



**WEO**

WHERE ECONOMY ORIGINATES

VANILLA, BUTTERSCHOTCH OR CHOCOLATE RIPPLE (SAVE 24¢)  
**WESGATE ICE CREAM** HALF-GALLON CARTON **\$1.09**

BORDEN'S, CREAMED (SAVE 13¢) ACTION PRICED!  
**COTTAGE CHEESE** 1-LB CARTON **59¢**

SOFT MARGARINE (SAVE 13¢) ACTION PRICED!  
**BLUE BONNET** 1-LB TUB **79¢**

ACTION PRICED!  
**BORDEN'S YOGURT** 4 6-OZ CTNS **\$1.00**



PRICE FREEZE ON ALL PRODUCTS  
 Effective January 1, 1975 to January 31, 1975 on all products  
 Items covered by this program are those in effect before 1975. Also, any price increase...

**Scarcity talk has five important reasons**

By SINCLAIR STEVENS  
 While Americans strive to change their foreign oil dependency to one of self-sufficiency, Canada is drifting from self-sufficiency to foreign oil dependency.  
 In the United States, President Ford hopes to lead the Nation to self-sufficiency in oil production by 1980.  
 In Canada, Prime Minister Trudeau appears to be willing to allow the Nation to become dependent on foreign oil by 1982.  
 The American plan named "Project Independence" anticipates that through better conservation measures and the development of as yet untapped oil reserves, they will be able to switch the country from a net importer to a net exporter of oil.  
 Last Friday, Energy Minister Macdonald outlined an entirely different future for Canada. He released a pessimistic national Energy Board report that says Canada won't have enough oil for domestic purposes in 7.3 years' time and will be dependent on oil imports in future.  
 Within eight months Ottawa has changed its position dramatically. Last March, Mr. Macdonald, appearing before the Standing Committee on National Resources and Public Works stated, referring to oil, "We can see a 10-year supply, a 10-year period during which the supply will be adequate to meet the Canadian demand."  
 A year earlier Mr. Macdonald said, "For another decade or longer we could continue to meet export commitments and to meet the growth of the Canadian market."  
 In the Energy Department's policy for Canada, published in 1973, a 15-year reserve of oil was referred to constantly. These figures did not include the oil sand reserves or northern reserves.  
 In the space of less than a year what has happened to Canada's oil reserves? Did they leak away? Did someone kick a hole in our oil barrel? The answer is no.  
 Why then the different stress by the Government? Could be they made a big mistake in previous calculations!  
 But I believe there are five real reasons for the change:  
 1) the Government plans to increase the price of oil from \$6.50 a barrel to \$8.50 or more. How can you suggest such an increase, however, without first claiming oil is in short supply? The industry has stated higher prices are needed before more oil exploration can continue, so it is higher prices we are going to get. That will mean 7 cents or 8 cents more for a gallon of gasoline.  
 2) Canada would like to cut back on oil exports to the U.S. It is certainly easier to explain the cutback if you can first say to the Americans, "Honest fellows, we are running out of oil ourselves. We would like to help but you know how it is."  
 3) the government intends to launch their new Crown Corporation, "Petrocan". It will be active in the oil exploration field. It can better be justified by stressing that oil reserves are low and the new state-run corporation will be needed to find new oil.  
 4) conservation of energy is lagging in Canada. The public has been told that we have virtually unlimited wealth in energy. To have more effective energy conservation you need the right backdrop. That backdrop is scarcity talk.  
 5) previous oil reserve estimates anticipated that exploration would continue to produce new oil finds roughly equal to our annual consumption of the resource. For the past year, however, with government indecision and quarrelling with the industry and producing Provinces, the drilling rigs have pulled out. Little new oil has been found and the authorities are alarmed. Hence the gloomier picture.

**Super-Right Canada Grade "A" Beef**

BLADE BONE REMOVED  
**BLADE ROAST** lb **98¢**  
**SHORT RIB ROAST**  
**SHOULDER ROAST**  
**BONELESS BEEF ROASTS**  
**BLADE** lb **\$1.18**  
**SHORT RIB**  
**SHOULDER**

**CROSS RIB ROAST** BONELESS lb **\$1.38**  
**BLADE STEAKS** EXCELLENT FOR BRAISING lb **\$1.08**  
**STEWING BEEF** BONELESS SHOULDER CUTS lb **\$1.28**  
**CORNER BEEF** SHOPSY BRAND, PASTRAMI PKG OF 4 2-OZ PKGS **\$1.19**  
**COOKED MEATS** ESSEX BRAND, SLICED, FAMILY PACK lb **89¢**  
**GROUND PORK** SUPER-RIGHT QUALITY, FRESH DAILY lb **98¢**  
**BEEF LIVER** SUPER-RIGHT QUALITY, SLICED, SKINLESS lb **98¢**  
**SIDE BACON** ESSEX BRAND, SLICED 1-lb vac pac **\$1.39**  
**CHICKEN LEGS** OR BREASTS GOLDEN SKILLET COOKED & BREADED lb **\$1.28**  
**FRESH GROUND CHUCK** lb **98¢**  
**ALPINE BEEF BURGERS** FROZEN 2-lb pkg **\$1.48**  
**FROZEN SHRIMP** CARIBBEAN QUEEN, 60 TO 70 COUNT, 2 1/2-lb pkg **\$2.99**

ALL PRICES SHOWN IN THIS AD GUARANTEED EFFECTIVE THROUGH SATURDAY, DECEMBER 7th, 1974

**ESSEX BRAND BEEF & PORK SAUSAGES**

lb **68¢**

**Special Coffee Sale!**

A Superb Blend, Rich in Brazilian Coffees  
**8 O'CLOCK COFFEE**  
 1-LB BAG **99¢** SAVE 20¢  
 3-LB BAG **\$2.89** SAVE 60¢

**Action Priced!**

DR. BALLARD'S BEEF, CHICKEN, LIVER, SEAFOOD, TUNA ACTION PRICED!  
**TENDER MOIST CAT FOOD** 12-oz pkg **59¢**  
**COCA-COLA (PLUS BTL. DEPOSIT)** 40-fl-oz bottle **39¢**  
 ASSORTED COLOURED  
**SCOTT TOWELS** pkg of 2 rolls **79¢**

**Action Priced!**

**MONARCH ALL PURPOSE FLOUR**  
 7-LB BAG **99¢** (SAVE 23¢)

**Action Priced!**

DIGESTIVE, SHORTCAKE, ASSORTED CREAMS or HOME  
**PEEK FREAN BISCUITS**

15-OZ TIN TIE BAG **89¢** (SAVE 20¢)



**Jane Parker Quality Bakery Features!**

**JANE PARKER APPLE PIE** FULL 8-INCH PIE (SAVE 20¢) **69¢**  
**Italian Bread** 2 24-oz loaves **79¢**  
**Bread PUMPERNICKEL** 2 16-oz loaves **79¢**  
**Snowflake Rolls** 2 pkgs of 12 **79¢**  
**Lemon Pie** FULL 8-INCH PIE Each **75¢**  
**Spanish Bar Cake** 19-oz pkg **79¢**  
**Golden Loaf Cake** 10-oz cake **55¢**  
**Jelly Donuts** pkg of 6 **69¢**  
**Chelsea Buns** 16-oz pkg **\$1.15**

**Action Priced!**

WHITE, PINK, YELLOW, BLUE, GREEN  
**DELSEY BATHROOM TISSUE**  
 PKG OF 4 ROLLS **79¢** (SAVE 27¢)

**JANE PARKER ENRICHED, SLICED**

**WHITE BREAD**  
 16-OZ LOAF **3/\$1.00**

6 FLAVOURS  
**Hi-C Drinks** 48-fl-oz tin **49¢**  
**Cool Whip** 16-oz carton **49¢**  
**Crest Toothpaste** 100-ml tube **99¢**  
**Potato Chips** 7-oz pkg **63¢**  
**Sugar Crisp** 13-oz pkg **79¢**  
**Kleenex** box of 200 sheets **49¢**  
**Kleenex Napkins** pkg of 75 **57¢**  
**Tang Crystals** pkg of 2, 7-oz pkgs **99¢**

**PRODUCE FEATURES!**

CANADA NO. 1 GRADE FLORIDA NEW CROP  
**TOMATOES** 2-LB TRAY **89¢**  
 CANADA FANCY GRADE ONTARIO, ALL PURPOSE  
**Cortland Apples** 5-lb cello bag **99¢**  
**Fresh Cranberries** 1-lb **39¢**  
**Poinsettia Plants** 6" pot **\$3.59**

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