

# Ontario Lottery Corporation

## Annual Report 1977/78





September 29, 1978

The Honourable Reuben Baetz  
Minister of Culture and Recreation  
6th Floor  
77 Bloor Street West  
Toronto, Ontario

Dear Mr. Baetz:

Pursuant to the provisions of  
the Ontario Lottery Corporation Act,  
I have the pleasure of presenting to  
you the third annual report of  
the Ontario Lottery Corporation for  
the year ending March 31, 1978.

Yours very truly,

A handwritten signature in dark ink, appearing to read "Harry McCulloch", written in a cursive style.

H. McCulloch, Q.C.  
Chairman of the Board



# Board of Directors

Donald J. MacLean, C.L.U.  
Toronto  
February 17, 1976  
to February 16, 1979

Harold Freeman, C.A.  
Toronto  
February 17, 1975  
to February 16, 1980

Fern Guindon  
Cornwall  
February 17, 1975  
to February 16, 1979

Managing Director  
E. Marshall Pollock, Q.C.  
Toronto

J. Gilbert Bowness  
North Bay  
September 30, 1976  
to September 29, 1979



Edward Rigby, D.D.  
Burlington  
February 17, 1975  
to February 16, 1979

Vice-Chairman  
Gisele Richer  
Rockland  
February 17, 1975  
to February 16, 1979

Chairman  
Harvey McCulloch, Q.C.  
Hamilton  
February 17, 1975  
to February 16, 1979

Aranka E. Kovacs, Ph. D.  
Windsor  
February 17, 1975  
to February 16, 1980

## Management

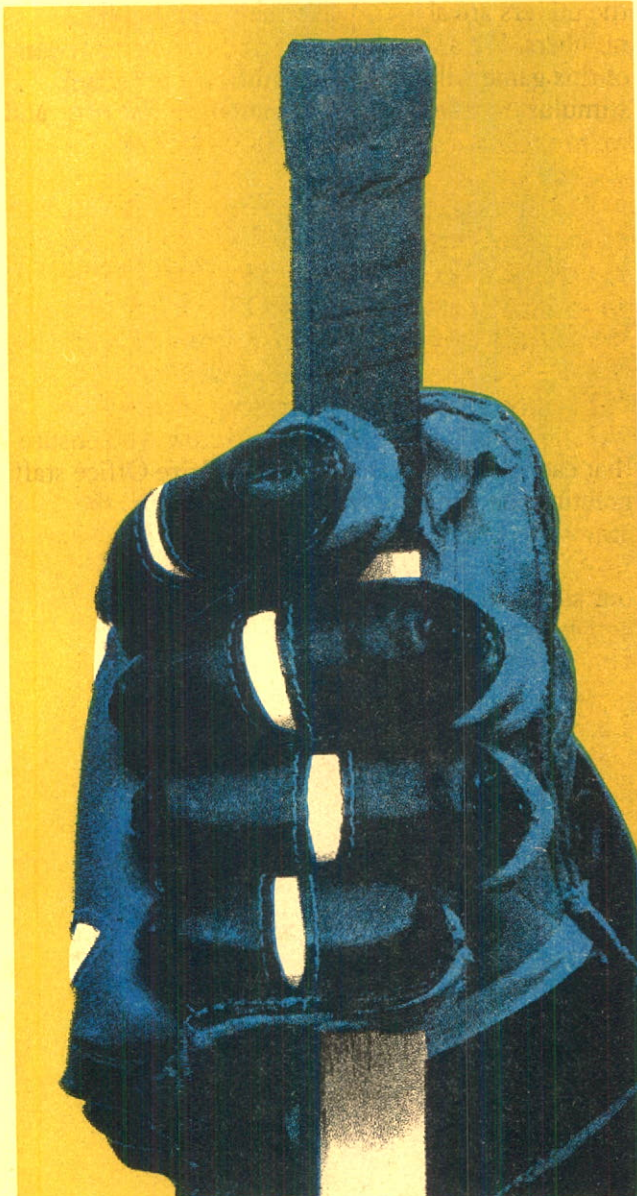
Managing Director, E. Marshall Pollock, Q.C.  
Manager, Draws & Community Relations, Barbara E. Jesson  
Manager, Sales & Distribution, J. Michael Holroyde  
Manager, Finance & Administration, Adam J. Hawkins, R.I.A.  
Manager, Marketing, Francis Charrey  
Manager, Systems Development, Imre Sarvari



# Chairman's Report

The completion of three years of corporate operations provides us with an opportunity to reflect and report on the considerable contribution lotteries have made to the quality of life in this Province.

Since we began in 1975, more than 2 million Ontarians have collected more than \$212 million in cash prizes from Wintario and the Provincial. There have been winners from almost every town and community in the Province.



But success can be measured in other ways as well. Every area of the Province has shared in the profits generated by the lotteries. By the end of our third year, more than \$189 million had been turned over to the Ministry of Culture and Recreation to be used for physical fitness, sports, cultural, and recreational activities. Wintario dollars have funded province-wide undertakings ranging from major construction projects to small local programs.

Especially rewarding has been the arena project, through which Wintario has assisted more than 200 communities where the effects of time and weather had rendered the local facility unfit for public use. Thanks to the support shown Ontario's lottery, funds were available to assist in the renovation and reconstruction of these very important centres of community life.

Enthusiasm for the new monthly Provincial lottery increased greatly over the past year, with sales totalling \$76.9 million resulting in profits of \$28.2 million. The monies generated from this lottery have been made available for health and health-related research through the Ministries of Health, Labour, and the Environment. I am pleased to report that these additional funds have already begun to have considerable effect within the scientific community.

Success can be measured in a variety of ways. Our experience over the past three years indicates that contributions made by Ontario lotteries can perhaps best be measured, not in dollars, but in people. Every area of this Province has benefitted from the activities of this Corporation and the opportunities which Wintario and the Provincial have provided continue to be available to each and every one of its residents. In as many ways as there are people in Ontario, "We all Win".

A handwritten signature in dark ink, reading "Harvey McCulloch". The signature is fluid and cursive, with a prominent loop at the end of the last name.

Harvey McCulloch, Q.C.  
September 29, 1978



# Managing Director's Report

It has been said that success is not a destination but a journey. With a third year of operation now behind us, we at the Ontario Lottery Corporation look back at the many milestones which have been passed along our way with a considerable sense of achievement.

In our third year, more than 85% of Ontario's 8.3 million residents continued to enjoy playing their bi-weekly lottery, Wintario, and enthusiasm for our million-dollar lottery has strengthened since it became a monthly draw, with Provincial profits up 79% over last year.

As a Crown Corporation concerned with the raising of public revenue for public purposes, we are keenly aware of our position in an economy-conscious environment. This year of operation generated \$100 million in profits on total revenues of \$240.4 million. At the same time, our 21,000 retailers across the Province earned almost \$17 million in commissions. To date, \$254 million has already been returned to our Province's communities for cultural and recreational projects and health-related research.

While the statistics may speak for themselves, our overall impact can be seen in many other ways. The independent businessman who sells Wintario tickets, the construction worker on the new arena, the scientist engaged in health research—all have found new opportunity through Ontario's lotteries.

If success is indeed a journey, the year ahead of us will carry us even greater distances. We expect to launch our third game—LOTTARIO—in which the players are able to select their own ticket numbers. We are also pleased that the introduction of this game will provide a significant economic stimulus to the Canadian computer industry and we're excited about offering our players yet another choice.

At the same time, we expect to take Wintario draws to more of the many communities which have asked to play host to our bi-weekly lottery, and we have some surprises on the shelf for the Provincial players in the coming year which should make it the best million-dollar game ever!

The operation of our lotteries requires special types of people. For the travelling crew who ensure that each draw goes smoothly, the Prize Office staff greeting the winners, and all of the others, the atmosphere in our Toronto headquarters is always lively! Each day is a full one for every member of our staff and certainly the dedication of these 70 people is reflected in the success of Ontario's lotteries.

Activity continues to flourish in every area of our operation, from the games themselves to the many worthwhile projects which derive from lottery funding. With the success of the past as our touchstone for the future, we enter our fourth year with every confidence that it will most certainly be as exciting as the last.

A black and white photograph showing a close-up of a hand holding a small, dark, cylindrical object, likely a lottery ball, between the thumb and index finger. The hand is positioned over a vertical slot or opening in a surface, possibly a lottery machine. The background is dark and out of focus.

E. Marshall Pollock, Q.C.  
September 29, 1978



# The Road Show

It may well be the longest running hit in the history of showbusiness—heading into its fourth year, Wintario is still playing to packed houses!

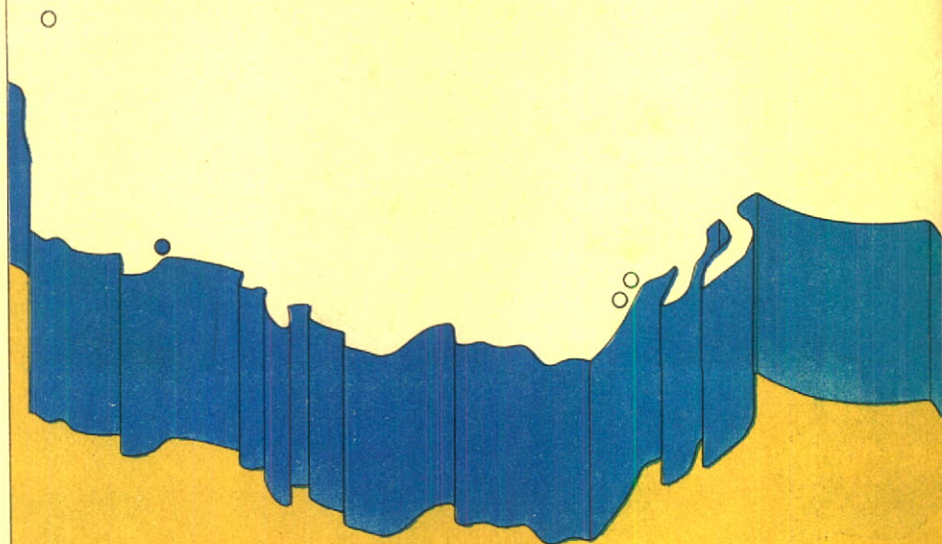
By the end of 1978, every County and District in Ontario will have hosted a Wintario draw. In fact, more than 60,000 people have been a part of Wintario's live audiences—people from every geographic area of this Province.

"It's a delight to see our goal within reach," says Barbara Jesson, Manager of Draws and Community Relations. "As a public lottery, we felt an obligation to bring the draws into every area where people play Wintario—and in a province this size it's been quite an undertaking!"

If all the miles travelled by the Wintario crew were laid end to end, they'd have been around the world by now—that's almost 25,000 miles just within Ontario. Reflecting on that statistic, a footsore Fred Davis comments, "It's really been like a trip around the world—we've met so many different people, and been a part of so many different festivities—and there's still so much to see right here in Ontario."

The Wintario telecasts have become regular viewing for almost one million residents of Ontario. When the lights go up every other Thursday night, the home audience sees the winning numbers drawn in a new setting: Wintario has been a part of Winter Carnivals, Homecoming Celebrations, Split Rail Festivals, and local Centennials.

"We've done a lot of travelling in three years," says co-host Faye Dance, "but our signal has us beat—it's travelled 36,000 miles in 3 seconds just to get the broadcasts to home audiences all over Ontario. With space-age technology, Wintario determination, and public enthusiasm, we can go just about anywhere!"



Since our last report, Wintario has visited the following locations:

## 1977

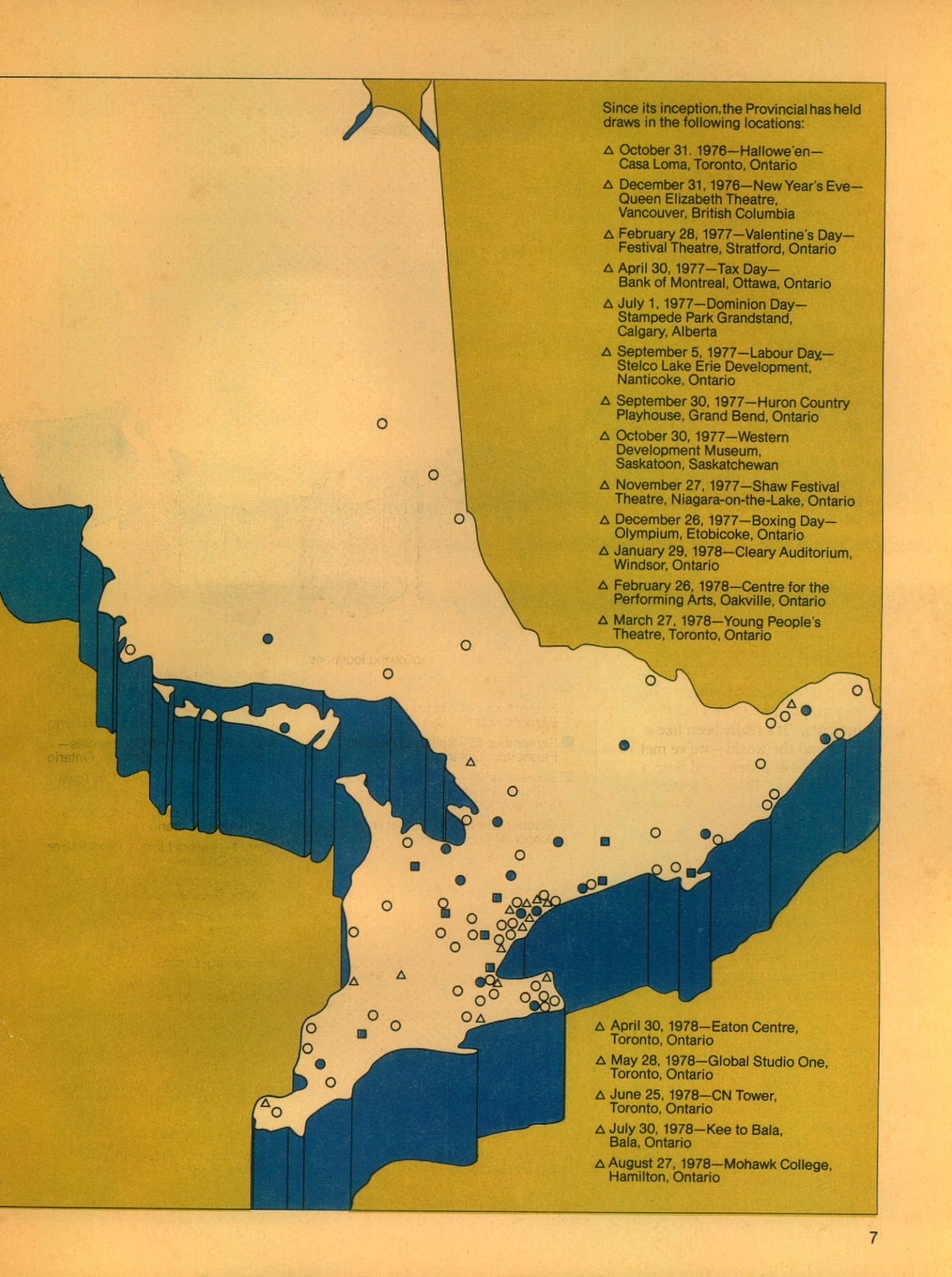
- September 1—Gold Cup Races  
Picton, Ontario
- September 15—Split Rail Festival  
Flesherton, Ontario
- September 29—Opening Ceremonies  
—Middlesex Memorial Centre,  
Strathroy, Ontario
- October 13—Milton District High  
School, Milton, Ontario
- October 27—McMichael Gallery  
Kleinburg, Ontario
- November 10—Academy Theatre  
Lindsay, Ontario
- November 24—Community Youth Band  
Fergus, Ontario
- December 8—Cultural Centre Building  
Fund Raiser, Burlington, Ontario
- December 22—Eastdale Collegiate and  
Vocational School, Oshawa, Ontario

## 1978

- January 5—Leah Posluns Theatre  
Toronto, Ontario
- January 19—Winter Festival  
Collingwood, Ontario
- February 2—Winter Carnival  
Orillia, Ontario
- February 16—Highland Secondary  
School, Dundas, Ontario

- March 2—Napanee District Secondary  
School, Napanee, Ontario
- March 16—Diamond Jubilee  
Celebrations, Port Colborne, Ontario
- March 30—Opening Ceremonies—  
Community Centre, Embrun, Ontario
- April 13—"Baseball's Back in Town"  
Toronto, Ontario
- April 27—Centennial Celebrations  
Cannington, Ontario
- May 11—Aurora Library Fund Raiser  
Aurora, Ontario
- May 25—Lambton-Kent Composite  
School, Dresden, Ontario
- June 8—Centennial Celebrations  
Shelburne, Ontario
- June 22—Old Home Week  
Morrisburg, Ontario
- July 6—Uranium Festival  
Elliott Lake, Ontario
- July 20—Manitoulin Secondary School  
Manitoulin Island, Ontario
- August 3—County Town Carnival  
Whitby, Ontario
- August 17—Fort Frances Memorial  
Arena, Fort Frances, Ontario
- August 31—Rockhound Fair '78  
Wilberforce, Ontario
- Draw locations—May, 1975 to  
August 18, 1977



A map of the province of Ontario, Canada, with various locations marked by symbols (circles, squares, triangles) to indicate where Provincial Lottery draws have been held. The Great Lakes are shown in blue, and the rest of the province is in a light tan color. The symbols are distributed across the province, with a higher concentration in the southern half, particularly around the Golden Horseshoe and in the northwestern part of the province.

Since its inception, the Provincial has held draws in the following locations:

- △ October 31, 1976—Hallowe'en—  
Casa Loma, Toronto, Ontario
- △ December 31, 1976—New Year's Eve—  
Queen Elizabeth Theatre,  
Vancouver, British Columbia
- △ February 28, 1977—Valentine's Day—  
Festival Theatre, Stratford, Ontario
- △ April 30, 1977—Tax Day—  
Bank of Montreal, Ottawa, Ontario
- △ July 1, 1977—Dominion Day—  
Stampede Park Grandstand,  
Calgary, Alberta
- △ September 5, 1977—Labour Day—  
Stelco Lake Erie Development,  
Nanticoke, Ontario
- △ September 30, 1977—Huron Country  
Playhouse, Grand Bend, Ontario
- △ October 30, 1977—Western  
Development Museum,  
Saskatoon, Saskatchewan
- △ November 27, 1977—Shaw Festival  
Theatre, Niagara-on-the-Lake, Ontario
- △ December 26, 1977—Boxing Day—  
Olympium, Etobicoke, Ontario
- △ January 29, 1978—Cleary Auditorium,  
Windsor, Ontario
- △ February 26, 1978—Centre for the  
Performing Arts, Oakville, Ontario
- △ March 27, 1978—Young People's  
Theatre, Toronto, Ontario

- △ April 30, 1978—Eaton Centre,  
Toronto, Ontario
- △ May 28, 1978—Global Studio One,  
Toronto, Ontario
- △ June 25, 1978—CN Tower,  
Toronto, Ontario
- △ July 30, 1978—Kee to Bala,  
Bala, Ontario
- △ August 27, 1978—Mohawk College,  
Hamilton, Ontario



# Something New Under the Sun



How do you make a good thing even better?

Constant monitoring of public attitude has led to a number of changes in our lotteries, and perhaps the biggest change made in the past year was the move from bi-monthly draws to monthly draws for our Provincial lottery. Now that "every month is a win-a-million month," public response has shown that the move was a welcome one.

The original Provincial, with its bi-monthly draws, presented a challenge to the Corporation: when the draw happens every other month, how do you make it special? The answer turned out to be not only

effective, but fun—each draw took on a seasonal theme.

Because the Provincial is a joint undertaking of Ontario and the four Western Provinces, it was never difficult to find a setting with just the right atmosphere for the draw's theme. From our first Hallowe'en draw at Toronto's Casa Loma, to our Labour Day draw at the Steel Company of Canada in Nanticoke, each bi-monthly draw had a motif which was as entertaining to watch as it was to plan.

Interest in the million-dollar game was increasing, and we were learning from people who play the Provincial that once every two months was just

*Provincial lottery host Fred Davis, is joined by guest co-host Faye Dance on the set of the new Provincial lottery.*

not enough! Once again, we were faced with a challenge: our players wanted the excitement of the draws more often, and we wanted to preserve our economic ticket price. The answer was a unique, overlapping game, with each Provincial ticket now good for TWO draws!

The Provincial went monthly in September—to the delight not only of our players, but of the communities who've asked to host a Provincial draw—twice as many invitations could be accepted with monthly draws.



# A Prize Is a Prize

A prize is a prize is a prize in Wintario and the Provincial! When the tickets are issued for a draw in either lottery, all the prize money generated by the draw is dedicated to a prize fund—and there it stays until claimed by the lucky winners. Sometimes, however, tickets go astray—an inadvertent trip through the washing machine, or an accidental toss into the wastepaper basket. Although it doesn't happen often—an average of about 7% of prizes remain unclaimed after the one-year claiming period—when there are so many prizes to be won as there are in Wintario and the Provincial, the unclaimed prize fund does build up.

When that happens, we have the delightful task of returning that money to the people who play our lotteries, and we do so by holding periodic special bonus draws. During the 1977-1978 fiscal year, four of these special events were held in conjunction with Wintario draws, and one was held for the Provincial.

This year, we gave the unclaimed Wintario prizes away both by utilizing a tried and true formula, and by experimenting with a new draw method. For the first three bonus draws, held on May 26, 1977, October 13, 1977 and January 5, 1978, one hundred separate bonus numbers, each eligible for a \$10,000 prize, were drawn on the afternoon of the draw day before a live audience. That evening, a one-hour television broadcast featured the regular Wintario draw, and the revelation of the 100 bonus numbers, drawn earlier.

The fourth Wintario bonus draw of the year fell on March 16th—the date of the 75th Wintario draw, and we couldn't let our Diamond Jubilee go by without a special celebration. This time, the bonus draw was incorporated into the regular draw, and featured extra prizes based on the



number "75". All in all, there were 11 draws in one half hour show—and the highlight of the evening was a race between two banks of five Ryo-Catteau machines each! Bonus draws are always enjoyed by our players—but this one was perhaps the best yet. Not only were the tickets completely sold out—but our switchboard lit up all week with players telling us how much fun the draw had been.

For our first Provincial bonus draw, we learned the real meaning of the words "anywhere under the sun" as we took our impressive Provincial set onto the waters of the Olympic size pool at the Etobicoke Olympium! The floating stage, and the fifty

Corporation staff members Patricia Cake, front, Ann Hagarty, left, Gary Holling and Joanne Ring prepare the Ryo-Catteau machines for use prior to a recent draw under the supervision of Manager of Draws and Community Relations, Barbara Jesson, back.

extra bonus numbers worth \$20,000 each made the Boxing Day Provincial draw a real Christmas treat!

People who play Wintario and the Provincial look forward to the extra excitement of our bonus draws and they're always pleased to learn that we'll be holding them periodically as long as there are prize dollars to return to them. In Wintario and the Provincial, once a prize, always a prize!



# Cheques and Checks

All the world loves a winner—and our Prize Office staff meet more than 50,000 of them each year as they step into the bustling operation in Cumberland Terrace in Toronto to claim prizes from \$25 right up to \$1 million! Last year, the people who staff the Prize Office welcomed 34 new millionaires, and 134 winners of \$100,000! "It's all in a day's work," laughs Kim Moritsugu, Prize Office Supervisor, "but some days are busier than others! Following a Wintario draw, for example, we meet more than 1,300 people who all leave our prize office happier—and richer!"

Redeeming winning tickets gives the Prize Office a happy atmosphere and it takes on a *special* glow when a million-dollar winning ticket is presented. The procedure involved in claiming a million dollars is really not much different from the general prize claiming process,—but seeing all those zeros on the cheque makes everyone's day a little brighter.

If you win a million dollars, you'll meet Wendy Horne or one of her assistants, Media Relations Officers for the Corporation. Your ticket will be subjected to our validation tests and procedures established by British American Bank Note—the security printers of the tickets. Then, Wendy assists you with media inquiries—you'll be a celebrity for a day—and she'll snap your picture with that million-dollar cheque.

People who play Wintario and the Provincial want to know something about people who win—and its only fair that all of the players of public lotteries know who the winners are. The little bit of fame that winning brings is fun for lucky ticket holders, and they report to us that it lasts only a little while. Then it's back to life as usual!

The Prize Office is a friendly place where there's never a dull moment. In addition to greeting all of the

Grand Prize Winners, the Prize Office staff welcome people who might stop by for a chat about lotteries, or to bring up a question or two, which they're always happy to answer.

The Prize Office staff do not meet every winner in Wintario and the Provincial, of course. No office could be big enough for that task! \$25 and \$50 prizes may be claimed at any branch of the Canadian Imperial Bank of Commerce in Ontario—and 88% of these winners take advantage of this special service.

Some of the fun of greeting winners is saved for our retailers. Winners of Win'fall prizes—a free book of Wintario tickets for the next draw—take their winning tickets to participating retail outlets in Ontario. Since the introduction of these prizes in June of 1977, 21,000 retailers have redeemed more than than 598,000 Win'fall prizes—78% of those available.

And this still doesn't account for all of the ways in which the many lucky winners claim their prizes—so, let's move on to our mail room!

**Prize Office Report (As of September 29, 1978)**

Wintario Draw Date	No. of Prizes Available	Value of Prizes Deposited	Percentage Paid Out
April 14, 1977	32,400	\$2,511,000	94.31%
April 28, 1977	29,700	2,342,250	91.24%
May 12, 1977	29,700	2,342,250	95.67%
May 26, 1977	48,700	4,523,500	87.67%
June 9, 1977	31,050	2,426,625	93.94%
June 23, 1977	65,205	2,597,400	89.99%
July 7, 1977	68,040	2,689,200	90.83%
July 21, 1977	68,040	2,689,200	90.06%
August 4, 1977	65,205	2,597,400	84.06%
August 18, 1977	65,205	2,597,400	94.41%
September 1, 1977	62,370	2,505,600	94.47%
September 15, 1977	65,205	2,597,400	90.60%
September 29, 1977	65,205	2,597,400	94.27%
October 13, 1977	90,820	4,423,600	91.39%
October 27, 1977	62,205	2,597,400	92.64%
November 10, 1977	65,205	2,597,400	91.68%
November 24, 1977	65,205	2,597,400	84.92%
December 8, 1977	62,370	2,505,600	87.83%
December 22, 1977	65,205	2,597,400	88.30%
January 5, 1978	96,490	4,607,200	85.88%
January 19, 1978	62,370	2,505,600	94.03%
February 2, 1978	65,205	2,597,400	92.32%
February 16, 1978	62,370	2,505,600	94.94%
March 2, 1978	62,370	2,505,600	94.82%
March 16, 1978	160,380	6,284,350	92.22%
March 30, 1978	62,370	2,505,600	96.39%
Provincial Draw Date	No. of Prizes Available	Value of Prizes Deposited	Percentage Paid Out
April 30, 1977	37,002	\$10,647,500	98.05%
July 1, 1977	36,000	9,555,000	92.66%
September 5, 1977	36,002	10,805,000	85.95%
September 30, 1977	12,000	4,197,000	98.31%
October 30, 1977	24,001	6,244,000	96.16%
November 27, 1977	24,000	5,262,000	95.75%
December 26, 1977	24,050	6,262,000	96.91%
January 29, 1978	23,500	5,178,250	95.98%
February 26, 1978	22,500	5,118,750	93.80%
March 27, 1978	22,000	4,971,000	88.32%



# Our Mail Bag

Postmarked—Hong Kong to Hali-burton, West Indies to Willowdale, Moose Jaw to Manitoulin! That's the story inside our mail bag which arrives with more than 1,000 pieces of mail from all over the world inside! "We get more mail than Santa," says Pauline Kramreither, Coordinator of Mail Services, "and every piece gets answered!"

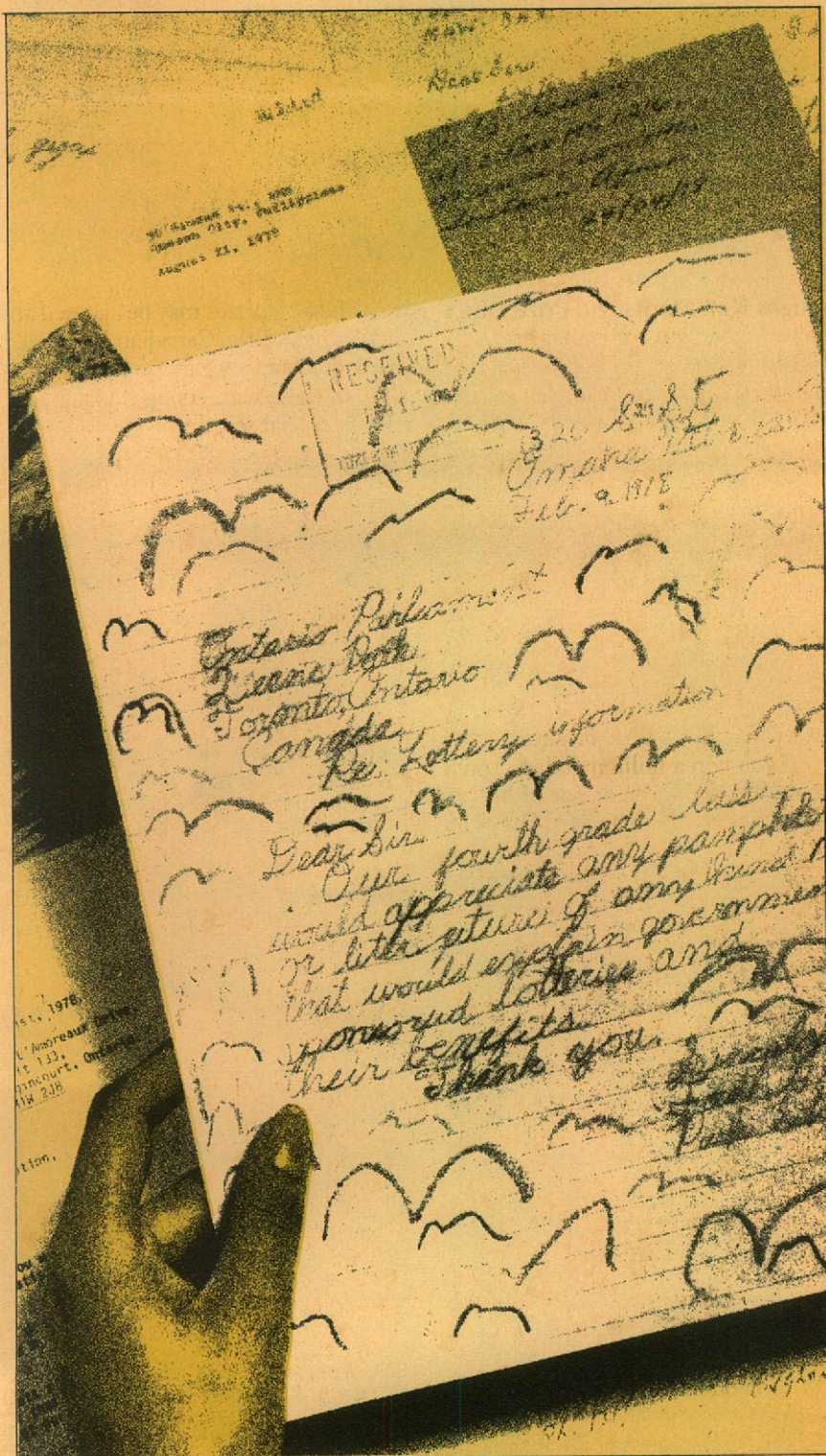
A good portion of that mail is winning tickets from Wintario and Provincial players who chose to redeem their lucky tickets via registered mail. Because getting the prizes to the winners is so important, our mailroom has devised a system which gets the cheque off to the winner less than 3 days after the ticket stub arrives at our office.

There's always some fun in the mail bag too! Letters arrive from all over the world seeking information about our lotteries, or asking for winning numbers. And, of course, people who play Wintario and the Provincial write to us to suggest changes, ask questions, or just offer their comments on their lotteries. Then we get all that fan mail for Fred and Faye which we pass along.

We can count on finding good things in the mailbag—right down to the stamps on the letters. A system has been devised to double check every envelope by tearing the stamp side off for a second look inside. The stamps are saved, and donated to the Baptist Church of Canada who re-process the ink and paper for proceeds which are donated to charity.

"It's a security system which helps our players, and our correspondents," says Pauline. "and it's really nice to know it's helping the less fortunate at the same time."

And that's the function of our mailroom—helping people who ask.





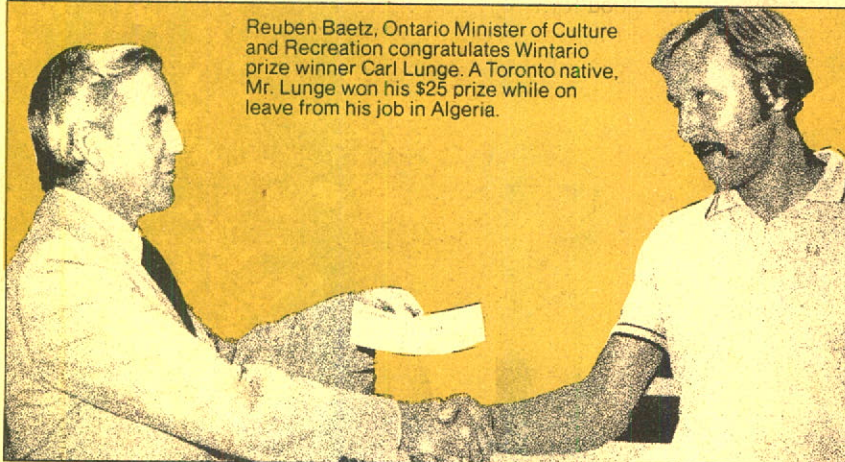
# The Winners' Circle

The one thing that all winners in Wintario and the Provincial seem to have in common is that they're all different! Winners come in every shape and size, from every occupation, and from every part of the Province. By the end of March of this year, there were more than 2.5 million people in Ontario who had held lucky tickets in Wintario or Provincial draws—that's one winner in every 3.4 people who live in the Province.

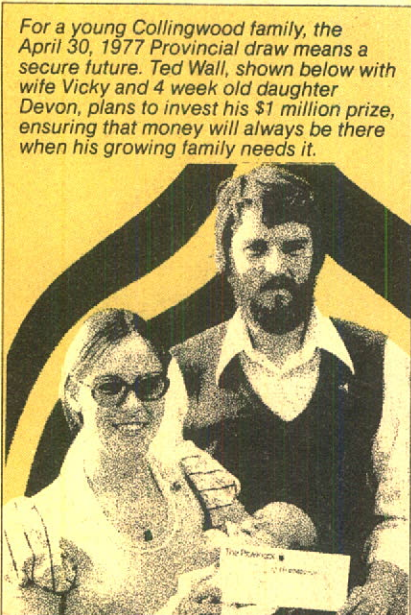
You won't have to look far to find a winner—just about everyone who plays Wintario or the Provincial has been, or knows a prize winner. And, of course, each of us benefits from the worthwhile programs which are funded by the lotteries, which is why we are able to say that we all win.

They say a picture is worth a thousand words, and, when it comes to those prize winning smiles, they're probably right!

*Rafaele Diliello, shown below with wife Ruth and children Vincent and Lisa, is a Wintario double winner; a Win'fall winner in the March 2nd, 1978 Wintario draw, Mr. Diliello claimed his free book of tickets for the March 16th draw. One of these tickets brought the London family a \$10,000 prize.*



Reuben Baetz, Ontario Minister of Culture and Recreation congratulates Wintario prize winner Carl Lunge. A Toronto native, Mr. Lunge won his \$25 prize while on leave from his job in Algeria.



For a young Collingwood family, the April 30, 1977 Provincial draw means a secure future. Ted Wall, shown below with wife Vicky and 4 week old daughter Devon, plans to invest his \$1 million prize, ensuring that money will always be there when his growing family needs it.



Almost half of the employees of Frank E. Dempsey and Sons Ltd., a Toronto chemical distribution firm, took October 31, 1977 off for a very good reason—they had won a \$1 million prize in The Provincial lottery the night before! The

group, who were back at work the next day, included, from the left, Carol Ann McDaniel, John McDonald, Frank Owen, Ron Matthers, Wilfrido Paragas, Barbara Wood, Karen Simpson, Shirley Jordan, Charles Clark and Evelyn Dempsey.



# Changes

The end of the third year of operation represents something of a "settling in" for the Ontario Lottery Corporation. In three short years Wintario has really become a part of the social fabric of the Province, but this has not been a year without change. The prize structure of Wintario had, in response to the desires of people who played the game, grown from one grand prize of \$100,000 to five prizes of that value. During the past year we made an adjustment to the prize structure which literally doubled the player's chance of winning a prize by introducing the Win'fall prize—a free book of five tickets for those

ticket holders having the correct first three digits of any of the five-digit grand prize winning numbers selected.

People who play Wintario had told us that they "worked just as hard" to get the first three digits correct as the last three—and we agreed. The change increased the chance of winning to 1 in 95.

While we were at work on Wintario, the Provincial was being transformed into its current monthly format with tickets good for two draws. As a result of those changes, the people who played the Provincial were given six chances at \$1 million

and 4 chances at \$100,000 as well as thousands of chances at all of the subsidiary prizes.

While these were the most public of the changes made at the Ontario Lottery Corporation, we were reshaping things internally in response to the growth our lotteries have enjoyed over three years. Our Marketing and Distribution system was split into two areas of responsibility—allocating Wintario and Provincial tickets within the sales network had become a full-time job.

The story of that sales network is really a story of its own...

*September, 1977...each Provincial ticket is now eligible for TWO draws.*



*June, 1977...Wintario players can collect a Win'fall prize for matching the first THREE digits.*





# The Whole Picture

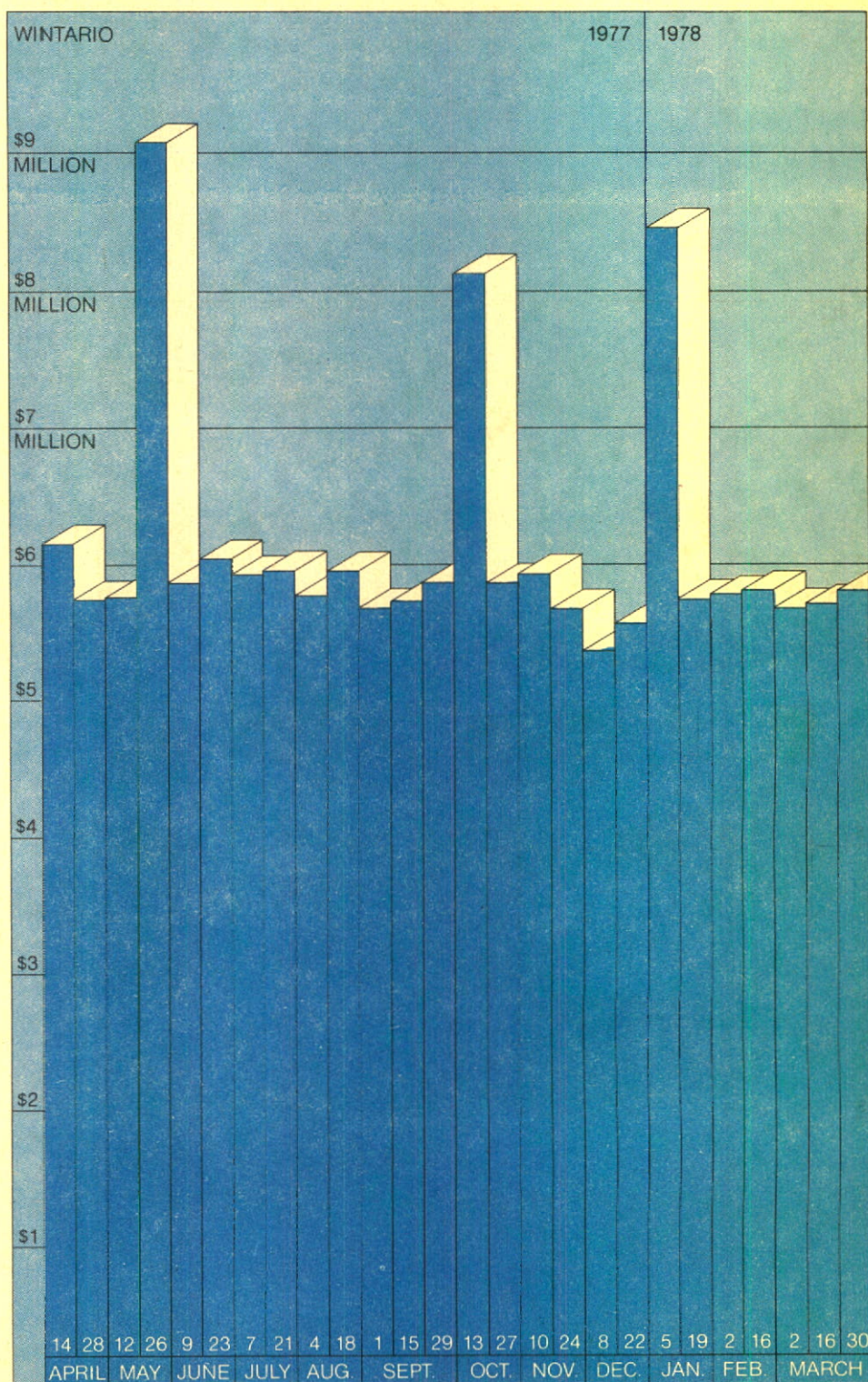
People who play Wintario and the Provincial are literally everywhere in Ontario—and to meet their needs, tickets have to be on sale from one end of this Province to the other! It's a task which involves 46 hard working distributors, and more than 21,000 retailers, but Mike Holroyde, Manager of Sales and Distribution, is proud to say, "No matter where you go in Ontario, you don't have to look hard to find a Wintario or Provincial ticket—you can count on us to be there!"

And they do count on us—not just the people who play our lotteries, but also the people who sell the tickets. Realizing 8¢ from each Wintario ticket and 25¢ from each Provincial ticket, small businessmen across Ontario have benefitted tremendously from these sales. Our retailers are as varied as our players. You can buy a Wintario or Provincial ticket from your barber, the family who run your corner milk store, the cashier at your favourite gas station! You might also buy a ticket from a service club volunteer—a number of them act as retailers to raise monies for their worthwhile causes.

The distributors serve as our link to these retail outlets and are charged with the responsibility of allocating tickets by sales trends within their areas. They are independent businessmen who receive a commission of 2-3¢ per Wintario ticket and 15¢ per Provincial ticket—and they meet their own operating expenses.

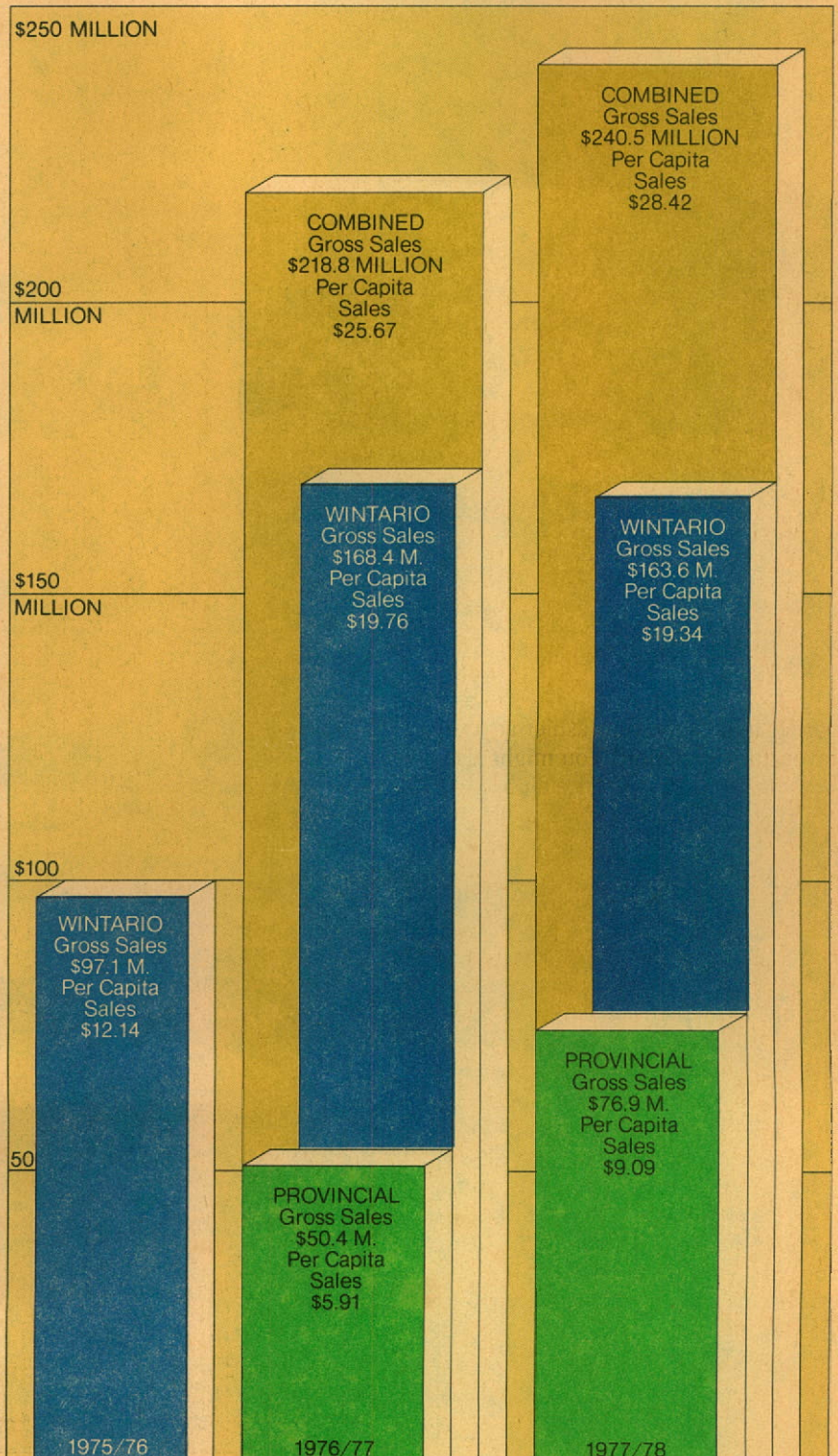
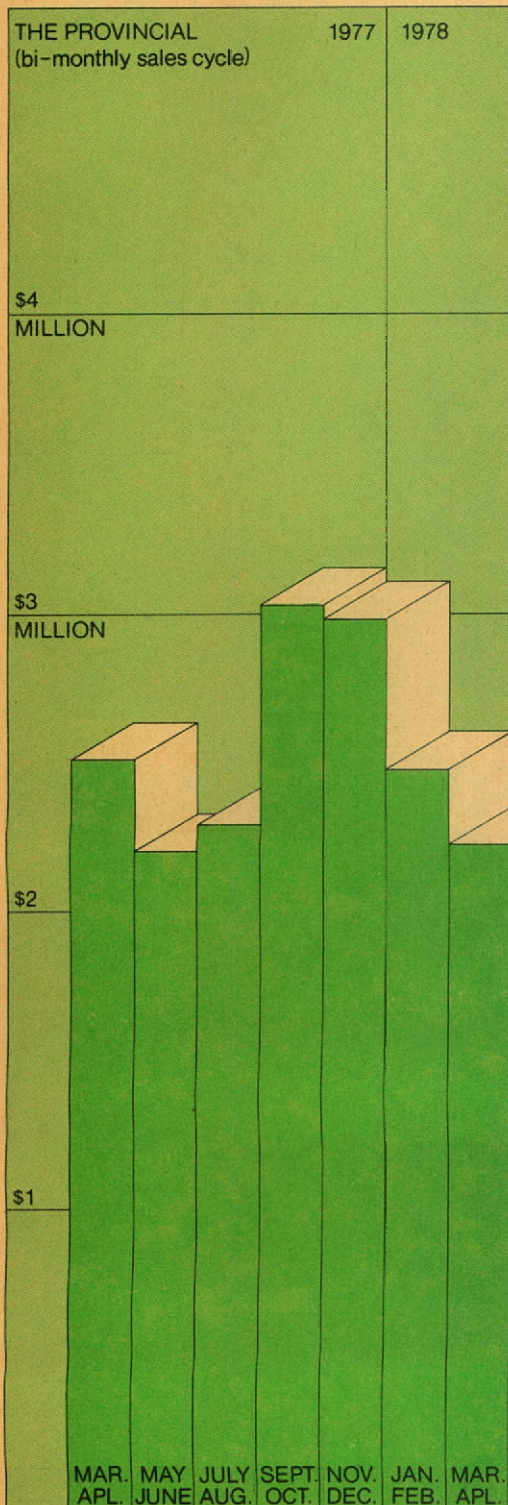
Distributors purchase their tickets from the Ontario Lottery Corporation, and they in turn, sell them to the retailers in their territory. And the retailers—of course—sell them to the people who play Wintario and the Provincial!

# The Net Sales





# The Gross and Per Capita Sales





# Who Are the Players?

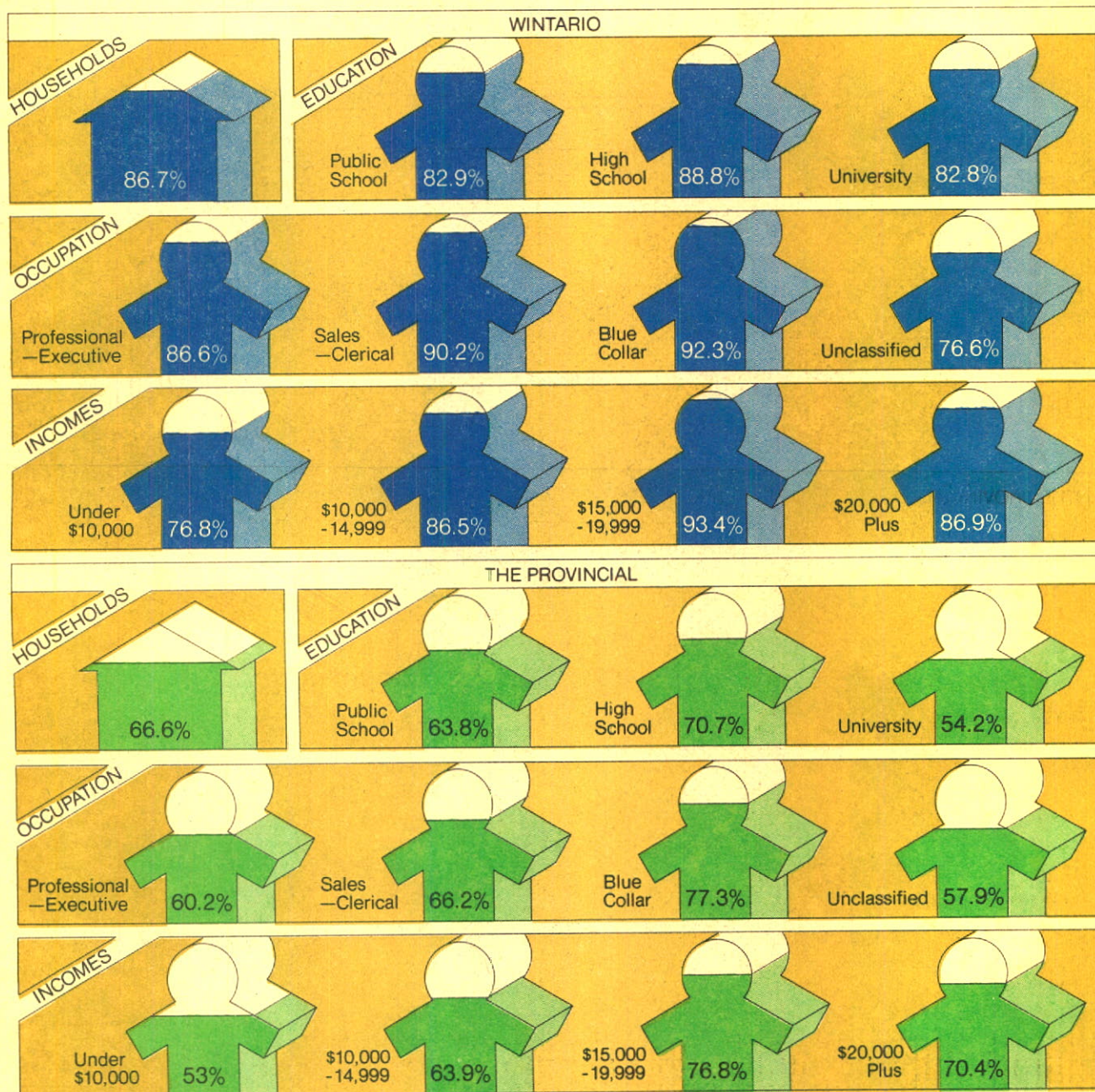
As in past years, the Ontario Lottery Corporation participated in the February Gallup Poll which provides an annual opportunity to monitor the kinds of people who play Ontario's lotteries. Overall, this year's results are consistent with the previous two

— with the number of households participating in the games increasing for both Wintario and the Provincial.

Once again, it appears that income group has little to do with participating in Wintario or the Provincial: every group plays the game, with partici-

pation increasing as incomes rise.

The consistency of the results over a three-year period seems to show a healthy attitude towards Ontario's lotteries. All kinds of people from all sorts of places continue to enjoy playing Wintario and the Provincial!





# How Many Tickets Do They Buy?

## WINTARIO

Not Stated 1.2%  
Over 10 Tickets 1.9%  
10 Tickets 4.5%  
9 Tickets 0.3%  
8 Tickets 0.3%  
7 Tickets 1.2%  
6 Tickets 1.1%

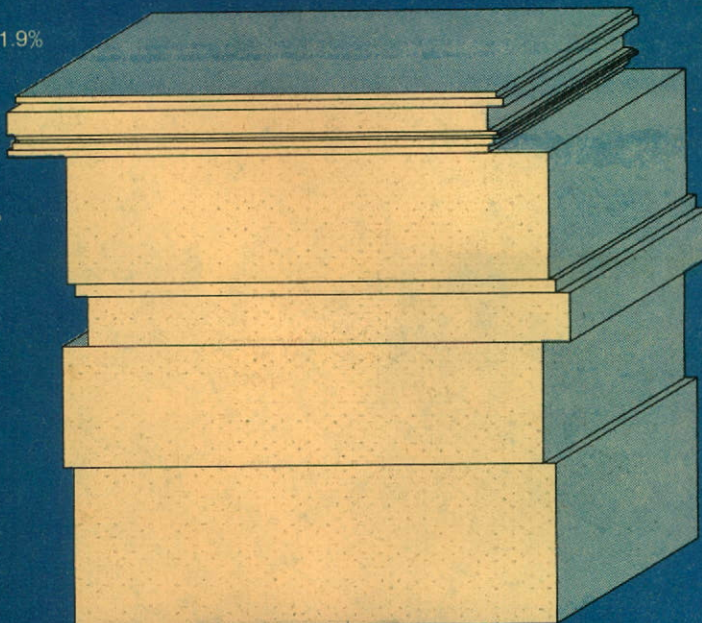
5 Tickets 25.1%

4 Tickets 2.5%

3 Tickets 8.7%

2 Tickets 23%

1 Ticket 30.2%



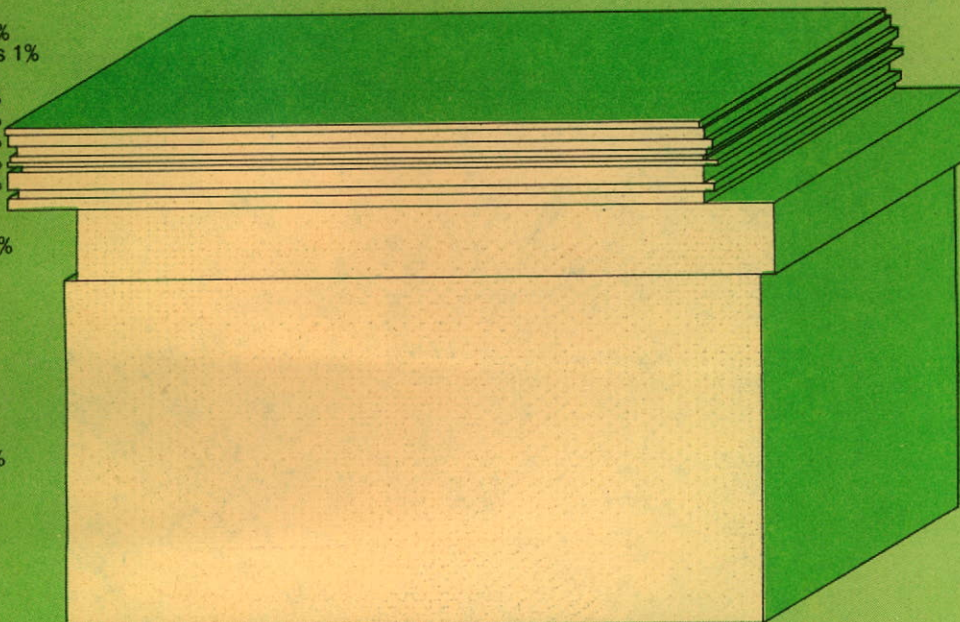
5 Tickets  
or Less  
89.5%

## THE PROVINCIAL

Not Stated 0.6%  
Over 10 Tickets 1%  
10 Tickets 1%  
8 Tickets 0.3%  
7 Tickets 0.1%  
6 Tickets 0.3%  
5 Tickets 3.2%  
4 Tickets 1.7%  
3 Tickets 2%

2 Tickets 14.5%

1 Ticket 70.6%



2 Tickets  
or Less  
85.1%



# Where Do the Dollars Go?

## WINTARIO



## THE PROVINCIAL





# Ontario Lottery Corporation

(Incorporated without share capital under The Ontario Lottery Corporation Act, 1974)

## Balance Sheet

as at March 31, 1978

### Assets

	1978	1977
	\$	\$
Current assets		
Cash	7,519,379	10,021,767
Prize funds	9,497,975	8,809,225
Accrued interest	136,047	135,587
Accounts receivable	2,081,457	443,469
Prepaid expenses	3,587,020	3,484,917
	22,821,878	22,894,965

### Liabilities

Current liabilities		
Prize money unclaimed	9,497,975	8,809,225
Net profit due to the Treasurer of Ontario—Wintario (note 3)	1,517,614	2,366,049
Net proceeds due to the Treasurer of Ontario—The Provincial (note 4)	4,956,385	5,722,717
Accounts payable and accrued liabilities	827,640	1,683,223
Deferred income (notes 2a, 2d)	6,022,264	4,313,751
	22,821,878	22,894,965

See accompanying notes to financial statements.

On behalf of the Board:



Director



Director



# Ontario Lottery Corporation

## Statement of Operations and Net Profit

Due to the Treasurer of Ontario—Wintario for the year ended March 31, 1978 (note 2a)

	1978	1977
	\$	\$
Lottery ticket sales	163,556,171	168,359,565
Less Commissions: Distributors	4,529,679	4,584,037
Retailers	13,084,494	13,468,765
	17,614,173	18,052,802
Net ticket sales	145,941,998	150,306,763
Prizes		
Cash	66,551,625	67,293,875
Win'fall prize issues	2,992,190	—
	69,543,815	67,293,875
Operating expenses		
Advertising	2,795,470	2,419,237
Ticket printing	2,958,998	2,815,174
Administration	1,818,061	2,035,563
Bonuses to retailers	351,350	289,400
	7,923,879	7,559,374
Total prizes and expenses	77,467,694	74,853,249
Operating income	68,474,304	75,453,514
Interest and other income	1,677,261	1,623,450
Net profit for the year	70,151,565	77,076,964
Net profit due to the Treasurer of Ontario, beginning of year	2,366,049	1,289,085
	72,517,614	78,366,049
Deduct: Payments to the Treasurer of Ontario on account of net profit (note 3)	71,000,000	76,000,000
Net profit due to the Treasurer of Ontario, end of year	1,517,614	2,366,049

See accompanying notes to financial statements.



# Ontario Lottery Corporation

## Statement of Operations and Net Proceeds

Due to the Treasurer of Ontario—The Provincial for the year ended March 31, 1978 (notes 2b, 2d)

	1978 \$	1977 \$
Lottery ticket sales	76,875,265	50,432,665
Less Commissions: Distributors	2,306,578	1,470,180
Retailers	3,843,763	2,521,633
	6,150,341	3,991,813
Net ticket sales	70,724,924	46,440,852
Prizes (note 1)	37,972,742	27,648,618
Operating expenses		
Advertising	3,192,556	2,298,492
Ticket printing (note 1)	774,954	587,548
Administration	682,925	522,326
Bonuses to retailers	71,000	18,500
	4,721,435	3,426,866
Total prizes and expenses	42,694,177	31,075,484
Operating income	28,030,664	15,365,368
Interest income (note 1)	202,921	357,349
Net proceeds for the year	28,233,668	15,722,717
Net proceeds due to the Treasurer of Ontario, beginning of year	5,722,717	—
	33,956,385	15,722,717
Deduct payments to the Treasurer of Ontario (note 4)	29,000,000	10,000,000
Net proceeds due to the Treasurer of Ontario, end of year	4,956,385	5,722,717

See accompanying notes to financial statements.



# Ontario Lottery Corporation



Office of the Provincial Auditor

To the Board of Directors  
of the Ontario Lottery Corporation  
and to the Minister of Culture  
and Recreation.

I have examined the balance sheet of the Ontario Lottery Corporation as at March 31, 1978, the statement of operations and net profit due to the Treasurer of Ontario—Wintario, and the statement of operations and net proceeds due to the Treasurer of Ontario—The Provincial for the year then ended. My examination was made in accordance with generally accepted auditing standards, and accordingly included such tests and other procedures as I considered necessary in the circumstances.

In my opinion, these financial statements present fairly the financial position of the Corporation as at March 31, 1978 and the results of its operations for the year then ended in accordance with generally accepted accounting principles which, except for the change in accounting for the Provincial draw as referred to in note 2(d) to the financial statements, have been applied on a basis consistent with that of the preceding year.

A report on the audit has been made to the Corporation and to the Minister.

Toronto, Ontario,  
June 15, 1978.

F.N. Scott, C.A.,  
Provincial Auditor.



# Ontario Lottery Corporation

## Notes to Financial Statements

March 31, 1978

### 1. The Provincial

Pursuant to section 7(b) of The Ontario Lottery Corporation Act, 1974, the Corporation was authorized by the Lieutenant Governor in Council to enter into agreements with other provinces regarding an interprovincial lottery scheme. The Provincial lottery is a joint undertaking by Ontario and the four western provinces acting through the Interprovincial Lottery Corporation, a company incorporated under the Canada Business Corporations Act, the shares of which are held by Her Majesty the Queen in right of the respective provinces.

The Ontario Lottery Corporation is the Regional Marketing Organization for The Provincial in Ontario, and the Western Canada Lottery Foundation is the Regional Marketing Organization for The Provincial in the four western provinces.

Each of the above two Regional Marketing Organizations purchases tickets for The Provincial from the Interprovincial Lottery Corporation. The cost of tickets is essentially composed of the related cost of prizes and ticket printing less relevant interest earnings of the Interprovincial Lottery Corporation. Ontario's share of the interest earnings of the Interprovincial Lottery Corporation are recorded as received in interest income. Such interest earnings were first received in the 1977-78 fiscal year and totalled \$769,083 for the year.

### 2. Accounting Policies

#### (a) Wintario operations

All income and expenses related to the 26 biweekly Wintario lotteries (1977-26) held from April 14, 1977 to March 30, 1978 inclusive are included in the statement of operations and net profit due to the Treasurer of Ontario. Net receipts from the sale of tickets for the lottery held on April 13, 1978 have been treated as deferred income.

#### (b) The Provincial operations

All income and expenses related to the sales of The Provincial in Ontario from April 1, 1977 to the draw held on March 27, 1978 are included in the statement of operations and net proceeds due to the Treasurer of Ontario—The Provincial.

#### (c) Fixed assets

Fixed asset purchases are written off to operations at the time of acquisition.

#### (d) Change of policy

The prior year's statement of operations included receipts collected up to March 31, 1977 for the April 30, 1977 bimonthly Provincial draw amounting to \$6,548,185 and the related costs of \$3,452,024. For the current year similar receipts and costs for the monthly April 30, 1978 draw, amounting to \$2,203,400 and an estimated \$1,361,500 respectively, have been excluded from the statement of operations. The receipts of \$2,203,400 and expenses of \$1,361,500 are included as deferred income and prepaid expenses respectively on the balance sheet.

### 3. Net Profits—Wintario

Pursuant to section 9 of The Ontario Lottery Corporation Act, 1974, the net profits of the Corporation, after provision for prizes and the payment of expenses and operations, are paid into the Consolidated Revenue Fund of the Province of Ontario.

### 4. Net Proceeds—The Provincial

Pursuant to Order in Council 3034/76, all moneys attributed to or accruing to Ontario from The Provincial, after providing for prizes and the payment of operating expenses, are paid into the Consolidated Revenue Fund of the Province of Ontario, to be held in trust.

### 5. Anti-Inflation Legislation

Pursuant to the terms of an agreement between the Province of Ontario and the Government of Canada, the Corporation is subject to controls on compensation instituted by the Government of Canada in the Anti-Inflation Act, effective October 14, 1975.

Parliament Buildings  
Queen's Park  
Toronto Ontario  
M7A 1A2



*The Ontario Lottery Corporation is a Crown Corporation established on February 7, 1975, by an Act of the Ontario Legislature to develop and manage lotteries within the Province.*

*Through the Ministry of Culture and Recreation, funds from Wintario are used to promote physical fitness, sports and cultural activities and through the Ministries of Health, Environment and Labour, funds from the Provincial are used for health research and social service projects, thereby contributing to the overall quality of life in Ontario. That is why we say, "with Wintario we all win," and why the Provincial is a "better chance for everyone."*

*The symbol of the Corporation is a stylized combination of the letter "O" for Ontario and the letter "L" for Lottery. Together they are descriptive of the Ontario Lottery Corporation and its efforts to enable Ontarians to participate in the fun and excitement of a provincial lottery, while at the same time, contributing to a wide variety of worthwhile activities across the Province.*

