

with these . . . VALUES FROM A&P

CIVIC HOLIDAY
MONDAY, AUGUST 4th, 1980
STORE OPEN
9:00 a.m. to 6:00 p.m.
FOR YOUR CONVENIENCE

Machine pricing concerns Julian

By JULIAN REED, M.P.P.
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COMPUTER PRICING
The controversial question of computer pricing in supermarkets has been very much in the news recently. Just last week two major Toronto newspapers spotlighted the issue, one in a special column, the other in an editorial.
Computer pricing is already in the supermarkets. Some stores are experimenting with the system by showing the prices on the shelves only. At the cash-out desk, the computer scanner reads the prices which are shown in computer code only on the goods being bought.
My colleague, Bernard Newman (Liberal MPP for Windsor-Walkerville) has proposed a simple amendment to Ontario's Consumer Protection Act which states: "No retail seller shall offer for sale a product that is marked with a computer code unless the individual purchase price of such product is clearly expressed on the product, its wrapper or container."
This brief, but clearly understood amendment, is all that is required by way of legislation to put a stop to the kind of difficulties which might arise in the wake of computer pricing. Similar measures have been taken in some U.S. states and in individual U.S. municipalities.

In fact, this clear-cut amendment has been introduced in the Ontario Legislature on five different occasions, between April 1977 and March 1980. On one occasion in June 1978, it was debated and received support from all those who spoke. At that time, Mr. Newman recorded support from such large groups as United Church Women and Labour unions. He went as far back as 1977, when the then Minister of Consumer and Commercial Relations (Sidney Handelman) was quoted as saying: "Over the last year and a half my colleagues and I have received literally thousands of communications ranging from expressions of mild concern to outright alarm over any suggestion to remove individual pricing."

SENIORS CONCERNED
When introducing his Private Member's Bill, Mr. Newman said he had proposed such legislation "in response to the concerns of many consumers, especially senior citizens and others on fixed incomes, and union members, who have formed a coalition with the express purpose of doing whatever is possible to ensure that individual prices remain on products in stores using the U.P.C."

As he pointed out at that time, for some years, the increasing concentration of the retail food business into fewer and fewer hands, the increasing size of food stores, the increasing number of check-out counters, and the longer and longer check-out lines had led naturally to the retail industry seeking a way for automation to speed up the check-out time of the individual shopper.

In this new electronic age, with the advent of the laser beam and scanning devices, and the development of product identity codes, a way to speed up check-out was finally devised. The new method of the U.P.C. - the Universal Product Code - finally reached the market. But as this occurred, the retailer assumed that the universal product code was sufficient and decided not to market individual items with a price tag.

The Universal Product Code is, of course, the symbol on boxes, cans or jars represented by 10 numbers and a series of lines and spaces. The first five numbers represent the company selling the product and these numbers are assigned to each company in the United States and Canada by a data bank. The last five numbers are selected by the manufacturer to represent a certain product. Each of the numbers in the universal price code is represented by two black lines and two white spaces. It does not read the numbers. There are no prices on the U.P.C. universal product code. The code only identifies the manufacturer and the item.

PRICING ERROR
The Consumers Association of Canada has pointed out that an error in pricing cannot easily be caught when computerized pricing is used exclusively. It is possible for prices to be transposed - for cents to be translated into dollars. While most shoppers are always on the alert, it is difficult to keep track of all the prices and to pick up errors which are made by a fast operating electronic machine.

SAVE 1-lb 60¢
3-lb 1.80

A superb blend, rich in Brazilian coffees. Custom ground in the store when you buy it . . . not before!
8 O'CLOCK BEAN COFFEE
1-lb bag



2.99
(Our Regular Price 3.59)
(3-lb bag 8.89 — Our Reg. Price 10.69)

JANE PARKER (Our Reg. Price 1.59) 25-OZ CAKE
ENGLISH FRUIT CAKE 1.19

Borden, Assorted Flavours
BOUTIQUE ICE CREAM



1.79
2 litre ctn

SAVE 86¢
(Our Regular Price 2.65)

DETERGENT
Ivory Liquid 1.5 litre plastic bit **2.99**
SUGAR SWEETENED, ASSORTED FLAVOURS
Kool Aid (4-OZ POUCH 2 FOR 99¢) 660 g container **2.39**
MEOW MIX
Cat Food 4 kg bag **4.99**
ROBIN HOOD, ASSORTED VARIETIES INCLUDING CHERRY CHEESE CAKE
Graham Pie Mixes 385 g pkg **1.99**
Perrier Water 4 pack of 330 ml bits **1.99**
ORANGE PEKOE
Ridgeway Tea Bags pkg of 60 **1.89**
GENERAL MILLS
Country Corn Flakes 325 g pkg **69¢**

SAVE 60¢

Tomato
HEINZ KEG-O-KETCHUP

1.29
32-fl-oz bottle
(Our Regular Price 1.89)

CHOCOLATE VANILLA, PEANUT BUTTER CHIP, VENETIAN CREMES, CHOCOLATE FUDGE 450 g TIN TIE BAG (Our Reg. Price 1.29)
A&P Cookies 1.09

A&P, ASSORTED FLAVOURS (Our Reg. Price 67¢)
Fruit Drinks 59¢
48-fl-oz tin

ANN PAGE, PIECES & STEMS (Our Reg. Price 85¢)
Mushrooms 69¢
10-fl-oz tin

ASSORTED VARIETIES (Our Reg. Price 85¢) 12-FL-OZ JAR
Bick's Relishes 69¢

SAVE up to 90¢ lb

BONELESS BEEF ROASTS
Rump, Inside Cut Round or Sirloin Tip

2.69
lb
(Our Regular Price up to lb 3.59)

Cut from Canada Grade "A" Beef

SAVE 90¢ lb

BONELESS ROUND ROAST
Outside Cut — Eye Removed

2.49
lb
(Our Regular Price lb 3.39)

The Butcher Shop
with supermarket prices.

(Our Reg. Price lb 2.39)

Swift Premium, Semi-Boneless, Vac Pac (Quarters lb 2.09) Halves
SUGAR PLUM HAM 1.99

Shopsy
DELI LEAN HAM 2.79
lb

SWIFT PREMIUM, SUGAR PLUM
Dinner Hams lb 2.29
SWIFT PREM. OR SUGAR PLUM, Sliced 500 g vac pac

Side Bacon 1.59
SWIFT, SLICED 175 g VAC PAC

Cooked Ham 1.29
A&P, SLICED 500 g VAC PAC

Side Bacon 1.49
MARY MILES, SLICED VARIETY PACK OR MINCED HAM 500 g VAC PAC

Cooked Meats 1.79

Frozen Meats & Seafood!

TREASURE ISLE, FROZEN 6-OZ PKG
Cooked Shrimp 1.89

BLUEWATER, FROZEN, SHRIMP 8-OZ PKG
Ocean Snacks 1.49

HIGHLINER, FROZEN 32-OZ PKG
Fish in Batter 3.39

SCHNEIDERS, FROZEN 14-oz pkg
Beef Pies 1.69

"GREAT ON THE B.B.Q." SCHNEIDERS, FROZEN, 1/4 POUND 500 g PKG
Beef Burgers 2.29

Shopsy (350 g container 79¢) 24-oz container
COLE SLAW OR POTATO SALAD 1.29

SWIFT OLD MILL, BREAKFAST
Sausages lb 1.19
SWIFT, BROWN & SERVE, REGULAR OR ALL BEEF

Sausages 250 g pkg 1.49
MAPLE LEAF, SWEET PICKLED

Cottage Rolls lb 1.49
MARY MILES, SLICED, MACARONI & CHEESE, Chicken, Bologna 175 g vac pac

Cooked Meats 59¢
SHOPSYS

Briskets vac pac lb 1.99

Great on the B.B.Q.
Regular or All Beef
SWIFT PREMIUM WIENERS 1.39
1-lb vac pac
(Our Regular Price 1.69 — SAVE 30¢)

CUT FROM CANADA GRADE "A" BEEF, TENDERIZED,
Cube Steaks lb 2.99
FRESH, LEAN,

Ground Beef lb 1.98
SHOPSYS, ALL BEEF, DELI FRESH,

Wieners 1-lb vac pac 1.59

Mary Miles, Hot or Sweet
ITALIAN STYLE SAUSAGE lb 1.19

CUT FROM CANADA GRADE "A" BEEF INSIDE CUT, BONELESS
Round Steak lb 2.79
SHOPSYS, CORNED BEEF OR Pkg of 4-50 g Pouches

Pastrami 1.89
PREVIOUSLY FROZEN, SLICED

Beef Liver lb 89¢

Chicken Loaf lb 1.49
CANADA PACKERS, MACARONI & CHEESE, DUTCH OR BAKED

Clip this coupon

A&P
WITH THIS COUPON
5.00 OFF
the regular price of
A&P — Boneless
Cut from Canada Grade "A" Beef
STRIP LOIN STEAKS
box of 8 — 8-oz steaks
Limit one per family
Valid until August 2nd, 1980. A&P # 630

Assorted Varieties Including Assorted Creams
PEEK FREEN BISCUITS 1.29
400 g tin tie bag
(Our Reg. Price 1.69 — SAVE 40¢)

Daytime pkg of 30 or Extra Absorbent pkg of 24
PAMPERS DIAPERS 2.99
pkg
(Our Reg. Price 3.35 — SAVE 36¢)

KRAFT, ASSORTED VARIETIES (Our Reg. Price 1.09) 16-FL-OZ JAR
B.B.Q. Sauces 89¢

CAMPFIRE (Our Reg. Price 69¢) 270 g PKG
Marshmallows 59¢

NESTEA (Our Reg. Price 2.49)
Iced Tea Mix 2.19
24-oz ctnr

GINGER ALE, TONIC, (Our Reg. Price 59¢) (PLUS BTL DEPOSIT)
SODA, BITTER LEMON & COLLINS MIX 750 ml BOTTLE
Pure Spring Mixers 39¢

CHARCOAL (Our Reg. Price 2.79) 10-LB BAG
Kingsford Briquets 2.39

WHITE OR YELLOW (Our Reg. Price 1.47) PKG OF 2 ROLLS
Kleenex Towels 1.19

BOUTIQUE BATHROOM TISSUE, (Our Reg. Price 1.65) pkg of 4 rolls
Delsey Tissue 1.49

CAPRI, ASSORTED COLOURS PKG OF 4 ROLLS
Bathroom Tissue 99¢