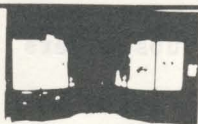


\$1 95

FIRST
 REVIEWED

DOWNTOWN LONDON **MetroBulletin** ANNIVERSARY ISSUE

MetroBulletin



What a mess!

YUCK



ka . Dot



DOWNTOWN LONDON
MetroBulletin

THE LTC



Take the bus more seriously

\$157,602,000 DISASTER

DOWNTOWN LONDON
MetroBulletin



ALLEN MacALMIDEN
RUGBY
In Depth Easy to Read
Analysis
JAN 1971 / 144 377



FIRST IVERSARY EBRATION

DOWNTOWN BIA NEARS END

[illegible]

LESLIE ROCHFORD: *STARVING FOR PROFITS*

OR

STARVING FOR ATTENTION?

COMRADE BOB

FIRED

PARK N'RIDE EXPOSED

plus...

**NEW YORK TAVERN
NITTY'S,
VIDEO ARCADES,
WELLINGTON SQUARE,
...and lots more.**

1997 DOWNTOWN LONDON
MetroBulletin

**THE CRUSADE OF THE
TALBOT COMMUNITY
ASSOCIATION:**

SABOTAGE DOWNTOWN RENEWAL



MetroBulletin

IN THIS
BLOCKBUSTER
68 PAGE
EDITION
WE
TAKE AIM



AT PEDESTRIAN MALLS, BILL C-7,
THE BIA, JACK BURGHARDT, P.E.T.,
DAVID PETERSON THE CHAMBER AT GLEESON & more

THE DOWNTOWN LONDON
MetroBulletin

ISSUE SIX

1907

Money is the barometer of a society's virtue. When you see that nothing is done, not by consent, but by compulsion—when you see that in order to produce, you need to obtain permission from men who produce nothing—when you see it at money is flowing to those who do not, not in goods, but in favors—when you see that men get richer by graft and by pull than by work, and your laws don't protect you against them, but protect them against you—when you see corruption being rewarded and honesty becoming a self-sacrifice—you may know that your society is doomed.

LOVE US OR HATE US, WE'RE ONE YEAR OLD

On May 15, the DOWNTOWN LONDON METROBULLETIN, the magazine you either love or hate, (sort of like its editor), will be one year old.

It's appropriate that we take stock of what we've accomplished since then.

When we began 7 issues ago, we sold 18 copies; with the last issue (#6) we sold 160.

Our original intention was to have a monthly 16 page newsletter, but even our first issue was a portend of things to come. 16 pages were ready for the printers, at the last minute we inserted a bonus sheet announcing that (at least as of May 1981) there would be no experimental pedestrian mall that summer on Dundas St. We discovered this at the May B.I.A. Board meeting, one of the few where "members" were allowed to sit in. We beat the radio and newspapers with the story by one full day. So our first issue was 18 pages.

#2 was 26 pages plus a fold out map.

#3 was 48 pages and it didn't look like I could maintain this expansion on a monthly basis so we started coming out 6 weeks after the previous issue.

#4 was 68 pages and we conceded we could only come out every two months. Subscribers however were promised 12 issues regardless, so it was their gain.

#5 was 70 pages.

#6 (mercifully) was back to a reasonable 48 pages.

In between issue #2 and #3, there was an 8-page photocopy special edition we called the METROBONUS. This was issued as a special the day after the B.I.A. annual "general" meeting at the Holiday Inn where Chairman "Charisma" Hal Sorrenti introduced Robert Martin, our new Executive Director. Our headline was ~~Gomrade-BOB~~ "Socialist Hired as B.I.A. Executive Director." Oh, how right we were.

Between #4 & #5 we issued our second METROBONUS detailing the pedestrian mall meeting and the vote that followed.

In between we picked up subscribers in Ottawa, Toronto, Exeter, as well as newstand distribution downtown.

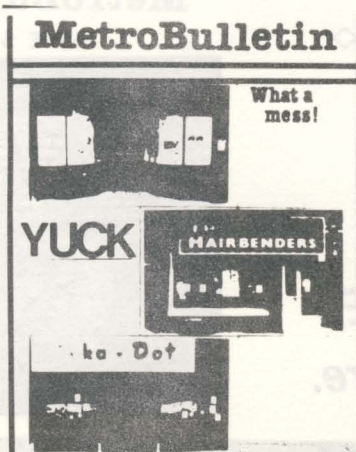
The METROBULLETIN was quoted in the TORONTO STAR, and the FREE PRESS Business Reporter Pat Maouro gave us a tongue-in-cheek "Don Quixote Windmill Award" for our relentless pursuit of pure laissez-faire capitalism.

Amazingly we weren't sued for libel; but obviously our story subjects had even less faith in their honesty than we did.

Cost of putting out each issue, not including labour, went from \$110 for the first issue to a maximum of \$690 for issue #4. #6 was \$450. Issue #5 took 140 hours (20 work days) to produce, #6 took only 100 hours (12 days), and this issue will take 8 to 9 days.

Each copy sold at \$1.95 (directly) pays for about one-third of the cost of the magazine, the remaining costs are borne by sales of advertising in the Dundas St. kiosks. Subscribers pay an average of \$1.00 per copy due to unreasonably low rates.

To recap our first seven issues (including this one) in our first year:



Issue ONE - Our front cover introduced our style -brazen. We pictured 3 vacant premises downtown and counted on embarrassment to get the owners to then clean up their storefront. Within one month, all 3 had, though posters had been building on all 3 of them for about 6 months each. Scratch one for a brazen press. The most important story was our article on population decline/growth in the residential sector of our Central Business District. This conveniently led us into our second issue's main theme, the danger of ratepayers' groups who deliberately block new residential development. Copies of #1 are no longer available.

ISSUE #2 - As pictured on the cover, #2 was largely concerned with the anti-growth, obstructionist groups usually called "ratepayers' groups" or "Community Associations". We focused on the most arrogant of these so-called groups - the Talbot Community Association and their ring-leader, Connie Cunningham, who, since our article circulated around City Hall, has since faded into obscurity. And rightly so, tho' these types are like locusts, coming back every 5 years or so.

The article concerned developer Ed Blumas attempt to get through the political morass to build a 12-story apartment-condominium complex 3 blocks from downtown.

3 years later, and three weeks after our article, he finally got "permission".

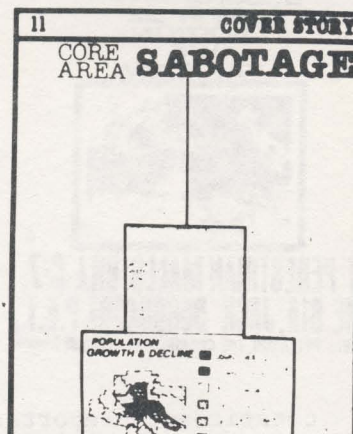
The Mayor was also interviewed and as usual he had 3 answers to every question.

A bonus in the issue was our HANDY DANDY DOWNTOWN PARKING map which showed every parking meter, parking lot, cost, availability, EVERYTHING you'd ever need to know about parking downtown.

As a compliment to us, B.I.A. co-ordinator Paul Verleyen concedes that our map was the basis for the B.I.A.'s PARK N' RIDE parking notations.

This remains one of our fondest issues as we really skewered those lefty "ratepayers'" groups, saw the Mayor contradict himself over and over, had a nifty interview with ALCOR INVESTMENT president about the future of downtown, and other juicy bits. The MAP was a masterpiece of research, if we say so ourselves.

A few copies of #2 remain if you are interested in acquiring this gem.



THE DOWNTOWN LONDON MetroBulletin

THE CRUSADE OF THE TALBOT COMMUNITY ASSOCIATION: ISSUE #2 **SABOTAGE DOWNTOWN RENEWAL**

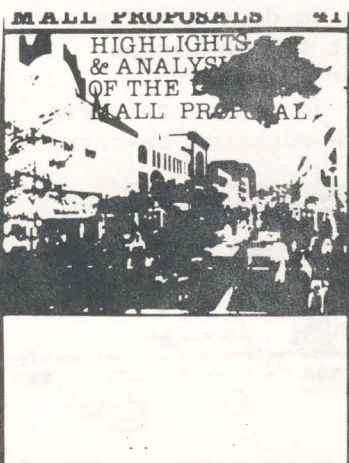


METROBONUS #1- this no longer available 8-issue special was put together the day after the B.I.A. snow job that saw the introduction of Comrade Bob. We said this guy was a hopeless case and we were better than our word. Other really scorching analyses of the meeting made this a hot one.

ISSUE #3 - dealt extensively with what's wrong & will be wrong with London's gov't run public transit system. For an audience of busy merchants, it was (we admit) much too long, but proportionate to the tax dollars that will be wasted, it might have been too short. It was none too soon however, for all our predictions for the LTC's deficit were worse than we predicted for 1982.

If you took the time, there was a fascinating history of how the local gov't virtually bankrupted, regulated and tried to ruin the successful private bus company. Then, failing that, in 1950, the London Council "nationalized" it.

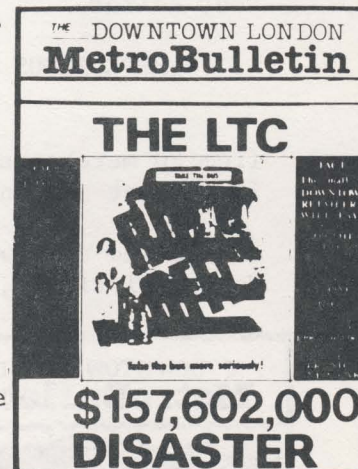
Also included was a detailed analysis of why the \$7,000 B.I.A.-paid-for study on a pedestrian mall was nonsense. It wasn't nearly as well read as the more sensational look we took in issue #4, when the pedestrian mall vote was upon us, however.



THIS SIGN
BANNED
By-law



NDOM NOTES ON PARKING



15 TRANSPORTATION CABS-GOV'T PRICE FIXING

MetroBulletin

IN THIS
BLOCKBUSTER
68 PAGE
EDITION
WE
TAKE AIM



AT PEDESTRIAN MALLS, BILL C-7,
THE BIA, JACK BURGHARDT, P.E.T.,
DAVID PETERSON, THE CHAMBER, AL GLEESON & more

ISSUE #4 - released a week before the big pedestrian mall meeting on October 30, contained several stories on pedestrian malls in London and other cities. We took a detailed look at Windsor's "streetscape" program, as well as the gov't programs in Ottawa (Sparks St.), Thunder Bay, Vancouver.

The interest in the pedestrian mall question was unanimous in opposition to it, and everyone wanted ammunition before they went into the meeting at the Holiday Inn.

Sales of this issue tripled from about 50 to just under 145.

In this issue, the MetroBulletin ran our first in articles examining the

constituency reports/claims made by London MPs. Our first one on Jack Burghardt (titled "Would you buy a used car from this MP?") so rankled the MP's office that when we attempted to deliver our next issue, the receptionist met me at the front door and said we were no longer welcome. Some readers said that calling Mr. Burghardt "deceitful", and that his utterances in parliament were "impotent wimperings" was being harsh. We agree. But he deserves it. (I mean, somebody has to say the obvious!)

The front cover photo of your editor in full military regalia & "in the trenches" fighting off the Bob Martins of the world was taken while I was replacing the sewer drain on my property. (Without a permit of course). We at the MetroBulletin have learned to make every situation an asset.

Perhaps the most significant article we have done was the one on provincial BILL C-7, a law that makes it illegal for employers to hire by their own ethical/religious/moral standards and gives the state totalitarian powers to force employers to hand over records, private correspondence/conversations. The Ont. Human Rights Commission (which is run by a racist lunatic named Dr. Ubale) can fine you up to \$15,000 for stuff you read about in George Orwell's 1984. The bill was watered down some after harassment by people like your editor.

METROBONUS #2 - was issued 3 days after the pedestrian mall meeting at the Holiday Inn where over 100 downtown merchants showed up to oppose any pedestrian mall/traffic-cancellation nonsense. We recorded comments from 20 merchants and added our usual acid-tongued razor-sharp analysis to the whole fraudulent presentation (by the Comrade and his Board).

A bit of history - Bob Martin's infamous "uncast ballots will be considered to have no objection" had arrived the same day we delivered our MetroBonus. Wonderful timing, congratulations Comrade(Bob)!

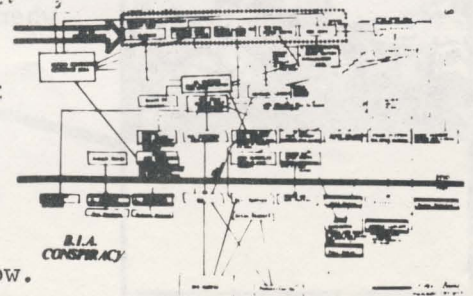
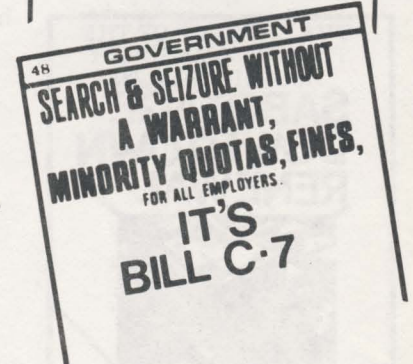


ISSUE #5 - was the most gruelling issue we've done to date because of our extensive look at the MacEachen budget. The Mac Budget took over 12 days to research, interview, read about, do more interviews, long distance calls, correct, re-educate, re-correct, more reading, rediscover proof read figures and finally type. Whew! Over 100 hours were put in on our 19 page report for small businesspeople.

Also included were our comments on the City's proposed PORTABLE

SIGN BYLAW, which we've succeeded in having shelved for now. B.I.A. news was highlighted by our B.I.A. family tree

which showed that connections were more required than talent to be on the B.I.A. Board.



ISSUE 6 - was released March 1st and sold 161 copies, 40 were distributed free as well.

The feature article was on the growing movement in Ontario to repeal the law that forbids Sunday openings for business. A side-bar(story) was about how the HI-FI EXPRESS on Dundas was dealing with the law while they continued their policy of opening on certain Sundays and holidays.

Other items were Jack Burghardt's latest constituency booklet, and Mr. Burghardt came out no better than he did in our first review of an earlier booklet(#4).

One of the best selling points of this issue seemed to be our unsympathetic look at Whittington's Camp-Out Convention for the media & other gullible types.

Bankrupt owner Leslie Rochford had camped out front in protest of "heartless bankers" and "high interest rates." After Mr. Rochford supplied us verbally with figures of his financial circumstances, we deemed the banks at fault for, if anything, lending Rochford the money in the first place.

Since that story we have examined additional information and conclude the Whittingtons/Pickwicks saga this issue.

By issue #5, and more often in issue #6 we were featuring more graphics, headlines and things to make us more professional looking.

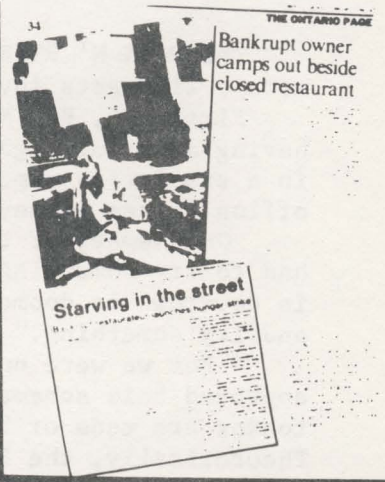


SAVE OUR CITY

People we'd like to thank along the way are THE FREE PRESS for not minding us using alot of their articles to reprint, FREE PRESS reporters Tony Hodgkinson, Joe Matyas, Pat Mauro for giving me fair coverage in the columns, CFPL reporter GARY ENNETT, CKSL reporter CARRIE HART, DOUBLE Q printers Chuck & Ray for getting my job out when I need it, WAYNE PORTER for giving me lots of time to pay for the PHOTO STAT CAMERA we now use for visuals, JIM WEAVER of BELLE AIR MUSIC for the cheapest rent for great facilities. Mark Pettigrew for all his help and free video games after busy deadline days. Sandy for all her encouragement & proofreading, Bob Martin for doing me such a favour by just being himself,

Frank & Rick Fodensi for enjoying the magazine & letting me know what they think, ditto for Fanny Goose, Pat at TALBOT SQUARE restaurant, Ken & Barbara at KEN LEWIS MUSIC, Iris at MIDDLE EARTH STUDIOS, ROBERT SMEENK for keeping us "up to date", thanks especially to DEEP B.I.A., Paul Verleyen, and various other Board members who gave us news tips of note. Thanks to MULTI MAG & the NEWS DEPOT for putting us prominently on their newstand racks. Thanks to everyone who rents a kiosk for being patient with me, particularly Nancy at NIGHTWINGS. TREMENDOUS GRATITUDE TO MY MANAGER AT CITY LIGHTS(FOR KEEPING THE FORT & MAINTAINING MY INCOME WHICH ALLOWS ME TO GALAVANT AROUND SAVING THE WORLD FROM GOVERNMENT) -BRENDA METZ. Thanks to Robert Metz for his contributions and good criticism.

Here's to a year more. Maybe we'll even take ads one day and I'll make money at this. (Some capitalist, eh?)



EDITOR:

Marc

Emery

p.o. box 2214
station A

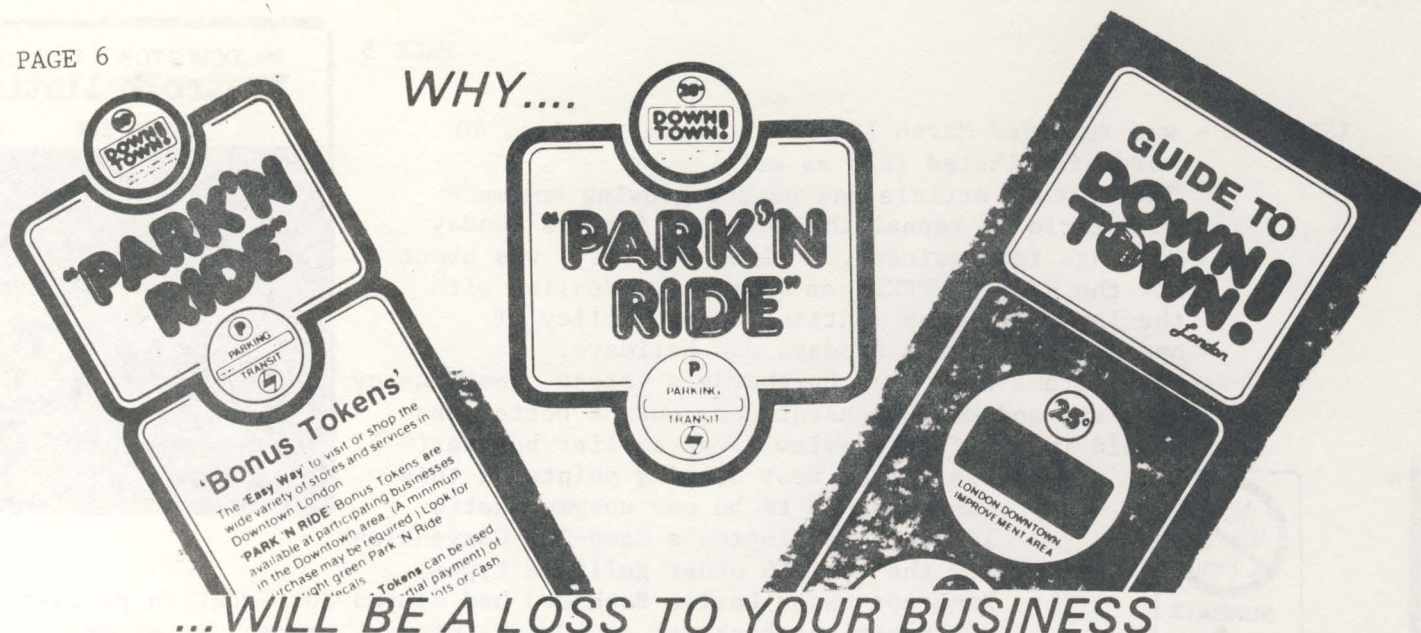
LONDON ONT.,

438-4991

N6A 4E3

433-8612

WHY....



...WILL BE A LOSS TO YOUR BUSINESS

Does anyone know where this idea came from? What it's supposed to achieve? Who is supposed to benefit and how? Does anyone know the real cost of this program?

NO ONE KNOWS WHAT EXACTLY THIS PARK N'RIDE IS SUPPOSED TO ACHIEVE OR HOW TO MEASURE ITS SUCCESS.

The PARK N' RIDE is a loser whether merchants get involved or not. In fact, the more a firm gets involved, the more they'll lose.

First off, Bob Martin never did any market study on whether this would work (it's having a lot of negative response in Kitchener, where most merchants won't get involved in a similarly expensive B.I.A. token program), nor did he even walk out of his front office to see if anyone would participate in it.

One member of the Board of Management said quite openly "We were desperate. We had to try something which was positive. If Park N' Ride fails, sure, the B.I.A. concept in downtown is doomed, but it probably would be in September anyway if we didn't go and try something."

But we were unable to find any legitimate reason for why a TEN member Executive approved this scheme which will initially cost \$25,000 just to get off the ground. The tokens are made of brass at a cost of about 15¢ each, and about 100,000 were minted. Theoretically, the PARK N' RIDE map is to be paid for by advertising, but word is out that a number of advertisers won't pay because the program is being so badly handled and so few people participating. It is extremely doubtful that 100,000 parking maps will ever see effective use in a city only 2½ times larger than the total print run. In fact, there are only 80,000 separate residences in the City itself. Also, the map has an image of a token on it which makes it look like the map is 25¢, when it is free.

Briefly, the concept seems to be that offering a 25¢ token, or perhaps two of them, with some sort of minimum purchase will attract customers downtown or into a sponsoring business. Now this just crazy.

First, when someone browses through your store, picks out the items they want, puts them on the counter and gets their wallet out -you've already got them sold. Why give out free money in the form of tokens when they are quite prepared to pay the price asked in the first place. Up until they are paying, they won't even know you are giving money away free. So what good is that for you?

Advertising has to lure a potential buyer out of their normal habits. In other words, they flip through the Free Press, or hear a good discount of 20 or 30% on CFPL, and they might say "Holy potatoes, I need one of those!..." and they come down and buy a specific item from you when they would normally have bought it elsewhere.

That is successful "targeting" if you'll let me use marketing jargon.

You offer a specific benefit to a specific kind of buyer who hasn't yet come into your store. I mean, most advertising isn't usually for the benefit of your regular customers. You already have them sold. So why give cash rebates to your already established customers? It doesn't make sense.

(con'd next page)

So far, two businesses we saw "promoting" the PARK N' RIDE concept, GRANDMA LEE's and COWAN HARDWARE on Dundas between Richmond & Talbot have the maps and tokens available, but they're afraid to promote them because they don't want "to give too many away."

Wotinell is this then? Promotion that you don't promote is a sure sign of lack of confidence. Maps are easily seen on a holder but neither business had a sign announcing the tokens were available, yet Cowan hardware owner said they would be given out "only if people asked". How are they to know? And what kind of opinion are they going to have of a business that has them but sort of doesn't have them. All this fuss over 25¢? Forget it.

Advertising was supposed to start April 19, but at that time only 25 businesses were willing to buy and give out the tokens, although Paul Verleyen says that as of April 26, the number of businesses was up to 45, although he still thought the program was "doomed" as well. Advertising then, has been put off to May 10. So on top of the \$10,000 spent to mint brass tokens, another \$10,000 is to be spent on advertising.

As we go to press, that may never happen. If the Board had any respect for the money of their participants, they'd cancel immediately.

It looks like that might happen. If it doesn't, the program will fade away, as merchants, many caught in a cash squeeze, simply decline to re-order more tokens once the initial amount are given away. This will happen once merchants realize how ineffectual a marketing/promotional tool the PARK N' RIDE is. Our reasons come on the following pages, but merchants should remember, this is the untested concept OF AN ADMITTEDLY DESPERATE Board in their fading moments. Would you trust their promotional judgement?

PARK N' RIDE is the concept wrought of desperate minds...

The maps are a combination of the MetroBulletin's parking map in issue #2, and the LTC bus route map.

Paul Verleyen, \$10,000 one-year term co-ordinator, claims he did all the work on the map, including all research and sales of advertising.

Paul admits he took most of the parking information from my map: "wouldn't you" he says. Actually, we would.

The co-ordinator sold all the ads surrounding the map.

It is hard to tell though if 100,000 maps were printed in expensive 4-colour (for approx. \$10,000) to promote the advertisers or whether the advertisers are to promote the map.

This isn't to say the map is poorly done, actually it's not bad, although its actual usefulness is debatable. The bus maps show bus routes better. Tourists won't be interested in parking lots or buses. Except for advertisers, precise locations of businesses are vague. Still, its not bad separate from how its being done (ie. by the B.I.A.)

But we wonder if this map wasn't largely conceived to promote B.I.A. insiders with a program that is largely paid for with tax money.

Most of the advertisers are members of this or past Boards of Management or various members of the 'Old boys Club' who have pushed this B.I.A. thing from the start -you know, Kingsmills, Scott's of London, Duthlers, etc. Always the 2nd and 3rd generation businesses who are seeing their markets die off or getting eaten up by chain stores and slick 'contemporary style' competitors (downtown and in the suburbs). What is called I believe, the "Establishment". Usually these people are in each other's hip pocket and control a few lackeys at City Hall.

A few businesses who ought to know better are also advertising in this rather extravagant affair, like GRANDMA LEE'S, whose owner explained: "I like to play both ends against the middle". This means he buys my magazine and advertises in their maps and newspaper.

I call this the policy of moral suicide. Advocate everybody and every side of an argument and you're bound to end up supporting a winner!

On the other hand, if there's one thing I can't stand is lack of loyalty to either a principle (this is the concept of "noble opposition", you know where your opponent stands) or to me. I mean this guy signed a petition asking for a vote on the B.I.A., the petition clearly said the \$240,000 spent in 1980 & 1981 was badly spent, and here he is condoning it.

Businesses who advertised in the PARK N' RIDE MAP

Board of Management:

SAM THE RECORD MAN
CKSL
ROBERT HOLMES
The TRAVELLER
CITY CENTRE MALL
ARTISTIC LADIES WEAR
EATON'S
PINBALL PALACE
WELLINGTON SQUARE
HOLIDAY INN

B.I.A. " Old Boys "

DUTHLER TEXTILES
KINGSMILLS
NASH JEWELLERS
SCOTT'S OF LONDON
SUMNER JEWELLERS

Those who play "both
ends against the middle"

GRANDMA LEE'S

Complimentary ads in exchange for service
Mr. Advertising/Fanshawe Kartways
London Transit

Businesses who are otherwise guiltless but should reconsider what they're supporting
London Centre Arcade

The Common Market

Roads to Roam (although she signed our petition and should think about this)

The Fig Leaf

Park Lane Hotel

Klinger Furs

Birks

Johanson Sports

Change of Pace

OML Travel Agency

Head Hunters

The Casino Restaurant.

Meyer Epstein Furs

Supporters in the B.I.A. Times of London have shrunk after some pressure and reconsideration, and the page count of the Times has dropped from 12 to 8 pages.

Advertisers:

Board Members:

Wellington Square

Robert Holmes

Eaton's

'Old Boys'

Nash Jewellers

Others:

J. Goose Clothing (this disturbs me)

The Casino

Change of Pace

4 vendors from the Market (down from 12 though)

Murray Fraser Limited

The Common Market

Willson Office Specialty

It would be nice if neighbours of these businesses indicated their disapproval of B.I.A. Times advertisers. Noticeably, a number of the Board of Management, 'Old Boys' and others have already pulled out, hopefully not because nobody reads the Times, but because they know what an immoral rip-off the B.I.A. is to all of us downtown.

+++++

Specifics of why this program cannot work...

Ok, so you're asking, What's wrong with PARK N' RIDE? Aside from the initial \$25,000 in token manufacture and advertising.

Our parking study in MetroBulletin #2 last year found that of every parking lot downtown (Maple St./City Hall to York, Waterloo to Ridout), there are only about 650 spots available out of 27 lots at the peak period (11.00 a.m. to 1 p.m.). Since there are over 10,000 parking spots downtown, less than 5% are available at the busiest retail period, or conversely (and this is important) MOST PARKING SPACES ARE ALREADY FULL AND THE CONSUMER IS ALREADY DOWNTOWN.

At this point you should be asking, why are we giving away tokens for parking lots when 95% of the people who use them will/have to/already come downtown anyway?

(con'd)

In other words, we merchants have been forced to pay for a scheme to fill up the remaining 5% of spaces in privately owned (and already profitable) parking lots.

But will we be subsidizing the 5% or 650 vacant spots? No, any PARK N' RIDE participant is going to subsidize the full 10,000 car parkers, even though they have to come downtown anyway. It is giving away money for no benefit. And in these times even a quarter given away with every \$10 purchase could be devastating(see example).

The time to try to lure customers downtown is not when they are already in your store

In an attempt to offer an incentive to fill 500 parking spots (which are perhaps better off empty so as not to discourage customers with the impression there's no available parking downtown), merchants will be giving tokens to all 10,000 people who park downtown everyday. If you think they will be lured into your store based on a 25¢ discount on a \$10 minimum, you are joking. But once in, a regular customer will surely ask for one.

All people who already go downtown do so by bus or car, or at least 97% do.

Here's the scenario:

You are a retail merchant, you average 200 customers a day, the average purchase is \$10 a day.

You offer a token to each customer who asks for one with every minimum \$10 purchase as your PARK N' RIDE promotion.

First off, up to 80% of any small businesses' customers are regulars, that is, people who have been in your store and are familiar with the merchandise you sell. In other words, were they to need an item, they would be in your store regardless of PARK N' RIDE.

Remember, no one is going to go out of their way for a paltry 25¢ discount anyway.

Next, of the remaining 20% of your 200 customers who are completely new to your business that day, how many came by car -and weren't planning to do so until you lured them downtown with your park n' ride promotion?! (Embarrassing isn't it?) But consider: the only real gain in this promotion is a completely new customer who wouldn't normally be there, so it must be one of the 650 normally vacant parking spots.

Assuming, 80% are regulars, then of the remaining 20%, if they parked, only 1 in 20 will be a new "parker" (in any of those 650 spots).

But for every new "parker's" purchase, you just gave away 99 tokens to the other customers who can still use them, though it won't have benefitted you at all.

Cost: 100 tokens= \$25.00

1 new sale=10.00 minimum

\$15.00 loss for every hundred given away

plus 5.00 cost of items sold to one new "parker"

\$20.00 total loss for every hundred given away

Since advertising is supposed to produce "profits", this is a bad investment that loses more the more you participate. If you give 100 away a day at full tilt (when people get used to asking at every store they spend at least \$10 in), that's \$20 a day loss, or \$120 a week. With no gain, that's already been taken into account!

AN AVERAGE BUSINESS COULD LOSE UP TO \$20 a day

" But they can be used on buses,"you say.

Same analysis. You don't need to pay for people's bus fare if they are used to paying it already. And then, will someone leave their home, go out of their way and go downtown because you're willing to pay 25¢ of the \$1.20 its going to cost them to take a bus downtown and back. Come on!

Can you imagine someone saying..." O wow, a 25¢ discount, oh bejeezes, I'm going to shop there,pant, pant."

And it might insult someone who walks into Scott's of London, buys a \$400 suit and an employee automatically gives one (or 2 or 3, whatever) tokens good for "...oh gosh,

25¢ off my parking! Oh thank you, thank you!..."

But eventually, when it gets around that stores give free bus/car park tokens with a minimum purchase, everyone is going to ask for one whether they park, drive, ride the bus, ride a bike, walk, whatever. Everyone has a brother, sister, mother, daughter, etc. who takes the bus and they'll use it. Many women diligently save 10¢/15¢/25¢ grocery coupons; they'll make sure to ask for every bus token they can get, all the while they would have shopped at your store/restaurant anyway.

Buses can go to White-Oaks mall, a high school, to work in other parts of the City. Your giving away tokens simply helps them in a tiny way but there is no reason to believe business will improve at all. They are already in your store when the discount is discovered. They are already paying for their goods at the cash register when they ask for a 25¢ rebate.

At this point you will have started subsidizing LONDON TRANSIT (and you already do in your taxes), private parking lots (and they are making plenty now) and Bob Martin's job at considerable daily expense WITH NO POSSIBLE MARKETING benefits to your business.

Eaton's acknowledges they are losing a bundle on the PARK N' RIDE program in Kitchener and they refuse to get involved with the London program until over 200 downtown businesses are involved.

Let's use SIMPSONs as an example of how much can be lost:

The Richmond & Dundas location must process about 3,000 sales a day to over 3,000 individuals, if they all asked for a token with each \$5 (or say, two with each \$10), it would cost Simpson's over \$750 a day -SIX DAYS A WEEK, or \$4,500 a week. This is enough to pay for 2 FULL PAGES in the Free Press at contract rates.

And this recession/depression is hurting Simpson's as much, if not more, as the rest of us. This is no time for irresponsible schemes wrought of desperate minds, who were, after all, primarily concerned with the success of the B.I.A. concept (not your personal profit) and that the architect of this deck of cards was primarily trying to preserve his job.

This program is just, though. Those who support it will lose the most, which for once with the B.I.A., is appropriate. Remember, we're the only ones that were really looking out for your interests.

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What Do We Replace The B.I.A. With?

With our Chairman & beloved Comrade leaving town, other members of the Board quite correctly see a near end to the B.I.A.'s mandate.

The big question they ask me is: "OK Marc, let's say we get rid of the B.I.A., -what do we replace it with?"

The big answer is: An aggressive voluntary association.

They respond that voluntary associations don't get anything done.

But here we have a forced association that got nothing done and spent \$415,000 in 3 years (ending in 1982) doing it! That's about \$500 per business downtown!

If we get rid of the B.I.A., we'd be richer all the money the B.I.A. would have spent in 1983, 1984, 1985, etc.

Assuming B.I.A. budgets expanded 20% each year (a very modest estimate in our opinion) budgets would project like this:

1983 would be	\$210,000
1984 would be	\$250,000
1985 would be	\$300,000
1986 would be	\$360,000
1987 would be	\$440,000

\$1,560,000 5 year total

In the next 5 years we'd be down a million and a half dollars out, broken down into 840 portions, EACH ONE OF US WILL PAY \$1,860 to THE B.I.A. IN THE NEXT FIVE YEARS

IF WE DON'T GET RID OF IT.

\$1,560,000. FOR WHAT??!!

More Bob Martins? More PARK N' RIDES? More Discover Downtown-Its Luvrly? More Pedestrian Malls? More Midday Madness? More " uncast votes will be regarded as having no objection" ? More co-ordinators? More secretaries? More consultant's studies?

LET'S TACKLE THE REAL PROBLEMS DOWNTOWN

The biggest benefit in getting rid of the B.I.A. is like the biggest benefit to curing a cancer -you get rid of the disease. Then you can go on living again, taking precautions(hopefully) to avoid it in future.

What should a voluntary group do?

Forget advertising. That's the terrain of the people who know best what they have to sell, who their market is, the style, etc. In other words, advertising should be left to individual merchants.

What are problems for merchants. Let's list them ^{from} this issue of our magazine:

- a) police harassment, b) high interest rates c) high energy costs
- d) bad sidewalk snow removal e) high taxes d) gov't forcing early closing hours
- e) gov't prohibiting opening on Sundays
- f) gov't setting up B.I.A.'s to deflect criticism of gov't
- g) regulation of signs & advertising
- h) deceitful elected officials
- i) administrators that wish to "centrally plan" our downtown.

I hope you're getting the drift here. THE PROBLEM IS GOVERNMENT POWER. To hell with everything else, most advertising, promotion, etc. is best left to the immediate interests involved that stand to benefit.

WE PAY \$14 million to the City in taxes (and \$8 million to the Board of Education) we should:

- a) have sidewalk snow removal like the rest of the city
- b) better, effective, responsible police protection
- c) no zoning or gov't planning
- d) less taxes
- e) easier permits & licencing (preferably no licencing and no need for permits)
- f) lots of lobbies to quash regulations, by-laws, etc.

These things can be achieved with an active core of about 10 to 20 individuals, and a nominal paid membership (\$10 -\$20 a year) of about 100 businesses.

Here is a permanent benefit that costs next to nothing, requires only a few go getters (and you already have me), a few voluntary contributions and you're set.

By taking the lead in the fight against regulation, taxes, zoning, etc. downtown, we'll encourage other groups to get gov't out of their business neighbourhood.

This is a never ending battle that needs to waged, and it requires a fairly united philosophical committment more than anything else. There is an urgent need for business-people who see the danger of government encroachment to get together and form an organization to lobby against this.

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B I A TAXES NEED NOT BE PAID

In fact, on or about May 12, you'll get your business tax bill, which has the special B.I.A. "IMPROVEMENT LEVY". As we have recommended two years prior, don't pay the " IMPROVEMENT LEVY" portion. We haven't, and in two years I've got three form letters but nothing in the last 8 months. Each one says " action we'll be taken immediately if you don't pay on such & such a date" and we write back and say " See you at 10 a.m. on such-and-such a day. Be prepared to enforce this claim." We never get anything after that.

In fact, over 30 businesses haven't paid the 1980 & 1981 "Improvement Levy" and not one of them has been the recipient of a bailiff's visit. In fact, Board of Control passed a resolution two years ago saying if a B.I.A. levy was uncollectable, then it would be deducted from the next year's installment to the B.I.A.

COMRADE BOB MARTIN FIRED

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Martin to pack bags and be gone by June.

Hal Sorrenti also leaving shortly

Yes, although Comrade Bob's contract doesn't expire until the end of July, extremely reliable sources have pinned JUNE 11 as the final date for Bob Martin in London.

Comrade Bob was given 60 days notice, and although the B.I.A. would never say they "fired" him, they did. Big wheels in the B.I.A. organization, Mr. Kingsmill (although not on the Board) told merchant Fanny Goose (J. Goose Clothing) that our downtown master planner was asked to resign. Mr. Kingsmill must be privy to special information, because although he was at the April 6 Board meeting, Robert Smeenck (Board member from Pin Ball Palace) said it wasn't discussed in front of him. Another member of the Board, Wayne Eddington, though non-committal on Bob Martin's future, said "his roots aren't in London" but added, "Bob Martin's performance can only be as good as the Board is willing to back him up."

But things are so bad that even Margaret Atchison is furious with Bob Martin, saying at one point in front of other Board members, "I refuse to sign your pay cheques, you aren't worth any of the money we're paying you."

Ms. Atchison has been constantly criticizing Mr. Martin for not getting out and promoting the PARK N' RIDE program, which he hasn't.

Co-ordinator Paul Verleyen is also upset because he does all the work, but gets paid one-third of Bob Martin's salary. Paul did not say he felt he should get more, but was clear in pointing out that he sold all the ads for the Times, sold all the ads on the PARK N' RIDE map, did all the research (see PARK N' RIDE) and generally does everything.

The notoriety of our B.I.A. is spreading to other communities (see Port Elgin says No to B.I.A. -again), and this on top of everything else has finally been enough for the Mayor to recommend to his cohorts (Mr. Kingsmill? Norton Wolf?) that Bob Martin has to go.

Hal Sorrenti, who has been without 'regular' work for about 4 months (having been released from Carleton Realty) will be moving out to the University of B.C. to continue his education, though God knows his time with the B.I.A. has been an education! It was disgraceful that Mr. Sorrenti, an architect/designer without any business experience or even a business downtown should ever have been in charge of the B.I.A., but this is what happens with politically created bodies. Connections, not talent get you in positions of privilege.

I suppose I should be magnanimous in Hal's unemployment & imminent departure, but I can't. This guy wasted and squandered \$140,000 in 1981 and now he's bugging off and we're stuck with the bill for this guy's arrogance and complete incompetence. Reviewing Mr. Sorrenti's achievements we can start with the "pedestrian mall" gimmick which cost over \$20,000 in studies, renderings, models, advertising. Then there are his Midday Madness bombs, his approval of the disastrous PARK N' RIDE, his hiring of Bob Martin and the further expenditure for Paul Verleyen (a decent guy but unnecessary). There isn't one thing to say positive about Hal Sorrenti and his stupidity with the B.I.A..

Good riddance and it couldn't have happened to a more appropriate person that he's forced to leave town.

As for Bob Martin, well hell, from the first minute I laid eyes on him, you could tell he was a yes-man with no brains and a great totalitarian "strong-man" attitude. He was hired to cram ideas down our throat and it didn't work. (con'd next pg.)

So while it's fun to blame Bob Martin for all that went wrong, he was, as Wayne Eddington admits (Board member from Wellington Square), only their hired administrator. They have to take the blame for hiring this dope at \$30,000 for what will amount to 10½ months of fouling up. I mean, they weren't doing any better before he arrived (lest we forget), but they were less public and brazen about how they fouled up.

THE WHOLE GOVERNMENT B.I.A. PROGRAM IS WRONG

Meanwhile, the rest of the Board are abandoning ship. Paul Verleyen, who admitted to us that "I can't stand government, but has this ever been an experience at seeing things go wrong first hand!" -spent an hour documenting to me what goes on at the B.I.A.

Wayne Eddington spoke frankly and admitted that this could well be the last months of the B.I.A. if PARK N' RIDE fails. "I'd have a difficult time convincing our head office that renewing the B.I.A. (through a vote in the referendum this Sept.) was in our interests."

Brian Stewart of Sam the Record Man has his own troubles as his location was recently bought by Canada Trust Realty and he will be called on to move at some future date.

CKSL recently put their man on the Board of Management, ostensibly for the purpose of participating "in the community", but that's horseshit. CKSL, although my favorite station for music (CFPL is mine for news), they have lost money for ages and are always at the bottom of the ratings. By sending in an advertising salesman to sit on the Board is just taking advantage of all the money the B.I.A. spends on advertising. Ever since CKSL has had Dan Thrasher on the Board, CKSL has had ads in the TIMES, on the PARK N' RIDE map, on the map holder. Not coincidentally, CKSL receives a good chunk of the advertising money the B.I.A. is empowered to spend, and in the revised budget, one radio station and the Free Press were cut out entirely or had advertising on their station cut considerably.

NOW WHAT HAPPENS??

Whether the B.I.A. goes ahead and hires someone else is irrelevant. The MetroBulletin would reiterate that the MAIN ISSUE HERE is not 'Bob Martin', 'Hal Sorrenti', 'the efficiency or lack of it' in the B.I.A. or the various personalities on the Board of Management. Granted, most are incompetent or got there through schemes or connections, but all of this is only the symptom of the greater evil.

Even if the B.I.A. were able to take our FORCIBLY COLLECTED money and double it overnight, this is still MORALLY REPREHENSIBLE. If certain individuals or institutions have a 'right' to forcibly take your money, but you have no right to keep it, EVEN THOUGH YOU EARNED IT; does it matter what is done with money once stolen in such a way? If a man robs a Mac's Milk Store, does it matter whether he goes to Acapulco or gives it all to charity? Does it change the nature of the crime? Does the ultimate end justify the means? For that matter, if a man chooses not to rob a Mac's Milk, but instead appeals to the government for a grant of free money instead, why is it theft in the case of MAC'S MILK but SOCIAL JUSTICE if a man steals through a gov't agency? In both cases the victim was an unwilling contributor? Aren't we sanctioning a sanitized, polite form of HIGHWAY ROBBERY when we ask government to tax people for the "good" (they say) of "everyone" (their gang). Of course we are. Then let this debate end! The B.I.A. is a form of theft, albeit disguised with the usual platitudes of altruistic nonsense, but it's still STEALING. How cheaply businesses like KINGSMILLS, EATON'S, SIMPSON'S, CKSL, ROBERT HOLMES have prostituted themselves for some paltry possible benefit they must have thought attainable through this corrupt venture. Where did their self-respect, their dignity go?

The only other possibility is they are so stupid they haven't even thought about what they are doing, but these people didn't become successful businesses by being stupid. So why do they do this to themselves?

We all agree that the money we pay the B.I.A. is not an amount which in itself would bankrupt an individual business (although it sure adds up). But it is these little taxes or 'the costs of doing business', that have changed Canadian society from a hardy, united free enterprise nation to a divided, apathetic and dependent socialist state-controlled fiefdom.

Each time the State, at any level, has taken more taxes or responsibility from business, businessmen invariably say "the cost of protesting is more than the whole _____ (fill in whatever latest gov't scam) is worth."

But the real cost is freedom! The price is tyranny.

If you don't do something to combat real dangers to free enterprise like the B.I.A., then "Brothers you asked for it!"

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The London Free Press

thursday City&district

Delay in canvassing merchants denounced

An opponent of the London downtown improvement area has denounced board of control's decision to wait until September for a survey of merchants to determine the area's fate.

Marc Emery, operator of City Lights Bookshop on Richmond Street, said on Wednesday he was "absolutely not satisfied" with the decision to give the improvement area's board of management six months to report on its attempts to resolve differences among its members.

Bob Martin, the management board's executive director, said in an interview only four per cent of the 1,150 members are unhappy with having to pay extra business levies to make downtown more attractive to shoppers.

"We are spending far too much time with four per cent . . . than doing constructive programs."

Emery said it is ludicrous for an organization to be told to report on its problems because to do so would be advocating its own destruction.

Board of control has "just delayed the problem to September," Emery said. "Now I'm going to have to (take another petition of merchants) all over again. This is the fourth time in two years."

A quick petition taken by Emery in February was signed by 100 business people, and no one refused, he said at the time.

In a lengthy response to Emery's allegations against the group, Martin accused him of an "unfortunate tendency to disseminate incorrect

and misleading information."

Emery responded in another interview that he stood by his allegations, claiming the improvement area is inefficient and ineffective.

The downtown group is projecting a 1982 budget of \$175,000, up \$25,000 from last year. Of the budget amount, the membership levies are expected to bring in \$132,000. The remainder is made up mostly of federal and provincial grants and advertising revenue.

An attempt by Con. Orlando Zam-

progna to conduct a survey now to determine whether member merchants would prefer to disband was defeated. Another attempt by Con. Art Cartier to hold off any survey until after the 1982 Christmas season was rejected in favor of a motion by Con. Jane Bigelow for the six-month delay.

Zamprogna said the only way to end the protracted argument is to do a poll of merchants. "I have had it. We are going to be here listening forever to two sides of the issue."

However, Mayor Al Gleeson said the downtown project was started "with great difficulty" two years ago and deserves more time to prove itself. He added that he would consider a section of downtown opting out of the project, although individual business operators cannot do so alone.

Bigelow said differences within the improvement area are "their problem to resolve and I would like them to have time to solve it. We have to give them a chance."

Thursday March 18 1982	
C	Lifestyles
PAGES	Deaths
C1-16	Wheels
	Classified ads
	★
	C5-8
	C9
	C10
	C9-15

LOOK'S LIKE WE'LL GET TO VOTE THE B I A. OUT IN SEPTEMBER

A REFERENDUM ON THE B.I.A. A CLEAR POSSIBILITY FOR SEPTEMBER

The idea was to get Board of Control to hold a referendum involving all businesses downtown who have been forced to pay the B.I.A. special tax. This tax, by the end of 1982, will have amounted to just over \$375,000 (although provincial/federal grants bring the total to \$415,000) for the last 3 years. This is \$480 per business downtown.

Your editor was informed on Thursday afternoon that our request for a referendum would be before Board of Control on the following Wednesday.

So with only 3 working days available, a petition was taken up to present to the Board of Control. Our target was 100 businesses (managers or owners), which, given a 2½ day limitation, was ambitious. However, by Tuesday afternoon, we had 100 signatures.

The motion before Board of Control was tabled over to the next Wednesday, then again tabled to the next Wednesday!

Other businesses submitted letters of support after the petition, including LONDON LIFE, whose assessment is \$8,000 (B.I.A.),

When the final vote came up on Wed. March 9, the tally was:

ORLANDO ZAMPROGNA very succinctly & convincingly put our position forward: "this division isn't going to go away, let's decide this once and for all." -voted yes to our request

JUDY WHITE agreed with Orlando Zamprogna but compromised quickly into a motion put forth by Jane Bigelow that said "since this is the B.I.A.'s problem, they should settle it. Let's have them report to Board of Control on Sept. 8 and then we'll consider a vote of some kind."

Judy White voted YES to the original motion, to her credit.

JANE BIGELOW proposed the revised motion to consider a referendum in September, which passed, but VOTED NO to the original motion of an immediate referendum. Still, I think Ms. Bigelow can be convinced by a strong petition campaign done before Sept. 8.

MAYOR AL GLEESON isn't ever going to get rid of the B.I.A. if only to spite me for all the trouble I give him (and will continue to do so). Al reiterated the usual crap that the B.I.A. hasn't been given enough time and voted no on both motions.

ART CARTIER voted NO on both motions, although Art suggested a vote after Christmas would be more favourable to the B.I.A. (and thus desirable) because merchants would be flush with cash and so Art's logic goes, would be favourably disposed to voting the B.I.A. back in.

I can rail on about how everyone missed the fundamental issue of free choice VS. force but actually there is enough of that in here on other pages. Orlando Zamprogna and Judy White were very accessible and responsive in this matter, and they deserve recognition. I believe Jane Bigelow gave our proposal serious consideration, and we hope we can impress her in September. The newspaper article which appeared March 10 correctly captures my frustration after hammering away for 5 weeks on this only to be put off till September. But we actually got alot more than we thought we would.

THANKS GO TO CJBK, CKSL, the FREE PRESS for taking my frustrated epithets about politicians and cleaning it up so I sounded cool headed and sane, and especially THANKS to CFPL reporter GARY ENNETT who cleaned up my "they'll pay for that!" (which was a silly, stupid thing for me to say) and commented: "Mr. Emery said Board of Control's decision will come back to haunt them", which was really a considerate, extraordinary thing for him to do because my on-tape ^{comment} was more sensational (albeit stupid).

Another thanks to GARY ENNETT'S COMMENTARY(CFPL) for a very reasonable, balanced appraisal of our request for a referendum downtown. COMMENTARY is an editorial by GARY ENNETT which is probably the best look at City Hall you'll find in the media, (his editorial on John Judson is mentioned elsewhere in this issue).

One of the interesting things at this meeting was that Art Cartier mentioned the "up-coming management structure changes" in the B.I.A. executive, another hint that even back then, B.I.A. fans in Council had been discussing Comrade Bob's exit. Bob Martin was there at the time, I wonder if he caught that?

Although 3 people have volunteered to petition for a referendum this summer, I'd still like to hear from anyone who would be interested in helping clear out this awful "concept." We'll be aiming at 200 businesses for the September 8 presentation.

For the record, the businesses who signed our petition are as follows: (next page)

Letters of support were received from:

- 1) KIME, DITCHFIELD, DUNLOP, MILLS - Chartered Accountants
- 2) LONDON LIFE
- 3) The CANADA PERMANENT BANK
- 4) NOVACK'S
- 5) BRONZE DOLPHIN
- 6) MARY SKIDMORE
- 7) NOVACK'S
- 8) OXFORD BOOK SHOPPE
- 9) PINBALL PALACE
- 10) NEW YORKER CINEMA

11) GUARANTY TRUST

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The following businesses signed the petition...

1. The Framing Place (Dundas)
2. Multi-Mag Magazines (Dundas)
3. Talbot Square Restaurant (Dundas)
4. Cowan Hardware* (Dundas)
5. Grandma Lee's Restaurant (Dundas)
6. M & T Insta-Print (King St.)
7. Market Shoes (King)
8. Coquette Clothing (King)
9. Silverstein's Fish Market (King)
10. Morgenstern's Family Clothing (King)
11. R.J. Newton Coins & Stamps (King)
12. Tandy Leather * (Talbot)
13. Robert Q Travel (Talbot)
14. Robert Q Airbus/Country Store (Talbot)
15. Market Butcher Shop
16. Biz-Pro Ltd., (King)
17. The Creative Touch (Talbot)
18. Brandt St. Martins Lane Antiques (Talbot)
19. Heritage Shop (Talbot)
20. Dear John Gift & Cards Shop (Talbot)
21. Canadian Craftsman (Talbot)
22. Fodensi Shoes (Dundas)
23. Bud Gowan Formal Wear (York)
24. Jason Gardner Auctions (York)
25. Sharratt Flowers (Richmond)
26. Ivan Sales School (Richmond)
27. Hay Stationary (York)
28. Kightly Auto Electric (York)
29. Print Three (York)
30. Lady Fitness (York)
31. York Variety (York)
32. Finance America Bank (York)
33. Wyatt Furniture (Talbot)
34. Robert Cheshire Photography (Queens)
35. Quo Vadis Travel (Queens)
36. City Lights Bookshop (Richmond)
37. Richardson Securities* (Richmond)
38. Belle Air Music (Richmond)
39. Double Q Printing (Richmond)
40. Between the Bread (Richmond)
41. Clifton Arms Hotel (Richmond)
42. Fashion Party (York)
43. Raymond Brothers (York)
44. Forest City Stamps (Richmond)
45. Nicolas & Elizabeth (Dundas)
46. Johnny Finebones (Dundas)
47. Wright Lithography (Wellington)
48. A.G. Pongratz C.A. (Wellington)
49. Cummins Contact Lens (Wellington)
50. Chapman & Hewitt Music (Wellington)
51. Head Masters Stylists (Dundas)
52. HiFi Express (Dundas)
53. Music Mann Tours (Dundas)
54. Banting, Ashford, Mckinnon (Queens)
55. Kontakt Lens Service (Queens)
56. Ken Lewis Music (Dundas)
57. Middle Earth Studios (Dundas)
58. Keith's Snack Bar (Dundas)
59. Rene Johnson HairStyles (Dundas) *
60. Spindlecrafts (Dundas)
61. Warner Hardware (Dundas)
62. Santy & Townsend (Dundas)
63. Grafic Kraft (Dundas)
64. Medallion Restaurant (Dundas)
65. King Abell Optometrists (Dundas)
66. Beneficial Finance (Dundas)
67. Barber 4 (King)
68. Ichabod's Restaurant (Richmond)
69. Marienbad Restaurant (Carling)
70. Linden Photo Co. (Talbot)
71. Strobe Studios (Richmond)
72. Gentleman's Hair (Talbot)
73. The Jock Shop (Richmond)
74. King Optical (King)
75. Caron's Bath Shop (King)
76. Kelly's Restaurant/Hotel (King)
77. College Sports (King)
78. Mercury Blueprinting (Wellington)
79. Granada TV (Dundas)
80. Dack's Shoes (Dundas) *
81. Arnie's Restaurant (Dundas)
82. Dagwood's Restaurant (Dundas)
83. Nightwings Bookshop (Dundas)
84. Instep Shoes (Dundas)
- ~~85. [REDACTED] (Richmond)~~
86. Roots Shoes (Richmond)
87. Rankin Flowers (Richmond)
88. Howard's Men's Wear (Dundas)
89. Mr. Wicker Inc. (Talbot) *
90. Wizard's Hair Styling (Talbot)
91. DeWaals Delicatessan (King)
92. Rossetti Travel (Richmond)
93. Roads To Roam Tours (York)
94. London Coin Centre (Talbot)
95. The Baron (King)
96. Beltone Hearing (King)
97. Head Hunters (Dundas)
98. J. Goose Clothing (Dundas)
99. Goddard Optical (Clarence)
100. Cotton Ginny Clothes (Clarence)

COMRADE BOB GETS PAUL VERLEYEN TO RESEARCH LETTER IN HIS DEFENSE

PAGE 17

Downtown's answer to DARTH VADER, Comrader Bob, delivered his response to our criticisms(our letters to Downtown businesspeople, our magazines' remarks)to Board of Control. His letter is on the left, and our reply to each accusation is on the right. Ironically, Paul Verleyen said that he did all the research for the letter, including the total assessment of B.I.A. supporters. However, Paul acknowledged that the B.I.A.'s support was in fact all the members of the 1980 & 1981 Board of Managements, plus a few others (listed in our rebuttal) plus some merchants in the market to bring the mean average payment down.

Dear Sirs:

With reference to our recent appearance before you regarding our proposed Budget for 1982, I am pleased to enclose an updated Summary Sheet, which now takes into account further information received from the City Finance Dept., and also from our Auditors. While this information has caused minor variances from the original figures on that sheet, our programs and individual dollar amounts remain the same.

We should also at this time like to take the opportunity of responding to Mr. Marc Emery's recent undated letter to Board of Control, and his unfortunate tendency to disseminate incorrect and misleading information.

1. Mr. Emery maintains he has substantial and increasing support for opposition to the BIA concept. "...on July 10th, 1980 the total signatures (were)...352 businesses in opposition..."

FACT - His petition of February, 1982 contains 100 signatures. We find this difficult to reconcile with "increasing" support.

FACT - His 100 names average \$57.00 each in 1981 BIA taxes, or an approximate total of \$5,700.00, which is equal to 4% of total BIA taxes in 1981. Substantial support? In fact, more than a quarter of them paid less than \$25.00 each.

FACT - We are unable to find some of these Business names on the City BIA Tax Roll.

FACT - Some signatures are neither owners nor managers - in fact, one is identified as a sales-clerk.

2. Mr. Emery states "At no time has the BIA...taken up a petition to determine (its) support..."

FACT - His Worship the Mayor has received a petition in support of our programs and Budget for 1982 signed by a

cross-section of Downtown businesses, including our two major Department Stores, "on" Dundas St. and "off" Dundas St. businesses, financial institutions, large and small independent retailers, indoor malls, etc., whose taxes equal approximately \$416.00 each, or roughly \$30,000 in total, which is equal to 21% of 1981 BIA Taxes.

FACT - We have received support, in writing, from the London Development Advisory Board.

3. Mr. Emery stated "There are, distinctly, no physical benefits."

FACT - The London Downtown Improvement Area has, entirely out of its own funds, purchased and installed more than \$35,000.00 worth of Christmas decorations within the last two years.

Both the Provincial legislation and the City By-law clearly state part of our mandate as "...entrusted with a mandate to improve, beautify, and maintain, municipally owned lands, buildings, and structures within the Downtown Area, BEYOND such improvement, beautification, and maintenance as is provided at the expense of the municipality at large."

The Municipality of London declined to provide or participate in the costs either of purchase or installation of Christmas decorations. The LDIA therefore, by providing something that the Municipality had said was BEYOND its expenses at large, was quite clearly fulfilling part of its mandate. And, it should be noted, while the LDIA was offering an improved festive season atmosphere to ALL Londoners visiting Downtown, it was doing so from taxes paid only by benefiting Downtown businesses, not at the expense of the general tax payer.

4. Mr. Emery has stated "...only \$17,000.00 is destined for physical improvements (in 1982)."

FACT - The Beautification Budget shows \$35,000.00 expenditures for 1982.

FACT - Following several months of discussion with City Staff, the LDIA has already presented, and had approved by City Council, Phase I of a Downtown Improvement Program. While we agree that "this is the prerogative and responsibility of City Government", this is the first step in any major Downtown improvements since approximately 1966. We suggest that we are again fulfilling part of our mandate by budgeting our funds, and encouraging the City to participate in, improvements beyond the municipality at large.

Perhaps, if Mr. Emery had participated in the creation of these improvement programs, instead of trying to destroy the body attempting to bring them about, we might all be further ahead today.

- In 1980, it took me twelve days to obtain 100 signatures on our first petition. Since this original petition is available at City Clerk's office(filed), and all signatures dated, this can be verified.

Three days before I was to bring a delegation to Board of Control, Secretary to the Board of Control Mr. Tolmie said only one person from our 'side' could speak. So instead of inviting people to the Board of Control meetings (which isn't of much use if you can't speak to an issue), we took the petition you have before you. It took 2½ days to get 100 signatures.

Certainly the ease of 2½ days compared with 12 days should indicate increasing awareness of the B.I.A.'s record.

Our target for the Board meeting was 100 names, if I were paid \$100 a day like Bob Martin, I would gladly get 400 more, but I would like to think 100 in 2½ days proves the point.

- The 100 businesses & the 10 businesses that sent letters privately in support of our request for a vote do not equal the assessment of the eleventh letter of support from London Life. London Life's assessment to the B.I.A. levy is \$7,000, the other 110 businesses the exact same amount. Does this mean the 110 businesses that took over 3 days to petition are only equal in importance to the one company (L. Life) it took me 20 minutes to solicit support from?

Incidentally, this means the signers of our petition total \$14,000 in assessed B.I.A. taxes (including eleven letters of support.)

Small businesses have rights too. And alot less money.

- There are about 5 newly established businesses. So?

- all signers are owners or managers, only one was not. That person is a trusted employee whom I know & have confirmed since with the owner of business (Roots Shoes).

- The businesses administered by the ten appointees of each of the 1980 and 1981 Board of Management (18 original appointees) account for an assessment value(B.I.A.) of over \$20,000 alone, so Mr. Martin need go no further than his own office. In their petition, you will probably find: Holiday Inn (\$3,500), Simpson's (\$4,100), Eaton's (\$8,000), Sam's (\$150), Artistic Ladies Wear (\$400), -con'd .. Robert Holmes (\$450), CKSL radio (\$300), Zellers (\$600), Price-Waterhouse (\$4,000), Gamagame Flowers(\$150), Toronto-Dominion Bank (\$2,000 for 3 locations), Campeau Corp. parking garage (\$800).

Just these members of the Board put the levy over \$19,000 paid in 1980 and 10 or so members add up to smaller amounts.

As well, there is a core of 10 or 12 businesses like Kingsmills, Woolworth's, Rowland Hill, Talbot Inn, whose assessment is enough to put their "support" to up to 21% of the assessment.

They have about 30 or 35 large assessments that are in favour of this concept, but I contend that over 500 businesses downtown of all sizes from the smallest to the largest (London Life) are opposed.

If the B.I.A. is so proud of their support, why are they afraid to put it to the test in a vote? To wit, Martin says...

"...We respectfully request that Board of Control does not acquiesce with his request for any form of Referendum or ballot."

Incidentally, a member of the current Board of Management has a letter to you indicating he favours a referendum to clear up his mandate as a Board member. Also, Richardson Securities, whom you have a letter from, is a Board member from 1981. Joe Plant of Guaranty Trust has also submitted a letter to you indicating his support for a referendum, and yet he is on record in 1980 as being an ardent supporter of the B.I.A. concept (he no longer is.) Canada Permanent has had the same change of heart. London Life has always opposed the concept.

5A. Christmas decorations that are up for 4 weeks are not "physical improvements", though in our letter to all merchants we gave them the benefit of the doubt and said \$34,000 would be spent from 1980 to 1982 on such "physical improvements". We don't consider the cost of installation a physical improvement, so \$34,000 is the raw cost of lighting.

March 8, 1982

Mr. Emery has stated "your business...has been required to pay a sur-tax averaging \$270.00 per business over the past two years."

FACT - Average per business in 1980 was \$110.00.

Average per business in 1981 was \$155.00. Therefore, the average tax per business per year during the last two years was \$132.50. Mr. Emery conveniently omitted the word TOTAL from his statement.

6. Mr. Emery constantly refers to corruption, trips to foreign nations, and wasted funds. "...The Executive Director makes \$30,000 per year, the Secretary \$17,000 per year, the Co-ordinator \$20,000 per year."

FACT - The Executive Director makes \$25,000 per year, the Secretary \$15,000 per year, and the Co-ordinator \$9,000 per year.

A difference of \$20,000 less than Mr. Emery's "facts". Further to which the Secretary will be working part-time in 1982, and is budgeted to earn only \$7,000, and the entire cost of \$9,000 for the Co-ordinator is paid for by the Federal Government, and will therefore add nothing to BIA taxes.

FACT - Neither two audits by the City appointed auditors, nor Mr. Emery himself, has produced one shred of evidence of corruption, or any other mal-practice.

FACT - Mr. Emery has twice taken legal action against the BIA, and twice he has lost, the second time also being required to pay costs. The Courts cost money to run - who is wasting tax payers' money?

FACT - No trip to any foreign nation has ever been undertaken at the expense of BIA funds.

FACT - No Board or Committee member receives any remuneration of any kind - all are volunteers.

FACT - Analysis of audited expenditures for 1980 and 1981 shows:

Promotion	4%
Beautification	24%
Sal/Administration	26%
OMB Legal Fees	5%

100% = \$240,000

FACT - Analysis of several other BIA's indicate a SAL/ADMIN spread of 22% to 41%. Percentages are of course relative. If our budget was to double to \$280,000 (as per Sudbury - population 95,000 - BIA membership 500) then our SAL/ADMIN would be around 14%, because there would be no necessity for any major increase in operating costs.

7. Mr. Emery has consistently inferred that the BIA was formed by less than ethical methods.

FACT - Not only were the correct procedures, as required by law, carried out and attested to in a sworn affidavit by the late City Clerk, Mr. Ross, but the allotted period for objections was in effect stretched from two months to two years.

Analysis of the figures for the initial two month objection period shows that 24 businesses, or 2.7% of those entitled to object, in fact objected to the forming of a BIA.

A further period of almost two years was then spent in consultation and negotiation to produce an amicable settlement, culminating in an Ontario Municipal Board hearing in June, 1979, of which all objectors on record since 1977 were notified by Registered Mail.

Three objections were intimated at that hearing. Mr. Emery was not one of the objectors. During this two year period there was considerable publicity and notice given as events progressed. For Mr. Emery to maintain that insufficient time was given for objection or proper procedures, is utter nonsense.

In view of the foregoing, which are but a few examples of Mr. Emery's penchant for mis-informing anybody who still cares to listen, we find we can place no credence in anything he might have to say.

We respectfully request therefore that Board of Control does not acquiesce with his request for any form of referendum or ballot. We suspect that the implications inherent in the establishment of such a precedent, every time a citizen or small group disagrees with a City by-law, could be horrendous.

Neither Rome, nor London, nor its Downtown Improvement Area, were built or successful in a day. Experience has shown that it can take 3 to 4 years for the real benefits of BIA's to surface. It would be sad indeed if a concept (over 150 in Ontario) which has proved so successful in many other North American cities were to be sacrificed on the altar of one person's ego-inflating pursuit of publicity.

When approached with a piece of paper and the comment "Sign this and your taxes will be reduced", most people would probably give it serious consideration. However, the potential benefits sacrificed may well be considerably greater than the taxes saved.

In Mr. Emery's case the taxes saved in 1981, would have been less than \$70.00.

Notwithstanding our policy of ignoring Mr. Emery, and allowing him to argue by himself, we have felt it necessary on this occasion to make a somewhat lengthy reply.

6. If you read this statement " \$270 per business over the past two years" it is clear that I was referring to the average payment inclusive of both years.

7. The actual cost to the taxpayers for Bob Martin's cost, including salary, benefits, was \$26,500 plus \$2,000 in their Draft budget, issued in December. Although the B.I.A. did not send me one, I have one here. The \$28,500 in salary & benefits would also require about \$1,500 in Canada pension plan, U.I.C. payments and holiday, totalling \$30,000, which is what we said.

The Draft budget indicates Betsy Hamilton's salary as secretary was \$14,000 with \$1,400 in benefits. This \$15,400 would require \$500 in C.P.P. payments and U.I.C. payments, plus 4% holiday pay, bringing cost to B.I.A. "members" to \$17,000 as we stated.

The co-ordinator's salary was never mentioned in my letters to merchants (members of Board of Control have copies of these with last week's petition), and the statement made in an issue of the MetroBulletin (we did err on that) has been promised a retraction. This retraction was promised 3 weeks ago, and, unlike the B.I.A. Times, does print other views and correct errors.

8. Corruption is an interpretive word. I stand by my definition of it.

9. I took my chances; the taxpayer was re-imbursed by me in both cases in costs. To that extent, the taxpayer has not been hard done by me. But it certainly is the pot calling the kettle black for Bob Martin to accuse me of wasting taxpayer's funds. He won't even let the taxpaying member's hold a referendum on the future of the B.I.A. tax.

10. Minutes of the B.I.A.'s minutes in late August of 1981 say that the Board expects Bob Martin to be attending the "IDEA" Conference in Portland, Oregon, in the second week of the following September.

11. We never said otherwise. But so what?

12. Actually, objections to the City Clerks office totalled 120 businesses, and over 33% of the total assessment, but a deal with London Life, Canada Trust, Holiday Inn re-arranged the tax-levy scale and then a new by-law re-introduced.

13. Even though they claim they have "support" they are frightened of any referendum that would see all businesses downtown voice their opinions.

14. This is a clear admission that the B.I.A. has offered no "real benefits" so far. There has never been any indication to me that there is any successful B.I.A. programs in any urban centre.

To me, a successful B.I.A. is one that can prove it has the willing approval of all who belong to it. Success for whom? All the examples I have seen personally or read analyses show B.I.A.'s across the province in big trouble (Windsor, Kitchener, Sarnia).

15. "The potential benefits sacrificed..."...there are none! If there are, surely merchants will see this. If they don't, who is the B.I.A. or City Council to tell us what is "good" or "bad" for our business?

COMRADE BOB ASKS FOR HIGHER TAXES

Bob Martin did one thing that most merchants, on first glance, might approve of. With the Board of Managements approval, our Great Helmsman at 110 Dundas advocated more taxes for flea market operators, trade show participants, vendors at Craft, antique shows, etc.

We reprint below Comrade Bob's letter to Board of Control:

Dear Sirs:

Recently this office has been receiving complaints from a number of its members regarding the practice of itinerant business coming to town, renting premises for one or two days for the retail sale of merchandise, and then departing.

Our board of Management considered this matter at its recent meeting and is of the strong opinion that stricter controls should be placed on this practice.

While we in no way wish to inhibit free enterprise, we do feel that there is a strong imbalance between the amount of money removed from the local economy by these

businesses, on the purchase of a \$100 license, and the amount of taxes being paid by resident businesses.

Possibly the introduction of a Transient License at an appropriate fee level would be one means of adequate control, as we do not feel that the existing "Hawkers and Pedlars" bylaw L-88-120 is sufficient.

Thank you for your consideration in this matter.

Yours truly,
R.A. [Bob] Martin
Executive Director
Board of Management

The following is the reply received from the City Clerk.

I hereby certify that the Municipal Council, at its session held on March 15, 1982, resolved, namely:

"THAT, in response to the petition and communications received by City Council, March 15, 1982, regarding "hawkers and pedlars", persons not usually resident in London or not entered in the business assessment roll who conduct retail sales of goods, wares or merchandise that are disposed of at special sales of limited duration or at irregular intervals from temporary premises, the Ad-

ministration be requested to report together with any recommendation to Council through Board of Control on the following matters:

[a] the maximum licence fee that can be fixed,

[b] the imposition of the fee in the nature of a tax,

[c] the minimum term for which a licence can be in force, and

[d] the manner of enforcing payment of any such fee, under the City's transient traders bylaw, hawkers and pedlars bylaw, or any other existing or new bylaw, without being prohibitive;

How can increasing taxes do anything but serve as a tax-grab for foamy-mouthed politicians?

I have heard from various furriers that fly-by-night operators were coming to town, staying at the Holiday Inn, advertising in the Free Press, and selling inferior furs "el cheapo" and then moving on. If there were any complaints, buyers wouldn't be in a position to get a refund.

My only words I have for consumers is "you get what you pay for -especially if you do business with people who have no long standing reputation where delicate/precious goods are being sold.

At flea markets, craft shows, etc. -buyer beware.

But interestingly, we haven't seen any disgruntled customers writing letters to the editor of the Free Press, or in their Sound Off column, so we wonder whether some businesses are just feeling the economic pinch and are out on the head-hunting scapegoat trail? In doing so they are pressuring the City to pass prohibitive taxes/licencing arrangements to keep these "hawkers" out of town.

These tactics and attitudes are wrong because:

1) the argument is "we pay taxes and they don't" if you read Bob Martin. We should not ask that they be penalized so that we can all be ripped off equally, but we should insist that taxes be lowered so we can be more competitive. This is a more difficult task because it is in a politicians interest to raise taxes, not lower them. It is even more difficult when a segment of the business community asks for higher taxes because this allows Council to wax guiltless saying (as they did with the B.I.A. tax) "Downtown asked for it."

2) the consumer ultimately pays for all tax increases

3) when merchants ask for special penalties against one segment of the business community, those same political penalties can be applied against you when

this article continued on bottom of page 31

Plan urged for orderly development of core

By Tony Hodgkinson
of The Free Press

London's core area has reached a critical point, a spokesman for merchants says, and political leadership is needed to implement a plan for orderly development rather than haphazard and piecemeal growth.

"Everything could happen in bits and pieces and in 10 years you could turn around and say, 'what a hell of a mess we have got,'" Bob Martin, executive director of the London downtown improvement area board

of management, said in an interview Thursday. "Now is the time to sit down and develop a downtown development strategy."

Martin, who has headed the improvement area group since July, said he is working closely with city hall to come up with specific recommendations to local politicians.

He said no over-all plan exists for the area, bounded by Queens Avenue, Ridout Street, York Street and Waterloo Street, and a study is vital so that a strategy can be devised.

Martin is looking for political leadership in implementing the study,

which, he said, should embrace downtown population, the economics of spending, commercial development and retail space, buildings, land use, zoning bylaws, transportation and services and utilities.

"I think there's a very critical need for a study," he said, adding that several major downtown developments in the works should be included. He cited land assemblies or projects slated for Dundas Street, between Talbot and Ridouts streets, London Arcade, Wellington Square and the YM-YWCA property.

"All these things seem to be hap-

pening independently of one another. No one is against these developments in the improvement area — they are keeping a healthy tax base — but it should be looked at in the over-all context of downtown."

Ken Perry, the city's director of planning and development, said he is concerned about the lack of a district plan covering downtown.

He said a departmental work program presented to the land use and development committee and the planning committee recommends a downtown plan as a principal project this year. "It's a direction that's

really needed."

He said each of the project sites referred to by Martin is capable of accommodating a variety of uses, such as a hotel complex, office buildings and stores. His concern was with providing an adequate infrastructure of services, such as roads and parking, and giving downtown a central focus — "a cultural centre or something."

Martin said there are strong indications the post-war flight to the suburbs has reversed, with people heading back downtown to live. And, he noted, London's downtown has about 500,000 square feet of unused upper floor space which could be turned into apartments.

That, he added, could be looked at in a study, along with various tax incentive schemes to encourage property owners to refurbish deteriorating buildings. He said New York City and other centres have introduced a scheme whereby higher taxes resulting from an increased value of renovated property are phased in over a period of years. "We would like to see the city take a

look at some of this, before some of the property falls down."

Recently, board of control told Martin to submit a report in September on the group's progress. The board could then decide whether to ask for a referendum of member businesses to determine whether they want to disband.

The referendum has been advocated by Marc Emery, arch foe of the improvement area, who has claimed that levies by the group are another form of taxation.

But Martin insists the majority of about 900 businesses involved in the improvement area support the organization. "I don't think a vote will be necessary because I think the improvement area will have proved its viability and proved it is fulfilling the mandate and wishes of the majority of members."

If the improvement area were to collapse, downtown London would "lose a cohesive voice to protect its interests in the long term." He added: "One voice is needed to push city hall (otherwise) things would perhaps happen in a haphazard fashion."

HOW BOB MARTIN DIDDLES HIS TIME AWAY

LETTERS TO THE EDITOR

Downtown board not representative

Sir: "Bob Martin," said the lead story in the March 26 City and District section of The Free Press, "a spokesman for (core) merchants," says "now is the time to sit down and develop a downtown development strategy."

This story shows just how much of an arm of the city government's political and bureaucratic establishment the downtown business improvement area board has become.

May I point out that Martin is absolutely not a spokesman for downtown merchants. He is a paid administrator hired by a board of 10 political appointees who have been given the privilege of spending \$415,000 in special taxes collected from downtown in

1980 to 1982. Neither Martin, nor the improvement board, nor even the special tax itself has ever been put to the merchants in vote or referendum.

Martin shows his real motivation when he echoes the highly interventionist and regulatory policies desired by the city's highly obstructive planning department. "Martin . . . said he is working closely with city hall to come up with specific recommendations to local politicians" in concocting what Martin says is "a downtown development strategy."

Martin does not face up to the fact that when government and its "over-all" plans are put to work, entrepreneurs and their employees are put out of work!

Wherever London city council has attempted to "revitalize" business areas with grandiose urban renewal schemes or cultural lemons, or used controlled and regulated environments to shape that peculiar bureaucratic brand of utopia, the taxpayer has lost a fortune; thousands of potential jobs are wiped out, dozens of small businesses dislocated, and investment scared off. I cite the expensive and ruinous East London curved pedestrian mall, the East London parking garage, the \$8 million fiasco of Talbot Square, Centennial Hall, the art gallery — lesson after lesson of white elephants and still city council is no wiser to the inevitable results of their poisonous contributions.

It is obvious Martin has found perfect company with the director of planning and the interventionist elements on city council. It is obvious Martin is advocating a downtown that is strictly regulated, controlled, taxed and subservient to the ever-changing political whimsy at city hall.

This will produce economic catastrophe for our downtown, however.
London

MARC EMERY

OUR RESPONSE

VIDEO ARCADE CURFEW INJUST

PAGE 22

"So the kiddies have time to get the last bus" says Art Cartier, even though another by-law requires all children vacate premises by 10 p.m. or else arcade owners face fines.

Below is a copy of a letter sent to Board of Control that will be discussed as we're goin to press.

It is a very reasonable request from the PINBALL PALACE owner Robert Smeenk, who believes, quite rightly in our opinion, that his business is suffering significant financial loss due to an extremely stupid by-law forcing his business to close at 11 p.m.

The letter is self-explanatory, but we would like to say a few words about the anti-video arcade sentiment that creeps up with the public and business every now and then and will probably surface this summer.

Loitering. We all remember "George's Pinball Arcade" between Scott's & Gammage Flowers on Dundas where Second Fiddle is now. Boy what a dive it was. And kids would hang out and it was obvious they were scaring real people from that side of the street. Well, George's is gone, and while some less than fancy places have sprung (ie. 2001 on King at Richmond) up, some are very well run (ie. Crystal Palace, Pin Ball Palace).

With the removal of the planters, this should remove alot of sitting down on the main street. To stand up and loiter on a hot day is alot more exhausting and we know it will be curtailed.

But let's remember -kids (ie. ages 10 to 25) bring alot of money downtown. They go to movies, restaurants, clothing stores for jeans, etc., record stores, book stores, as well as video arcades. Kids may be the only market segment left with any disposable cash. They usually work part-time but tax-free and overhead-free. They usually are impractical and thus spend lots of money on frivolousness. And thank God because with all the adults renewing mortgages, out of work, etc., we retailers need these young customers.

So while it is reasonable to ask police to control loitering, LET'S NOT SCARE LONDON'S YOUNG PEOPLE OUT OF THE DOWNTOWN. If police get to harassing, its going to have bad PR on those kids who do eat, drink, shop, and go to movies downtown.

So back to the video arcades. Like it or not, they've a right to make a living too, so I hope you'll read Mr. Smeenk's letter and bring this to the attention of your alderman.

April 16, 1982

Mayor, Honourable Al Gleason,
Board of Control,
c/o City Clerk's Office,
City Hall,
300 Dufferin Avenue,
LONDON, Ontario.
N6B 1Z2

Dear Sirs:

The Amusement By-Law was passed November 3, 1980. At that time, great concern was expressed by the amusement merchants over the restrictive and discriminatory hours that were regulated. It was felt, however, that further requests would have no effect and that a cooling-off period was appropriate.

It has been over 1 1/2 years now since the Chief of Police stated publically and before Council that there are less problems from the amusement arcades than from Mac's Milk Stores and this has not changed.

We feel that we are exemplary merchants that act as a "draw" to bring people downtown. We abide by the law and ask anyone under 16 to leave at 10:00 p.m. It is, therefore, very disconcerting to have to kick out a full house of mature adults (age 20-30 years) at 11:00 p.m. on Friday and Saturday nights, or 9:00 p.m. if it happens to be a statutory holiday. Needless to say, its bad business and bad for business. Our costs are rising daily and we need these prime-time hours to provide adequate service to our patrons. After all, where's the logic in being able to play a game at 5 minutes to 11:00, but not at 5 minutes after 11:00, in a clean, well-lighted premises, but at the same time these same games can be played in hotel beverage rooms and taverns until 1:00 a.m.? It seems Council is endorsing alcohol-related activities at the expense of the more wholesome entertainment which the amusement centres provide. Surely this is not what Council had in mind.

It is, therefore, respectfully requested that our hours of operation be amended to extend to 1:00 a.m. daily so that we can be on a par with the rest of the entertainment industry of which we are an integral part.

Yours faithfully,

R. Smeenk

VIDEO ARCADE CURFEW INJUST

PAGE 22

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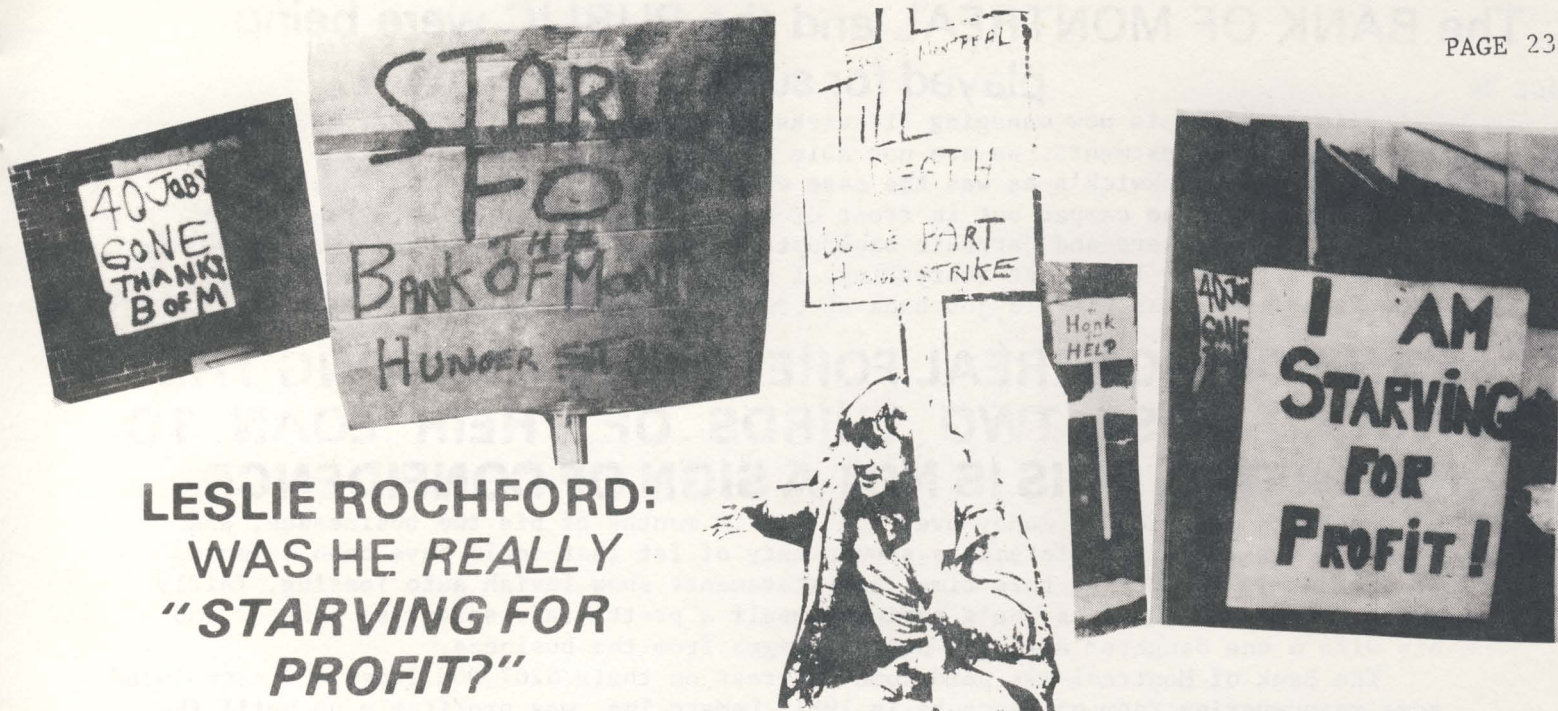
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Yours faithfully,

R. Smeenk



LESLIE ROCHFORD: WAS HE REALLY "STARVING FOR PROFIT?"

What Leslie Rochford did with Whittington's was and is actually none of my business. People go out of business all the time, and sometimes it even looks like they could have done some very obvious things to correct the situation. And yes, sometimes they are right back in there when the business opens up again under a different ownership name without all the debts they incurred previously. That happens all the time too.

When you do business on credit, especially in these days, you take your chances that sometimes folks go bankrupt on you and stick you for the money they owe you. It's lousy but it happens. We still wouldn't get into that sort of thing because it's meaningless to our readers. Everybody just tightens up on who they give credit to and everyone these days is asking for cash up front.

So why are we here with a pretty spicy look at the Whittington's affair?

Aside from Leslie Rochford going "public" with his affairs, ^{he} virtually courted the media and becoming the mascot of the Free Press, he a) blamed the BANK OF MONTREAL for his problems and b) high interest rates and c) solicited sympathy and goodwill from a naturally sensitive (and ultimately sympathetic) public.

And that rubs us the wrong way, because the BANK OF MONTREAL did the right thing. High interest rates had very little impact on the finances of Leslie Rochford's business and the public was exploited to sympathize for a guy who simply ran his business badly, perhaps even deliberately so.

As you may recall, last issue we showed Mr. Rochford's 3-day camp-out protest, or hunger strike against 'heartless bankers' and the like. At the conclusion of LEMARC RESTAURANTS INC. (Whittingtons/Pickwicks), the Bank of Montreal was owed \$282,000 and various other creditors approx. \$55,000.

Last month, Colony Investments, the landlord of the property, was able to purchase the business assets in a sealed tender offered through THORNE, RIDDELL, trustees in bankruptcy. Although the purchase price is unavailable, competitive bidders for the assets speculate it went for around \$100,000 to \$105,000.

As we have mentioned, LEMARC's debt was approx. \$337,000, so the assets of the business were purchased at less than a third of the outstanding debt. of the previous company. A lot of the debt incurred by LEMARC went to physical renovations to the property interior, particularly for PICKWICK'S. This would certainly appear to be a bonus for the property owner & new business owner Colony Investments.

Since debts incurred by LeMarc are not applicable to Colony, the whole business can start up (Pickwicks has) again, wiping out all debts, and proceeding more or less 2 months later, \$227,000 ahead by this quick legal formality.

Officially, Bank of Montreal cautioned the MetroBulletin, the bankruptcy is not closed and the gov't has yet to conclude the bankruptcy proceedings.

The BANK OF MONTREAL and the PUBLIC were being played for suckers

PAGE 24

Leslie Rochford is now managing Pickwicks once again, although under the new ownership of Colony Investments. We are not able to find out if his wife or any children are employed at Pickwick's as was the case when Rochford owned the business.

But for a man who camped out in front of his business pleading with the public about heartless bankers and "archaic bankruptcy laws ..." that were going to leave him "all the way down. I've lost everything. I can't even look for a worthwhile job." (Free Press), -he has his old job back at \$20,000+, all his debts are wiped out

BANK OF MONTREAL FORECLOSED KNOWING THEY WOULD LOSE TWO THIRDS OF THEIR LOAN TO ROCHFORD. THIS IS NOT A SIGN OF CONFIDENCE.

Rochford was losing money over the last 18 months of his two businesses, and although his financial statements show plenty of fat that could have been trimmed, he did not do so. During this time, his statements show lavish auto leasing, fairly extensive travel expenses, he's paying himself a pretty fair salary as manager and his wife & one daughter are also drawing wages from the business.

The Bank of Montreal was paid some interest on their \$267,000 loan, and negotiated some manouevering room on payments in 1981. LeMarc Inc. was profitable up until the period of this \$267,000 loan, otherwise it would never have been made, reliable sources say. Almost immediately afterward, LeMarc consistently lost small sums month to month which began to accumulate in mid 1980.

When the Bank of Montreal finally foreclosed in February of this year, the bank knew that most of the \$267,000 loan (although by Feb. '82, \$282,000 was owing) was never going to be recovered. Although Bank of Montreal is the secured creditor, the assets of LeMarc were sold for around \$100,000, leaving the BANK OF MONTREAL at a loss of \$167,000 on a \$267,000 loan.

If you know anything about banking, for a bank to foreclose knowing that two-thirds of their loan is unrecoverable indicates they had absolutely no confidence in Rochford to carry on any kind of recovery, particularly with any additional loans.

Since Rochford has publicly bad mouthed the Bank of Montreal in all the media including TV, radio, newspapers all across the province, when the bank loses \$167,000 lent to Rochford, and when Rochford then re-appears with same job intact, all debts wiped out, you'd think that we were watching a remake of "THE STING". Rochford comes out smelling like a rose, has job and no debts and yet is responsible for the whole financial fiasco. The Bank of Montreal does the right thing, loses \$167,000 of their depositors money (but it could have been more if they hadn't acted) and then further suffers millions of dollars of bad publicity because they did the right thing. Worse, they come out looking like a villain because who believes anything good about banks?

"BIG BAD BANK?" YOU BE THE JUDGE.

But while Rochford was crying out how he was a victim of the "big bad bank" (Free Press quote), he was using the good-will of legitimate interest-rate lobby groups who were welcomed to protest with Rochford in front of the restaurant. They believed what he was saying, that he was a "victim" of high interest rates (As you know from our last issue, interest rates had very little to do with it.). The Mortgage Payers Protection Association and Farm Survival Group lent genuine support and sympathy to Rochford, although it is not inconceivable that they also hoped to profit by all the media attention on Rochford.

On the next page is a statement of Rochford's business for the period of Nov. 1, 1980 to August 31, 1981. (We obtained this from impeccable sources). His business closed 5 months later. It is most relevant if you are in the restaurant trade because the identification of extravagances are easiest to spot. Laundry, office supplies, staff advertising & promotion, entertainment are all high. Some are plainly not prudent, particularly when the business is losing money, like travelling & pricy auto leasing. This is a ten-month period.

Rochford had all the advantages, a large cash in-flow (few receivables) and yet he was in a position to postpone payables so he could cut back on expenses. (con'd)

LEMARC RESTAURANTS INC.
STATEMENT OF INCOME AND DEFICIT
TEN MONTHS ENDED AUGUST 31, 1981
(unaudited)

SALES	\$1,122,005	100.0%
COST OF SALES	485,220	43.2
GROSS PROFIT	636,785	56.8
OPERATING EXPENSES	260,369	23.2
Salaries - operations	32,850 *	3.0
- management	67,565 *	6.0
Entertainers	47,814 ✓	4.3
Interest and bank charges	35,363	3.2
Advertising and promotion	32,750 ✓	2.9
Depreciation	32,531	2.9
Rent	27,204	2.4
Repairs and maintenance	23,436	2.2
Utilities	17,376	1.5
Laundry	16,074	1.4
Credit card commissions	12,872	1.2
Property and business taxes	12,778	1.1
Employee benefits	12,007	1.1
Supplies	11,613	1.0
Equipment rentals	8,537 ✓	.8
Breakage	7,481 *	.7
Travel	6,296 *	.6
Auto lease	5,298	.5
Legal and accounting fees	3,946	.4
Office supplies	3,719	.3
Insurance	3,553	.3
Telephone	3,551	.3
Cleaning supplies	3,279	.3
Sign rental and lease	3,245 ✓	.3
Theft cash	2,890 ✓	.3
Printing	2,620	.2
Casual labour	2,500 *	.2
Consultants' fees	1,249	.1
Uniforms	4,574	.4
Miscellaneous	705,340	63.1
LOSS FOR THE PERIOD	68,555	6.3%
DEFICIT - BEGINNING OF PERIOD	32,116	
DEFICIT - END OF PERIOD	\$ 100,671	

See accompanying notes.

Hatherell, O'Hagan & Co.
CHARTERED ACCOUNTANTS

Of concern: the stated loss for the 10 months is said to be: \$68,555 but of this

\$32,750 is depreciation, which is not an out-of-pocket cash loss, but a capital cost allowance on previously purchased machinery, furniture, etc. This reduces the cash loss for the 10 months to \$35,805

Bearing in mind that Rochford was selling \$122,000 a month (average), his cash loss was \$3,580 a month, only 3% above gross sales, not at all serious.

But when one is losing money, does one:

spend \$629.60 a month on leased cars? (\$6,290 in 10 months)

Does one advise \$7,481 in travel expenses? (Incidentally, how can travelling that much be a business expense?)

Seems like high living for a business "starving" from "high interest rates".

Mr. Rochford could have eliminated these expense we're sure, reducing his 10-month loss to \$22,028.

Surely the \$67,565 for "entertainers" could have been shaved down?

Surely a few staff could have been let go from that \$260,369 spent on staff in 10 months. Three employees ^{laid} off a year and a half ago might have preserved jobs for 40 today.

"Archaic bankruptcy laws". "Big bad bankers." Humbug.

With the retail economy worsening, there has been a lot of pressure in Ontario to allow Sunday opening of all businesses.

We reprint an article out of the March 20 VANCOUVER SUN covering what consumers there think.

By KARENN KRANGLE
Sun City Hall Reporter

Wide-open Sunday shopping in Vancouver? You bet!

That's how readers responded to The Vancouver Sun's Sunday shopping poll. The overwhelming majority of 1,000 responses was in favor of all Vancouver merchants being allowed to open their doors on Sunday.

Those in favor cited reasons such as convenience, freedom of choice, job creation, "free enterprise," "something to do" on Sunday, keeping shoppers' dollars in the city, a boost for tourism and keeping up with the times.

Many added that they felt only stores wishing to do business on Sunday should stay open — that it be an option, rather than a requirement, and that no employees be forced to work that day against their wishes.

A good number of readers made it clear they'd prefer a straight yes/no vote instead of a choice of three, as we gave.

"Allowing only some stores to open on Sunday is discrimination," many said.

Our coupon, which ran in the March 6 edition, netted 1,021 responses. Of these, 237 were from other municipalities or out of town (we even received one from Weston, Ont.), and we counted these separately because we're primarily curious about how Vancouver voters feel about the November plebiscite.

So, of the 784 Vancouver responses, 602 — or about 77 per cent — said they are in favor of all stores opening (or being permitted to open) Sunday.

Readers opposed to Sunday shopping totalled 92.

And 90 said they preferred that only some stores be open Sunday. They cited garden and home-improvement centres as well as pharmacies and corner groceries.

The decision to take a Sun poll came after city council voted to hold a Sunday shopping vote during the civic elections, but could not agree on how the ballot should be worded.

Council has been dealing with the Sunday shopping issue regularly for the past year as one business after another has applied for exemption from the Holiday Shopping Act.

So far, all have been unsuccessful except merchants in Gastown and Chinatown, for whom there was a plebiscite last June. Voters decided these stores should be permitted to open Sunday, and council agreed, stating these areas were tourist attractions.

Meanwhile, most Lower Mainland municipalities have held votes on the issue, almost all in favor of Sunday shopping.

Now, a council committee is dithering over whether to give Vancouver voters a simple yes/no choice or whether a "middle option" (some stores) be included, and is ex-

UPDATE

PAGE 27

Sunday shopping: Sun readers say Yes

Continued from page 1

pected to make a decision in the next few weeks.

Here's what some of our readers say.

"Six-day shopping became obsolete when wives started working outside the home in large numbers and were no longer able to do their shopping during the week," writes Michael Christie. "Saturday shopping is an ordeal of packed stores and long lineups. Let's change to meet people's needs."

"Freedom!" says Christopher Cottier. "If stores open on Sunday and nobody shops, they will close by natural selection, not legislation."

Ernie Lam points out that we're living in the 20th century. "People have the right to make up their own minds," he writes. "We're not living in 18th-century England, where the church ruled the people and their lives."

Dennis Kelli believes that removing shopping-hour restrictions would aid tourism. "This new 'open and welcome' attitude, along with the new stadium and, hopefully, the convention centre and cruise-ship facility will infuse money into Vancouver over a long period of time."

"As a tourism facility we must stop saying: 'Welcome — except on Sunday.'"

M.J. Sweeton says Sunday openings would create employment, "a fact everybody seems to ignore." Other readers suggested this would be a good way of providing jobs for students and other part-timers.

"I think it's an archaic notion to think that all life comes to a halt on Sundays," writes Susan Wingate. Valerie Badenoch adds: "For a city

the size of Vancouver, the antiquated shopping laws and liquor laws makes us a laughing stock. It is about time we grew up and walked in step with other cities.

A number of readers said Sunday openings in Vancouver would stop a flow of business to other municipalities and across the border.

Some said Sunday is the only day they can make it to the shops or can shop with their families.

William Phillips simply comments: "I think it's about time we got rid of that gang of twits at city hall."

On the negative side, opponents of Sunday shopping cited religious reasons, said it should be a family day or a time of rest, objected to the hustle and bustle of business seven days a week and said Sunday openings are unfair to small businesses.

Evelyn Atkinson of the Ace Cycle Shop at 3157 West Broadway writes: "Retail opening means banks, wholesalers, hydro, telephone, plumbing and so on, even city hall departments, transit, police, fire should be available also to cater to the ancillary demands of a normal opening day."

"It would be a retrograde step, indeed, to have wide-open Sundays. When would the small entrepreneur get his R and R?"

Proponents of some Sunday shopping spoke strongly against permitting department stores to open. Many said they agreed with Sunday openings in Gastown and Chinatown and some suggested stores on Granville Island be included (council has already grappled with this one.)

Of the 237 replies outside of Vancouver, 163 favored open Sundays, 42 were opposed and 32 preferred allowing some stores to open.

MP BURGHARDT WRONG ON CANADIAN GAS PRICES

PAGE 27

London West MP Jack Burghardt receives our MetroBulletin whether he likes it or not. We're sure he reads it though. (We've been refused entry shortly after dropping off a copy). However, MPs never learn. Last issue we paraded the pack of untruths (we're not going to say anyone is a liar anymore even if its patently obvious) that Jack put forth in his Christmas constituency booklet (reduced reprint below,). After we brought out the fact that U.S. gas was getting cheaper than Canadian gas since old Pierre was elected over Joe Clark's 18¢ a gallon tax, other media also began to tell of this. Incidentally, since the Great Helmsman Pierre was elected exactly two years ago, gas has gone from 94¢ a gallon to \$1.90 a gallon, double the price, and mostly taxes.

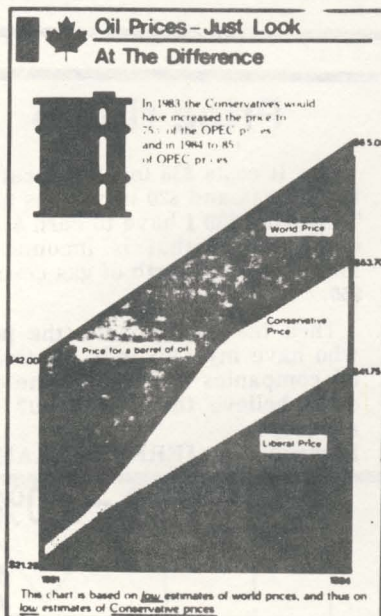
Anyway, Jack wrote the Free Press to defend our higher prices. We pointed out the truth 10 days later in a rebuttal in the Free Press. We're sure Jack just loves us here at the MetroBulletin.

8

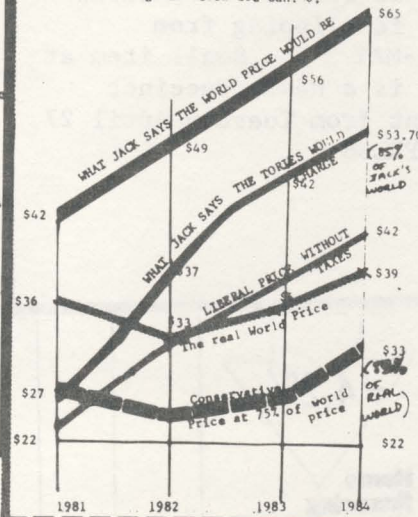
...and this is ÜTTER FRAUD

Mind you, Mr. Burghardt's sleazy glossing over of the budget, particularly when he himself time after time in the media acknowledged it did not address any of the nation's crises, and that in fact "there was more opposition to this budget than the government has seen before", is just the beginning:

Oh, but he really revs up, as did Charlie Turner (London East MP, see last issue) on pure untruthfulness as he delivers his advocacy of the NATIONAL ENERGY PROGRAM. Here we reprint his allegations and opposite these the real facts (verifiable from any reputable source.)



Contract Price for the best crude in 1981 was generally stable at \$32 U.S. (\$37 Can.). Contract price for 1982 is also \$37 Can., but large quantities of spot oil (bought on open uncontracted market) is available all February at \$29.75 (U.S.) or \$33 Can.. Oil magazines concur the price is not likely to rise, in fact, could continue to drop due to reduced world consumption (in increased small car use) and a fabulous glut on world markets. The excess could even become greater sending world prices lower. All figures below are Can. \$.



Sir: I would like to reply to the letter from J. R. Butler entitled: *Slippery prices* (Free Press, March 24).

As we all know, oil pricing arrangements, both domestic and international, are extraordinarily complex. Nevertheless, I believe the phenomenon of falling United States gasoline prices versus rising Canadian gasoline prices can be explained rather simply.

First, Canadian gasoline prices are rising because domestic crude oil prices have been and are sufficiently below world prices that it will be some time yet before Canadian prices approach the price ceilings set in last fall's energy agreement between the federal government and the province of Alberta.

At present, the Canadian price for conventional crude is 54.1 per cent of the world price, while the blended price (computed from prices of conventional oil, newly discovered oil, tar sands oil, and oil imports) stands at 70.6 of the world price. The federal-Alberta energy agreement set forth a clear schedule of price increases designed to bring the price of domestic conventional oil to 75 per cent of the OPEC price. Since that level has not yet been attained, domestic oil prices will continue to rise until such time as the ceiling is reached. Consumers

may, however, experience some short-term relief from steadily rising prices through a drop in demand that has prompted sporadic retail gasoline wars.

Second, Canadians will recall that prior to last September's energy agreement, Alberta Premier Peter Lougheed cut his province's oil production in order to improve Alberta's bargaining position. As a result of the reduction of domestic oil supplies, Canadian refineries contracted to purchase oil from foreign producers. These contracts are now being honored.

Similarly, most of the large Canadian refineries entered into long term contracts with foreign producers during last year's oil shortage precipitated by the political upheaval in Iran. These contracts are valid and must be honored.

Because of these contractual commitments Canadian refiners and consumers are not seeing the benefit of the lower, but highly volatile, spot market prices.

Some American refineries on the other hand are taking advantage of the current world oil surplus because of their enormous purchasing power and oil storage capabilities.

It should also be noted that provincial retail sales taxes on gasoline add significantly to the over-all cost. In Ontario, the provincial government levies a 20 per cent retail tax per litre of gasoline. Before retail tax, U.S. gasoline costs 36 cents per litre and Canadian 29 cents per litre.

Finally, although there is currently a world oil surplus, one should consider that it is, in the opinion of virtually all oil price experts, going to be extremely short-lived. In fact, OPEC members are now frantically scrambling to stabilize and increase oil prices through production cutbacks.

Recent history should have taught us that the Middle East is politically perhaps the most volatile region on earth. We should also realize that Middle Eastern politics and world oil prices are intimately related. The 1972 oil embargo and subsequent quadrupling in oil prices is testimony to the fact that oil prices can rise much more rapidly, and to a greater extent, than they have fallen in recent months.

Regardless of what happens to world oil prices Canada's National Energy Program guarantees Canadians lower-than-world prices.

London

JACK BURGHARDT
MP, London West

LETTERS TO THE EDITOR

Government energy policies fuel inflation

Sir: Jack Burghardt's explanation of why Canadian gasoline at the pump is higher than in the U.S., in his April 20 letter to the editor, was erroneous.

The cost of gasoline in Ontario and all of Canada would be 75 cents to 80 cents a gallon (17-18 cents a litre) if it were not for the following government taxes in a \$1.83 gallon.

- 29 cents to the government of Ontario (as of April 1).
- 52 cents to the government of Canada (as of April 1).
- 27 cents to the government of Alberta (as of March 1).

Total taxes: \$1.08 of every Ontario \$1.83 gallon of gas (42 cents per litre).

Burghardt obscures this government plunder by talking only of oil prices before taxes, where indeed we are cheaper than world prices.

Most wage earners can look at this in the same way they receive their wages — possibly the highest in the world — before taxes. After taxes however, which can be more than 50 per cent of total income, we are not so well off.

So, too, with gasoline. It's cheap until the government gets involved.

Burghardt correctly points out that Canadian governments will continue to raise the price of oil with further taxation at all three levels to much higher retail prices than we see today.

He errs, however, when he says U.S. gas is 36 cents per litre; it is not. Charts from Petroleum Monthly, Time, Newsweek and the Toronto Star all concur to show that a

The panic of 1981-82 was not quite a panic but a slow, steady process of being caught in the vice-like grip of high rates, which squeezed the financial life from you.

No, it's not quite over, and there will be more terrible revelations before the healing starts.

But what has been the effect of this financial squeeze?

In the U.S., the inflation rate is now in the range of 2% to 4%, down from double digits. OPEC has been broken for the time being and the price of oil is actually dropping as the U.S. virtually floats in a sea of oil.

Spring is starting in U.S.

Consumption of gas declined as cars became three times more efficient. The price of real estate and commodities are actually declining and labor is making concessions to companies in order to make them competitive on world markets.

At the same time, corporations are trimming fat, cutting costs and being more productive. The light on the horizon is the dawning of a new age of prosperity. It is happening.

Now, get ready for a sharp drop in U.S. short term rates.

There's the strong possibility the U.S. prime, currently at 16½%, will drop to 12% in coming months, and that means bond markets will boom.

Canadian gallon of U.S. gas in Canadian currency is exactly 30 cents a litre in 12 U.S. states. Burghardt also says that in Ontario, gas is 29 cents a litre before Ontario's "ad valorem" and sales tax. Again incorrect. In London, gas is generally 42 cents a litre. Without the Ontario taxes, it is 35 cents per litre.

Burghardt says his experts say the world glut of oil and sliding prices "is going to be extremely short-lived."

The only experts the Liberals consult are the ones who said Jim Coultts would win Spadina hands down.

The publications I have show the world oil excess will exist for at least two years and if the U.S. government deregulates oil production (the opposite of what is happening here), excess supply over demand may well last forever.

Burghardt's whole argument ignores the most glaring inequity of our current economic crisis. In this inflationary recession, most businesses are cutting prices and

staff. The private sector is responding to the market condition and that is why world oil prices are dropping. But government monopolies, particularly energy ones, are raising their prices and continuing the inflationary burden on Canadians (which keeps interest rates up.) Consider that in 1982, these government monopolies will or have raised their prices to consumers:

- The post office up 86 per cent.
- Public utilities up 17 per cent.
- Natural gas tax up 22 per cent.
- Gasoline tax increases up 25 per cent.
- Public transit up 20 per cent.
- Government-set interest rates 18-20 per cent.

Government is not cutting back.

Yet most of us in the private sector will see a tremendous reduction in our disposable income, or ultimately, unemployment, all thanks to government manipulation and monopolization of all "essential" services.
London
MARC EMERY

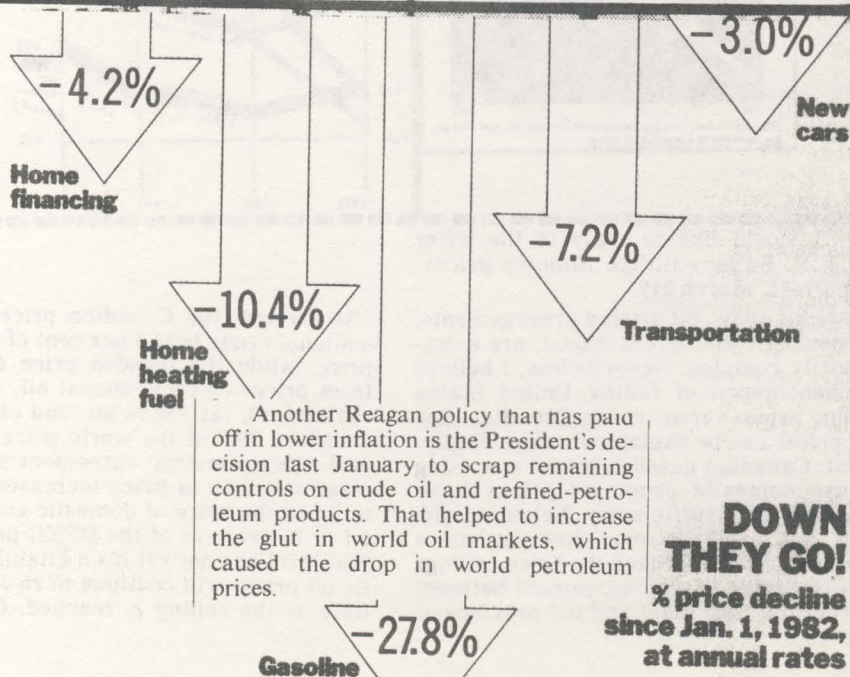
Our response to Burghardt above.

Below left is part of article April 25 TORONTO SUN, below right is clipping from TIME -MAY 3. Small item at right is a neat, succinct comment from Tuesday April 27 FREE PRESS.

Price riddle

Sir: It costs \$30 to fill my car, \$10 for the gas and \$20 in various taxes. To get the \$30 I have to earn \$50 because \$20 of that is income tax. Therefore, \$10 worth of gas costs me \$50.

Then the government (the people who have my \$40) tells me that the oil companies are ripping me off. I don't believe them. Do you? Does anybody?
Komoka
JERRY DEPLANCKE



GOLD \$432.68
London afternoon fix
SILVER \$9.25
Toronto afternoon fix
DOLLAR 81.70
U.S. Dollar: \$1.2240

Business

accountemps
bookkeeping, accounting, word
processing & computer temps
in Toronto call: 482-5810
in Mississauga call: 279-6882

TAXES SOAR, TORIES 'BITTER' AS METRIC MASKS INCREASES

Guess what happened? \$2 gas!!

Masked by the switch to metric and inflated by layers of new taxes, the price of a gallon of gas in Metro has hit an incredible \$2.

And Ontario drivers now pay more in taxes on a gallon of gasoline than most Americans pay for the taxes plus the gas.

Meanwhile, there is every indication things are going to get worse.

Yesterday Shell slapped price increases on Metro pumps in an unannounced action which saw the price of a litre zoom by between 1.1c and 1.2c — or 5c and a staggering 19c per gallon.

Out of a \$2 bill, you can now buy a gallon of super unleaded gas at Shell self serves and get just 2c back.

And, said Shell yesterday, for every litre of gas you buy, provincial and federal taxes amount to 32.5c, or \$1.47 a gallon.

"It is simply unbelievable," Shell's central region marketing manager Lionel Smith said yesterday. "We're paying over 32c a litre and the stuff isn't even refined yet. It isn't delivered, or the stations serviced or my salary paid yet. It's just incredible."

But, at prices ranging from \$1.81 a gallon for regular to \$1.97 for super, the oilmen say they're not even making a decent return.

"A normal self-serve price in Toronto today is probably about \$1.9c (a litre)," Smith says, "and if we're going to make a reasonable return, that's what we should be selling it at."

That, by the way, would make regular gas \$1.90 and super unleaded a pricey \$2.06 a gallon — already in effect at dozens of area stations.

Drivers can just thank competition and plunging petroleum demand for the relative bargains — temporarily depressed prices.

And we can thank Ontario and Ottawa, says Smith, for paying \$2 a gallon here while in major U.S. cities, like Miami and San Francisco, gas prices are rapidly dropping to the \$1 level in the midst of a global oil glut.

Engineered largely by Saudi Arabia, the current massive surplus of petroleum has been the reason gas prices have been plunging across most of the western world.

Except in Canada.

Gasoline for a buck fast coming in Frisco

SAN FRANCISCO (UPI) — While Torontonians line up to buy fuel at record prices, gasoline for \$1 a gallon could be a reality in the San Francisco Bay area by the end of summer, the head of marketing for Atlantic Richfield Co. said in a report released yesterday.

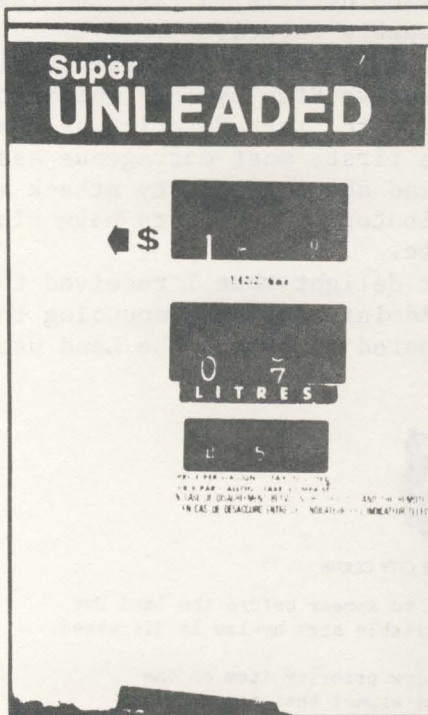
Regular gas, already down to \$1.09 (\$1.30 Cdn.) a gallon in a few spots around the Bay Area, could slide down farther from the severe competition in recent weeks fostered in part by ARCO's decision to discontinue credit card sales, George Babikian, ARCO senior vice president for marketing, said.

He warned, however, a drop to \$1 a gallon would be governed by two factors: A relatively stable price for crude oil and the California legislature's rejection of bills to increase gasoline taxes.

ARCO has pared its price 3c a gallon since ending credit card purchases last week.

"Price is the single most important ingredient in marketing and credit cards are our single biggest cost," Babikian said.

He said ARCO spent \$73 million in 1981 servicing the 3.1 million of its 6 million credit cards.



Barry Gray/Sun

DOESN'T sound like a lot, does it? But the super gas at this Sherbourne Street station was selling yesterday for the equivalent of \$2.05 a gallon. That's higher than major self-serves, but not by much. Yesterday Shell Canada jacked up its own rates, and from a \$2 bill, you get a gallon and 2c change.

GARTH TURNER

Business Editor



"The rationale behind the price hike is really quite simple," Smith says, "it's costing us 16.7c a litre for crude and related taxes, plus another 9.2c for four federal taxes."

That includes a surcharge imposed last year by Ottawa for "Canadianizing" the oil industry — and financing the \$1 billion takeover of Fina.

And then, there is a 6.6c provincial tax, unveiled in the last Ontario budget, and which Shell calls "nothing but a tax on a tax."

"It's all eroded us very badly," Smith says, "and we're right up against the cost wall. It's a very competitive world out there and meanwhile our taxes are atrocious."

Shell says it "would be happy" to make a single cent in profit on each litre sold — 69% of the pump price is siphoned off in taxes as the approach of \$2-a-gallon fuel is veiled from the public by the switch to metric measure.

Peterboro MP and metric challenger Bill Domnin charges that selling gas by the litre is "a mammoth government coverup for a massive tax grab."

From his office yesterday he said creeping gas prices have been "cleverly hidden" by metrification, "because the government derives a lot of their revenue from gas."

"They'd never get away with it in the U.S.," he said. "There the consumer gets just what he thinks he's getting."

Tory energy critic Harvie Andre said yesterday federal Conservatives are "bitter" and "more than a little cranky" that Metro gas would touch \$2 a gallon just months after the fledgling Clark government was defeated over an 18c-a-gallon excise tax.

"This is a violation of every election promise the Liberals made," he said, "they promised cheap gas and then loaded on a confusing array of new taxes, one on top of another."

"The net effect is that two thirds of every dollar now goes in taxes. Sure, we're bitter about it."

Andre charges that despite the escalating price of fuel, the oil business in in shambles, with thousands of workers laid off, "and the dream of self-sufficiency gone."

Andre says he can't blame oil companies, whose profits are "way, way off. You can assume they're not making a bundle."

"The clear blame belongs to (Energy Minister) Lalonde. The policies of this government, and their promises, add up to a total disaster."

Or at least two bucks.

Forty-four cents, if you're Liberal.



CONSERVATIVE energy critic Harvie Andre yesterday claimed the federal government has broken every election promise for cheap gas, and said he felt "bitter" and "cranky" that prices are soaring after the Clark government went down to defeat over an 18c-a-gallon tax hike.

A very interesting article in the TORONTO SUN is one of many that agrees with our assessment & finds Mr. Burghardt's explanations implausible and lacking in full candidness. (come on...aren't we being more diplomatic now? Didn't you like the word "implausible" and the phrase "lacking in full candidness"? Subtle stuff alright!)

SIGN BY-LAW *KILLED* BY PUBLIC RESPONSE

The portable SIGN BY-LAW that the City Bureaucracy wished to impose on all merchants in the City (See details in last two issues), has been effectively defeated for the foreseeable future.

Readers will recollect that this Portable Sign By-law was just the beginning of a complete "Comprehensive Sign By-law" which would affect over-hanging signs, billboards, neon lights, etc. Therefore it was essential that businesses rally to the attack and kill the first, most outrageous assault on merchant rights.

Well, you have read about the nasty attack we made at the first meeting on Dec. 16, and sign distributors & merchants have since contacted their various aldermen/alderwomen, etc.

It was with great delight that I received this letter from the City Clerk upon my letter to the Administration announcing that a delegation of 50 or so merchants would be prepared to attend the Land Use Committee meeting to oppose any such sign regulations.



DEPARTMENT OF THE CITY CLERK

I acknowledge receipt of your request to appear before the Land Use and Development Committee when the portable sign by-law is discussed.

This is to inform you that this is a low priority item on the Committee's Deferred List and I do not expect that topic to be discussed by the Committee for quite some time.

I have sent a copy of your letter to Mr. K. L. Perry, Director of Planning and Development, for information.

P. C. McNorgan,
City Clerk.
c.c. Mr. K. L. Perry.



PLANTERS ON DUNDAS ST. TO GO

Those big concrete pill boxes on Dundas Street that for one month of the year have a seemingly alive tree in them are all to be removed this summer.

Then inground trees will be placed at street level (see photo) though possibly with tree guards.

The cost of \$35,000 will be borne by a \$25,000 commitment from the City and \$10,000 from B.I.A. taxes.

The METROBULLETIN is of the opinion the City should have paid the whole thing. Its about the only thing they've done for us in 10 years, even though downtown pays \$14 million in taxes to the City (and \$8 million on top to the Board of Ed.) for 1981 alone.

One definite result is that teenagers will be more hardpressed to find spots to loiter. This is the entire 1981 B.I.A. "streetscape" program. The kiosks are to remain indefinitely (heh heh) and no benches are to be placed on the street.

For this we need a co-ordinator, secretary and executive director and 10 executive volunteers?

POLITICS and LUNCH SERVED AT NITTY'S

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NITTY'S RESTAURANT OWNER MIKE SMITH certainly has no use for Prime Minister Trudeau, and seeing as how Mike is a successful, productive entrepreneur in the City Centre Mall, we're sure Chairman Pierre has no use for Mike either. (Except maybe in those "internment camps" the Liberals have ready for us.)

But just to prove there is no love lost between Mike Smith and our Great Helmsman in Ottawa, NITTY's was handing out a very special noon-time accompaniment.

Incenced by the high interest rates that have curtailed expansion of his enterprises, Mike had 200 copies of a letter in the Free Press & Globe reprinted and handed out to his customers in one afternoon.

" In fact, a number of people really got burned up about it and asked for reprints to hand out to friends" says NITTY's owner.

The letter, reprinted below, was written by Paul Fromm of Canadians for Foreign Aid Reform. It details a few examples about how the Canadian gov't has cheap interest rates available for Communist, socialist and authoritarian gov'ts but none for those of us at home who pay the taxes.

We wonder if Mike knows about the BANK OF CANADA's \$1,458,802,297 profit for the year ending March 31,1981.

A billion and half profit on arbitrarily set interest rates from the governments monopoly money supplier. Sleazy.

(It is, ironically, the only gov't outfit to make any money. But then, who wouldn't if you could have a monopoly on setting interest rates & printing money?)

Foreign aid generosity costing Canadians

Sir: The federal government's foreign aid policies border on the incredible. At a time of "restraint", the MacEachen budget boosts official foreign aid by 20 per cent.

In foreign aid of another sort, the Export Development Corporation (EDC) has extended a \$650 million loan to the Soviets to help them build their strategic Astrakhan gas pipeline. EDC lends the Soviets money at 10 per cent interest. This generosity will cost the Canadian taxpayers close to \$200 million, as the government must borrow these funds at 16 per cent interest or higher.

Not content with subsidizing the warlike

Soviet Union's gas industry, the EDC is lending \$47 million to Algeria to build a monument to the martyrs of its revolution. Government spokesmen refuse to divulge the interest rate. Algeria is an oil-exporting member of the OPEC cartel. Why does it need our aid? Even more difficult to understand is the fact that EDC is lending funds to Algeria at all. It is a risky debtor. In Parliament, the minister of external affairs recently revealed that Algeria is in default on three loans from the Canadian International Development Agency (CIDA) dating back to 1969 and 1970.

CIDA recently announced that it will give

\$80 million to Communist China over the next five years.

Seemingly, no scheme in the Third World or the Communist bloc is too bizarre to attract Canadian grants or loans at sweetheart rates. Isn't it time for the federal government to put Canadians first? It's time for Canada's hard-pressed homeowners, farmers, and small businessmen to get the sort of soft interest loans and other breaks the government so generously lavishes with our money on hostile foreign governments.

Rexdale

PAUL FROMM
Research director,

Citizens for Foreign Aid Reform Inc.

Continued from page 19 (Hawkers & Pedlars)

(con'd) you are part of a group someone else is out to penalize, and they have the influence and clout in that case.

There are so many historical examples of this it is still amazing when business indulges in this hypocritical song and dance.

Gov't loves a divided business community, this prevents us from organizing against them and allows them to successfully take advantage of us. As long as we go to them for favours, they have us by the proverbial short & curlys.

Aside from which, it is pretty petty when you think about it. Imagine asking Council to raise taxes everytime a new competitor sets up and attempts to capture some of your market. God, a taxman's field-day.

"WITHOUT INHIBITING FREE ENTERPRISE"?

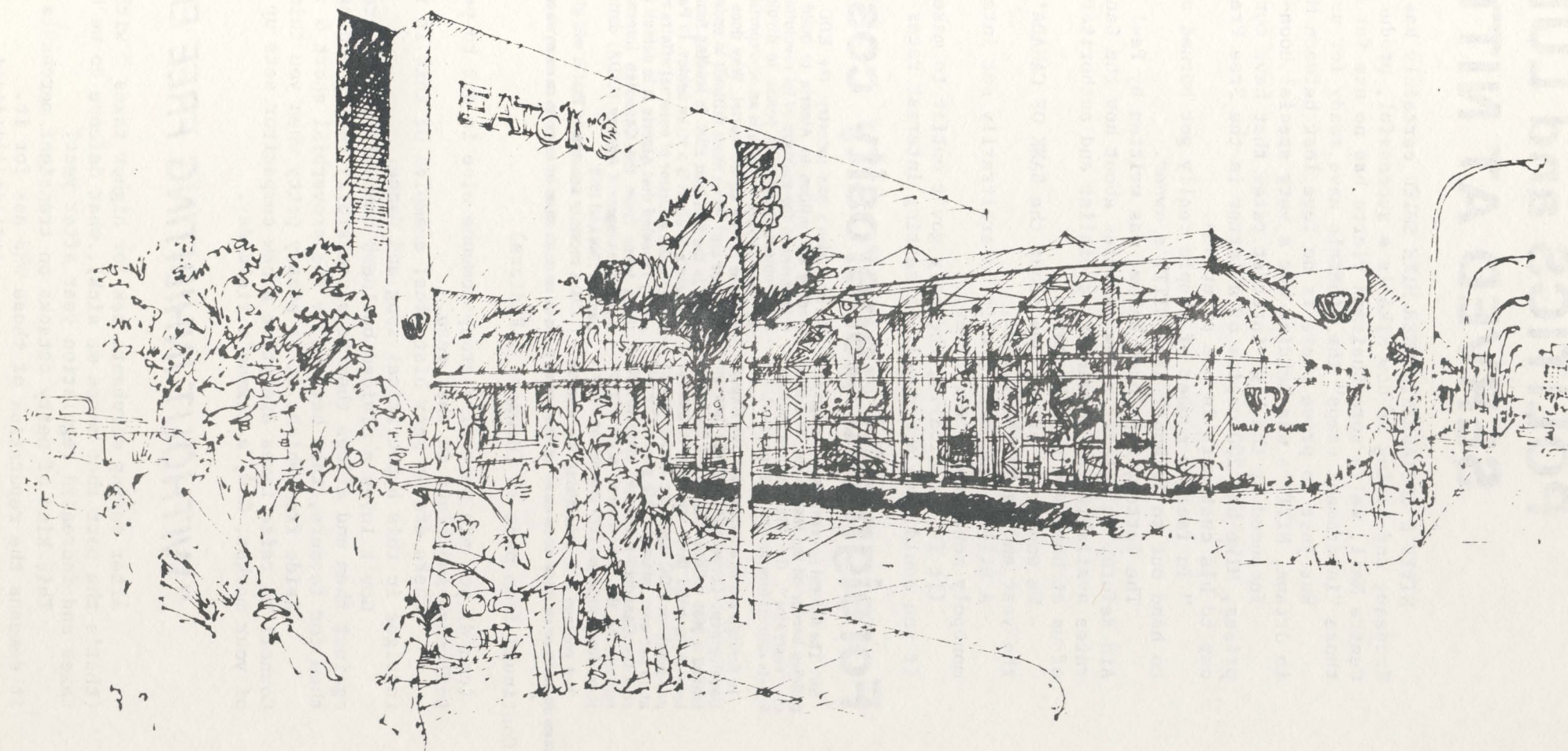
After seeing merchants ask for higher taxes " without inhibiting free enterprise" (that's the part that makes me sick), what defense do we have when we are facing higher taxes and increased regulation year after year?

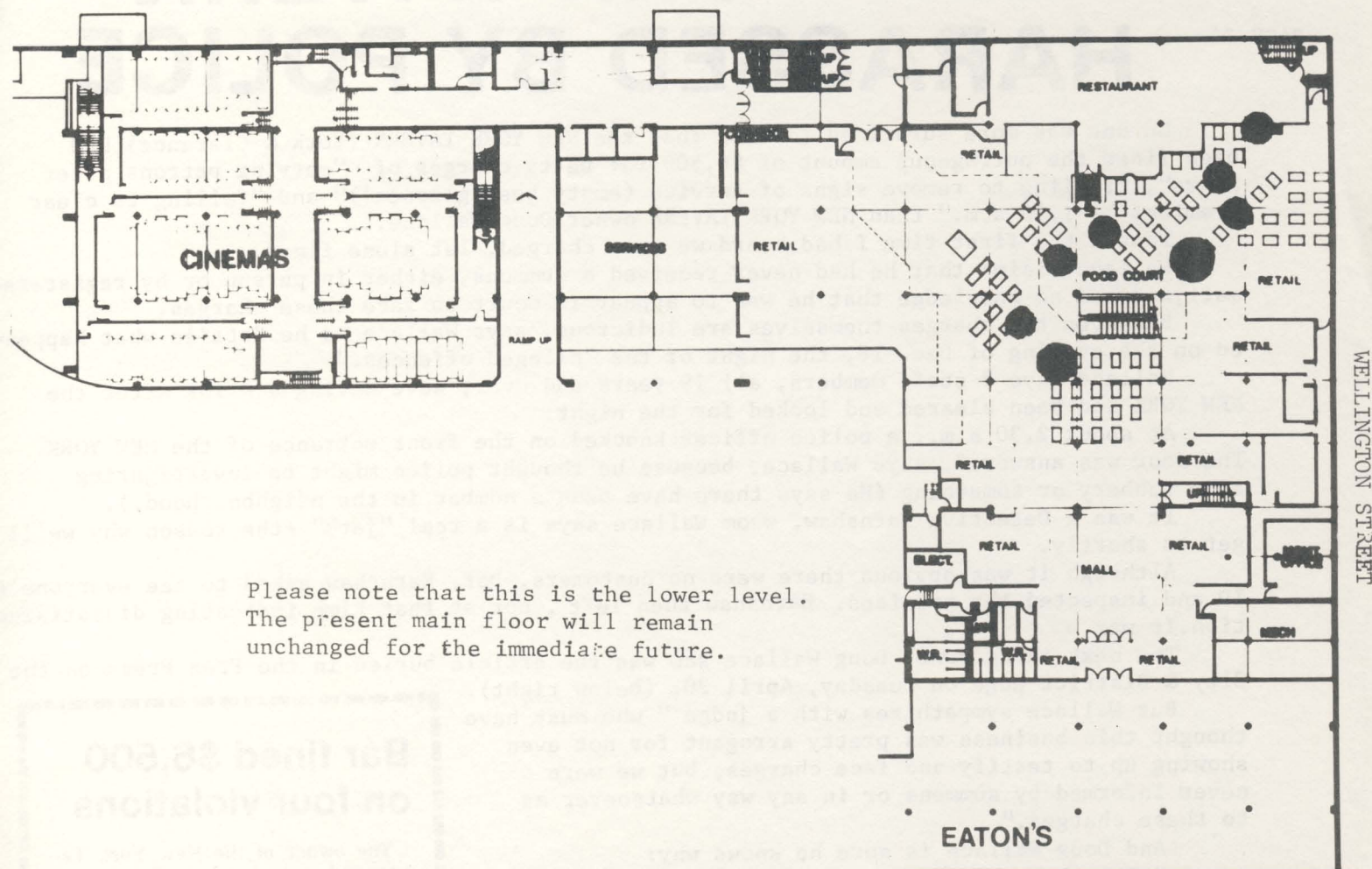
This kind of petty attacks on transient merchants is such obvious jealousy that it demeans the reputation of those who ask for it.

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WELLINGTON SQUARE ADOPTS EATON'S CENTRE STYLE ATRIUM DESIGN

This is the designer's concept for the expansion of WELLINGTON SQUARE, due to start this fall. Readers can note the "Atrium design" that is strikingly similar to the TORONTO EATON'S Centre. At street level, there will be an ELEPHANT & CASTLE restaurant, which will also descend to the lower level, where the most expansion will be. On the lower level, (see next page), there will be a 6 theatre Cineplex, each featuring 100 seats. There will be about 10 retail outlets in the lower level, an international food court, the ELEPHANT & CASTLE, as well as the cinemas.





Please note that this is the lower level. The present main floor will remain unchanged for the immediate future.

The above draft indicates the lower level additions that Wellington Square plans to put in. The area that used to house Eggett Optical, Crawford Contact Lens, the Executive Office of Wellington Square, etc. is where the expansion will start and expand. The article below appeared in the Free Press.

Wellington Square

\$3-million facelift due in June

Wellington Square in downtown London will get a \$3-million facelift starting in June as part of a renovation project designed to bring the 22-year-old mall into the 1980s.

Campeau Corp., an Ottawa-based development company that owns the mall, announced Friday that work on the first stage should be completed by mid-November.

Initial renovations will focus on the main and lower levels at the northeast corner of the 38,422-square-metre (413,593-square-foot) building.

Campeau announced the lower level has been redesigned to accommodate a 300-seat Elephant and Castle Restaurant and a 300-seat fast-food area around an enclosed patio.

The new food area will be con-

nected to the lower level of the five-level Eaton's department store at the southeast corner of the building.

Mall manager Wayne Eddington said the northeast corner of the building will be extended to the property line at King and Wellington streets. The building's new corner will feature glass and metal and a new open atrium area extending into the lower level.

Lower level tenants will have to relocate to other areas of the mall because of the renovations. Several already have left the mall.

Campeau said the renovations should not affect the normal operation of the mall or interfere with access to the 40 existing stores and services.

The company said other renovation work still in early design stages

includes a multi-screen movie theatre and reconstruction of the mall's western entrance. Eddington said preliminary plans are for up to seven small movie theatres with a total of 600 seats.

Campeau said details of the second phase are expected to be announced next year.

When Wellington Square opened in 1960, it was one of the first projects in North America to incorporate a climate-controlled pedestrian mall linking retail shops and a 23,225-square-metre (250,000-square-foot) Eaton's department store.

Since then, the aging mall has fallen behind newer, more modern shopping centres.

"We have to bring the mall out of the '60s and into the '80s," Eddington said.

NEW YORK TAVERN HARASSED BY POLICE

No one was more surprised to read that the NEW YORK TAVERN (York & Clarence) had been fined the outrageous amount of \$6,500 for petty charges of "serving patrons after hours", "failing to remove signs of service (empty beer glasses!)" and "failing to clear premises by 1.30 a.m." than NEW YORK TAVERN owner Doug Wallace.

That's the first time I had heard we were charged, let alone fined.

Wallace claims that he had never received a summons, either in person or by registered mail, and had no knowledge that he was to appear in Court to face these charges.

But even the charges themselves are ludicrous, says Wallace as he details what happened on the evening of Dec. 18, the night of the "alleged offences."

Wallace says 8 staff members, all 19 years and over, were having a drink after the NEW YORK had been cleared and locked for the night.

At about 2.30 a.m., a police officer knocked on the front entrance of the NEW YORK. The door was answered, says Wallace, because he thought police might be investigating some robbery or something (He says there have been a number in the neighbourhood.).

It was a Detective Earnshaw, whom Wallace says is a real "jerk" -the reason why we'll get to shortly.

Although it was obvious there were no customers, Det. Earnshaw asked to see everyone's ID and inspected the premises. Earnshaw then left, not at that time indicating dissatisfaction. It was b

The next thing owner Doug Wallace saw was the article buried in the Free Press on the City & District page on Tuesday, April 20. (below right).

But Wallace sympathizes with a judge "who must have thought this business was pretty arrogant for not even showing up to testify and face charges, but we were never informed by summons or in any way whatsoever as to these charges."

And Doug Wallace is sure he knows why:

"Earnshaw tried to get us on a gambling charge and lost. Back in September, a client was giving out pool cards for various sports (football, soccer). Earnshaw came in, took one, and then charged us for gambling. We appeared in court the first time, it was adjourned. We appeared the second time, it was adjourned again. And then the third time we went, they dropped the charges! That was last November, so I bet our frustrated detective had us on his list. Yet we're the ones who should be upset at being dragged to court 3 times for nothing."

Earnshaw was back about a month later, and that's where these charges stem from.

The METROBULLETIN finds this sort of charge - "\$2,000 for failing to remove signs of service-" and especially "\$2,000 for failing to clear the premises by 1.30 a.m." ridiculous in lieu of the fact that the old YORK tavern run by Eddie Escaf used to have bands play till 2.00 a.m., beer bottle fights, drinking in the parking lot out back, all sorts of rowdyism well beyond 1.30 a.m. and they were never charged for anything. I know, I saw it when I visited the York on a few evenings two summers ago. Wow, what a dive it was! And rough -whew!!

As usual, the police are too busy harassing citizens and businessmen for simple, private pleasures, and letting the violent crime in this city continue unabated. It's disgusting really. Having been put in jail myself last fall for 4 hours for failing to pay two \$5 parking tickets a year and half earlier, I know how petty these local police can be. And yet exactly 10 days earlier I couldn't get a cop to come out to charge two vandals I caught on Dundas St., even though I called 4 times over 40 minutes. Three days after I wrote a lengthy letter of complaint to the City Council & then it was forwarded to the Chief of Police, I get put in jail for 2 1/2-year old parking tickets.

Police justice, ain't it grand?

Bar fined \$6,500 on four violations

The owner of the New York Tavern in London has been fined \$6,500 in provincial court for four violations under the Ontario Liquor Licence Act.

The tavern's owner, 436692 Ontario Ltd., was fined by Justice of the Peace Stan McGee after he made guilty findings on four charges all relating to Dec. 18, 1981.

The tavern was fined \$500 for serving an under-age minor; \$2,000 for serving patrons after hours; \$2,000 for failing to remove signs of service; and \$2,000 for failing to clear the premises by 1:30 a.m.

TRUDEAU'S ECONOMIC RECORD

	1968	1981
Inflation	4.0%	12.5%
Unemployment	4.5%	7.6%
Mortgages (High)	9.25%	21.46%
Federal deficit	\$11,000,000	\$6,188,000,000*
The dollar	\$1.08 U.S.	\$0.84 U.S.
Federal spending	\$12,229,000,000	\$72,844,000,000*
GNP	\$72,586,000,000	\$330,780,000,000*

*As of third quarter, 1981

Frame it. Laminate it. Preserve it. Conserve it. But just don't forget it.
(reprinted from TODAY magazine)

Ald. J. Judson puts foot in mouth, calls new highrises ugliest buildings I've ever seen."

Some people are doomed by one sentence gaffes that they never shake off. Alderman John Judson did that at a Planning Committee meeting in the middle of April that virtually assures he'll lose the election in his Ward (One) this fall. The utterance?

" Those (Cherryhill) buildings are the ugliest buildings I've ever seen."

He said this right in front of developer SAM KATZ, who was asking for a zoning change to allow another 12 story ESAM (his company with Bernie Beerbohm).

We at the MetroBulletin know Judson is one of the anti-growth, pink-tinged young turks who got elected in the days when the NDP in this town had an organization.

So we think its his just reward that Mr. Judson insulted the buildings of a man whose 6,000 tenants (and voters in Ward one!) just adore him. They call him Mayor Sam. In fact, three days after Judson's faux pas, the real Mayor received a petition with over 1,000 tenants from Cherryhill saying they loved their building.

The tenants also called CFPL's open line two days in a row to correct Mr. Judson's appraisal, noting that service was excellent, Mr. Katz made many repairs/courtesy calls personally. Gary Ennett did an editorial a week later and read aloud a letter he wrote praising Mr. Katz and ended..." Mr. Judson, I hope you have a lot of friends in Ward one who are homeowners, because this fall, you're going to need them." (Mr. Ennett does CFPL's commentary.)

A banker we know pointed out that Sam Katz, while extremely wealthy, is "the people's choice" when it comes to nice guys.

Since Judson can be written off, downtown businesspeople will be pleased to hear that the likely replacement will be Ross Blair, a very responsible candidate who has come just short by a couple of hundred of votes of being elected in Ward One.

We also want to remind readers that Judson, though just about as socialist as you can get, was courted by the Executive of the London North Progressive Conservative Association to run in London North in the last provincial election. Just to show that Judson has no principles and that the London North PC executive haven't any either, Judson accepted (even though he was a card carrying NDP member a month before) and the PC brass promoted him to the membership. The average party member, having more sense and ethics than PC power mongers said no to Judson, and chose Ted Browne.

NO TERMINAL TRANSFER SYSTEM FOR BUSES AFTER ALL

Just in case you were worried about the London Transit's " TRANSFER TERMINAL SYSTEM", the one whereby alot of buses would by-pass the downtown and go directly to points in the city - don't worry. It was scrapped permanently at a recent LTC meeting.

HUMOUR

COMING THIS SUMMER TO A BUSINESS NEAR YOU

"Exhausting"
PEOPLE
"Demoralizing"
MORE PEOPLE



1,225,000 B.C.*
The Age of McEachenization!
QUEST FOR HIRE

An Economic Reality
* BANKRUPT CASUALTIES NOW PRAYING EVERYWHERE
A UNIVERSAL DILEMMA



TAKE
OFF!
eh?

1984
IS
COMING

Situation: You are the owner of two cows.

Socialism: Give one to your neighbor. Keep one for yourself.

Communism: The government takes both and gives you a little milk.

Fascism: The government takes both and sells you some milk.

Canadian Economic Management: The government buys both cows at inflated prices, shoots one, milks the other, throws away the milk and pays you not to raise feed for the dead one.

Capitalism: You sell one cow and buy a bull.

Dangers of Democracy

Unnerved by hazardous work? Then steer clear of government jobs in Boston. City Clerk Barry Hynes, 47, reports that he has "nightmares relating to city council meetings gone out of control." The rigors of his job are such that he suffers phobic reactions when he boards the subway to come to work and again when he gets in the city hall elevator. Hynes has applied for a lifetime disability pension of \$28,800 annually. Government service has also taken a toll on Richard Sinnott, 55, the former city censor. In charge of issuing permits for rock concerts, Sinnott occasionally took in the acts. The rowdy crowds, he claimed, "instilled a sense of terror throughout my entire body. I was reduced to a shell of myself, barely able to function." His pension request: \$21,000 a year.

Ordinarily neither of these outlandish applications would have raised an eyebrow over at the patronage-happy pension board. Unfortunately for Hynes and Sinnott, however, their cases came to light after the *Boston Globe* uncovered another suspicious pension request. Robert Toomey Sr., 40, manager of operations for the department of public facilities, claimed that he had suffered a ruptured cervical disc in a car accident while on city business. This left him in "constant pain, unable to do any lifting or bending." His disability request: \$30,240 a year. According to the *Globe*, he had taken out nine separate accident insurance policies shortly before his auto mishap, and the only witnesses to the accident were three of his lifelong friends; the newspaper also reported that he was seen lifting packages, driving and walking with no apparent stiffness. Now all pension requests are coming under close public scrutiny. Huffs Sinnott: "I thought this was confidential."

WHO
IS
TOMMY
GALT?

5,000 Years ago, Moses said:
"Pack up your camel, pick up your shovel,
Move your Ass, and I will lead you
To the Promised Land"

5,000 Years later, Pearson said:
"Lay down your shovel, And sit on your ass,
Light up a Camel,
THIS IS the Promised Land."

This year, Pierre Trudeau will:
Take your shovel, Sell your Camel,
Kick your ass & tell you he
Gave away the Promised Land.

WHERE IS
TOMMY
GALT?