

Refusal to publish names hurt chances says Searle

Former Mississauga mayor and runner-up in the 1982 mayoralty race Ron Searle admits his refusal to disclose a list of campaign contributors probably hurt him at the polls.

Election night, last November, Searle cornered 16,711 votes or about 24.3 per cent of the votes cast, compared to a landslide 48,976 votes which returned incumbent mayor Hazel McCallion.

Searle steadfastly maintained during the 1982 campaign, as he had in 1978 when he lost his reelection bid to McCallion, that he preferred donations to his campaign remain anonymous from

him to preserve his impartiality in office.

Despite his refusal to disclose who contributed to his campaign because, in his words, "I don't know and I don't want to know," Searle willingly itemized a list of his 1982 campaign expenses for *The Mississauga News*.

Searle says his total campaign expenses came to \$20,165, which he paid using \$8,000 left over from his 1978 campaign (which had swelled to \$14,900 in short-term loans over four years) and \$7,000 in 1982 contributions.

"Even if I did declare (a list of contributors), it wouldn't be a hell of a lot," he said, reflecting

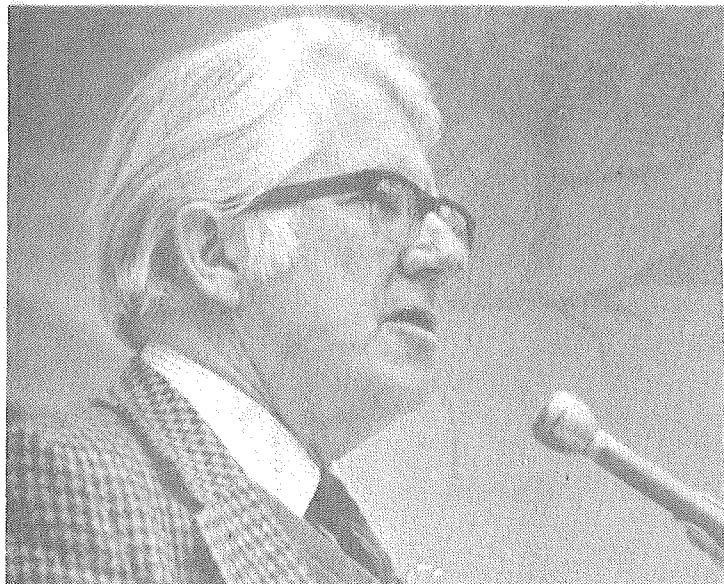
on the amount donated to his 1982 campaign.

"The vast majority of the \$7,000 was probably given by friends," said Searle, adding, "It is embarrassing that I can't thank them, but they understand. That (not disclosing) was my promise and I kept it."

Searle says he spent \$1,014 on signs and stakes, \$5,246 on Canada Post to have his literature distributed, \$7,925 on printing two pieces of literature,

\$2,145 on newspaper ads, \$1,025 on telephones for his campaign office, \$1,023 on miscellaneous expenses (such as gasoline, refreshments and a party for his workers), and \$1,787 on other expenses, like heating, associated with maintaining a committee room for three weeks.

Searle says he has no production costs because he writes and lays out his own literature, saving himself by his estimate, about \$10,000.



RON SEARLE