

# INCREASED COST OF GASOLINE

## What It Means to the Car Owners

—Engineers Seek Solution by Perfection of Carburetor for Kerosene Fuel.

The steadily increasing price of gasoline is causing considerable comment among users of both pleasure and commercial motor vehicles, and much doubt is expressed as to whether the high-water mark has yet been reached.

During the early stages of the motor car industry the question of fuel supply did not enter largely into the situation as at that time gasoline was practically a by-product, and it only became a big factor in the situation when the use of the gas engine in so many different ways had created a demand in excess of the supply. This led to a closer separation of the gasoline and kerosene products of crude oil and an advance in the price of gasoline which has been steadily maintained up to the present time, when the Canadian price of gasoline to the consumer is 30 cents a gallon imperial measure.

Taking into consideration the duty and freight charges on gasoline into Canada, and the fact that the buyer in the United States only gets a wine measure gallon, or one fifth less than the Canadian imperial gallon, the two countries are practically on an equal basis regarding the gasoline question, and are both equally affected by a rise in price.

### What It Costs the Owner.

The total number of pleasure cars and commercial vehicles registered in the United States up to July 1 this year was 891,432, made up as follows:

Pleasure cars .....	859,858
Commercial vehicles .....	31,574

In the Dominion of Canada the total number of machines in use is a little over 20,000, according to the figures obtainable from the various provincial authorities. As, however, these figures were only given up to May 1 of the present year, there is no doubt that the grand total is considerably higher.

For the purposes of figuring the increased cost to the consumer of gaso-

Ro  
pre  
Au  
nlp  
ten  
of  
to  
off  
dat  
shc  
the  
roa  
que  
inte  
off  
roa  
of  
rep  
T  
for  
citi  
pas  
roa  
sou  
Gul  
S  
will  
Inte  
whe  
hote  
will  
A c  
to  
givi  
ure  
pre  
wee  
peg  
part  
ond  
and  
T  
mile  
Texa  
  
use  
ther  
aver  
lon  
upor  
year  
we  
To  
To  
4,557  
To  
miles  
Co.  
\$1,69  
Co  
of 5

7/14/14  
1914  
NOTICE TO MOTORISTS

June 1914

# **GASOLINE 22 Cents**

Per gallon put into your car at any of our Auto-filling Stations.

No. 1--Corner of Portage and Vaughan

No. 2--Corner of River and Osborne

No. 3--Corner of Notre Dame and King

Also the best Automobile Oils and Greases at the lowest prices.

---

# **The Imperial Oil Co., Limited**

Jan var 27 1923

# WINTER QUALITY ▽ ▽ ▽ ▽

## without PREMIUM PRICES

35c  
Per Gallon

### The New Improved Premier Gasoline *Upsets* the Old High Price Idea ▽ ▽ ▽ ▽ ▽ ▽ ▽

**I**N the *new improved* Premier gasoline we are able to offer motorists in Western Canada the "last word" in motor fuel. As a result we are now concentrating all our facilities and resources on the production of this one superior grade—the *new improved* Premier Gasoline.

That's why the *new* Premier Gasoline can be made to give you extra quick-starting results, greater pep and full power *without adding to its cost per gallon.*

You cannot afford to pay three cents extra per gallon for gasoline merely on the assumption that high price means high quality. Investigate! Have your tank filled to-day with the *new improved* Premier. While weather conditions are most trying, satisfy yourself that it is not necessary to pay higher prices. See our special trial offer.★

## IMPERIAL OIL LIMITED

★We want you to make your own test of this **NEW IMPROVED** Premier Gasoline. We know it is equal or superior to any other motor fuel, **REGARDLESS OF PRICE.** Fill your tank with the **NEW** Premier to-day. Subject it to the most severe tests and after using it if you find it doesn't "measure up" to our claims in every way we will gladly return the purchase price. This offer is effective **NOW** at any of the following stations or dealers.



Gasoline prices in Winnipeg and district dropped two cents a gallon Saturday.

The cost to the consumer is now 22 cents plus the government tax of five cents, making the price 27 cents at the filling stations instead of 29 cents, which has been the selling price throughout the winter.

This makes a reduction of three cents since last fall. Gasoline prices are now lower than those which prevailed before the Great War.

The announcement of the reduction was received by C. S. Griffith, resident manager of the Imperial Oil company, Saturday morning, from Toronto. The message stated: "The price of Premier gasoline in the Winnipeg district is reduced from today two cents and Ethyl gasoline one and a half cents. This makes the price to the dealer 18 cents for Premier and 21½ cents for Ethyl, tank wagon."

This is what the filling stations pay. Four cents is added when sold to the small consumer and five cents for the Manitoba government tax.

#### Western Quotations.

Mr. Griffith says the cut in prices is due to the reduction in the cost of mid-continent crude.

Despatches received by the Free Press shows the reduction applies all over the west and on the Pacific coast, with a half-cent additional slice for Edmonton and northern Alberta points.

At Edmonton the fluid is obtainable for 31½ cents instead of the 34-cent price in force Friday, while at Calgary the per-gallon quotation will be 28 cents. Five-cent government tax is included each case.

At Regina the cost is 33 cents, and at Saskatoon 37 cents. It was announced at Vancouver that British Columbia prices will be cut two cents to 28 cents, including the five-cent tax.

#### Turner Valley Reductions.

The despatch from Calgary to the Free Press reads: Reduction in the retail price of gasoline was announced by A. M. McQueen, vice-president and general manager of the Imperial Oil company, before leaving for Calgary for Toronto Friday evening.

A reduction in purchase prices to Turner valley oil operators of 45 cents a barrel for clear naphtha was also announced at the same time.

Both reductions are due to drastic price cuts in the United States, and will affect Manitoba, Saskatchewan and Alberta, Mr. McQueen said.

Mr. McQueen stated that all reductions would be effective from Saturday, March 14.

Gasoline in Alberta is selling at 25 cents a gallon, plus a five-cent provincial tax. The reduction will make it 23 cents a gallon, with a five-cent tax added to make the cost to the consumer 28 cents a gallon.

Reduced purchases prices to Turner Valley operators will be as follows: Clear discolored naphtha, \$2.54 a barrel; crude of 50 gravity and higher, \$2.36; crude to 49.9 gravity, \$1.87, not linked with clear naphtha, \$2.74.

This was the second reduction in the prices being paid to valley operators announced within a month and cuts the prices by 95 cents.

# DECREASE NOTED IN GASOLINE PRICE HERE THIS WEEK

July 1933

## Abundance of Product and Desire to Stimulate Sales Held Reason for Drop

There was a decrease of one cent in the price of gasoline this week, due to the abundance of the product coming on the market and desire of the oil refineries to stimulate sales this mid-summer. The price is now 18½ cents a gallon, plus, in Manitoba, the government tax of seven cents.

This is the first change since the reduction last April.

Out in Saskatchewan there are predictions of an increase of two cents a gallon after August 1, because the freight rate is to be increased on tank car contents, it is said, but the Winnipeg heads of the large refineries and oil depots and store houses state that that news is all "wet."

There is no prospect, these times, of an increase in gasoline prices, they state.

The report of an increase in Saskatchewan was based on the application of the Canadian Freight association for an increase in freight on crude oil entering Saskatchewan from Texas and Oklahoma of 21 cents for each 100 pounds, which increase has been granted by the South West Freight bureau of St. Louis, Mo., amounting to \$186.60 per car over the existing rate. This rate, however, has to be confirmed by the board of railway commissioners in Canada, and the independent refineries and the Saskatchewan government plan to carry the fight to the board against what they term a "discriminatory tariff."

It would mean an increase of two cents a gallon if it went into effect, and would affect adversely the small refineries, Hon. J. A. Merkley, minister of railways in Saskatchewan, stated, and would not affect the large refineries which distribute their products by rail. It would be disastrous to the small independent refineries, he declared.

girl was alive. May 15 1934

# INCREASE IN GASOLINE PRICE IN TORONTO; NO CHANGE IN WINNIPEG

May 1934

(Canadian Press Despatch.)

Toronto, May 15. — The price of gasoline in the Toronto area went to 24½c a gallon Monday, an increase for ordinary grades of two cents, including the government tax of six cents per gallon.

Frank Prendergast of the Imperial Oil company declared the increase was due to better business conditions. Originally, the price was reduced to 16½ cents plus tax, to protect investments and employees, he said, but improved marketing conditions had led to the increase.

\*\* The sales manager of the Imperial Oil company in Winnipeg said Monday that there is no increase in Winnipeg gasoline prices and none is in sight. The Winnipeg retail price is 24 and seven-tenths cents for top grade, with the seven cents government tax added, bringing it up to 31 and seven-tenths, with the lower grade 20 and seven-tenths; adding the government tax, makes it 27 and seven-tenths cents.

It is learned in other quarters there was a price war on in Toronto a few weeks ago, which disturbed conditions in the gasoline market. This has now been amicably arranged, and prices have gone back to the old figures.

## Alberta Mayors May Meet

Calgary, May 15. — Mayors of Alberta cities may meet here May 31 to discuss unemployment relief costs for married men and their families.

July 1936

# *Price of Gasoline Is Reduced in City*

Gasoline was reduced in price Saturday one cent a gallon on the two higher grades, and one and a half cents a gallon on the third or lower grade, the price in Winnipeg now being 28 cents, 24 cents and 21½ cents a gallon, with the Manitoba government tax of seven cents a gallon added.

The exact prices are: 33 3-10ths,  
31 3-10ths, 28 7-10ths



# Gas Price Variation Is Wide

A motorist setting out to cross Canada from Vancouver to Halifax, with side trips to northern centres in the various provinces, would find varying gasoline prices as well as diversified scenery and climatic conditions. He also would learn provincial taxes on the motor fuel range from six to 10 cents a gallon, a Canadian Press survey reveals.

The survey showed today prices for standard grades of gasoline in the Dominion's largest cities vary from 16½ to 25.3 cents an Imperial gallon. Added to these prices are provincial taxes. A one-cent-a-gallon price reduction was put into force throughout eastern Canada this week.

The following table shows prices in the chief cities

	Stand. Grade	Better Grade	Tax	Total
Vancouver	20	22	7	27-29
Calgary	20	22½	7	27-29½
Edmonton	22½	25	7	29½-32
Saskatoon	25.3	27.8	7	32.3-34.8
Regina	23	26	7	30-33
Winnipeg	20	23½	7	27-30½
Toronto	17½	19½	6	23½-25½
Ottawa	18	20	6	24-26
Three Rivers	17	21	6	23-27
Montreal	16½	19	6	22½-25
Quebec	19	21	6	25-27
Halifax	17½	19½	10	27½-29½
Saint John	17½	19½	10	27½-29½
Charlottetown	20	22	10	30-32
Fredericton	19	21	10	29-31



WINNIPEG'S  
**LOWEST PRICE**

**G A S**

Nov 1960

**6¢ OFF!**

92 OCTANE

**35.9**

PER GALLON

100 HI-TEST

**39.9**

PER GALLON

**LABRATORY PROVEN CANADA'S BEST GASOLINE  
SOLD ON A MONEY BACK GUARANTEE  
2 LOCATIONS OPEN 24 HOURS EVERY DAY!**

ASK FOR SPECIFICATIONS — Dominion Gasoline sold only at Dominion Motors two locations is laboratory proven. Manitoba's Best gasoline, complete printed specifications available at the pumps. Drive in today — you'll get more miles for your money with Dominion gasoline — the only gasoline sold on a guarantee of satisfaction or money refunded.

July 25  
1972



for new July 1972

**LOW**

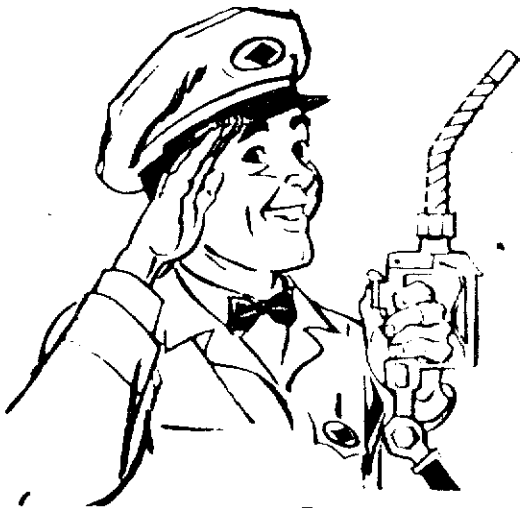


**GAS** prices

**REGULAR 47.9**  
GAL.

**PREMIUM 52.9**  
GAL.

**HENDERSON  
HWY. and  
MARTIN**



**We have the  
fastest pumps in town!**

# Gasoline Prices Vary; Among Lowest In Canada

Jan 1973

By ELMAN GUTTORMSON  
Free Press Staff Writer

Mr. Motorist, do you wonder about the price of gasoline in Winnipeg?

Are you confused when you see service stations advertising gasoline at "3 cents off" or "5 cents off" or "gas for less"?

Do you patronize a particular service station because you think it has a superior product?

If you answer yes to any of these questions, don't feel badly. You're like many motorists, baffled by a multiplicity of signs designed to attract your business.

An informal survey reveals that the "typical", "most common" or "prevailing" price of regular gasoline in Winnipeg is 51.9 cents a gallon.

And, although there is no gasoline price war in the city, there is as much as an eight-cent spread between the lowest price (43.9 cents)

and the highest (51.9).

The gasoline prices advertised by a single company can vary several cents, depending on the location of its outlets.

A number of service stations offer coupons, gifts or car wash deals to make their prices more attractive to the consumer.

And when you see a sign offering gasoline for "3 cents off" it is almost certain to mean three cents off 51.9, that is, the price is 48.9 cents a gallon. A sign offering gasoline for "5 cents off" probably means the gas is being sold at 46.9 cents.

The bulk of the gasoline sold in Winnipeg comes from two local refineries. But all gasolines aren't identical even though they come from the same refinery. Gasoline sold by some service stations may contain additives not present in others. The octane ratings may also vary.

Although there are exceptions to the rule, the majority of lower prices can be found at service stations offering "regional brand" names.

A spokesman for a local chain said service stations offering gasoline with a "regional brand" name are almost compelled to sell for less to meet competition "because some people believe they are getting an inferior product when they deal with an outlet which doesn't offer a 'national brand' which advertises extensively."

Local motorists may not realize it but gasoline prices in Winnipeg are among the lowest in Canada. Edmonton residents enjoy the lowest "prevailing" price of 49.9 cents and St. John's, Nfld., the highest at 61.9.

The provincial tax is the main reason for the difference.

In Edmonton where the "common price" is two cents less than in Winnipeg, the provincial tax is 15 cents a gallon, compared with 17 in Manitoba. In Newfoundland, the provincial tax is 25 cents, the highest in the nation.

Industry spokesmen say gasoline is one of the few products in common use today whose wholesale price has remained relatively unchanged during the past 25 years. In 1947, the wholesale price of gasoline was 21.5, compared with 22 cents today. This fact, they say, has been obscured by increased taxes that nearly equal the amount oil companies receive for their product.

A quarter of a century ago, the federal tax was one cent a gallon, the provincial tax in Manitoba was nine cents and the dealer margin was 4.5 cents, making the retail price 36 cents.

Today, the federal tax is 2.6 cents, the provincial tax is 17 cents and the dealer margin 10.3, making the retail price 51.9 cents.

Oil companies maintain that in Canada today where the price of many things is up 50 to 100 per cent, gasoline is a bargain.

## Big Arctic Air Mass Settles Down In West

By J. H. JUNSON

The New Year began with blustery, milder than usual weather in Winnipeg; but conditions changed to clear and cold as a blizzard narrowly missed the city.

The storm was strengthening over Alberta Monday as Winnipeg temperatures rose from seven below to 15 above. Skies were overcast and snowfall amounted to 1/4 of an inch as the low pressure began to move south-eastward.

The low pressure centre appeared over Saskatoon Tuesday morning. Ahead of the system, Winnipeg winds picked up from the south at 26 gusting to 37 m.p.h. and temperatures held in a range from 11 to 20 above. It was 15 to 20 degrees warmer than normal for Jan. 2.

The storm changed course Tuesday evening and tracked by to the north of

Winnipeg. The low pressure rolled into northern Ontario and winds shifted into north to bring colder air into the city. Temperatures dropped from 15 above to 11 below.

Thursday was a chilly 17 below with winds out of northwest at 15 to 20 m.p.h. These conditions, gave a wind-chill cooling rate that would feel like 47 below in still air.

The outlook for the next few days indicates a large Arctic air mass will settle over western Canada. It is expected to reduce Winnipeg temperatures eight to 12 degrees below normal.

Normally, temperatures in the first week of January average from overnight lows of 10 below to afternoon highs of nine above. Last year readings rose to 30 on Jan. 6 and in 1949 the maximum reached 40 degrees. A cold spell in 1968 sent temperatures to the other extreme of 41 below.

mer  
med  
duct  
th a  
thro  
early  
Th  
tions  
out  
dub  
ing  
pape  
oth  
prog  
med  
gove  
extri  
dical  
socia  
the  
seve  
rega  
come  
Th  
later  
phys  
come  
Ma  
nipeg  
sued  
for u  
propc  
1974 c  
Ma  
ecutiv  
meeti  
left v  
revok  
er to  
vost  
tions  
The  
pany  
by W  
nou  
Mayo  
thoriz  
to pul  
al sc  
city's  
May  
langu  
will  
appro  
tion, l  
tive b  
The  
city c  
with  
public  
Provo  
city  
subco  
use th  
quest  
cause  
the r  
mayor

Aug 1976

# Gasoline prices increase five cents a gallon today

Winnipeg gas stations reported brisk business on Sunday as motorists tried to beat a five-cents-a-gallon gasoline price increase.

The increase raises Winnipeg prices to a low of 77.9 cents and a high of 85.9 cents a gallon for regular gasoline, depending on where you buy it.

There was some confusion, however, among various stations as to when to institute the price increase. Some operators had already raised their prices while others said they had not yet received instructions from their head offices, but expected the new prices would be in effect by noon today.

The federal anti-inflation board ruled late last week that nine major petroleum companies will be allowed to raise their oil and gas prices by seven-tenths of one cent today.

The decision means oil companies now are free to increase consumer prices for gasoline by up to five cents a gallon, after including increases in crude oil prices that equal 4.3 cents a gallon at the pumps.

The Canadian Press reported erroneously Friday that the allowable increase was seven-tenths of one per cent.

The increase approved by the board Friday is to cover higher costs for refining, marketing and transportation in the period from February to October, 1975.

It was deferred until now at the request of the federal energy department, the board said.

The anti-inflation board listed the nine companies that are being permitted the seven-tenths of one cent price increase as: Imperial Oil Ltd., Gulf Oil Ltd., Texaco Ltd., Petrofina Canada Ltd., BP Canada Ltd., Sun Oil Co., Irving Oil Ltd., Chevron Canada Ltd. and Ultramar Co. Ltd.

Meanwhile, a last-minute move by Nova Scotia to head off increases in the price of gasoline and heating fuel drew an angry response Sunday from federal Energy Minister Alastair Gillespie.

Mr. Gillespie, here for the annual meeting of Canada's resources ministers, said the decision Friday by the Nova Scotia Public Utilities Commission to extend the freeze on price increases for another 30 days was "unbelievable."

"It puts their premier in an extraordinarily vulnerable position," said the federal minister. "The other premiers could now accuse him of

negotiating in bad faith."

Last spring when it announced the wellhead price of crude oil would increase by \$1.05 a barrel to \$9.05 July 1, the federal government said the companies could not pass the higher prices to consumers for 60 days.

The freeze period ended Sunday and prices were expected to go up by about five cents a gallon.

But the Nova Scotia regulatory agency said it felt 60 days was not long enough to use up existing stocks of lower priced oil in the province. Because of that it announced the further 30-day freeze.

Mr. Gillespie said he telephoned Mr. Regan on Sunday to complain about the decision but was told by the premier that nothing could be done.

The minister said that during the oil price negotiations, eight of the 10 premiers were prepared to accept a freeze period of between 40 and 50 days.

The federal government had set the 60-day period to pacify the other two — Manitoba and Nova Scotia.

# Price Of Gasoline In Winnipeg Over The Years Per Litre

## Average Price During Year For Regular Gasoline

1908 - \$.05.1  
1912 - \$.06.6  
1914 - \$.04.9  
1923 - \$.07.5  
1924 - \$.05.9  
1930 - \$.06.4  
1931 - \$.06.0  
1933 - \$.05.6  
1934 - \$.06.1  
1936 - \$.06.3  
1938 - \$.06.0  
1942 - \$.07.2  
1948 - \$.07.9  
1955 - \$.06.9  
1960 - \$.07.9  
1963 - \$.08.1  
1968 - \$.10.4  
1972 - \$.10.6  
1973 - \$.11.5  
1974 - \$.14.3  
1978 - \$.19.2  
1983 - \$.34.7  
1987 - \$.47.5  
1988 - \$.45.5  
1989 - \$.50.3  
1990 - \$.57.3  
1991 - \$.54.3  
1992 - \$.49.5  
1993 - \$.52.3  
1994 - \$.52.2  
1995 - \$.53.7  
1996 - \$.57.8  
1997 - \$.57.2  
1998 - \$.53.9  
1999 - \$.59.6  
2000 - \$.68.7  
2001 - \$.68.5  
2002 - \$.66.7  
2003 - \$.67.5  
2004 - \$.79.3  
2005 - \$.90.5  
2006 - \$1.03.3

2007 - \$1.01.9