

Simcoe Centre MPP Queen's Park Report

by George W. Taylor, MPP

Sales of Ontario wines are on the increase according to the 1980 Annual Report of the Liquor Control Board of Ontario.

For the fiscal year ending March 31, 1980, sales of local wines stood at a little more than \$86,441,987. In 1979 sales of Ontario wines totaled only \$69,160,290.

In helping to promote Ontario wines, 15 new mini wine stores were opened during the last fiscal year, bringing the number of wine stores in the Province to a total of 123.

There were 10 wineries operating in Ontario during the spring of 1980, many of which, such as Riedler Distilleries, have won international recognition for their products' excellence.

Since 1927, the Ontario Government has regulated liquor sales in the Province through the Liquor Control Board. In 1975 the Board was made a Crown Corporation, putting its affairs on a business basis.

Increase

In its annual report the LCBO announced a nine per cent increase in sales for 1979/80 - for the first time exceeding \$1 billion. Operating costs were 11 per cent of sales and net income increased from the previous year's \$361 million to \$407 million, representing 37.7 per cent of sales.

There are 591 Liquor Control Board stores in operation throughout Ontario, listing 2,184 products.

While not every store carries all 2,000 products on its shelves, it is easy to order the item that you want. In addition, two rare wine stores have been opened to meet the needs of wine connoisseurs.

Recently there has been some complaint by

wine lovers about price increases on their favourite brands. Up to 1979, the LCBO had a price freeze in effect on all imported wines and spirits. But fluctuations in world currencies, along with increased transportation and wholesale costs made this policy increasingly expensive for the Liquor Control Board.

Treasurer

In preparing the 1979 Ontario Budget, the Treasurer decided that continuation of the price freeze would put the LCBO in the position of subsidizing the consumption of imported wines and spirits. Clearly such a situation would be unfair to local producers. The price freeze therefore, was lifted.

Since April 1979, prices at the Liquor Control Board outlets have more accurately reflected the wholesale costs of imported products. Changes in retail prices are only made when new inventories are shipped to the stores.

Consumers are paying a price that fairly represents the costs borne by the Liquor Control Board.

While the LCBO is responsible for the sale of liquor in Ontario, it is not in the business of promoting its consumption. Along with the Ontario Ministry of Consumer and Commercial Relations, the Liquor Control Board keeps a watch on the promotion of alcoholic beverages to ensure that they are in good taste and do not encourage abuse.

Alcohol is a drug and like any drug should be used in moderation and with respect.

In co-operation with other Provincial Ministries, the Liquor Control Board of Ontario is working to reduce alcohol abuse in our Province.

Legion to host special guests

Branch No. 262 of the Royal Canadian Legion in Elmvale will be hosting special guests this Saturday as a delegation from The War Amps of Canada, Toronto Branch are scheduled to visit local members.

For the first time ever, Elmvale Legion officers and members will have the chance to visit and view a film on the Champ program (Child Amputees) and the group hopes to mix a little business with pleasure at the get-together.

HELP WANTED

Mature loving person to babysit two infants and a pre-schooler, in our home, 7:30 a.m. to 4:30 p.m. Monday to Friday, in the New Year. Reply with references to Box 609-W, c/o Midland Times.

F88-F90

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NOTICES

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Young Progressive Conservatives of Simcoe North and Simcoe East

Are holding their annual meeting and election of officers.

All interested persons are invited to attend on Saturday, Nov. 1st, 1:30 at 1017 Yonge St., Midland.

Anyone with more information or desire to seek an executive position is to contact Andrew Nicholls - 526-7148.

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1980 VAN FORD E150, red, 6 cyl., auto., p.s., p.b., radio, explorer pkg. Only \$4500 km. Balance of new truck warranty. Lic. EZ5 261.

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1979 CORVETTE, white, 8 cyl., auto., floor shift, 2 door, coupe, p.s., p.b., radio, stereo, bucket seats. T-bar roof, only 28,000 km, this car is like new. Lic. OZA 740.

\$13,900.00

1980 LINCOLN MARK VI, med. fawn, fawn vinyl roof, 8 cyl., auto., 4 door, p.s., p.b., p.w., power seats, radio, stereo, loaded with options. Demonstrator. Lic. PFK 364.



1979 MUSTANG 2 DOOR, copper, 4 cyl., auto., p.s., p.b., radio, rear window defogger, white wall tires, wheel discs, bucket seats, one owner. Only 38,000 km. Lic. NZM 171.

\$5,995.00

1977 GREMLIN HATCHBACK, blue, 6 cyl., 3 speed, standard, bucket seats, radio, white wall tires, mag wheels. Lic. MPH 115.

\$3,695.00



1976 DODGE DART, red, black vinyl roof, 6 cyl., auto., 2 door, hardtop, p.s., radio, w.w. tires, one owner, never driven in snow. Lic. LKV 653.

\$3,495.00

1978 MERCURY MONARCH, green, 6 cyl., auto., 4 door, p.s., p.b., radio, rear window defogger, white wall tires, wheel discs, very clean, family car. Lic. MNS 038.

\$3,995.00



1979 PLYMOUTH VOLARE, red, white vinyl roof, 6 cyl., auto., 2 door coupe, p.s., p.b., radio, W.W. tires, rear defogger, only 26,000 km. Lic.

\$5,495.00

1974 BRONCO WAGON, green, 6 cyl., standard, radio, bucket seats, only 15,000 miles, complete with plough, ready for this winter. Lic. EZ6 861

\$4,295.00



1977 MERCURY MONARCH, brown, 6 cyl., standard, 2 door coupe, p.s., p.b., radio, rear defogger, Michelin tires, only 29,000 miles. Lic. LPJ 993.

\$4,295.00

1980 MERCURY ZEPHYR 4 DOOR, Blue, 6 cyl., auto., p.s., p.b., radio, rear window defogger, wheel discs, only 16,000 km, balance of new car warranty included. Lic. POF 194.

\$6,995.00

1976 METEOR WAGON, blue, 8 cyl., auto., 4 door, p.s., p.b., radio, white wall tires, wheel discs, one owner, good family wagon. Lic. KMM 141.

\$2,495.00

1978 MERCURY ZEPHYR, brown, 6 cyl., standard, p.s., p.b., radio, rear window defogger, white wall tires, wheel discs, bucket seats, one owner, low mileage. Lic. NJK 762.

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1975 MERCURY MONTEGO MX 4 DR., copper, 8 cyl., auto., p.s., p.b., radio, white wall tires, wheel discs, one owner, only 54,000 miles. Lic. JZC 208.

\$2,895.00

1977 FORD F100 1/2 TON, blue, 8 cyl., auto., p.s., p.b., white wall tires, excellent shape. Lic. ET7 560.

\$4,495.00

1975 FORD F100 1/2 TON PICKUP, brown, 8 cyl., auto., radio, one owner, extra clean, low mileage. Lic. EZ6 988.

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