

## **From the LCBO Digitized Archives** *Series relating to corporate operations 1927 – 2018*

Dave Evans

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## *Archival Sources*

### **From the LCBO Digitized Archives**

*Series relating to corporate operations 1927 – 2018*

by Dave Evans, Corporate Archivist, LCBO

The LCBO records cover a number of operations mandated under the Liquor Control Act. The collection consists mostly of day to day business records relating to the sale of beverage alcohol in the stores. There are however some unique and unusual items contained within the collection that shed considerable light upon the development of the LCBO and Ontario beverage alcohol generally.

There is a record series of circulars that cover day to day instructions from the head office to stores, and inspectors (1927-1940). As these cover the early period they have a considerable amount of focus on establishing the basic operations of the stores, as well as describing the purpose behind most store processes.

This material is digitized by the LCBO and has been indexed thanks to the Health Sciences department at Brock University.

There is also a digitized collection of the Exchange corporate newsletter (1984-2018). This material is also indexed, although personal names, with the exception of execu-

tive positions, have been removed for privacy reasons. The corporate newsletter covers the developments to operations in this period and was released to members of the public during this period of time.

The most unusual part of the collection, however, was not actually produced by the LCBO. This is the digitized copies of BAR (Beverage Alcohol Reporter Magazine) which dates from 1959 to 1991. This industry magazine shows in most issues the interaction of the industry with the LCBO in Ontario. Showing the development of products and advertising campaigns this unique serial gives a very expansive view of the beverage alcohol industry. It should be noted this collection is neither complete nor indexed.



*LCBO counter store circa 1965*