and because he favors more day care, Emery said.

While the party says it will run candidates in all London ridings and as many as seven in Toronto, only Metz and Michelle McCole are announced candidates. McCole, an employee of the London Pennysaver, will run in London Centre. The party does not believe in nomination meetings. Metz and Emery hand-pick candidates who are acceptable to them. They have 130 members signed up and expect at least 50 to work actively on a London election campaign.

Any candidate, warned Emery, would have to be prepared to carry the "legacy" of a trouncing at the polls.

Among the Freedoms' planks will be:

- No tax money for the London Pan-Am Games or the domed stadium in Toronto.
- An end to the Ontario Human Rights Commission that prevents employers from exercising their freedom of choice in hiring, said Emery.

- Provincial and municipal taxes applied only to hard services, such as roads and sewers.
- An end to the Ontario Film Review Board and all censorship.
- An end to rent control and the government's monopoly on beer sales.

Emery refused to label his party, saying both left and right wings are evil.

The Ontario Libertarian party again will field Kaye Sargent in Oxford where she won 1.5 per cent of the turnout in 1981 with 493 votes, but a London candidate is questionable.

"We're sort of weak here in London," said Bruno Oberski, who ran federally for the Libertarians twice in the Hamilton area before

moving to London. While he will not be a provincial candidate, Oberski said, "we're trying to form an association here for the whole city."

If the Libertarians field a local candidate, it will be in London South, said Oberski, although the party is somewhat lacking in members throughout the city.

A turnout of 1,000 votes would get the Libertarians' message across but that isn't likely, he conceded. "We're talking 200 or 300 votes."

Given that the Freedom party evolved from a breakaway group from the Libertarians, and Emery himself is a former federal Libertarian candidate, the similarity in their philosophies is not surprising.

Referring to what he called "The Pan-Am Olympics," Oberski said: "Where does it stop? They can only tax us 100 per cent and then we're a totally socialist society. The handouts have got to stop somewhere."

The environmentalist and peace-oriented Green party received official status a year ago, fielding dozens of candidates across Canada in the Sept. 4 federal election but will have only a few provincially in the Toronto and Niagara Falls areas, said party spokesman Jutta Keylewerth of Toronto. The Greens won't be in the game in London.

"It's so small and few and far between" around London, said Green party Oakville candidate Chris Kowalchuk, recently dispatched to the University of Western Ontario to try to drum up support.

Only six people showed up at UWO to discuss the Greens, he said. The Green party eschewed personalities and traditional structures a year ago to the extent that party leader Trevor Hancock told reporters he was party leader only because some government regulations require an official party to have a leader. The party shied away from recruiting environmentalist Richard Thomas — a former Liberal who lost the Parry Sound provincial riding by six votes in 1981 — because he was too well known with the general public.

4 Needless to say, the 1,600-plus votes we received at the polls across London well-exceeded our expectations of only about 200 votes per candidate. As a consequence, we found ourselves constantly being congratulated by both the media and the public for "doing better than you thought you would."

Success comes in many disguises.

### TACTICS

Our campaign tactics were simple: deliver a single brochure with an enclosed post-paid card (offering information and action options for those interested) to 65,000 households in the campaign areas of London North, London Centre, and London South. Since our primary campaign objective was to find and solicit members from the public who shared some common beliefs with **Freedom Party**, the over-300 serious responses we received have presented us with an excellent base from which to draw future supporters of campaign initiatives.

Our election signs were produced as 'generically' as possible to allow their use in all three ridings and so that they could be reused for future elections and special events. Candidates' names were simply printed on stickers designed to fit an appropriate blank on the sign. Most importantly, our signs said nothing about 'voting' --- we were asking for involvement.

### LITERATURE

**Freedom Party's** election brochure was ready and at the printers three days after the election was called --- deliveries began by day ten. A copy accompanies this newsletter.

We were fortunate in having been able to test out our design style well before the election --- it was precisely the same as the one employed by us in conjunction with the local *Eaton's* employees NO-UNION campaign last fall (see *Freedom Flyer* no. 4 & 5) --- and which proved to be highly effective.



Sam McLeod of The Free Press

(Reproduction: 60% of original size)

A disappointing crowd of about 60 people turned out Monday to hear the four provincial election candidates for London North in debate at the City Centre Holiday Inn. From left, seated, are Liberal Ron Van Horne, Freedom Party candidate Rob Smeenk, Tory George Avola and New Democrat Marion Boyd. At the microphone is moderator Gordon Hume.

## Candidates' debate draws small crowd

Jobs, taxation, government longevity and separate school financing were the election issues the four candidates for London North had on their mind Monday as the London Chamber of Commerce sponsored the first of a series of all-candidate nights at the City Centre Holiday Inn.

A disappointing crowd of only 60 people, nearly all of them party workers or media representatives, turned up for the debate and question period which was moderated by Gordon Hume, general manager of CKSL Radio.

Liberal Ron Van Horne, MPP for the riding in the last house, zeroed in on the "dry-rot infested" and "barnacle encrusted" Tories, reminding his audience that anyone under the age of 42 in Ontario had never known any other government. It was time for a change to the Liberals, he said.

The dry rot of Conservative arrogance, he said, showed in patronage appointments like that of Clare Westcott, former executive director of retired premier William Davis's office, to the chairmanship of the Metro Toronto Police Commission. That job, he said, would pay him a salary of more than \$80,000 a year on top of a government pension of \$60,000.

"That is what you call a barnacle on the bottom of the good ship Ontario," Van Horne said.

Progressive Conservative candidate George Avola spoke out on the need to build on years of prosperity and on the Tory government record of job creation which he called the best in Canada. "The record of the Conservatives," he said, "was one of excellence."

The continuance of growth, he said, would allow Ontario and Ontarians to create the new jobs it still desperately needs and to maintain a social service network that is one of the best in the world.

New Democratic Party candidate Marion Boyd insisted her party is not the anti-business party it is so often painted as and blasted the Tories for tax giveaways to major corporations when it was allowing small business to wither.

An NDP government, she said, would ensure that small business is given the affordable credit needed to grow and prosper and to create the jobs that are so desperately needed in the economy.

Rob Smeenk, candidate for the Freedom party, said his aim on the election trail and that of his party is to argue for less government and less regulation on both people and

business. The businessman, he said, has been turned into a permanent scapegoat for all of society's troubles when it is business skills that are required to turn the economy around and create jobs.

He added that "freedom of choice" is perhaps the issue of the election and one that he intends to spend a great deal of time addressing.

On the issue of separate school financing, all three traditional party candidates spoke out firmly in favor of extension of full public financing to Catholic schools up to Grade 13, but all three, including Conservative Avola, added there is a need for more thorough public and legislative debate on the issue. Smeenk preferred a "voucher system" where Ontarians would be able to divert their taxes to a school system of choice.

(Reproduction: 85% of original size)

As to the text, it was relatively easy to read, but highly philosophical in relation to the offerings of the other political parties. Though some regarded it as slightly "word-heavy", it was important to consider that our strategy was to appeal to those who basically were already in agreement with us. Since our platform and philosophy require some understanding of intellectual tenets, anyone interested enough to *become involved* with our party would want some depth.

Some critics claimed that we did not deal specifically enough with the "issues" in our election brochure --- a deliberate manoeuvre. Many people peruse literature only in order to find something objectionable to justify their vote *against* "something", but because our message was so highly philosophical, few people had a reason to disagree with us and consequently we made few enemies.

## THE CANDIDATES

Although two of our three candidates had no previous experience on the political frontlines, they were well briefed on the issues and maintained a firm grasp of **Freedom Party's** philosophy and campaign strategy.

Possibly the most gruelling question period of the whole election campaign occurred at **Freedom Party** headquarters during a mock candidates debate, where each candidate was required to answer a half hour of intense questioning from the "audience", **Freedom Party** volunteers who played devil's advocates for the evening.

Initially, both Michelle McCole and Robert Smeenk expressed some reservations about their ability to handle questions in light of the pressure applied on them during the exercise. It was our expectation, however, that the new candidates would be turning all the questions they

*cont'd*

# London South candidates' meet encourages Jaycee sponsors

By Tony Hodgkinson,  
of The Free Press

Unlike their counterparts in London Centre who had an early night this week when an all-candidates' meeting was cancelled because of a poor turnout, the four London South election campaigners got to go through their platform recitations for the fourth time Tuesday.

It was to the delight of the West London Jaycees, fearful of a repeat of Monday night's low attendance that resulted in the London Centre candidates agreeing to scrap their meeting when only four voters showed up.

The Jaycees' meeting chairman, Blaine Channer, said he felt that "a lot of publicity" generated by "the negative aspect" of Monday's meeting had been instrumental in encouraging more people to respond to Tuesday's political gathering at Laurier Secondary School.

Channer said a hand count showed there were 23 voters in the audience which also included about 20 campaign workers and media representatives.

It was the fourth all-candidates meeting for the London South standard-bearers in the May 2 provincial election — Tory Gordon Walker, Liberal Joan Smith, New Democrat Dave Winninger and Rob Metz of the London-based Freedom Party of Ontario.

Much of what they had to say was a repeat of their previous platform electioneering, although the meeting became dominated by education funding during which Metz was given a grilling by his political colleagues and members of the audience over his argument that individuals should be allowed to direct their education taxes to the system of their choice.

He charged that education is a government monopoly which is "turning out a bunch of clones" and added that individuals should be responsible for their own post-secondary education and not have to pay for the education of others all their lives.

Winninger said the provincial government's payout of six cents on the dollar for education is the lowest in the country. He reiterated NDP policy, which advocates removing the education tax component from the municipal level and collecting the money through income tax, which, he said, would better reflect a wage earner's ability to pay. He termed government funding for education as appalling.

Earlier, Walker defended his government's track record and took the opportunity of saying the poor turnout at the meetings demonstrated that people are "relatively content" and that "there are no substantial burning issues in our constituency."

However, he added that in his campaign to retain the London South seat, he had concluded that the issues on the minds of most people were the economy and jobs.

In an interview, he said the concern stemmed from the fact that most people had been affected, or at

least become somewhat apprehensive, of the worldwide recession and were frightened.

However, he told the meeting that Ontario has "had real success in our recovery" and that 335,000 net new jobs had been generated in a two-year period up to December, 1984.

Walker's appraisal of his government's performance was attacked by Winninger who said unemployment among youth in London has topped 16 per cent. He said there were three major reasons — job availability, lack of job skills among the young and illiteracy.

Complaining that 75 per cent of highly skilled workers were trained overseas, Winninger added that the number of apprentices in Ontario account for less than one per cent of the total workforce. He said there are not enough skills training programs at a time when the high rate of unemployment is mixed with a skills shortage.



Bill Ironside of The Free Press

London South candidates face an audience of 24 Tuesday at a West London Jaycees' meeting after a Monday session with London Centre candidates was scrapped when only four voters turned out. Fielding questions are (from left) Tory candidate Gord Walker, New Democrat Dave Winninger, Liberal Joan Smith and Freedom Party president Rob Metz.

(Reproduction: 60% of original size)

had difficulty with over in their minds during the following ten days prior to the first *real* all candidates debate. Delightfully, this is exactly what happened. Questions that were "difficult" became easier to answer, accompanied by an equivalent degree of greater confidence in the answers.

By the time the campaign was in full swing, our candidates always appeared in public sharply dressed, spoke out firmly in favour of freedom of choice, and always asked voters to get involved with our local initiatives.

After opening speeches were made, the difference between **Freedom Party** and the other parties was made crystal clear, even without ever having to mention the other parties by name or by policy. In this way, no one was offended by our approach, leaving the door open to a consideration of our ideas.

Because of the credibility and professionalism exhibited by our candidates, we can all be thankful that **Freedom Party** was not treated like most "fringe parties", but rather, as part of the political mainstream.



out... was...  
(Walker, lost to Liberal Ron Van Horne in London North in 1975 but was elected in London South in the 1977 provincial election and has since served as min-

ister of correctional services, minister of industry and trade, provincial secretary for justice and minister of consumer and commercial relations).

Thirty-three-year-old Metz, meanwhile, is using his first foray as a candidate in the political arena as an opportunity to build the membership of his London-based Freedom party of Ontario, an offshoot of the Libertarian party. He doesn't expect to receive more than 200 votes.

Throughout his campaign, he has emphasized freedom of choice rather than government interference. His platform includes anti-censorship, keeping tax money out of London's bid for the 1991 Pan American Games, and generally keeping government out of the economy.

Of his reception thus far, Metz, a self-employed accountant, says: "I think people like the answers, but they won't vote for me yet. We are talking about political credibility, which means being electable, and we are looking at 10 years down the line (for a candidate to be elected to Queen's Park)."

His appraisal of the contest between Walker and Smith is that "it is an awfully close race and I have to commend Joan Smith for the work she has done. She has been out there on the hustings since October and her work shows."

Despite her hard work, though, Walker has turned in an expansive performance, opening up 13 community centres throughout the riding. In reality they are min-headquarters, each with a manager. His high-profile campaign will cost more than the \$77,881 he spent in 1981, compared to the Liberals' \$39,431 and the NDP's \$12,000.

How much more, he says he doesn't know but at a class by Smith's car...

oyd seemed to be cruising along smoothly with her pitch to put people first until she hit the abortion hole.

Smeenck fared well until he conceded his demand for less government also meant less spending on social services, university spending and Catholic school financing.

Progressive Conservative candidate George Avola was not present at a private commi...

### MEDIA COVERAGE

Traditionally, the media has been known to ignore the activities of small parties during an election. Because so many small parties are often chaotically organized and have totally unrealistic expectations, this attitude is understandable; after all, they've heard it all before. But such was definitely *not* the case with local coverage given **Freedom Party** candidates in Election '85.

Significantly, coverage given our candidates left the impression that they were presentable, competent, realistic, and caring. Quotations were positive, succinct, tasteful, and far more than the standard one-sentence coverage usually accorded smaller parties in larger urban areas.

Possibly the most outstanding and comprehensive coverage we received during the entire election campaign came in the form of a four-minute featurette appearing on London's only local television station, C.F.P.L.-T.V., where it was broadcast twice during the day, including a segment on the supper hour newscast. It was almost as if we produced it ourselves, proof that a well-planned marketing strategy pays off. A number of electors mentioned seeing it and agreed that it conveyed a desirable and positive impression. If not their vote, at least we earned their respect, an asset that will prove far more valuable to us in the future than their vote would be today.

of the... some traditional supporters unite in an attempt "to cast out V...r." Winner hoped they would "return to the fold now Walker is out of the picture."

Metz, who during the campaign said he didn't expect to receive more than 200 votes, was "very pleased" with his showing and with those of two other Freedom party candidates in London North and London Centre. Those candidates, Robert Smeenck and Michelle McColm, pulled in 562 and 401 votes respectively, with 99 per cent of the polls counted.

"We surpassed anything we expected in a campaign where we were pushing the party, not the candidates. Not bad at all for the first offering," he said of his fledgling "less government" party that was formed only last year.

Of the London South election, he added: "You really get that anti-Walker feeling."

Walker's fate was evident from the outset. With six of the riding's 22 polls reported, she had...

# Students liven up election meeting

By Pat Currie  
of The Free Press

Running an effective, credible campaign on only \$2,000 per riding may, to some, have seemed to be an impossible undertaking. But a major mistake to avoid during an election is to spend each and every dollar raised during the campaign period, regardless of whether the expenditure is cost effective or even relevant to the campaign's over-all objectives. And when you know that you're not going to win (i.e., an electoral victory), objectives must be focused on building an organization that can sustain itself during non-election periods.

How did we raise the money? The vast bulk of our financing was raised quite bluntly by our letting local activists and members know that we expected a minimum contribution of \$50 towards campaign expenses and --- without exception --- every supporter came through with a donation of \$50 or more. Because signs and design costs had already been incurred prior to the election, we were able to raise enough money to operate the bulk of our campaign within the first ten days after election call.

Key to our financial strategy was our marketing strategy. In other words, every cent spent during the election was completely consistent with our marketing strategy. Despite the belief of many that money can buy "visibility" and consequently *credibility*, this is simply not the case. Only *results* in your local community are worth anything. They're an *investment*, not an expense.

Let us never lose sight of the fact that *growth* --- activists, riding associations, new members, campus clubs, etc., --- is our primary objective, not getting votes. Spending money on short term mass media advertising like billboards, radio, television, etc., is completely unjustifiable until a candidate is in a position to win a riding. Until we are in a winnable political environment at least a decade from now, all our dollars will continue to be *invested* in our political future.

The London Centre all-candidates meeting Friday morning at Catholic Central High School was a far cry from the dull to the point of cancellation meetings the candidates have become used to.

When London Centre Liberal Association president Tom Kelly, representing David Peterson, was introduced, the 150 students in the school cafeteria whooped, whistled and clapped like the studio audience for a Johnny Carson show.

Conservative candidate Bill Rudd had to concede he noticed the difference on the "applause meter" between the reception afforded Kelly and the more restrained welcomes received by himself, New Democratic Party candidate Peter Cassidy and Marc Emery, campaign manager for Freedom party candidate Michelle McColm.

"This is a Liberal school," a student bellowed as Emery tried to give his closing statement over the din of notebook shuffling, fake coughs and sneezes from the audience.

Emery was responsible for generating most of the fireworks, especially when he referred to the other candidates at one point as "weasels."

It must have been apparent to Emery early on that he was talking to a generation fully conditioned to living with government organized social programs.

Emery expounded the Freedom party line that wants government out of everything from medicare and education to labor negotiations and cleaning up pollution. "We

want to give you back your freedom of choice ... these other three candidates all have the same opinion. They want you to put up and shut up and do what they want."

"I don't understand how the heck you can say that," one student responded.

At another point, Emery insisted that government was responsible for pollution in Pottersburg Creek because riverside lands in the Thames watershed are owned by government agencies. "The whole Thames system should be given back to the people whose back yards butt up against the water. Then they can sue the s.o.b.s who pollute it."

Beer and abortion seemed to be much on the students' minds.

Kelly received a cheer when he said bluntly that a Peterson-led Liberal government would allow sale of beer and wine from corner stores. Quebec, which has allowed such sales for years, has lower rates of drunk driving and alcoholism than Ontario with its tightly controlled outlets, he said. "The LCBO (Liquor Control Board of Ontario) obviously doesn't work."

Kelly didn't get nearly as friendly a response when he told a female student he would not express his opinions on abortion and launched into a lengthy explanation that Peterson supported existing abortion laws, but that the whole question would eventually have to be dealt with by the Supreme Court of Canada.

Cassidy said he fully supported the NDP's long-standing policies of equality for women, accessible day care centres, tough environmental controls and a ban on extra billing under OHIP.

"I support the NDP stand on access to abortions on demand. You may not like it, but that's my position."

Rudd warned the students against allowing any party to mortgage their future by promising expensive social benefits now.

"You're going to have to pay more because you'll be paying for us as well as yourselves," he said in another whack at the \$35-billion federal deficit run up by the former Liberal government.

-reprinted: London Free Press



Illustration above is a facsimile of our Election '85 signs. Actual size: 2 ft. x 4 ft.

The article (above right) doesn't mention that over three dozen students virtually mobbed Emery after the formal debate to continue arguing against or defending his point of view. This "second debate", after 45 minutes of heated exchange, had to be broken up to allow access to the cafeteria where it was held.

# CREATING A CHOICE

## Freedom Party in Election '85

### by Campaign Director Marc Emery

Of all the objectives that **Freedom Party** has set for itself, possibly the single, most satisfying accomplishment we can add to our growing list of accomplishments is that --- for the electorate in London Ontario, at least --- we created a *choice*. As acknowledged by the election day editorial cartoon in the *London Free Press*, **Freedom Party** uncontestedly left its mark in the political community.

In a campaign where an electoral showing (let alone victory) was obviously beyond our grasp, we made no election promises that we couldn't keep. In fact, our only promise came in the form of a commitment to remain active in the community *between* elections, in the same way we demonstrated our community activity during the period preceding the election.

Particularly pleasing was the manner in which **Freedom Party** was treated by the local media. Although the press was aware of our electoral expectations, our past record of community activity --- and its political results --- evidently persuaded it to treat us as a mainstream political party. **Freedom Party** received fair and extensive media coverage during the election period, including even special featurettes which appeared on television and in the newspapers. And on radio, it wasn't uncommon to find that a **Freedom Party** candidate was the *only* person quoted or given an aired comment following an all-candidates debate.

#### THE CANDIDATES and THEIR CAMPAIGNS

Though it may seem a little biased for us to say so, **Freedom Party** members, supporters, and volunteers can be proud of the fact that the party's first slate of election candidates were among the most professional, well-spoken, and marketable candidates to appear on the provincial election scene in 1985. In fact, when it came to the three London ridings, the only other candidate of comparable stature (political philosophies aside) was Liberal leader *David Peterson* (London Centre), whose political performance evidently compensated well for his party's lack of political direction and substance.

#### LONDON CENTRE *Michelle McColm*

Representing **Freedom Party** in London Centre was *Michelle McColm*, an executive secretary who, in addition to holding a B.A. from the University of Western Ontario, is also a qualified fitness instructor. McColm's reasons for running as a **Freedom Party** candidate stemmed from her own personal aspiration to be economically and personally independent. She feels that women, particularly, need that "freedom of choice" option in both economic and personal spheres.

No stranger to **Freedom Party** over the past year and a half of its activities, McColm has been politically active in local **Freedom Party** campaigns, such as its *No-Tax for Pan-Am* campaign, and is a contributor to the party's upcoming anti-censorship newsletter, *Censorship Alert!*, which will have its first issue published and released to subscribers and the media this fall. McColm's overall campaign objective was to get others involved in local issues --- people who, like herself, would be working with **Freedom Party** between elections.



For McColm, the decision to enter politics came as a lifestyle turnaround of major proportions.

"I had always hated politics. Any time I saw the proceedings from the House of Commons or the legislature, I thought the actions of the politicians were just a bunch of buffoonery."

But when she heard about the formation of the **Freedom Party** she was attracted to the movement "because what it stood for corresponds to my own philosophy and morals."

The party's philosophy is essentially one of curtailing or rolling back government interference in community life, especially in business.

"We're baffled but pleased by the support we're getting," she said.

Her campaign has largely been a one-woman effort that sees her out after work and on weekends, delivering party pamphlets and hob-nobbing with the electorate.

"I've noticed that a lot of people I've talked to, and who have said they like our ideas, are people who said that they had been NDP supporters. It's really surprising," says McColm, who regards the **Freedom Party** as being the farthest removed from the NDP of any of the parties in the race.

Meanwhile, all three of the first-time candidates --- Rudd, Cassidy and McColm --- have been learning other surprising lessons on the hustings.

"It's very difficult to reach people, especially during the day," Rudd admits as he barges up William Street past the house where Peterson spent his childhood. Rudd takes no chances. He waves to people on roofs and does a quick streetside canvass of a public utilities commission crew.

One potential voter tells Cassidy that New Democrats are socialist and are therefore akin to the National Socialists --- better known as Hitler's Nazis. The charge leaves Cassidy ~~more than a little flabbergasted~~.

And McColm, introducing herself to a very cautious woman who holds her door open only a crack, is told that, yes, the woman knows all about **Freedom Party** candidates.

"They're those screwy people running around out there."

-reprinted: *London Free Press*



Ed Heal of The Free Press

London Centre Progressive Conservative candidate Bill Rudd shrugs in his reply to a question from Anne McKillop, right, concerning the lack of debate on the separate school funding issue. "There was no debate about the funding of separate schools because the other two parties wanted the Conservatives to do it," Rudd replied. The issue came up Thursday night during a London Centre all-candidates meeting. Joining Rudd at the candidates' desk are from left, NDP Peter Cassidy, Michelle McColm of the Freedom Party, and Barb Legate, representing Liberal David Peterson.

As a consequence of *Liberal* leader David Peterson's activities outside his own riding, London Centre proved to be a somewhat less advantageous forum for promoting the ideas of **Freedom Party** than might otherwise have been expected. Since Peterson, in his first election as *Liberal* party leader, was seldom available for local all-candidates debates, they were held at a minimum, usually with a stand-in representing Peterson himself.

When Peterson was around, however, he complimented FP candidate Michelle McColm as being an ideally marketable representative --- and the compliment was repeated on more than one occasion. At one all candidates debate, no less than five *Liberal* supporters went out of their way to greet and congratulate McColm on her excellent performance as a candidate, causing one of them to comment "I'm virtually in agreement with everything you say --- but isn't **Freedom Party** really a 'movement', rather than a political party?"

Evidently, even supporters of *other* political parties were able to discern the fundamental difference between **Freedom Party** and its political competition --- *A CONSISTENT PHILOSOPHY.*

## ction sign vandalism

be erected.  
men for the three other  
dates in the riding said they  
did not notice any significant in-  
crease in sign damage.

Geoff Smith, assistant campaign  
manager for his mother, Liberal  
Joan Smith, said: "We had problems  
right at the beginning, but maybe  
that's because we were the first to  
sign up, and people got it out of  
system."

ded that "every Saturday  
lose 10 four-by-fours," al-  
sign damage had "eased  
o" in the last two weeks. If  
dence of earlier damage  
ed, Smith said, he might  
ence by oth-

er party workers, although "I'm sure  
they are not doing it, and we are  
certainly not doing it."

Maggie Dillon, campaign man-  
ager for Progressive Conservative  
candidate Gord Walker, said there  
had been a few problems, "but I  
don't consider it (sign damage) a big  
deal this time at all."

She added that a low percentage  
of signs had to be replaced, al-  
though a sign on her lawn was inten-  
tionally knocked down last Satur-  
day night.

Marc Emery, campaign manager  
for the three Freedom Party candi-  
dates in London, said most of their  
signs have been "annihilated."

He said the least damage has

been done in London South, where  
Rob Metz is waging battle for the  
Freedom Party, while the worst-hit  
area is in London Centre where Mi-  
chelle McColm is the organization's  
candidate.

Emery said about 20 per cent of  
his party's signs are being damaged  
in London South, while London  
Centre "is a terror" with repeat  
instances of vandalism pushing the  
damage rate to 100 per cent. "On  
average, some locations have been  
hit four and five times," Emery said,  
adding that destruction is also  
heavy in the university area of Lon-  
don North riding, where Rob  
Smeenk is running for the Freedom  
Party.

# London ridings key election battlegrounds

By Pat Currie, Chris Dennett  
and Tony Hodgkinson  
of The Free Press

The battleground in the May 2 Ontario election campaign is technically the entire province, but London's three ridings are shaping up as a major skirmish on their own.

At stake locally is the balance of power currently tilted 2-1 in favor of the Liberals. On a personal level are the futures of two of the province's leading politicians — Tory cabinet minister Gordon Walker and Liberal leader David Peterson.

Peterson is clearly seen as the candidate with the most to lose. He could be a loser even if he's a winner.

Not that he is seen as being in any special danger in his own bailiwick — his workers are confident he'll easily hold the seat he first won 10 years ago and retained with a 4,000-vote victory in 1981.

Peterson's biggest challenge in his third year as party leader will be levering the Liberals out of the also-ran category. They have been stuck at a level of about 34 seats for the last 10 years. Those years covered three provincial elections and enabled the Tories to extend their unbroken reign to 42 years. That's one year longer than Peterson has been alive.

At dissolution, Peterson's band was down to 28 MPPs because six key members decided to test the federal election waters in the Grits' national debacle last September.

In a campaign that has taken on overtones of an all-or-nothing gamble, Peterson has been vigorously staking out the middle ground, trying to portray Conservative leader Frank Miller as a political dinosaur, a kind of Neanderthal right-winger, and the New Democrats as leftists in bed with big unions.

In London Centre in 1981, Peterson collected 12,315 votes while Conservative Russ Monteith

trailed with 8,329 votes and New Democrat Diane Risler was out of sight with 3,189.

This time around, Peterson is being challenged by Conservative Bill Rudd, who makes much ado about his London Centre roots. New Democrat Peter Cassidy and Freedom Party candidate Michelle McColm.

As his campaign zig-zags across the province, Peterson has dropped a promise or a commitment at every hop. He has pushed for beer and wine sales in grocery stores, pledged a tough affirmative-action program to force employers to put more women in executive offices and pay all women workers on an "equal pay for work of equal value" basis, promised extensive health-care improvements ... and the list goes on.

Rudd chooses to ignore all that ("It's the premier's job to look after the leader of the opposition") to zero in on the most elementary of issues — who lives where.

"I've lived in London Centre since I was two," says Rudd. "I think that's important. My opponent seems to have moved out of the riding, for some reason."

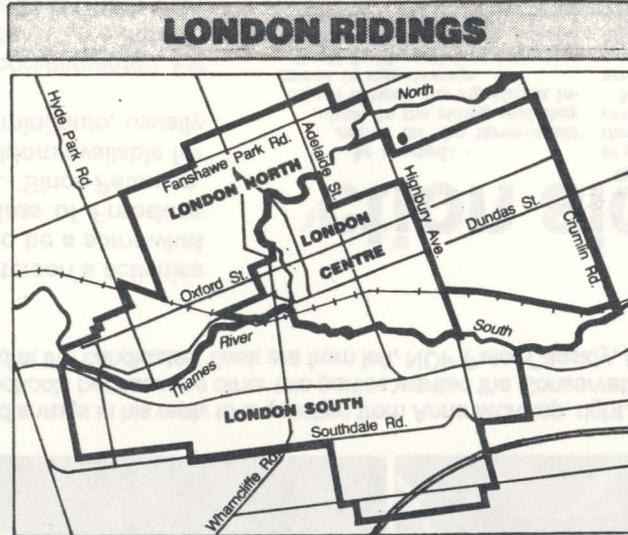
Rudd downplays Peterson's role as leader of both the Liberal party and the official opposition.

"This is strictly a constituency fight. I think Peterson can be beaten."

As an operator of a small business, Rudd says his priorities are the creation of jobs and a "better break" in taxation and government programs for owners of small businesses.

Cassidy is a criminal and administrative lawyer who has lived in London only two years but has gained considerable exposure as the liaison lawyer for the citizens' group that pressed for, and eventually won, a cleanup of PCB-contaminated Pottersburg Creek.

Cassidy also has been active with the London Union of Unemployed Workers, the Coalition on Welfare and Social Benefits and Plough-



shares London, a disarmament group.

His activities underline his basic interest in environmental and social issues. He also believes unemployment is a paramount election issue.

McColm, 26, is a secretary and fitness instructor. The Freedom Party is an offshoot of an offshoot of the Libertarian Party, and opposes censorship, promotes freedom of choice in any government-related activity, and generally regards the three old-line parties as socialist.

It is in London South where Gordon Walker, the minister of consumer and commercial relations, has found himself in a smorgas-borg of a contest, with a 57-year-old grandmother seeking election at the same time as the leader of a new political party that has emerged in counterpoint to the New Democrats.

Joan Smith is no ordinary grandma. Wife of wealthy contractor Don Smith, president of the Ontario Liberal Party, she is stacking

decades of involvement in community work and almost nine years' experience on city council against the track record of Walker, first elected to the legislature from London North in 1971.

To all intents and purposes, the London South contest is between Smith and Walker. Robert Metz, president of the London-based Freedom Party of Ontario, appears to be using this election as a launching pad for a long-term plan to establish a minority beachhead at Queen's Park in 10 years.

Metz's platform of less government, more individual freedom of choice and a greater emphasis on the private sector to get things done, contrasts with the social doctrine of the New Democratic Party, being represented in London South by lawyer David Winninger, making his first appearance as a political candidate.

In the 1981 election, Walker had 19,714 votes, or 54.6 per cent of the popular vote. Liberal Frank Green got 11,116 votes, or 30.3 per cent,

and NDPer Dale Green drew 5,187 votes, or 14.9 per cent. Of the 69,517 eligible voters in 1981, only 52 per cent turned out on polling day. The number of eligible voters this time around is expected to be about 76,000.

Smith supporters are confident they can overcome the sizable deficit with a hard-slugging campaign which their candidate began by knocking on doors immediately after Thanksgiving, long before the election writ was issued in late March.

"The people who six months ago were saying Gordon could never be beaten now say he could be taken if we keep going on as we have been," says Smith's assistant campaign manager, lawyer son Geoff, 29.

However, Walker, who moved to London South for the 1977 election after his 1975 defeat in London North, is running an equally upbeat campaign, having established 13 community centres throughout the riding, in addition to his headquarters on Wharncliffe Road South.

His campaign manager, Maggie Dillon, acknowledges the Smith challenge: "Joan is a woman of substantial means and substantial political background in the city ... her candidacy cannot be taken lightly."

If there are changes afoot in this election, it is the 60,000-plus voters of sprawling London North who will show the effect on May 2. All four candidates, including incumbent Liberal Ron Van Horne, are running flat out and each reports an eerie feeling of reticence and caution among voters in the early going.

Van Horne, the Mr. Nice Guy of London politics, is hoping for a third successive victory for his Liberal team. In the 1981 contest, he won with a reduced but still handy majority of 3,600 over his Tory opponent. The NDP ran a distant third.

The former high school principal says he is hearing "more talk than I anticipated" about the 42 long

years the Conservatives have spent in office. Van Horne concedes the Liberals have some proving to do too, in this election. "We are one of the last viable groups of Liberals left in the country I guess."

The Conservatives would like to win back the riding the legendary John P. Robarts held for so many years and they are fielding the highly credible former city alderman George Avola as their candidate. "If it ain't broke, don't fix it," is Avola's reply to those who insist the Tories have spent too long in office.

Avola wants to talk about jobs and London's need to win more of them. London, he says, should be doing more to attract industry and investment to the community.

The New Democrats are fielding one of their most credible candidates in years in Marion Boyd, president of London Status of Women Group and spokesman for the London Coalition on Welfare and Social Benefits. Boyd's central aim for the party is to break out of its poor third image and build some bridges into the middle class areas of north and west London.

Rich old north London, she reminds her audiences, does have poor people and it does have people who have lost their jobs in plant closures. "Those people are hurting and they deserve a better hearing."

The fourth man on the ballot is Freedom Party representative Rob Smeenk, operator of two city amusement arcades, who believes the old line parties all preach the same message — spending your money to straighten out your problems. The London-based Freedom Party believes in less government and less spending and in handing a greater degree of responsibility for issues and problems back to the people.

A persuasive talker, Smeenk insists his party is no flash in the pan and that London is just the beginning of a provincial party with real strength. "We have to start somewhere."

Admittedly, as **Freedom Party's** only female candidate, an onus was placed on McCollm to highlight why the party could be seen as a viable political alternative to those concerned with "women's issues": "All that the atrocious policies of the major three parties do for women is to make them more dependent on government and subsidies. Until we see more competition, more economic freedom, women are going to see fewer choices in the job market. **Freedom Party** is the only party advocating these alternatives."

### LONDON NORTH *Robert Smeenck*

As an established member of the small business community, London North candidate *Robert Smeenck* could speak from experience when advocating his "freedom of choice" alternative to the electorate: "Just for being a businessman --- a productive, creative, efficient and competent member of the community --- I've been exploited, denounced, and abused, in ways that most people may never even expect. Rules and regulations as long as my arm, dreamed up by someone whom I thought certainly must not have a shred of common sense, finally got me so upset that I threw up my arms and said 'I'm mad as hell and I'm not going to take it anymore!' --- that's when I got involved with **Freedom Party.**"

A long-time supporter of **Freedom Party**, Smeenck (who by the way, can be credited with naming our party newsletter the *Freedom Flyer*) earned the respect of both the press and the public through what was termed by the press as his "persuasive" advocacy of less government intervention and more individual freedom and responsibility.

Unlike the other two London ridings, London North did not have the attraction of political heavyweights like *Gordon Walker* or *David Peterson* to add to the spice of the debates. But in another riding where the three traditional candidates agreed on virtually every issue, FP candidate Robert Smeenck had no difficulty in illustrating **Freedom Party's** points of difference from the others.

The *Conservatives*, *Liberals*, and *New Democrats* all believed in government "job creation", though they had minor differences on just *how* the government might go about doing that. All three candidates fully supported the extension of provincial funding to Roman Catholic schools, in contrast to **Freedom Party's** advocacy that the taxpayer be allowed to direct his education taxes to the school of his choice. And, as Smeenck himself put it, "All three parties agree that they can fix almost anything by spending your money," --- an observation that always managed to generate a positive audience response.

### LONDON SOUTH *Robert Metz*

Representing **Freedom Party** in London South was, of course, **Freedom Party's** only *full-time* representative and president, *Robert Metz*. With his past experience as a regional accounting and administrative supervisor for a large trust company, Metz's organizational skills have proven to be an asset to the party.

Highlighting **Freedom Party's** past record of community activity, Metz's primary campaign strategy was to illustrate that political effectiveness is not necessarily dependent upon getting "elected," but upon consistency of *action* within the community.

The candidate with the greatest status in London South was, of course, *Consumer and Commercial Relations Minister Gordon Walker*, who, like all *Conservative* candidates, was placed in the untenable position of having to defend his government's past record. But the only defence offered by Walker was his reiteration

## LONDON NORTH

-reprinted: *London Free Press*

with respectful care around their socialist opponent.

Freedom party representative Rob Smeenck, owner of two city amusement arcades, confesses to some anxiety too as he and fellow party candidates try to plant the seeds in London of a new right-wing, free enterprise party that one day will field candidates across the province. A miserable response in North London would be a major setback for these believers in the freedom of the individual and the need for less government and less taxation.

All four candidates concede that the very nature of this riding, which fits over the top of London like a giant set of headphones, is difficult. While the one ear encompasses the predominantly blue-collar wards of east London, east of Highbury Avenue to Crumlin Sideroad, the other is patiently attuned to the middle-class interests of Sherwood Forest, Masonville and Oakridge in west London.

It is an odd combination, with neither side feeling it has anything in common with the other. Voters at the east end, in fact can

and vote... the, Avon... a complete diagnostic check... the creek to find out "where the pollution is coming from." The four candidates have all adopted such similar positions on the creek, in fact, that at a recent all-candidate meeting on the subject they all won applause.

Freedom party candidate Smeenck can get a rise out of his audiences by insisting the three "traditional" parties not only agree on most things, they also agree that they can fix almost anything "by spending your money."

Avola, the only candidate with a real chance of knocking off... borne, admits... candidate... doubt...

...ults on what Winning... a 42-year-old dilapidated government."

Robert Metz, running as president of the London-based Freedom Party of Ontario, said he wanted "to offer a different perspective," which included less government and more individual freedom of choice.

He said he had "no unrealistic expectations at the polls," and in an interview later said he anticipates getting between 100 and 200 votes. He told the meeting his strategy is long-term and aimed at encouraging involvement in community affairs.

"You will be hearing from us," said Metz, who drew applause after other candidates addressed Ontario's spending when he said: "The only way to save dollars is by quitting spending." He added "the government is a monopoly of legal force" which "cuts off alternatives for individuals."

to it, on a



METZ



McCOLM



SMEENK

## Freedom party has slate of candidates in election

Michelle McCollm, 26, a secretary and fitness instructor, of 361 Piccadilly St., will represent the London-based Freedom party in London Centre for the May 2 provincial election, a party spokesman said Friday.

Marc Emery, the party campaign director, said Robert Metz, 33, of 1317 Jalna Blvd., the party's full-time president since it was founded 16 months ago, will carry the party colors in London South.

Emery said Robert Smeenk, 35, of 1004 Waterloo St., a self-employed businessman, will represent the party in London North.

The Freedom party, which has official status, rose from the ashes of Toronto's Unparty, itself an offshoot of the Libertarians. The Freedom's campaign against censorship, promote freedom of choice in any government-related activity and label all three main political parties as various forms of socialism.

that everything in Ontario is just great, and that we can thank the *Conservatives* for everything we have. As an embarrassment to *Conservative* "philosophy", Walker was the only candidate in support of London's hosting the 1991 Pan-Am Games --- an issue that, thanks largely to **Freedom Party**, the public was decidedly opposed to.

For **Freedom Party's** candidate in London South, Robert Metz, the issue was a simple one: freedom of choice. In fact, stressed Metz, "if someone's freedom of choice is not at stake in a particular issue, then that issue is simply not a political one."

The "freedom of choice" issue that surfaced most frequently in London South was clearly the issue of funding for separate schools, where Metz's advocacy of "individual full funding" was given a great deal of attention, allowing him to dominate many of the debates. On one occasion, Metz received a pleasant round of applause when candidates were asked how the government could possibly save money. His blunt response --- "quit spending" --- was so clear, succinct, and distinguishable from the meaningless meanderings of the other three respondents, that the applause was generated even from supporters of the other parties.

That **Freedom Party** was able to find such excellently qualified people to advocate its cause was an accomplishment in itself. Apart from their personal marketability, **Freedom Party** candidates had to be able to defend positions that were not always politically popular --- and, as Campaign Director Marc Emery warned --- they had to

be prepared to carry the "legacy of a trouncing at the polls."

Coming in last *and* retaining one's political and personal credibility is certainly a tall order, and all three candidates came through with flying colours.

# CANDIDATES SPEAK OUT!

The four candidates for the riding of London South, the third largest riding in the province, met at South Secondary School on April 19th, for the first, but not the last All Candidates meeting at London High Schools this election. Adam Crerar and David Gambrill were the Moderator and Timer respectively for this "memorable" event.

The parties were represented by Robert Metz (for the Freedom Party), Joan Smith (for the Liberal Party), Gord Walker (for the Progressive Conservative Party), and finally Dave Winninger (for the New Democrats). The auditorium was divided into three parts: an opening remark by each of the candidates, questions posed to the candidates by a student panel, and finally questions posed by members of the audience.



Lots were drawn by the candidates for speaking order, and Mr. Metz drew first position. He stressed the fact that the issues that were being covered at this meeting were the same ones that were discussed last election and the election before that, and so

on, and so on, and so on, and that next year the same issues would be discussed again. He stated that, "Simply too many of us that think that somehow we have a right to make choices for other people." His main focus was that freedom of choice was the issue in this election and is the issue in every single political debate. It seemed that he was saying that freedom of choice is taken away when the government steps in and makes the decisions that should be made by the people. Although he was very self-confident, a good speaker and seemed to know what he was talking about, his views were almost anarchistic in nature, an idea that does not really belong in an election for governmental positions.



## In defence of freedom

To: The (News) Editor of the Oracle.

Regarding Deanna Wolf's article, "Candidates Speak Out" in the May 20/85 edition of the Oracle, I would like to make clear my position on the London South Election of 1985.

First of all, I think the meeting of the candidates at South Secondary was a useful and educating experience. What I object to is the school's response to Robert Metz and the Freedom Party. I think a label such as "anarchistic" is a harsh way of putting things when it comes to talking about the Freedom Party. While Robert Metz certainly is a "self-confident, good-speaking individual who knows what he's talking about," the part about anarchy could not be further from the truth. "Anarchy" has bad connotations. One thinks not only of an absence of government, but also of a state of political unrest, and a society of rebels.

Too many people regard the Freedom Party as a joke--they compare it to the Rhinoceros Party. What they don't realize is that the Freedom Party is a serious group of people fighting for what they believe in, not a bunch of dreamers who make up fancy slogans (as was brought up in the auditorium to the applause of many). In fact it is the political leaders of the other three parties

that waste time and money making up such eye-catching euphemisms like PETROCAN.

What struck me most, though, was the speaking abilities of each of the candidates. Joan Smith, Dave Winninger, and Gord Walker all spoke as true politicians would--as if we (the audience) didn't exist. One could easily picture each of them practising their speeches in front of a mirror at home--and seeing only themselves. Any good ideas they might have had were lost in a maze of political jargon. Robert Metz, on the other hand, talked to us openly as a person and was more of an M.C. who literally had to translate what the other parties were saying.

It is obvious from this, that most politicians don't care about who they're talking to--they just want your vote.

Andrew Vandenberg



## LIBERTARIANS DISAPPOINTED with FREEDOM PARTY SHOWING

Although our election results were more than rewarding and satisfying to us, the *Libertarian Party of Ontario* considered our 1.45% average showing of the vote in three London ridings to be disappointing, "after a 1982 municipal campaign and several years of excellent local publicity."

What we're still trying to figure out is this: Since **Freedom Party** was officially-registered as such on January 1, 1984, how could we possibly have run a "1982 municipal campaign" or enjoyed "several years of excellent local publicity"?

Evidently, someone at the *Libertarian Party* has confused the past political efforts and campaigns of certain individual **Freedom Party** supporters with the activities of **Freedom Party** itself. The *Libertarian* perspective is particularly revealing; not only does it exhibit a total misunderstanding of the marketing techniques necessary to promote a political party (by assuming that **Freedom Party's** identity could possibly

have been built upon activities before its inception), but it shows that the *Libertarians* are still placing too much emphasis on the significance of the 'vote', and not enough on results achieved in the community where the party is supposedly 'active'.

Considering that Election '85 was **Freedom Party's** first election, that we did not even directly promote our candidates (whose names appeared on the ballot without party affiliation), and that **Freedom Party** had been in the community only 14 months prior to the election, "disappointing" is hardly an appropriate term to describe our results.

As to the progress made by the *Libertarian Party* over the past eleven years in Ontario, we will offer no comment. But if it intends to continue judging itself on the same basis it judged **Freedom Party**, another eleven years added to its reputation will make little or no difference to the province of Ontario.

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THE LONDON FREE PRESS, Saturday, July 13, 1985

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# Sarnia, Woodstock eyed as political rally locales

TORONTO — Sarnia and Woodstock are in the running for the annual convention of one of Ontario's official political parties this fall.

No, Frank Miller hasn't been pushed aside. You won't see Larry Grossman, Dennis Timbrell, Alan Pope or Andy Brandt splitting the seats in the Perry Street Arena in Woodstock for their delegates, or renting opulent hospitality suites in the Oxford Hotel.

The Ontario Libertarian Party, one of the eight officially registered parties in Ontario, is looking for sites and dates for its fall convention.

Sarnia and Woodstock, the only ridings in Southwestern Ontario where the Libertarians ran candidates May 2, are challenging Toronto to be picked as the site of the annual convention. Sarnia candidate Margaret Coe is considering a run at the leadership.

The Libertarians ran 17 candidates, who totalled a shade less than 13,000 votes among them. The top candidate was party leader Scott Bell in York Mills, who managed 2,339 votes or 6.22 per cent in the riding held by Tory MPP Bette Stephenson. In touting Bell's success, the party newsletter misspelled Stephenson's name as Stevenson, but they'll have hordes of civil servants to get the spelling right on their news releases when they form the government.

On the other hand, the Libertarians devoutly believe in less government, so they may still be writing their own news releases when they're in power.

Only five candidates bettered Coe's 2.58 per cent share of the vote, while Oxford candidate Kaye Sargent was right behind her with 2.2 per

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## Opinion



**NICK MARTIN**  
Queen's Park

cent. The party newsletter claims Sargent would have doubled her vote had the Rhinos not run a candidate in Oxford, a strange claim for a supposedly serious political movement to make.

The Libertarians are crowing that only the Liberals enjoyed the Libertarians' kind of success May 2. The Tories lost 20 seats and the NDP gain of four seats constitutes outright rejection by voters, the Libertarians reasoned. The Green Party, say the Libertarians, did poorly because of organizational squabbling, the Communists "got their usual low numbers per candidate," and the London-based Freedom Party of Ontario had 1.45 per cent of the vote in three London ridings, which the Libertarians considered disappointing "after a 1982 municipal campaign and several years of excellent local publicity."

Hmmm ... well, we usually spelled Marc Emery's name right.

The other official party, the Northern Ontario Heritage Party, has never run a candidate.

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-reprinted: *London Free Press*

# FEMINISTS AVOID FREEDOM PARTY

Particularly worth mentioning are those groups and individuals who went out of their way to make certain that **Freedom Party** candidates would not attend their all-candidates debates.

The most inexcusable example occurred at an all-ridings, all-candidates debate sponsored by the *London Status of Women Action Group* (LSWAG) at London's Central Library on April 30.

When **Freedom Party** candidates arrived on the scene, much to their amazement, no seating had been prepared for them under the assumption, apparently, that they would not show up. When LSWAG organizers were asked why this was so, we were told that they were "unaware" that **Freedom Party** was running in the election.

Of course, nothing could have been further from the truth.

As the last all-candidates debate of Election '85, LSWAG organizers *had* to be aware that our candidates were present at every previous debate. Not only was press coverage of our attendance at these debates very fair and adequate, but Marion Boyd, the NDP candidate for London North, was immediate-past president of LSWAG --- and was an organizer of the debate!

In fact, LSWAG's "awareness" of **Freedom Party** in the community has a history, in which **Freedom Party** representatives have engaged in direct debates and political conflicts with LSWAG representatives. **Freedom Party** president and London South candidate Robert Metz debated LSWAG past-president Gail Hutchinson, both within the pages of the *London MetroBulletin* and on a two-hour open line talk show. **Freedom Party** Action Director Marc Emery was scheduled to debate LSWAG representative Heidi Strasser on another two-hour radio debate, scheduled for May 3, the day following the election. All debates were initiated by ourselves.

Add to all this the fact that our repeated calls to LSWAG's telephone answering machine were not responded to --- well, *not "aware" that **Freedom Party** had candidates running in the election?*

We must suspect that LSWAG has placed some form of "boycott" on **Freedom Party**, much in the same way its members are urged to avoid shopping at Emery's *City Lights Bookshop* in downtown London. In a zealous display of its inability to deal with our ideas on an open and free forum, LSWAG has been forced to advocate its position through evasion, avoidance, and through a political advocacy of  *censorship* of any ideas with which it does not agree.

But LSWAG's tactics of evasion and avoidance extended far beyond the manner in which it treated the

**Freedom Party** candidates, as attested to by the following day's coverage in the *London Free Press*:

*While the meeting, organized by the London Status of Women Action Group, was billed to discuss women's issues, the audience used much of the two and a half hours to bad-mouth the Tory record, scorn the Freedom Party candidates, ignore or disagree with the Liberals and applaud the NDP candidates.*

*The format did not allow debate and directed a different set of questions to candidates in each riding.*

*Organizers called an end to the meeting 30 minutes earlier than scheduled, saying they felt all the ground had been covered.*

Press coverage was actually quite kind.

Of all the special-interest group audiences encountered by **Freedom Party** candidates during Election '85, none was as rude, intolerant, or as inconsiderate as the NDP-stacked audience at LSWAG's debate. But **Freedom Party** candidates held their ground and never once accepted the false premises on which most of LSWAG's questions were based. We greeted their uncivilized behaviour with civility, their questions with philosophical challenges, and their evasions with direct confrontation.

At one point during the "debate", things got so bad that **Freedom Party** candidate Robert Smeenk was prompted to bring attention to the audience's lack of consideration for any and all non-NDP candidates with whom it did not agree. "Thank God you guys are here," commented lone Tory candidate Bill Rudd, helpless against the onslaught of left-wing vindictiveness and name-calling.

LSWAG's attempt to dominate and control its all candidates debate clearly backfired --- and justifiably so. In addition to the negative press coverage quoted above, local radio stations chose only to air the comments of London South candidate Robert Metz, who bluntly accused the forum of being nothing but an NDP front.

So much for "women's issues."

But the real surprise of the LSWAG debate did not become known to us until several days later when our campaign office received phone calls from several women who attended the spectacle and who let us know how impressed they were with the **Freedom Party** candidates --- and that the alternatives we offered were the only ones that made any sense at all. Evidently, our message found its mark.

## WE GIVE PRAISES AND THANKS

**Freedom Party's** Election '85 campaign would never have been able to proceed so smoothly without the financial contributions, pamphlet deliveries, and cooperation of the following people:

Our thanks and appreciation are extended to *Andrea Hanington, Steve Sharpe, Bill Harris, Doug Forder, Lisa Miles, Tom [Vree] Callan, Jennifer Frankel, Mike Gillespie, Murray Hopper, Barry Malcolm, Gordon Mood, Tom Ofner, Mark Pettigrew, Robert Rozanski, Paul Safr, Ruth Truant, Susan Truant, Brendalynn Metz, Jim Reid, Mike Revell, Hazel Hogg, Nathan and Josh Chrysler, Andrew Boyle, Chuck Altman, Robert Metz, Robert Smeenk, Michelle McColm, Lawrence Mood, Lois Mood, and Dean Hodgins*, for being our main army of pamphlet delivery volunteers, with special mention to *Lili Cummins, Sandra Chrysler, David Hogg, and John Cossar*, who delivered particularly large quantities of election literature by working virtually every day during the campaign to make sure everything was on schedule.

Thank you to *Chris Baker, Michael Brandt, Simon Claughton, Kathleen Crawford, Frances Metz, Wayne Gerber, David Kohlsmith, Michael McDonald, Tom Ofner, Barry Malcolm, Jay Miller, Larry and Lois Mood, Harry Nelson, R. Rickart New, Greg Utas, Andy Siks, Allegra Sloman, David Hogg, Ted Smeenk [Sr.], Peter Vandenberg, D.J. Pengelly, and Frederick Dreyer* for contributing money beyond what was asked or expected, and believe me, freedom gained new converts because of you.

Special thanks to *David Hogg* for erecting a good many of our election signs.

Thanks to Party photographer *John Oliver* for being available when we needed him.

Thanks to *Silvie Desrosiers* and *Robert Smeenk* for being host to a fine and exciting election "victory" party at their home on election night.

Thank you to *Dean Hodgins* for volunteering to be our campaign Chief Financial Officer.

Thanks to *Bob Clark* of *BC Signs*, who contributed some fine **Freedom Party** banners for our use during fairs, exhibitions, and rallies.

My personal appreciation must be extended to *Campaign Coordinator Gordon Mood*, and *FP President Robert Metz* for being so easy to work with and for getting everything done that they were asked to get done.

And of course, we can all be grateful and extend our thanks to **Freedom Party's** first three candidates, *Michelle McColm, Robert Smeenk, and Robert Metz* for their great speeches, excellent appearances, great manners, and 100% professionalism.

Thanks to all our *London members* who gave money cheerfully after being asked, and to all those members and supporters who put election signs on their lawns. I really enjoyed working with all of you, and I hope that many of you will look forward to working with us in the next (bigger and better) **Freedom Party** election campaign (possibly in 1986 or 1987), and perhaps in my own municipal election campaign coming up this fall and due to begin on September 3.

See you then!

**Editor's Note:** Let's not forget the person who masterminded the success of Election '85 --- *Marc Emery* himself. Marc's conviction, consistency, determination, and his considerable financial support have been the central driving forces behind **Freedom Party's** success. His political experience, whether consisting of past mistakes or past successes, has enabled us to avoid most of the former and to enjoy the benefits of the latter. Marc deserves the support of **Freedom Party** supporters in the upcoming fall municipal elections --- and he'll get it.

## Interested in becoming a **Freedom Party** Candidate next election? Contact us now!

Our next election campaign, which could be running as early as 1986 or 1987, will be a continuation of our current strategy. Included among our objectives will be: (a) the fielding of additional candidates, particularly in the ridings immediately surrounding London, (b) an increase in members, supporters, and activists, (c) having *all* literature, signs, promotional items completed prior to election call, (d) a maintenance or increase of our vote totals in London, and (e) being left with an upbeat, enthusiastic feeling

after the campaign is over, as was the case in Election '85.

For all you future **Freedom Party** candidates and organizers out there, you can see that the next election is not really that far away. Provincial headquarters will always be glad to help you run an organization and campaign. We can provide you with funding, literature, campaign strategy, and frequent visits from our campaign office during elections.

How about it? **NOW** is the time to give it your consideration.

Call us at (519) 433-8612 or write **Freedom Party of Ontario** P.O. Box 2214, Stn. 'A', LONDON, Ontario N6A 4E3

## The next election is always closer than you think Prepare today!

- INSERT BEGINS ON NEXT PAGE-

This page and NOTE did not appear in the January-June 1985 double-issue of Freedom Flyer.

**NO TAX  
FOR  
PAN AM!**  
RESPONSIBILITY  
IN GOVERNMENT

**NO-TAX FOR PAN-AM**

# VICTORY!

Dear Mr. Jelinek:

As a taxpayer in the City of London, I am concerned about an application to your federal ministry to use federal tax money for London, Ontario's bid for the 1991 Pan-American Games.

I am opposed to any federal grants from tax sources for this kind of event. In these times of heavy debt and limited tax resources, the private sector and lottery revenue should be the sole sources of funding for these kind of projects.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Postal Code \_\_\_\_\_

**NO  
STAMP  
NECESSARY**

MINISTRY OF FITNESS & AMATEUR SPORT  
OTTO JELINEK, M.P.  
CONFEDERATION BUILDING  
HOUSE OF COMMONS  
OTTAWA, ONTARIO  
K1A 0A6

## Ottawa reneges on Games money

### Gleeson thinks 'it's all over' for London

By Tony Hodgkinson  
of The Free Press

London's ambitious plans to capture the 1991 Pan-American Games were torpedoed Wednesday when the federal government imposed a five-year freeze on financing for international sports events in Canada.

A disappointed Mayor Al Gleeson, who launched the almost \$100-million Games idea nearly two years ago, said from Calgary where he is attending a summit meeting of municipal leaders: "I think it's all over."

He said the freeze announced by Fitness and Amateur Sports Minister Otto Jelinek had pulled the plug on the Games because "there is no way" London can raise from the private sector about \$36 million to make up the federal government's

share of the sports extravaganza. "I have said if the funding is not there, the Games won't go on. Unfortunately, the federal government is out of it."

Other top city politicians echoed his view, with the deputy mayor, Controller Orlando Zamproga, agreeing with a reporter that without assurances of federal money it "sounds like the death knell" has tolled for the Games.

He believed the Games are "out of the question" because even if other sources of money are tapped, or Ottawa agreed to financing after 1990, the city could be put in the position of having to pick up any shortage.

Controller Joe Fontana said "it doesn't look like we have a chance of getting the Games. It seems the only government that doesn't want to participate in a Canadian venture... is the federal government. I find that unbelievable."

Controller Art Cartier said "there is no way we can go in on a \$36-million deal."

Before the political realities of the Ottawa financial freeze set in, the city's Games bid committee vowed at a city hall press conference to push ahead with the proposal.

"We are not quitters and we are not prepared to quit," said committee chairman Gordon Hume,

flanked by eight members of his blue-ribbon group charged with the quest for the Games.

The members applauded when Hume said the committee would continue with its preparations for the Games — a determination not to let go to waste nearly two years of what he described as an "extremely hard, onerous, trying, difficult time."

Yet even though the committee steeled itself for a fight to the finish, the mayor believed it wouldn't serve any useful purpose other than to confront Jelinek directly for the "rationale" behind the sudden announcement, which came only weeks before the committee was to

present a financial package to city council.

Gleeson said he would be at a private breakfast meeting of the Games committee Friday to discuss strategy, including a statement by Hume that the committee is eyeing the 1994 Commonwealth Games.

Hume said the Commonwealth Games have always been considered a reasonable option to the Pan-Am Games as part of what he called "our mandate... to bring in a multi-sports event to London" in the 1990s.

He said that despite Jelinek's announcement, he wants to explore a variety of financing options, including whether provincial, municipal

and private contributions can be used "up front," with the federal government kicking in with its share after the freeze on financing international sports events ends April 1, 1990.

Under the "hosting policy" announced by Jelinek in Ottawa, the moratorium is part of the government's fiscal restraint measures. The policy will not affect Ottawa's commitment to the 1988 Winter Olympic Games in Calgary, expected to cost \$200 million.

London would need money to begin construction of facilities for the Pan-Am Games no later than 1987, but the new cabinet policy rules out any federal contributions until the freeze expires and puts provincial financing in jeopardy. Ironically, Hume told those attending the

# THANKS!

**We did it!** Although we can't take all the credit, your and my input played a decisive factor in the federal government's decision to cancel taxpayer financed subsidies of 'international sports events' (including the 1991 Pan-Am Games Bid), we do know that Fitness & Sport Minister Otto Jelinek received over 500 cards and letters stating opposition to federal tax funding of the Games.

Well, it looks like somebody was reading those cards we asked you to send in! **Congratulations!**

The Pan-Am Bid Committee, though seriously set back by the federal government not bending to their expensive scheme, will still present their package **-and request for your TAX dollars -** to Council in a few weeks. Be sure to call your aldermen, controllers and express your opposition to building anymore white elephants (Often called erroneously as '*needed facilities*') or tax-paid Games (Pan-Am or otherwise).

Of course, Gord Hume & his Bid Committee wouldn't for a minute consider cutting back all the capital costs (\$60 million of the \$100 million costs) and run a more modest Games financed by corporate sponsorships and lottery money. No, now he wants the *Commonwealth Games!* By waiting until a 1994 event, Gord assumes he can get his good old reliable welfare-for-vested interests money from the government! The Bid Committee isn't interested in the holding the Pan-Am Games, they just want an excessive, no-strings attached hand-out!

This lust for your tax money won't abate with the defeat of taxes at the federal level though. The Bid Committee will try to wheel & deal loans, grants, other hand-outs, they'll scale down their bid slightly (which rose 4.5 million in the last 2 months alone!), and anything else -but scale down the capital costs and raise the money themselves and with lotteries! And failing that, Gord

Hume is hell-bent on getting what he wants, so that means any international sports event he can get his hands on. The next one is the *Commonwealth Games of 1994!* **And he'll be looking for your money -without your consent.** Do not assume then we are in the clear because of one victory. We must still convince City Council to steer clear of this nonsense before it even gets to this stage ever again.

In this newsletter, which was written & prepared before the news of Ottawa's refusal to subsidize these international extravaganzas any further, there are some interesting articles about how Indianapolis citizens defeated taxes for the 1987 PAN-AM GAMES in Indianapolis, how B.C.'s EXPO 86 is just part of the continuing (and sad) saga of red-ink EXPOs, how the Edmonton Games left a legacy of white elephants and the burdensome debt of the Calgary Olympics (1988).

Regardless of what happens in our battle against tax financing for Pan-Am, these are valuable lessons for us if we want to preserve this fine City.

I thank all new supporters for sending in their NO-TAX for PAN-AM card. If you offered to make a contribution, please remember that items put out by myself & the NO-TAX committee are in part responsible for the federal government not spending \$35 million on the Games, which may result in saving us another \$70 million minimum (provincial & local), and who knows what other catastrophic costs. Our cards to Mr. Jelinek helped give him the confidence to go ahead with his new policy, knowing he had the support of over 500 Londoners.

To all of you who have contributed, wrote letters to your aldermen, MPPs, MPs, the Free Press, and especially all of you who sent our cards to Otto Jelinek (a reprint of card on reverse), THANK YOU! We did it!

p.s. incidentally, the news coverage of the federal government's refusal to prop up this binge called Pan-Am largely reflected an "*isn't it terrible what the government did*" and "*the federal government reneged on its promise to give money*" or "*The Blue Ribbon Bid Committee worked oh ever so hard and now look what the government did...*", etc. Very few stories reflected the fact most Londoners NEVER wanted tax money AT ANY LEVEL spent on the Games, and that Londoners were in support of the federal policy.

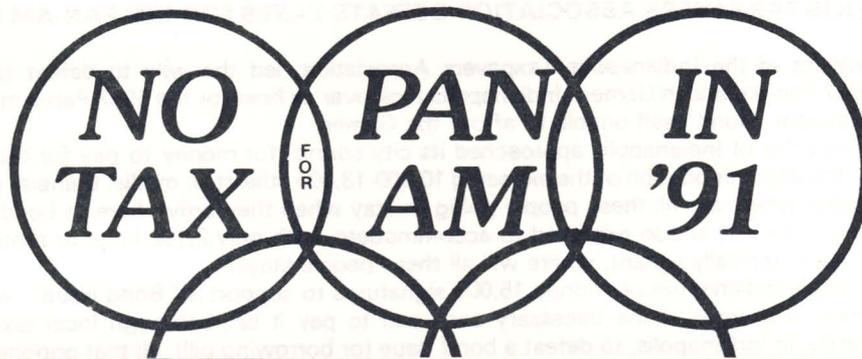
A straw poll of the first 100 hundred callers on SPORTSCALL (RADIO 98) found 74 in support of the government's new policy while 26 opposed it, virtually 3 TO 1 against taxes for the Games. This ratio is the same as it has been since last year, but City Council & the Free Press refuse to acknowledge it.

Naturally, the Free Press, in shedding crocodile tears for the Bid Committee, didn't even call us for a comment.

So much for the taxpayer being heard from (So write them a letter!).

Will Keep In Touch,  
Marc Emery  
No-Tax for Pan-Am

**GAMES,  
YES**



**TAXES,  
NO!**

MARCH-JUNE 1985  
ISSUE NUMBER 5

RESPONSIBILITY IN GOVERNMENT  
PHONE 433-8612

P.O. BOX 2214, STATION A  
LONDON, ONTARIO N6A 4E3

## **MORE-TAX FOR PAN-AM COMMITTEE LAUNCHING OWN DOOR-TO-DOOR CAMPAIGN** *City Council to vote early in July on Taxes for Games*

The *More-Tax* for Games Bid Committee is delivering its own city-wide door-to-door brochure in a campaign aimed at getting the public's support in a manner quite similar to our *No-Tax* campaign, by encouraging letters to the editor and phone calls to elected officials in support of the tax-for-Games point of view.

The campaign will begin in mid-June and peak in early July when the Bid Committee is expected to have its final package ready for Council approval. Once again, City Council will be asked (1) to approve local tax financing for the Games, and (2) whether it wishes to have the city host the Games.

Despite what you may have heard, the city *can* go back to the Bid committee and offer to host the Games, but withhold local tax dollars (as is being done in Indianapolis in 1987, and as *was* done in Los Angeles with the 1984 Olympics). Under these circumstances, the Bid Committee would *have* to raise the \$10 million privately (as we've been insisting), or cut capital costs, which would probably be a wise step in either case.

Don't be fooled! The issue has *never* been a matter of "Games" versus "No Games." The Bid Committee still has enough time to raise \$10 million through pledges and to revise its budget for capital expenditures.

Among the points promoted in the *More-Tax* Committee's brochure will be these:

(1) that the cost will "average" only \$54 per "household" --- but costs for *what?* Never mentioned are the local costs of accommodating the Games, or the inevitable doubling, tripling, etc., of these costs. Remember the city's past record in intervention of this nature.

(2) that the Games will provide jobs, tourist benefits, "needed" facilities, etc. But if that were true, why is the Bid Committee after our tax dollar? Why aren't *willing* investors lining up to take advantage of these incredible "benefits"? Why are the supposed many beneficiaries so unwilling to raise the necessary cash on a *voluntary* basis over the next five to ten years themselves?

(3) that local businesses will boom, despite repeated evidence to the contrary and without explaining why these businesses are not paying for the Games through sponsorships.

(4) that essential services won't suffer, whereas the reality of the situation shows that essential service budgets are showing increased restraint at every level while our cash flows freely to special interest luxuries.

(5) that there is great support for the Games --- but obviously not enough of it to find the courage to raise the money themselves.

The one question the Bid Committee will never address is why, with all the effort going into its city-wide brochure, its conniving, convincing, arm-twisting, ass-kissing and selling techniques targetted on the taxpayer (with his own money) to gouge even more money out of the taxpayer pocket, why haven't they used some of this effort to try to raise the \$10 million in voluntary pledges? Goodness knows, it could have been done (and still can), as our past newsletters have shown.

So why not? Because, to the Pan-Am Bid Committee, the taxpayer is *insurance*. Once the city is hooked into the project, the taxpayer is an unending source of income. Once we've placed our initial investment (or "bet"), when costs go up, or the project is delayed, or festivals, conventions, etc. are added, we'll have to protect our "investment" (or up the ante, as it were), constantly increasing the taxpayer's burden.

*IF*, however, the city approved of hosting the Games, but *disapproved* of using tax dollars for the venture, then the Bid Committee would *have* to keep a careful eye on costs and you can bet, like the Los Angeles Olympics, the project would stay on budget. When you receive their brochure, please write another letter to the editor supporting NO TAX for Pan-Am. Call your aldermen and controllers once again. Wear your NO-TAX button (if you need another, call us).

As always, our office is staffed full-time and we are eager to provide you with information and facts to enable you to write convincing letters or to converse knowledgeably with your elected representatives or friends. We'll be inviting you to attend City Hall sometime this summer, so you can be in the Gallery when the Pan-Am vote comes up. Free coffee, sandwiches, and reading material will be provided to help make your time in the Gallery as least irritable as possible. We'll call you by phone to inform you of the time and date and we hope you can make it. Your appearance on this historic evening is most important.

## INDIANAPOLIS TAXPAYERS ASSOCIATION DEFEATS TAXES FOR 1987 PAN-AM GAMES!

Carl Moltawn, president of the Indianapolis Taxpayers Association, led the way to defeat tax funding in his municipality for the 1987 Pan-American Games. Indianapolis took over as host for the 1987 Pan-Am Games when the original host, Quito, Ecuador, found itself unable to afford the Games.

The Pro-Games Committee of Indianapolis approached its city council for money to pay for the capitalization of facilities, as well as for the accommodation of the expected 10,000-13,000 athletes, media, trainers, coaches, officials, judges, etc. (Incidentally, where are all these people going to stay when they arrive here in London? With all the mega-numbers of tourists this city is also expected to accommodate, with only 2,132 hotel or motel spaces in total, and with only half of them normally vacant, where will all these people stay?)

The Pro-Games people in Indianapolis petitioned 15,000 signatures to support a "Bond issue", which would have allowed the city council to borrow all the necessary cash and to pay it back through local taxes levied against homeowners. Fortunately, in Indianapolis, to defeat a bond issue (or borrowing bill), all that opponents must do is to collect one more signature than the number submitted in favour of the bond initiative. In this case, it would have been 15,000 plus one. Well, the taxpayers of Indianapolis rallied together and managed to petition 30,000 signatures against the scheme within three weeks, the greatest number opposing a bond issue in the history of Indianapolis. Indianapolis taxpayers had much less time to do the job than we have had, given the fact that their Games are scheduled to be on in two years. Thus, the Pan-Am Bid Committee of Indianapolis is now seeking voluntary ways of financing the Games in its city of 750,000 (three times the size of London, whereas the 1983 Pan-Am host, Caracas, Venezuela, had a population 11 times the size of London --- over 3 million).

Taxpayers: 1; Freeloaders: 0.

## NO-TAX FOR PAN-AM COMMITTEE RECEIVES OVER 1,000 CARDS AND LETTERS OF SUPPORT

A great outpouring of volunteers, enthusiasm, support and donations has kept our computer buzzing. However, now that 45,000 *No-Tax for Pan-Am* brochures have been delivered, with over 1,000 supporters on file, it simply isn't economical (and therefore advantageous to our cause) to publish a newsletter every month. This, our fifth issue, has been hand-delivered to your home since postage costs alone would have exceeded \$640, and printing costs will exceed \$400 for just this newsletter.

This is our first newsletter in four months. We have been continuing to deliver our basic 8-page NO-TAX for PAN-AM brochure, gathering up more and more information on other Pan-Ams, Expos, Olympics, etc., so do not think because we are publishing at greater intervals we are easing up. As you can see, too, this newsletter is 3 times larger than our previous issues.

In the last 4 months also, after the surge in propaganda in the Free Press in January and February, there was considerable backlash from taxpayers as letters began once again to pour into the Free Press, only two supportive of the Games, over 25 opposed to TAX funding, making over 150 letters to the editor opposed since last May, and only 20 in favour.

I was also on the Open-Line program in February to defend the No-Tax position.

In the meantime, the London Chamber of Commerce was very upset when their poll on Pan-Am revealed that fully two-thirds of all adults in London were opposed to taxes for the Games. The Chamber is very much in favour of Pan-Am coming to London at the taxpayers' expense, and they, along with members of the Bid Committee and the London Development Advisory Board, are sponsoring the MORE-TAX brochure that goes out in mid-June in order to alter these statistics.

Our own extensive telephone poll found 70% of all adult Londoners opposed to local taxes for the Games, with opposition highest in Ward 2 (80%), Ward 5 (76%), followed by Ward 4 (74%), Ward 6 (67%), Ward 3 (66%), Ward 1 (65%) and Ward 7 (62%).

Pleasingly, all those who claimed they had received our 8-page brochure in the mail were against taxes for Pan-Am, but only 30% of those who we know received the brochure bothered to read it (or even remembered getting it), even though most of those people also opposed taxation for the Games. Some people even assumed that our brochure was in *favour* of the tax-supported Games so they threw it out!

During our telephone poll we did not identify ourselves as *No-Tax* supporters and we even disqualified anyone we recognized as one of our supporters. With fairly, evenly balanced questions being asked, over 350 completed questionnaires were accumulated out of 800 homes called. The balance declined to participate for a number of different reasons; either they didn't care, weren't familiar with the issue, or were simply too angry about the issue to respond

## OUR PAN-AM PHONE SURVEY FINDS 70% OPPOSED TO TAX FINANCING FOR GAMES!

Meanwhile, the Pan-Am issue has been less prominent in the media because both the federal and provincial governments are determining the degree of assistance they are willing to offer, which will be a significant element of the Pan-Am Bid Committee's submission to City Council in July. As previously mentioned, that's the time when Council can approve, turn down, or ask for revisions in the final financial package. Council will then again approve the \$10 million taxpayer-paid endowment fund.

continued

We cannot know at this time what kind of commitments the federal or provincial governments are willing to offer, but both Premier-to-be (?) David Peterson (Liberal MPP, London Centre) and MPP elect Joan Smith (London South), are only willing to offer lottery money to the venture. We certainly have no objection to this kind of financing since it is (a) voluntary, and (b) people know what their money is earmarked for when they buy these lottery tickets.

Interestingly, defeated Conservative MPP Gordon Walker (London South) failed to respond to the over 500 cards he received from our supporters, and during the last provincial election campaign he, Bill Rudd, and George Avola all proclaimed their support of taxation for the Games. And we all know what happened to them. On the other hand, Joan Smith's dramatic switch against the tax-supported Games proved much to her advantage.

At the federal level, it currently appears that the government is likely to give some tax money to the Bid Committee, although in my meetings with Jim Jepson, he let me know that he would prefer to see private sponsorship of the Games instead of tax financing, but he wasn't too willing to be vocal about it. Tom Hockin favours tax money for the Games and we don't have a reading from Terry Clifford --- but we will all know where they stand in about a month.

In any case, the Bid Committee must accumulate at least \$70 million in commitments from the provincial and federal governments or it will have to cut back on capital costs (preferable under any circumstances) or simply

cancel their bid. As we have illustrated before, the Games could be held with as little as \$30 million, if all the facilities in the region were put to full use.

Incidentally, during the past provincial election, a telephone poll sponsored by Joan Smith's campaign revealed that 85% of Londoners in London South opposed taxation for the Games. Her election, in conjunction with the defeat of George Avola, has had an effect on changing the local political scene, which in turn will have an effect on the Pan-Am issue.

Alderman Joe Fontana, strongly in favour of taxes for the Games, was appointed to Board of Control. This means that there are now three Controllers plus the Mayor in favour of taxes for the Games versus one Controller (Art Cartier) against taxation for the Games. To replace Joe Fontana, defeated 1982 incumbent Bernie MacDonald was appointed to Council while Ted Wernham (of London Life) replaced George Avola in Ward 7.

Since the London Labour Council has endorsed the tax-financed Pan-Am Games, and since Mr. MacDonald is a card-carrying union representative, we can expect him to support their position on this issue. At this time, Ted Wernham is also leaning towards tax-financing for the Games. When candidates for the Council vacancies were being considered, Pan-Am figured highly into the questions asked, and a "good" response was a "pro" Games response. Democracy at work, I guess.

The current Pan-Am vote line-up on City Council looks like this:

	YES TO TAX	NO	?
<b>Mayor</b>			
Al Gleeson	x		
<b>Controller</b>			
<sup>8</sup> Ron Annis	x		
Joe Fontana	x		
Orlando Zamprogna	x		
Art Cartier		x	
<b>Alderman</b>			
John Irvine	x		
<sup>7</sup> Wilma Bolton		x	
Frank Flitton		x	
Bob Beccarea	x		
Pat O'Brien		x	
<sup>8</sup> Bernie MacDonald	x		
<sup>9</sup> Andy Grant		x	
Alf James		x	
Grant Hopcroft	x		
Gary Williams	x		
Janet McEwen	x		
Tom Gosnell	x		
<sup>9</sup> Gord Jorgensen	x		
Ted Wernham			x

7-likely to be elected to Board of Control.  
 8-like to be defeated in the next election.  
 9-no intentions of running again.

As it now stands, we can expect a 12-6 vote in favour of taxes for Pan-Am (or 12-7 at best), unless we really pack City Hall and call our aldermen and Controllers before the vote. Send them letters as well.

If the fall municipal election turns out as we expect, four members presently on Council will no longer be there: Bernie MacDonald, Andy Grant, Gord Jorgensen, and

Ron Annis. If all four of these people were replaced by *No-Tax* for Pan-Am candidates, then another vote taken in December would result in a 10-9 outcome *against taxes* for the Games, or better.

Who can really tell? If a groundswell of disapproval comes down hard in November, other More-Tax Councillors might be defeated as well --- or perhaps they'll begin to see the light.

## WE WERE RIGHT! --- AGAIN!

In our original "No-Tax" brochure that was delivered city wide, we commented on other municipal ventures that always ended up costing more than Council originally told us, or cost us money when they told us it wouldn't cost any. Invariably, throwing more money at plans gone astray never creates a better situation than existed before.

Let's recap some events that occurred since our original report in the brochure:

**Centennial Hall:** The repairs to make Centennial Hall viable (for the umpteenth time) were to have cost \$291,000, but the lowest tender received was for \$392,000 for a seriously smaller job, leaving us with a 45% increase in costs with a 25% decrease in expected facilities for the money. Thus, had the city gotten what it expected, we would have been faced with a net increase in costs of about 70%, and this represents only *part* of the on-going tax supported improvements made to Centennial Hall.

**Art Gallery:** In addition to the \$375,000 it received last year, this perennial money loser received a \$400,000 local taxpayer grant in 1985. On top of that, it receives \$135,000 from the province and despite all of this, it is going to have a substantial deficit. And nobody visits the Gallery anyway.

**Energy From Waste Plant:** The city's original cost was to have totaled no more than \$6 million, but a month ago it was revealed that the cost had jumped to \$9.5 million, a 58% increase. The plans may have to be scrapped, but at least \$6 million (and no doubt counting...) will have to go into the Greenway Pollution Plant for improvements.

**The Horton Street Extension** is \$1.2 million over budget, but expect this to rise even further as homeowners and businesses contest property settlements, and soil and drainage reinforcements soak up even more hidden costs.

What all this proves is that, not only do Londoners rarely know what anything will cost them as taxpayers, but most often even our Councillors do not. In fact, they shouldn't even be involved in many of the things they're doing, since projects like Gallery financing, Centennial Hall, etc., should be the responsibility of private corporations and sponsors --- not the taxpayer.

So when you hear about the \$90-100 million-plus project like Pan-Am 1991, consider the potential cost increases that could occur over the next seven years.

## MORE-TAX FOR GAMES LOBBY OPENS BOOTH IN CITY CENTRE MALL

After receiving the shock of the Chamber of Commerce survey that showed what every survey so far has shown --- that a large majority of Londoners do not want their taxes used to prop up the Games --- some members of the Chamber, in cahoots with the Pan-Am Bid Committee and the London Business Development Advisory Board, have rented space and set up a booth in City Centre Mall to promote the Games. We're convinced that if the Pro-Tax people spent as much effort raising the \$10 million privately as they have spent on their slick booths, buttons, media propaganda, speakers bureau, and their upcoming door-to-door brochure campaign, they'd probably already have their \$10 million in pledges from corporations, athletic groups, etc., who apparently see themselves as the beneficiaries of all this.

In this way, they could be creating a *co-operative venture* (and certainly a more efficient, responsible one) instead of embarking on such a divisive one where, as *Free Press* reporter Tony Hodgkinson predicted, Pan-Am will be *the* election issue of the 1985 municipal election in London.

The only reason for the Bid Committee's adamant refusal to seek private funding and reduced capital outlay is because they know they can hook the city in for a lot more than we are currently being told, particularly with the possibility of a CFL franchise (a real mega-buck loser), festivals, ethnic fairs, and what have you. This is the same sucker play that is being used in Vancouver to justify *Expo '86* and which is used whenever a grand scheme (full of intangibles like "pride and glory", blah, blah...) can't fly without taxpayer blood.

We reprint how *Expo '86* has blossomed from a \$78 million 100th anniversary for Vancouver to a World Trade Exhibition (reprinted from *Report on Business* magazine, April 1985):

The fair was originally conceived six years ago as *Transpo 86*, a modest special-category exposition to celebrate the city's 100th birthday. Initial cost estimates in 1979 ranged around \$80 million, but that swelled to \$150 million the next year, to \$367 million by 1982 and then to \$802 million. At the same time as the fair was mushrooming in size, scope and budget, the province's economy was crumbling and the Government was clamping down on other expenditures, wiping out thousands of civil service jobs and chopping at social services. Meanwhile, Bennett and Expo chairman Jim Pattison kept promising that the exhibition would leave

no debt to taxpayers. Still, suspicion mounted as *Expo's* books remained closed and the public was asked to accept the official version of the fair's finances on faith. Belief was not made any easier by commentators who noted that showcase world expositions have a way of running out of control. As one former senior fair executive put it, "It will probably be a first-class fair, but I'm scared bloody witless at what the deficit will be. . . . The bigger the fair, the bigger the bill—and the bigger the deficit."

Pattison compares *Expo* to a Broadway production: it could get panned by the critics and turn into a financial disaster, or it could be immensely popular and

successful. He conceded that the exhibition will run a deficit of \$311 million, but he was only prepared to admit to an actual operating loss in late January. Prior to that, a former senior fair executive reported that a \$300-million deficit estimate was tabled at a board meeting 15 months ago but no official confirmation was forthcoming. According to that executive, the basis of the fair's budgeting is \$491 million in revenue from 13.75 million projected visits, rents from exhibitors, food and corporate sponsorships, against spending of about \$800 million.

**CONTROLLER RON ANNIS SUGGESTS WAYS FOR BID COMMITTEE  
TO DEAL WITH "IGNORANT, MISINFORMED" OPPOSITION**

Controller Ron Annis, an undisguised manipulator of Council affairs favouring Big Business and Big Interests, wrote this list of suggestions to the Pan-Am Bid Committee to help in their campaign to convince Londoners to swallow taxes for the Games. Boot this guy out in the fall!

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March 19, 1985

Chairman and Members  
Pan Am Games Committee.

As you are hopefully all aware, I am a strong supporter of the Pan Am Games. I have noticed, however, with increasing dismay, that both the proponents and opponents of the Pan Am Games are overwhelmingly ignorant of, or misinformed about, both the proposed costs and the accruing benefits of the Games to Londoners.

I would like to suggest a more aggressive marketing plan to be undertaken. Specifically, you might consider some of the following ideas to supplement your current marketing program:

1. That arrangements be made to rent spaces at the Western Fair Grounds during the Western Fair to "sell" the Pan Am Games to Londoners. I am enclosing a copy of a letter from the General Manager of the Western Fair outlining costs and availability. You will note that over a third of a million people visit the Fair each year.
2. That the London Development Advisory Board be asked to assist in privately arranged funding to allow door to door delivery of a brochure to properly explain the Pan Am Games.
3. That service organizations, clubs, boards and large companies be asked to dispatch Pan Am literature to their members or employees outlining the costs and benefits.
4. That the London Free Press be invited to institute a "Pan Am Column" in the newspaper, possibly written by Tony Hodgkinson, or someone equally conversant.
5. That a series of newspaper advertisements be developed, showing projected financing costs and benefits of the Games. Again, this could be a project of the London Development Advisory Board and these figures could be broken down on a per capita basis.
6. That T.V. London be invited to give the Pan Am issue air time explaining and informing, rather than debating, the proposal.
7. That the Chamber of Commerce be invited to provide Pan Am Games information to its members in one of its monthly papers.
8. That application be made for Wintario Grants' funding, if this source is not included in the fund-raising areas presently contemplated.
9. That enquiries be made to the Province with the idea of London holding a Pan Am Games Lottery.

I would like to congratulate the Committee on the fine work it has done to date and to offer whatever help I can. I hope some of these ideas are helpful and wish you every success in your ongoing efforts.

Sincerely,



Ronald C. Annis  
Controller  
Attach.

# THE DISEASE IS SPREADING...

This summer, the Canada Summer Games will be held in St. John, New Brunswick, and in Saskatoon in 1989. Ottawa is considering the Commonwealth Games for 1990. Here is an article written in the *Ottawa Citizen* which reflects on the costs of the Commonwealth Games (1978) and the University Games (1983) held in Edmonton.

## Can we afford the Games?

### Region can learn much from Edmonton's story



Should Ottawa-Carleton make a bid for the 1994 Commonwealth Games? Edmonton staged a highly successful Games in 1978, but since then Commonwealth Stadium has been used only by the Edmonton Eskimos and a few summer rock concerts. A velodrome is also under used. Critics fear the Games' legacy here would be annual deficits from operating white elephant stadia.

**L**anding the 1994 Commonwealth Games could be a mixed blessing for Ottawa-Carleton — just ask Edmonton.

The city of 500,000 is justly proud of its highly successful 1978 Games. And ex-mayor Ivor Dent says the Games transformed Edmonton into "a major-league city." But the legacy of the Games is several white-elephant stadia that are under used and consistent money-losers.

Boosters like Dent insist the debt-ridden facilities lose no more money than art galleries and museums and serve a higher percentage of the citizenry. Also, Dent says, forking over tax dollars for arenas' operating costs is part of the price of living in a cosmopolitan city.

And Edmonton's example is providing fodder for critics of the likely bid by Ottawa-Carleton for the 1994 Commonwealth Games.

A feasibility study prepared for Ottawa-Carleton notes that after Commonwealth Stadium was built beside existing Clarke Stadium in Edmonton, "Clarke became a money-losing failure."

"Now," the study says, "the two stadia together cannot cover the operating and maintenance costs of the new Commonwealth Stadium." It also suggests that a splashy new stadium for Ottawa would mean "the death of Lansdowne Park."

Commonwealth Stadium turned a profit of about \$100,000 in 1984. But a recreational centre with racquetball courts adjacent to the stadium ran up operating expenses of about \$500,000, mostly in utility charges, and had revenues of only \$200,000. And next door Clarke Stadium brought in a pitiful \$25,000 against expenses of \$80,000. Total loss for the stadia complex: about \$255,000. And all of it picked up by taxpayers.

In addition, there is still bitterness in Edmonton over the use of Commonwealth Stadium, built at a cost of about \$31 million. It is restricted to professional sports and despite its world class track and natural turf infield, it has not been used for amateur athletics competition at any level.

The feeling of being short-changed still rankles amateurs from local recreational runners to the executive of the Commonwealth Games Association of Canada.

And the \$660,000 cycling stadium build for the Edmonton Games is sadly "under-utilized," according to city officials. That's a polite way of saying the velodrome is a bust.

Only the \$4.5-million Kinsmen Aquatic Centre, also built specially for the Games, has been a continuing, if expensive, success. The centre, which features Olympic-sized pools and diving facilities, is crowded year-round.

Yet at the end of 1984, the swim complex was running a deficit of more than \$900,000 even though it is energy efficient and well used.

Even Ivor Dent, who led the city's successful bid for the Games, concedes that the stadia stand vacant most of the time.

"Besides the Eskimos football games, there's a few rock concerts at Commonwealth in the summer," he said in a telephone interview from Edmonton.

"And the velodrome hasn't caught on as we expected it would.

What happened in Edmonton is hardly unique.

Montreal built a super \$74-million, 7,200-seat velodrome for the 1976 Olympics. The enclosed building contains a 285-metre track with spectacular 48-degree banked turns as well as a skating rink and an enormous infield capable of staging volleyball or any other sport that requires a playing surface smaller than a football field.

But the Olympic Velodrome is a dead wash in red ink. Local cycling clubs were scared off by a rental fee is \$200 an hour with a minimum four-hour booking. So now it features a few events annually and runs up operating costs of close to \$100,000, all of which the taxpayers must eat.

Critics of Ottawa's proposed Games bid say the Montreal and Edmonton experience should serve as a warning for the region. Their argument is that funds for the Games — estimated at anywhere between \$55-\$157 million — could better be spent on improving roads and sewers and finding jobs for the unemployed.

Even the \$55-\$157 million figure could turn out to be wildly inaccurate. Edmonton originally estimated its total capital budget to be \$9.7 million. The final amount turned out to be more than \$36 million.

Ottawa-Carleton's feasibility study outlines three scenarios or options for the proposed Ottawa Games.

The first option features a substantial upgrading to Lansdowne Park, including structural foundations for a future dome. Both opening and closing ceremonies as well as all track and field events would be held at this stadium. A fieldhouse and track and field stadium would be constructed at Mooney's Bay for training during the Games. This stadium would also be "a legacy," having the potential for staging world class events in the future.

Total capital cost: \$77.2 million to \$80.7 million.

Option No. 2 includes a somewhat milder facelift to Lansdowne Park to spruce it up for opening ceremonies only. Mooney's Bay would host the track and field events and the closing ceremonies. This proposal includes adding a total of 10,000 permanent and 20,000 temporary seats to Lansdowne Park.

Total capital cost: \$51.9 million to \$55.4 million.

Option No. 3 is the deluxe route. It calls for a major new stadium which would be fitted with an air-supported dome immediately after the games. Opening and closing ceremonies plus all track and field events would take place in the new stadium. It also includes a field house and track and field stadium at Mooney's Bay.

Total capital cost: \$154.2 million to \$157.7 million.

The study suggests that the three levels of government would contribute heavily to the Games, as they did in Edmonton. But the two major levels of government have been less than enthusiastic about Ottawa's likely bid and it is expected that the feds and the province will support only one major international sporting event in the 1990s.

Despite the deficits incurred by its facilities, Ivor Dent remains a staunch supporter of the Games. He argues that the stadia are "social benefits" in the same way that libraries, theatres and museums are.

What percentage of the citizenry go to art galleries or the opera, he asks. Yet what self-respecting city would be without these "social benefits," even if the majority of the population ignores cultural events?

"It's the same with the Games facilities. Come out to Edmonton and you'll be hard pressed to find somebody to knock the Games. And nobody worries about the operating costs of Commonwealth or Clarke."

Edmonton's Commonwealth Games cost about \$53 million. The costs were evenly split between the federal, provincial and municipal governments. The tab for the new stadia, aquatic centre, and shooting range was about \$36 million, plus another \$17.5 million for operating expenses.

continued

Edmonton financed its share of the Games by issuing \$11.6 million in debentures with principal and interest repayable over 25 years.

The city picked up \$2.2 million through merchandise licensing and sponsorships. It also got \$2.8 million from the Western Canada Lottery plus \$5.2 million from Loto Canada towards its operations deficits.

Although no accurate records exist listing the number of visitors to the Games, each visitor is thought to have spent about \$100 daily. And 455,521 tickets to various events were sold with receipts totalling \$4.3 million.

In Dent's estimation, the biggest benefit of the Games was that the athletic facilities were built with Edmonton picking up only one-third of the cost.

The biggest booster of the Ottawa Games is Jim Durrell, a member of the regional committee who has eyes to replace Marion Dewar — a knocker — as mayor.

Durrell claims the Games are a potential gold mine, if only the region had the vision to see it.

Numbering the advantages on his fingers, Durrell argues that the Games would pump \$18-20 million in the region's economy and attract about 50,000 visitors — visitors who would unload their wallets in Ottawa.

The study predicts at least 1,500 construction jobs would be created over two years as well as 100 permanent and 000 part-time jobs.

Durrell also says the Games would make Ottawa the county's undisputed champion of amateur athletics.

Dent can predict exactly what will happen if the Durrell forces are successful and Ottawa manages to land the Games:

"When you first make the bid, the citizenry is extremely happy and only 10 or 15 per cent look at the cost," he said.

"When you succeed, euphoria strikes. The entire city gets caught up in the excitement."

But the euphoria fades over the next few years as the Games draw closer. "That's when the knockers and the antis really come out," he said. "And the media comes up with a whole lot of junky stories."

Finally, the Games begin and the entire town puffs out its chest and walks proud. "The knockers disappear entirely, and everybody raves about how successful and how well-organized it all is. Then nobody cares a darn about the cost."

Dent also happens to be the national president of the Commonwealth Games of Canada Association, the group that will choose the Canadian city to compete against other countries in the race for the Games.

Wearing his Commonwealth association hat, Dent won't rate Ottawa's chances for a successful bid but he does say that the region has plenty going for it. With a population about 700,000, the area far exceeds the minimum population requirement of 350,000.

Even better, Ottawa is within striking distance of Montreal and Toronto as well as upper New York state and has tremendous drawing power.

What is essential, he said, is that the region display a rah-rah spirit to show organizers that Ottawa really wants the Games.

"The quality of the bid is very important," he said. "We have to see that the community is truly behind the project."

At the moment, that rah-rah spirit is missing. The region's executive committee is badly split along left-right lines over the project. Oddly, the left-wingers are generally against the Games while the right-wing is in favor. Usually it's the lefties who delight in spending taxpayers' money.

Still, a *Citizen* survey showed that 16 of the 33 members are in favor and five opposed to the Games with several others uncertain. Council will decide about the bid at its Feb. 13 meeting.

If Ottawa decides to go for it, the Canadian competition will

be a lot tougher than Edmonton faced. Winnipeg is keenly interested and since the city was host to the 1967 Pan-Am Games the necessary facilities are ready and waiting.

Winnipeg's Dave Grant, executive assistant to the mayor, is almost cocky about his city's chances.

"We've got a stadium, we've got a swimming centre, we've got a velodrome, we've got a shooting range, we've got a bowls green," he said in an telephone interview.

"We're in good shape, although we've haven't talked with the Commonwealth Association for a while," he said.

Windsor and Hamilton also have hopes of landing the Games — probably pipe dreams in both cases. Hamilton had the first British Empire Games back in 1930 and the lunch bucket city now seems financially incapable of such a huge project.

If Ottawa beats out its Canadian competition, it will make a formal presentation to the Commonwealth Games Federation in Seoul, Korea on the eve of the 1988 Olympics.

Just to reach that point, the region will have to spend about \$350,000 on models, slide shows, a film, brochures, and wining and dining of international voting delegates.

## THE OUTCASTS/

by Ben Wicks



Here are the names, phone numbers and mailing addresses of the local politicians who voted in favour of Pan-Am 1991 tax funding. You can find out what ward you live in by using the map below.

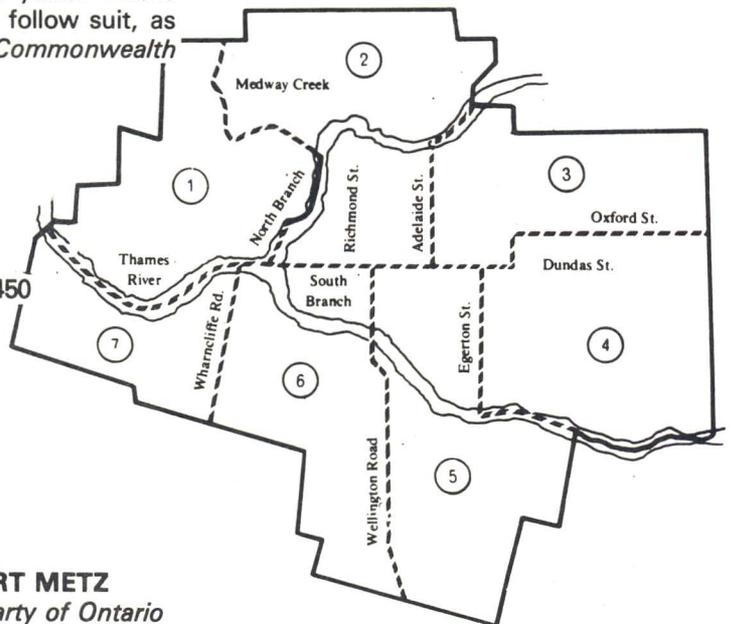
Just before we went to press, the federal government introduced a policy of NO-GRANTS for International Sports Events for at least the next five years. This is excellent news. However, there is no guarantee that the City will follow suit, as illustrated by Gordon Hume now saying he may go after the 1994 Commonwealth Games.

### CONTROLLERS:

Ron Annis, 187 Wharncliffe Rd. N. - N6H 2B1; 227-4125  
 Joe Fontana: 3-253 Taylor St.; 672-6376  
 Orlando Zamprogn: 1397 Rideau Gate - N5X 1X2; 434-4976

### ALDERPERSONS:

Ward 1: John Irvine, 2001-190 Cherryhill Circle - N6H 2M3; 439-5450  
 Ward 2: Bob Beccarea, 74 Shavian Blvd. - N6B 2P3; 672-2889  
 Ward 3: Pat O'Brien, 38 Tilipe - N5V 2X4; 455-4955  
 Ward 5: Grant Hopcroft, 195 Buckingham - N5Z 3V6; 686-8670  
 Ward 5: Gary Williams, 907 Norton Cres. - N6J 2Y8; 681-2638  
 Ward 6: Tom Gosnell, 652 Talbot Street - N6A 2T6; 672-6142  
 Ward 6: Janet McEwen, 572 Upper Queens - N6C 3T9; 681-8524  
 Ward 7: Gord Jorgenson, 383 Colville - N6K 2J4; 471-2695



Researched and Written by MARC EMERY; Edited by ROBERT METZ  
 Computer service, offices and administration: courtesy Freedom Party of Ontario



*The Corporation of The City of London*

*The Office of The Mayor*

*Al Gleeson*

*Mayor*

300 Dufferin Avenue,  
London, Ontario,  
N6B 1Z2,  
March 1, 1985.

Mr. and Mrs. Peter Diephuis,  
1294 Glenora Drive,  
London, Ontario.  
N5X 1T5

Dear Mr. and Mrs. Diephuis:

A few years ago I participated in the opening of a new library on Huron Street. Last year I participated in the opening of a new ice arena on Southdale Road.

What is unique about these events when there are other libraries and ice arenas throughout the City? In fact, there is nothing unique and that is the point.

Facilities, such as rinks and libraries are classified under recreational and cultural. Such facilities have always been built in this city by using tax dollars. I can't even recall an objection to the use of taxpayer's money for such facilities -- more arenas, more libraries, more swimming pools, more soccer fields, etc.,

The Pan Am Games is a recreational and cultural event, which will permit the construction of needed facilities. What is improper about using taxpayer's money for those facilities?

Why is it permissible to spend tax dollars on a new swimming pool but not acceptable to use tax dollars for an aquatic center just because the aquatic center is part of the Pan Am Games? I fail to see the distinction.

People say to use only private sources like Los Angeles did for the 1984 Summer Olympics. They seem to forget that Los Angeles had most of the facilities, and those facilities were built some years previously with taxpayer's money.

The Pan Am Games' issue is not an easy one and there are many questions to be answered. But the acceptability of using tax dollars is a question already resolved by past experience.

Sincerely,

A handwritten signature in cursive script that reads "Al Gleeson".

Al Gleeson,  
Mayor.

# WE FINALLY MAKE A CONVERT!

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Ward 3 Alderman Pat O'Brien, after repeated calls and letters, finally took a stand on the issue of tax funding for Pan-Am 1991. To wit, we reprint a letter to a Londoner:

## 2. Pan-Am Games -

This has been a very difficult decision for me personally. As an individual taxpayer, I would like to see the Games in London. However, as your elected representative, I do my best by reports and regular meetings to seek your views and keep you informed. Many Ward 3 taxpayers are very worried about the cost of the games and I share their concern. My goal all along has been to let the public be involved in the decision by stating their views to Council members who are elected to make the final decision.

- A. In August, 1984, I moved, and Council unanimously approved, a series of public information meetings to put the facts before the people of London.
- B. I promised many of you, my constituents, that I would not support spending tax dollars on the games if a clear majority was solidly opposed. I fully intend to keep that promise. In order to determine the views of the public, I asked Council on March 4, 1985, to hold a poll or find some other means of encouraging the public to express their opinions. Council tabled this idea until the summer of 1985 with which I disagreed. The idea should have been passed in principle guaranteeing the public a chance for greater input. Because this was not done, and because, since first elected in 1980, I have always sought to encourage public participation not discourage or ignore it, I now must take a stand. I absolutely will not support the spending of any municipal tax dollars on the Pan-Am Games. I will, however, volunteer to work and help raise money through business and private donations to see if it is possible to hold the games with no London and municipal tax dollars.

## THE MAYOR RESPONDS TO ONE OF OUR SUPPORTERS...

One of our *No-Tax for Pan-Am* volunteers, Peter Diephus, wrote a letter to Mayor Al Gleeson who, in turn, sent Mr. Diephus a reply. We reprint both below. Following that is our own analysis of what we see as dangerous assumptions underlying his arguments (not to mention complacency), and the implications that his attitude could have on our city.

Dear Sir,

*This is to let you know that we, the undersigned, as taxpayers of the City of London, are urging you, as Mayor of London, to vote against using any taxpayer's money for the Pan-Am Games.*

*We will be closely watching who is voting for or against what before the November elections.*

Yours truly,  
Audrey and Peter Diephuis  
London, Ontario

### MAYOR'S RESPONSE ON OPPOSITE PAGE

## ...AND WE RESPOND TO HIM

Let's take a look at the Mayor's response point by point. Mr. Gleeson informs us that "Facilities such as rinks and libraries are classified under 'recreational and cultural.' Such facilities have always been built in this city by using tax dollars. I can't even recall an objection to the use of taxpayers' money for such facilities... more arenas, more libraries, more swimming pools, more soccer fields, etc."

To begin with, there *should* be objections raised whenever new libraries or arenas are proposed to be built with tax dollars, but the objections should come from elected representatives who are knowledgeable about finances and use and not from citizens who have little access to the relevant facts in these matters.

For example, the library cited by the Mayor is the new *Northland Library*. This \$1.25 million library (land included) was previously located in the Northland Mall. It was small but adequate, given the declining number of children in the neighbourhood (as reflected by the closure of Huron Heights School). In any case, the new library is vastly underused, particularly since children in the new area are well served by their school libraries and the bookmobile. In fact, between these two sources (and books at home), the great majority of children can have access to almost any book they might wish to read.

As to high school students, *Montcalm Secondary* has a large library that serves both the students of Montcalm and the students of *Lucas Secondary* school also. And adults, who use the library system the least frequently, can afford to buy their own contemporary paperbacks (and do), while the balance tend to use the Central Library.

The library system in London will cost local taxpayers \$4,700,000 in local taxes alone, and \$800,000 in provincial taxes --- and that's just for 1985! Ironically, 95% of the people who are forced to pay for the library system (the taxpayers) do not use the service in any given year!

Certainly, adults who use the library system should be expected to at least pay a \$5 or \$10 annual user fee to help cover the costs of the service they're using. But under no circumstance should more libraries be built in this city. It is scandalous to be paying nearly \$5 million per year for a service used regularly by only about 15,000. Without doubt, the new library referred to by the Mayor was a mistake.

The arena referred to by the mayor is *Earl Nichols Arena*, built two years ago in South London for hockey, ringette, etc. Unlike any of the proposed Pan-Am facilities, where it has been admitted that they will lose a minimum of \$1 million per year (hence the "endowment fund", better described as "deficits collected in advance"), Earl Nichols arena breaks even, since the operating costs are charged --- as they should be --- to those using the arena.

Naturally, the original capital cost of \$2 million should also be recovered in admission charges. However, the local sports lobby, ever prominent in these issues (for the same reason they are with Pan-Am: *they want something for nothing*), embarks upon phone blitzes, letter campaigns, etc., whenever someone attempts to make such a suggestion.

This is particularly nauseating when you stop to consider that children using the facility for hockey or ringette require equipment worth between \$150-\$200 *each year*, not to mention the gas and other incremental expenses incurred by parents who drive their children to these events. \$1 per child per game is surely not a lot to ask from the people who are using the facility, and it would go a long way to cover the capital cost of building such a facility.

As far as soccer fields are concerned, operating costs are being paid for by the users. As a director of an Optimist Club, and as a soccer coach and sponsor, I can attest that we receive no services we do not pay for --- as it should be.

Swimming pools, on the other hand, are an entirely different matter.

Here's a shocking statistic: **For every visit a child makes to a PUC pool and pays 50 cents admission, the taxpayer subsidizes that visit by an additional \$5! FIVE DOLLARS. PER VISIT. PER CHILD.**

Public pool use is declining with the declining number of children, particularly in central neighbourhoods. Obviously some pools should be closed, not additional ones opened. Consider as well the fact that Londoners own more private backyard pools per capita than any other community in Ontario! As well, more apartment health spa pools exist in London than ever before.

The YMCA pool is vastly underused. "Who can afford a \$20 monthly fee?" argue critics. Yet, an aquatic centre would cost \$2 million a year to operate. If it was open 10 hours a day, 350 days a year, that would be 3,500 hours per year. Divide that into \$2 million and you have a cost of \$571 per hour!

Now we all know that the pool will not be in use every hour of every day, since there are only about 5,000 swimmers of any kind in the city who would use the pool more than once or twice. But let's assume they use it even as often as three times a week. That's 70 swimmers per hour (a very unlikely and exaggerated prospect), which would break operating costs down to \$8.25 per visit or, at 3 times per week, \$100 per month! And still these people complain about paying \$20 per month at the YMCA, which has the best pool in the city.

Now of course, we've just been talking about the \$2 million operating cost. If the \$10 million capital cost of building the pool was amortized over 25 years, you would need an extra \$1 million per year in revenue, making the cost per regular swimmer (as in our example above) about \$150 per month, or \$1,800 per year for the Pan-Am Aquatic Centre.

Or they could pay \$240 per year at the YMCA --- *now*.

When the Mayor asks "what is improper about using taxpayer's money for those facilities?", I can tell him --- and so, now, can *you*.

To begin with, these facilities are always used by minorities, perhaps between one and five per cent of the city using any one facility, yet the other 95-99% are required to pay the tab --- along with the inevitable corruption, inefficiency, political squabbling and divisiveness that is always part of political intervention.

Furthermore, although a new aquatic center is unnecessary, if built, it will certainly end up competing with private organizations that do not receive municipal grants, forcing them to join the breadlines for government handouts as well. Then we could be faced with *both* the Aquatic Centre and the YMCA forever needing taxpayer handouts, whereas right now we have neither. Is all this worth the expense of just trying to appease a small minority of elite swimmers?

The new stadium proposed for Pan-Am would have the same effect on private stadiums. For example, J.W. Little Stadium, which currently sees little or no use, will be even further underused.

The argument for a stadium in anticipation of a CFL franchise (which would lose millions as well) is utterly insane. A CFL team plays only 9 home games per season. What would we do for the other 352 days of the year? This kind of rationalization is demented and utterly self-serving.

The \$22 million fieldhouse (plus courts and fields for basketball, soccer, tennis, etc.) is a decadent luxury that will likely be built on the UWO or Fanshawe campus for use by students and a few organized league sports who are doing fine now without it. We already have too many tennis courts (since the sport's popularity has taken a nosedive over the last five years), there are already far more schools and community centres available for basketball than demand requires, and there is no real shortage of soccer fields.

So when the Mayor asks: "Why is it permissible to spend tax dollars on a new swimming pool but not acceptable to use tax dollars for an aquatic centre just because the aquatic centre is part of the Pan-Am Games? I fail to see the distinction." --- send him this. He still won't see it. *But he'll know you will.*

As to Mr. Gleason's comment that "the acceptability of using tax dollars is a question already resolved by past experience," it certainly has to be one of the most audacious and complacent things I've ever heard the Mayor say. He's more or less telling us that "We've done it before, so we can do it again."

## ***Pan-Am Games could be held in London-southwestern Ontario without building expensive white elephants***

The proposed sporting events for Pan-Am 1991 in London are listed below. What is particularly fascinating is that, of the 24 listed, 21 can be held in existing facilities in the London or St. Thomas area, requiring an investment of only \$3.5 million for the necessary upgrading.

It is only the *remaining three activities*, 50-meter swimming, athletics (track & field), and gymnastics that require a \$54 million capital investment and the \$10 million endowment fund.

Rather than build a new \$10 million aquatic facility, the 50-meter events could be held in Tillsonburg or Woodstock, or somewhere where a 50-meter pool is already underused. With a little imagination, the JW Little Stadium and other existing facilities could handle the athletics and gymnastic events. Synchronized swimming, waterpolo, and diving could be held at the University, Roberts Centre, Wolseley Barracks, and Thames Park pools.

By saving \$50 million in expenditures, the required number of spectators will proportionately drop, and would represent only a loss of \$2-\$3 million in revenues. In addition to that, an endowment fund would no longer be necessary, resulting in *another* \$10 million saving.

By eliminating \$60 million in costs from the originally estimated \$98 million expenditure, we are faced with a net projected cost of \$38 million to host Pan-Am 1991. These reduced costs could be met by the following possible sources of revenue: Sales, marketing, and licensing: \$10 million; Corporate sponsorships: \$10 million; Provincial lottery grants: \$18 million.

Londoners would therefore reap the advantages of upgraded *community facilities* (the ones that see *real* use) without having to cope with the burden of supporting another expensive 'white elephant.' Any additional non-tax revenue that might accrue could be used for special facilities where conditions and demand may warrant. To anyone interested, we have complete details on the Pan-Am bid in our office. Just give us a call or drop on in.

City of London  
Pan American Games Bid Committee

### Suggested Program

**REPRINTED FROM PREVIOUS NEWSLETTER**

<u>EVENTS</u>	<u>PARTICIPATION</u>	<u>SEATING</u>	<u>FACILITIES</u>
Aquatics (swimming, diving, waterpolo, synchronized swim.)	M/F	6,000	Aquatics Centre, UWO, Roberts, Thames Park
Archery	M/F	1,000	Stronach/Kiwanis/Springbank
Athletics	M/F	35,000	Stadium
Baseball	M	8,000	Labatt Park/St. Thomas
Basketball	M/F	12,000	Fieldhouse/High Schools
Boxing	M	6,000	London Gardens
Canoeing	M/F	TBA	Fanshawe Lake
Cycling	M	TBA	City of London
Equestrian	OPEN	3,000	Thorndale Equestrian Centre
Fencing	M/F	1,000	Saunders Secondary School;
Field Hockey	M/F	5,000	J.W. Little, Roberts Stadium/UWO
Gymnastics	M/F	12,000	Fieldhouse
Judo	M/F	2,000	Earl Nicholls
Rowing	M/F	TBA	Fanshawe Lake
Shooting	M/F	1,000	Crumlin Gun Club
Soccer	M	35,000	Stadium/Clubs/J.W. Little Stadium
Softball	M/F	5,000	PUC Facilities/Stronach/Ted Early
Table Tennis	M/F	1,000	Medway Arena
Volleyball	M/F	3,500	All-Canadian Club, Greenhills
Weight Lifting	M	6,000	Thompson Building/Fieldhouse
Wrestling	M	2,000	Alumni Hall
Yachting	OPEN	TBA	Goderich Harbour

# SOME INTERESTING FACTS ON THE 1988 CALGARY OLYMPICS

A letter written to the *Free Press* was researched by one of our supporters.

\$200 million was already sunk into the 1988 Games by the Liberal government of 1983, and then the SportsSelect Lottery was invented in an attempt to recover the \$200 million, but instead ended up costing the taxpayer an additional \$48 million in losses.

Although the figure for TV rights for the Winter Olympics seems impressive, costs are more so. It seems that Alberta does everything on a grand scale, including its taxpayer boondoggles.

## Effects of the Pan-Am Games

Sir: Londoners are in for a big surprise with "our" 1991 Pan-Am Games. We may as well prepare ourselves for the worst because it seems that we will not be allowed to voice our individual choice on the subject.

Calgary is just now learning the bitter truth of listening to their city politicians on their 1988 Winter Olympics. A lead article in the *Globe and Mail* of March 9 states that the "planned spending on the 1988 Calgary Olympic Games has nearly doubled and stands at \$818 million compared with \$415 million when the city 'won' the right in 1981 to hold the games."

Calgary taxpayers learned recently that the city wants to raise taxes by about 4.3 per cent to help pay the city's share of the cost of the games. What is most appalling about the situation is the logic and rationale now being used by the Calgary politicians and organizers. They insist that "the greater the expenditures, the more jobs that will be created" and "the greater the Olympic legacy that will be left for Canadians."

The project will help Alberta's 70,000 unemployed construction workers. Calgary will need 800 more buses. These facilities will attract athletes from all over the world to train. People will come from all over to see Mt. Allan or the speed skating oval.

The cost of some of the above attractions — \$62 million for the bobsled run and ski jump facilities; \$35 million for the world's first indoor speedskating oval; \$25 million for Mt. Allan; \$13 million for cross-country skiing; \$16 million for athletes' village; \$33 million for an arena; \$38 million for improvements to McMahon Stadium and University of Calgary phys ed complex.

### Questions:

What will the 70,000 construction workers do after 1988 with no jobs and higher taxes?

What will be "the greater Canadian legacy" (our national debt is expected to stand at \$190 billion in 1985)?

What will Calgary do with 800 buses after the Games?

How many Londoners will go to Calgary to the top of the bobsled run to see Mt. Allan or the oval?

Can economical use be made of Mt. Allan, the stadium and arenas, the speedskating oval, the bobsled run, the athletes' village, drug testing centre?

Even Otto Jelinek, the federal minister of state for fitness and amateur sports, admits that there aren't many Canadian speed skaters, bobsleders, or luge enthusiasts — so who is going to use all these facilities in Calgary?

But worry not — Jelinek also says that "Canadian taxpayers will not have to pay a nickel for the Olympic Games" and William Pratt, the president of the Calgary Olympic Games, claims that "these are going to be the best Olympic sports facilities in the world, and the legacy is going to be incredible."

We Londoners have much to look forward to with our Pan-Am Games — as is being proved in Calgary with their Winter Olympics.

London

BRUNO S. OBERSKI

# EXPO DISASTER AFTER EXPO DISASTER

We've placed phone calls to Caracas Venezuela, Indianapolis Indiana, St. John New Brunswick, Toronto, Edmonton, Calgary and Vancouver to unearth information on these sporting extravaganzas and Expos. One report we discovered was from the University of British Columbia about *Expo '86* but also included a history of previous Expos, etc. We reprint for your information...

*Expo 86 - An Economic Impact Analysis*, Charles Blackorby, Glen Donaldson, and Margaret Slade; The University of British Columbia B.C. Economic Policy Institute Paper No. P-84-11; August 1984

## HISTORICAL BACKGROUND

Before embarking on a discussion of the costs and benefits of *Expo 86*, it may be useful to peer beyond the promotional efforts which currently surround British Columbia's world fair and contemplate the lessons presented to us by the dismal records of past world fairs. In order to facilitate comparability, all dollar figures presented in the discussion that follows are 1984 dollars; that is, they are expressed in terms of purchasing power in the year 1984. Figures from American fairs are reported in U.S. dollars while figures from Canadian fairs are reported in Canadian dollars.

Of the last eighteen world fairs, fifteen have lost money. Of the three that managed to remain in the black, two of these were held in Japan (Osaka 1970 and Okinawa 1975). The relative success of the Japanese fairs may be explained by the fact that they are almost completely state controlled and simply "not allowed" to lose money. Because differences in institutional settings render international comparisons difficult, we confine our discussion to expositions held in North America. In the interest of comparability, we also omit such pre-1960 expositions as San Francisco 1939 (which was forced to close early due to bankruptcy) and New York 1939-40 (which lost an astounding \$384 million). Instead, our discussion is confined to a brief survey of Seattle 1962, New York 1964-65, Montreal 1967, San Antonio 1968, Spokane 1974, Knoxville 1982, New Orleans 1984, and developments thus far on Vancouver 1986.

The Seattle world fair of 1962 was a rarity among international expositions in at least three respects. First, the fair did not report a financial loss. Second, Seattle's fair drew more visitors than had been expected. And finally, the host city acquired a legacy of functional buildings and capital equipment which neither scarred the face of the city nor cost its inhabitants an unconscionable sum to adapt to their post-fair use.

Seattle's 1962 world fair, entitled Century 21, was a \$342 million science and technology exposition involving 43 nations and numerous private investors. Not including the 74 acres of land given Expo 62 free of charge, three levels of government spent a total of \$154 million on Seattle's fair. Actual attendance at the fair totalled approximately 9.6 million --- 2.1 million more than expected. This attendance increment, when multiplied by the average ticket price of \$5.65 per person, should have resulted in a revenue surplus of \$12 million. The actual profit, however, was only \$5 million, suggesting that had the exposition progressed according to plan, a deficit of \$7 million would have resulted. Furthermore, if the true opportunity cost of the land used by Expo 62 is accounted for, even this seemingly profitable fair becomes a money loser.

The New York world fair of 1964-65 is the first on a long list of post-World-War-Two expo disasters. In conformity with a now typical pattern, Expo 64-65 was not expected to be an economic failure but was introduced as an exciting way to create economic growth and turn a profit for both the city and the state. One method of documenting the all too common shift from optimistic forecasts to grim post-fair reality is to follow the *New York Times'* coverage of the fair.

*Jan., 1964:* R. Moses, president of the fair, predicts that 70 million people will visit the fair resulting in a \$177 million profit.

*Feb., 1964:* Expected revenue rises above the \$400 million originally predicted as more money is poured into the fair.

*Mar., 1964:* Arguments between government agencies ensue as a result of discussions concerning the distribution of expected profits.

*April, 1964:* The downhill trend begins as the New York world fair opens its gates while only 85% complete.

*July 1964:* Half way through the fair, attendance is less than 50% of what was expected, resulting in large exhibitor and concessionaire losses.

*Jan., 1965:* The World Fair Corporation reneges on an \$80 million loan from the city.

*Feb., 1965:* The auditors' report of the "financially shakey" fair claims that New York's exposition will not be able to meet its financial obligations. Meanwhile, eleven major exhibitors with \$124 million in liabilities file for bankruptcy.

*Oct., 1965:* The New York world fair closes with a total attendance figure of 51.6 million --- only 74% of the number expected. Instead of making a \$177 million profit, the exposition reports a loss of \$71 million.

*Dec., 1967:* The City of New York is forced to pay \$104 million, in addition to \$20 million worth of private funds, in an effort to restore the site of the 64-65 exposition.

## EXPO '67 DEFICIT IN 1967 WAS \$957 MILLION!

The only Canadian exposition which occurred prior to British Columbia's *Expo 86* is the 1967 Montreal world fair. *Expo 67* has been heralded as one of history's most successful world fairs. The six-month-long fair drew a record 50 million visitors to the 1000-acre site which housed the exhibits of 38 countries and 24 corporate participants. Upon closer scrutiny of the facts, however, the economic validity of Expo 67's fantastic success fades. By following the financial developments of the fair chronologically, we gain some understanding of the economic nature of Expo 67.

In 1963, Expo 67 was reporting expected direct costs of \$401 million. This number was revised upward to \$654 million in 1964 with an expected deficit of \$184 million reported at that time. By the time the world fair opened in 1967, the cost of producing the exposition had ballooned to over \$1.38 billion. An expected net gain of \$700 million was also reported at this time, based on an expected attendance figure of 35 to 40 million.

By the time Expo 67 closed its gates in October 1967, the Montreal world fair had recorded a record net deficit of \$957 million. As a result of the city's various Expo-related expenses (a new domed stadium and rapid transit, for example) the city of Montreal reported a debt of over \$2.4 billion. The weight of this phenomenally large post-Expo-debt burden stifled growth and development in Montreal for many years after the conclusion of one of the most "successful" expositions.

One interesting similarity between Expo 67 and Expo 86 is that organizers of both world fairs assumed that the sale of the buildings from the exposition site would cover the costs of decommissioning. Such was clearly not the case in Montreal, where Expo 67 organizers could not even give the buildings away. Eventually, ownership of the structures was assumed by various levels of government. The events of 1967 should be studied closely by the organizers of Expo 86 who plan to unload their buildings on the private sector upon the conclusion of the fair.

Like most other world fairs, the San Antonio exposition, entitled *HemisFair 68*, finished in the red. Although HemisFair 68 was not as costly an error as Expo 64-65 or Expo 67, investors in Expo 68 were still misled by the overly optimistic promises of the exposition's organizers. With an expected attendance figure of 7.2 million, HemisFair 68 was forecast to finish in the black. In the process, Expo 68 was supposed to stimulate the economy with the creation of thousands of jobs (reports claim anywhere between 8,000 and 45,000) and hundreds of millions of dollars worth of new output. In reality, the \$464 million fair attracted only 6.4 million visitors --- 800,000 less than expected. The fair was such a financial disaster that private underwriters lost between 10 and 100 percent of their investments. By the time HemisFair 68 was over, the residents of San Antonio were not counting profits but instead were left with a \$24 million debt.

The Spokane world fair, entitled "Man In His Environment", was, like so many other fairs before and since, forecast to produce a handsome profit for the city while at the same time making the city itself handsome through a much publicized program of environmental revitalization. As usual, what actually transpired was something much less than what had been

14 promised. Spokane's Expo 74, which cost \$168 million to produce and attracted only nine foreign exhibitors and 5.7 million visitors, has been described as a world fair "put on by a bunch of merchants to increase profits" (*US News and World Report*, April 15, 1974). An irony of the fair, which focused on the environment, is that it was almost closed by the health department because of the pollution it generated. To add insult to injury, the residents of Spokane discovered that transformation of the Expo site into the beautiful park which was promised them by Expo 74 officials would cost an additional \$21 million.

Expo 74 not only failed to live up to its environmental theme, it also failed to produce the profits promised by the fair's organizers. Only ten days after the close of Expo 74, city officials called a meeting to consider increased taxes, cutbacks in street, library, and park development programs, and massive personnel layoffs to offset a deficit of \$1.89 million.

At first glance, official reports of the 1982 Knoxville world fair give the impression that the fair may have been an economic success. The organizers at Knoxville tell you that not only did the fair show a surplus on closing day, it topped its goal of 11 million attendance. The reality of Expo 82, however, is revealed in what the fair's organizers do not tell you.

The first thing that should be understood about the Knoxville world fair is that total attendance was calculated in a misleading fashion. The officially reported attendance figures represent the total number of people who gained access to the Expo site during the life of the fair. This number, therefore, includes such nonpaying visitors as employees of the fair, press, entertainers, and others who got in free. The actual number of paying attendees is closer to 8 million --- a number far short of the 11 million predicted.

As is the case with the attendance reports, Knoxville's financial reports have also been misrepresented. It is true that on the closing day of the fair revenues exceeded expenses to date. Fair organizers fail to mention, however, that when the fair closed Expo 82 still had to repay a \$3 million line of credit, dispose of buildings and equipment on the fair site, pay out over \$1 million to 3000 home owners in the form of reimbursements, and battle at least 17 lawsuits for more than \$20 million. In reality, Expo 82 was so successful that it resulted in the third largest bank failure in the history of the United States. The United America Bank, which was owned by the president of Expo 82, failed largely because it had made loans to businesses which failed in connection with Expo 82.

The final verdict has not yet been handed down on the 1984 New Orleans world fair. All reports thus far, however, indicate that Expo 84 may be a bigger disaster than was ever believed possible. The fair is currently drawing less than one half of the daily attendance needed to break even. Furthermore, Expo 84's financial position is so weak that it was almost closed down in June for failure to pay city taxes.

The proponents of Expo 86 would do well to study the economic disasters experienced by the hosts of previous world fairs. A distinct chain of events common to most of the expositions is observed --- euphoria followed by doubts followed by debts. If we are to benefit from the mistakes of the past, the organizers of Expo 86 should become familiar with certain economic warning signals in order to prevent a repetition of past mistakes in the province of B.C.

The pattern common to almost all of the expositions studied is as follows. Many expositions originate as a modest promotional undertaking often associated with some historical event (Montreal, for example, celebrated Canada's centennial). After its inception, a typical world fair proceeds to grow in both size and scope at an ever increasing rate until its opening day. Furthermore, attendance forecasts are more often than not exaggerated, as are expected revenues. Conversely, expenses are typically underestimated. As a result, most fairs generate a financial loss although, with the exception of Montreal, a handsome profit was forecast.

Two costs which are not usually considered by fair organizers (and Expo 86 organizers are no exception) are those associated with decommissioning the fair and with indirect improvements. Not only are these costs traditionally very large, they are usually unreported. Included in these costs are such expenses as highway, bridge, and police-force improvements as well as numerous capital projects (e.g., rapid transit and new stadiums). For example, additional expenses incurred by Montreal in connection with Expo 67 resulted in that city being crushed by a \$2.4 billion debt.

Expo 86 appears to be following the by now familiar road to economic disaster. Expo 86 was first proposed as a \$127 million celebration of Vancouver's centenary. Since the date of its inception, however, costs have risen. In 1980 the total projected cost of the project was \$199.4 million. By May of 1983, this number had grown to over \$620 million. The latest official estimates place costs at \$806 million to Expo and \$694 million to other sources. Unofficial and probably more accurate estimates place Expo's costs at closer to \$1 billion. If this latter figure is correct, the cost of Expo 86 has increased by a factor of 8 since its inception, proving once again that exposition budgets are indeed a growth industry.

In addition to the estimated direct costs, there are numerous unestimated indirect costs which will be incurred at least partially because of Expo 86. These include the costs of providing additional police protection, expanding health services, improving highways, bridges and border crossings, and the construction of a rapid transit system. In addition, there is the true economic cost of the land on which Expo 86 is situated.

As to the New Orleans World Fair, it lost \$140 million and declared bankruptcy. The 1991 World's Fair (running at the same time as our 1991 Pan-Am Games) will be hosted by Chicago Illinois at a cost of \$900 million U.S. (\$1.2 Billion Canadian) and is expected to lose at least \$500 million in taxpayer dollars. By the way, the Montreal 1976 Olympics lost over \$1 billion too, and here are some clips from a February 1975 *Maclean's Magazine* article about that:

As we consistently remind people, the Los Angeles 1984 Olympics made a \$160 million profit because the taxpayer was not contributing a single dime. Even the extra police protection was paid for by the Olympic organizers. The 1980 Olympics in Moscow cost \$9 Billion, although comparisons are perhaps unfair in this case.

**Obviously then, the only happy solution available to Londoners who wish to host the Pan-Am Games in 1991 would be to:**

- (a) privately finance it with corporate sponsorships, advertising, lottery money, etc.,
- (b) build fewer new structures,
- (c) spread events over a wider area, including St. Thomas, Tillsonburg (50-metre pool), and perhaps Woodstock, with the bulk of events being held in London.