

Sooth Saying in Attack Ads

3 Pre-Election Campaigns: Will they reveal the truth?

In mid-April, three sets of negative advertising campaigns were unleashed on Ontario voters.

First, were ads attacking Kathleen Wynn and the Liberals, sponsored by OntarioProud.ca which focussed on fund-raising “cash for access”, gas-plant cancellations, e-health failure and skyrocketing hydro bills. This is a re-hash of issues which were newsworthy over four years ago in the 2014 election. Fundraising rules were dramatically changed in 2016, so that political parties can no longer accept donations from companies and trade unions. Also, independent third parties are now restricted in the amount of advertising they can do six months before and also during the 28-day election period.

Next, the Liberals announced their ad campaign and website, RealDougFord.ca, which is intended to reveal the uninformed and unprepared former Toronto city councillor by showing exactly what he has said in public. Through his own words, Ford has shown that he is similar to Donald Trump, because he says things that are obviously false, he bullies people who are in his way and he avoids contact with real media, despite his tough talk. When asked, he has no idea or details on how he intends to deliver on his much-touted government efficiencies and other ideas.

The Liberal’s ad campaign is an attempt to challenge Ford directly and to force scrutiny of his record. They plan to focus on Ford when he says outrageous things and they will make him account for his values, his policies and his character by re-playing and revealing his own words. In brief, Ford has said he will cut corporate taxes, cancel the minimum wage hike, he won’t make business pay for climate change and he will put restrictions on a woman’s right to choose. His plans to introduce efficiencies to the government have not been backed-up with any detail. In the 2014 election, Hudak promised to cut 100,000 public sector jobs. How many jobs will Ford affect and how will he make his cuts – especially after the Liberals already made cuts to balance the budget in 2017?

These are all very negative things and they’re taken directly from the lips of Ford. It shows that he intends to fashion Ontario into a very divided, combative and negative place where there will be significant disruptions with labour issues and a likely return to work-to-rule or strikes in the public sector.

Finally, there is a third campaign called “Not Doug” which has assembled a website to reveal at least a dozen reasons why they believe Ford should not be the premier. Not Doug claims to be un-aligned with any political party and their single, simple goal is that they don’t want Ford to be the next premier.

Whatever happens in this election, it will certainly be different as voters face some very difficult and stark choices.

By Peter Hughes, with info from the three noted web sites and reports from the CBC, The Globe, Star and National Post news.



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Apsley Cottage Real Estate Update

At the time of writing this update, our area lakes are not yet melting and remain solidly covered in ice. No one should be venturing out on to the ice. Please make sure the kids and the family pets stay away from the lake.

The Toronto Spring Cottage Life show was held on March 22 to 25, 2018. This show usually marks the start of the cottage selling season. This year buyers have been looking for properties throughout the winter and we continue to have a very limited supply of properties for sale. In speaking with other Realtors, from other cottage areas across the province, they are finding the same shortage of inventory.

Since January 1, 2018 we have had three sales on Chandos Lake and two on Jack Lake. Currently there are eight properties listed for sale on Chandos Lake. On Jack Lake, there are two cottage properties. This is the lowest number of properties offered for sale in the last eleven years that I have been following this market.

The number of Buyers currently looking for water front properties exceeds the supply and it appears that we have a Seller’s market. Time will tell if we see this demand push prices up, but it is too early in the season to say that with certainty.

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