



Seven pups looking for a home this Christmas

If your son or daughter is wanting a pet, one of these could fill his or her stocking Christmas morning. The seven puppies belong to Ron and Anne Gibb, Tenth Line, Markham; and they're free to good homes. To obtain one, call 294-6437.

"Just a number" and how - Stevens

It's called the Social Insurance Number -- S.I.N. for short-- but it is rapidly becoming your Single Identifying Number.

Created originally for the sole purpose of administering the Canada Pension Plan by Prime Minister Pearson in 1964, the Social Insurance Number has become a "de facto" national identification number.

Within the federal bureaucracy the Social Insurance Number is now used by 11 departments and agencies as their prime identifier or registration number. This includes numerous programs such as Unemployment Insurance, all Canadian taxpayers, recipients of any social program, all federal employees, holders of gun permits, purchasers of Canada Savings Bonds, and all military personnel.

But use of the number has also spread drastically within the provincial governments and private sector. It is used for registration in hospitals, schools, libraries, banks, and insurance companies. The school systems of Ontario and Saskatchewan use Social Insurance Numbers to keep track of students in senior grades. Companies such as General Electric in Peterborough use the number for employee identification. Even pee wee hockey players are asked for Social Insurance Numbers for the Canadian Amateur Hockey Association computer.

Is there a danger in this situation? Many people say no, that if one has done nothing wrong, what is there to worry about? The only people who should worry, according to them, are criminals and people with something to hide. However, people who hold this view underestimate the dangers of using the Social In-

urance Number as a national identity number. Such a number will give individuals and government untold opportunities to interconnect various computer terminals, each one possessing different bits of information about our lives, until there is nothing about us that is not official knowledge. This is the end of personal privacy.

Some knowledge gives government or others in possession the power to extract or extort some desired action from us. A government which has an all-dominating presence can manipulate its citizens. But there are other dangers of a national identity number outside the political realm. For example, there is the serious possibility that information stored in the vast network of linked computers that is developing will be used out of context. Information collected for one purpose may be highly misleading when used for a different purpose.

Suppose you were a boisterous member of your Grade 6 class. Your teacher may have casually noted in her reports that you showed a "disrespect for authority". Yet this information when read 10 years later by a potential employer who had access to it from some central data bank unlocked by your Social Insurance Number, might considerably damage your chances of getting that job.

Or suppose a person took part in a political demonstration or worked for a political party. Somehow then it gets into a computer file that person is a "political activist". Again job opportunities might be compromised.

LIMITS FREEDOM
A situation like this limits the freedom of the individual. Aware that his

every action and activity might be stored away and later become available to anyone knowing his identity number, the individual is likely to refrain from participating in certain activities that are his rights under our democratic system.

But why have we reached the situation today where the Social Insurance Number is becoming more and more a national identity card? Why have the guarantees given by the Pearson government back in 1964 that this would not happen not been upheld?

The answer can be given to two words: Administrative convenience. To make it easier for bureaucrats to do their jobs, the federal government has surreptitiously but purposefully extended the use of the Social Insurance Number. This has occurred with no consideration given to the dangers such an ad hoc development of a national identity number poses to individual freedoms and privacy. For example, Health and Welfare Minister Monique Bégin's view of the issue: "It is quite in order that in the future Social Insurance Numbers will be used more and more. More computers are being used in every department, whether Provincial or Federal."

With that being the common view of the problem within the Government, its no wonder the extension of the Social Insurance Number has occurred without Parliamentary debate or a full examination of the merits and consequences.

GOVERNMENT INSENSITIVE
Part of the problem, as Miss Bégin's statement indicates, is that the present Liberal government has become insensitive and complacent to the needs of the Canadian people. The

government does not see the dangers or understand the issues involved with the extension of the Social Insurance Number. For this Government, accustomed to the bureaucratic routine and insulated from the concerns of individuals, the issue is seen solely in terms of administrative convenience.

This is why the Progressive Conservative Party supports the recommendation of the Task Force on Privacy and Computers made in 1972 that a single identifying number for Canadians should not be adopted, directly or indirectly, without a full prior examination and public debate of its consequences. In addition we have called on the government to introduce legislation establishing guidelines and limitations upon the use of the Social Insurance Number or other identification numbers to protect Canadians against threats to our personal privacy. The issue demands our attention.

"Didn't swerve"

STOUFFVILLE — "I'd have been crazy to swerve into the path of an oncoming car," stated 21 year old Susan Lauder of Ninth Line South, Stouffville.

Susan was responding to a Page 19 news story in the Dec. 14 edition of The Tribune that said she had swung her 1978 Buick Skyhawk into the westbound lane in an effort to miss hitting a dog.

The driver described how she struck and killed the animal on Hwy. 7, east of Unionville on the night of Dec. 8. The dog was of such size it "sent the whole car reeling," said Susan. Her vehicle collided with one driven by Deborah Hartley of

Are you creating a Canadian job this Christmas?

"The impact of holiday purchasing can be huge," said Ontario Industry and Tourism Minister Larry Grossman. "If each family buys enough Canadian-made goods this holiday season to create just one more day's work per family, the total result will be more than 32,000 full-time jobs for Canada."

Through the co-operation of the Retail Council of Canada and the federal Department of Industry, Trade and Commerce, the Ontario ministry has mounted a nationwide program to distribute "Shop Canadian" point-of-sale material to retail stores.

"The interest shown by the retailers for the campaign has been overwhelming," said Mr. Grossman. "We had hoped to place a few thousand 'Shop Canadian' signs in Ontario stores. But by the beginning of December we have more than 200,000 of them in stores across Canada."

The Christmas retail push is part of a three-year "Shop Canadian" strategy developed by the Ontario government to promote the sale of Canadian-made goods.

Sciberras Road, Unionville. No charges were laid, Susan said.

Holiday news deadline

The Tribune Office will be closed on Monday, Christmas Day. Our publication date will remain the same, Thursday, Dec. 28.

To meet advanced deadlines for this one issue only, all ads and correspondence must be in not later than 5 p.m., Friday (to-morrow).

Create jobs Buy Canadian

CHEERY GREETINGS
HAPPY MOTORING ALL YEAR ROUND

Our hat's off to you, our good friends and neighbors, for your loyalty and confidence. Thanks and warm wishes for a joyous Christmas.

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Regular price

Often best bargain

Too many shoppers get fooled by sales, says Better Business Bureau President Paul Tuz. Speaking to the Shaarei Shomayim Synagogue, Tuz pointed out that very often the best bargains in the marketplace are those selling at a regular price, not those on sale.

One example brought to the Bureau's attention involved a shopper who was attracted into a store by a "50 per cent off" sign. She found a pair of boots carrying a price tag of \$120. The store manager explained that the sticker price was the sale price, and that the boots regularly sold for \$240. But the shopper found the identical boots in another store selling for \$115. regular price.

"This store was not guilty of any misleading practice as long as it actually did previously sell the boots for \$240," Tuz explained. "A retailer should only offer something 'on sale' or 'reduced' if the former selling price is the actual price at which he has

been offering the merchandise on a regular basis for a substantial period of time. But since a retailer is free to set his own prices, the fact that you get something at half price doesn't mean you are getting a bargain. In this example, the price was outrageously high to begin with."

"Frankly, many of the worst 'bargains' are found on sale racks. Stores which habitually sell at elevated prices can offer greater percentage reductions than stores which sell goods at, say, only 15 per cent above cost. This is why the public often feels (mistakenly) that they are getting better value at the higher-priced store," Tuz explained.

Another situation which can mislead the public is a price reduction from a "suggested list price". A "manufacturer's suggested list price" (M.S.L.) is not really a price at all, since it is the retailer, not the manufacturer, who sets retail prices. The M.S.L.

means nothing more than a general range, usually maximum, at which retailers might be selling the product. But in a retail field where competition is high, the manufacturer's list price is virtually meaningless since everyone is selling well below it.

This is not to deny that there are real sales bargains to be had: a manufacturer may be closing out a line, or a retailer may want to move stock. But too frequently, shoppers become "sale-blind", and limit their shopping to sale bins, sale racks, or shops which advertise that they are having a

sale. These shoppers may be missing some bargains by passing over regularly priced stock. After all, often merchandise goes on sale because it simply couldn't be sold at its regular price.

The Bureau stresses that the important thing to remember is that comparison shopping applies to sale merchandise as well. Don't get carried away by what the merchandise may have sold for at other places, at other times. Ultimately, you have to compare article for article, quality for quality, price for price. Smart shoppers buy the product, not the price.

Crashed truck

MARKHAM — A collision between a south-bound car and a stationary oil truck on Main Street, Markham, Dec. 11, sent a Stouffville area man to Scarborough

Centenary Hospital with minor injuries.

David Miller, 57, of Stouffville, RR 3, has been charged with careless driving.

A Bright and Merry Christmas

FROM LEE SAMARILLO AND JEAN RASON

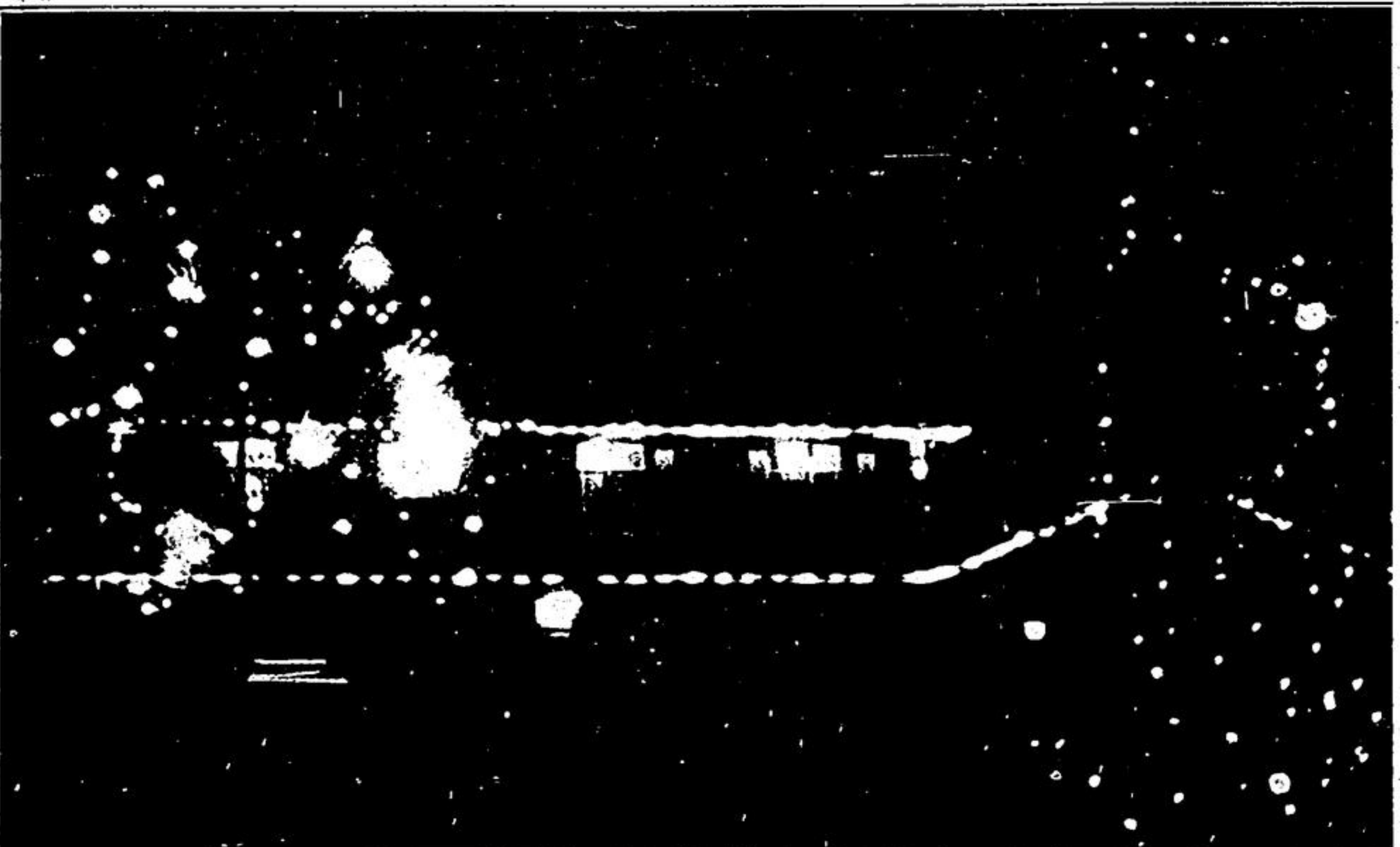
Because the confidence and trust of those we serve is the foundation of our success, it is with warmth and friendship that we say "thank you" at Christmas.

CLAREMONT GARAGE
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Merry Christmas

There's nothing small about our wishes or our thanks! We appreciate your business and take time to wish you every happiness at Christmas.

HANS MOTORS
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Don Mills Rd. At Aurora St/road 727-8506



Vandorf home is winter fairyland

The home of Bob and Betty Rice and family, RR 2, Gormley (Vandorf), is one of the prettiest in the area this

Christmas. Colored lights on the house and trees has turned the property into a magical fairyland. Jim Thomas

Blessings at Christmas

Reg. Tomkinson
Lester Tomkinson

As we look back upon the scene of His Birth at this holy time, may the glorious message that blessed the world at the Nativity be rekindled in your heart to brighten your life with happiness and understanding. Best wishes for a Christmas rich in the joys of the season.

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