

**MAINSTREAM
CANADA**

with MICHAEL WYCKS

**Taxes driving
Canadians
to cross
border shop**

The National Task Force on Cross-Border Shopping released a study recently which argued that a small, hard-core group of misinformed, lower-income male consumers are responsible for up to 90 per cent of cross-border shopping.

The Task Force, which is made up of both federal and provincial governments and several industry, consumer and union groups, said "damaging misconceptions" are fuelling the problem and strongly hinted that cross-border shopping is more an imagined crisis than a real one.

In stark contrast to the Task Force's position is the Canadian Federation of Independent Business (CFIB) with its recent study on cross-border shopping, which compiled a survey of 5,809 business owners — the people who take a beating when Canadians decide to shop in the U.S.

Clearly, the severity of the cross-border problem cannot be ignored as CFIB's survey results indicate Canadian retailers lost an estimated \$10.4 billion worth of sales in 1991, with small retailers absorbing \$6 billion of that amount.

Jobs took a beating too, with an estimated 117,000 full-time and 131,000 part-time jobs being swept from the economy in 1991 because of cross-border shopping. In contrast to the fishy findings of the National Task Force, the hard truth is that the growth of cross-border shopping during the last few years has had a disastrous impact on our economy.

With no wall offering protection, retailers have done all that's possible to survive the battering from cross-border shopping. However, their options are limited.

Governments, on the other hand, are in an ideal position to assist hurting retailers. In its study, CFIB made several recommendations to address the situation, including a reduction in taxes (especially on gas); stepping up efforts to collect provincial retail sales taxes at the border and creating an environment for business to compete effectively with U.S. firms.

What emerged plainly from CFIB's study is the fact that cross-border shopping is a consumer tax revolt. Until governments muster the political fortitude to acknowledge and act upon this truth, Canadian cars will continue their daily stream across the border.

OPEN WED., THURS. & FRI. TIL 9 P.M.



**MILTON STORE
Specials**

MONDAY - TUESDAY - WEDNESDAY

MEADOWGOLD ICE CREAM 4 Litre Pail \$2⁹⁹	GOLD SEAL SALMON or WHITE TUNA 5 oz. tin 1⁹⁹	CANADA DRY SOFT DRINKS CASE OF 24 X 355 ML. \$5⁹⁹
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WEEKLY SPECIALS START ON MONDAYS

IGA POTATO CHIPS 180-190 G BAG 88¢	LANCIA PASTA 900 G PKG. 89¢	IGA CHEESE BARS 700 G PKG. \$5⁹⁹
2% MILK 4 LITRE BAG \$2⁹⁹	CHICKEN LEG QUARTERS 1 ⁷⁴ KG. 79¢ LB.	SCHNEIDERS 1/4 LB. BEEF STEAKETTES \$1⁹⁹

Product of Ontario PEACHES \$3⁴⁹ 4 Litre Basket	PRODUCE MUSHROOMS \$1⁹⁹ LB \$4³⁹ KG	NECTARINES 99¢ LB TOMATOES 89¢ LB
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PRICES EFFECTIVE FROM MONDAY AUGUST 10 TO SATURDAY AUGUST 15, 1992 WE RESERVE THE RIGHT TO LIMIT QUANTITIES ALL SAVINGS ARE BASED ON OUR REGULAR PRICES

People come first at IGA

MILTON IGA

327 Bronte St.,
White Oaks Plaza

HOURS
Mon., Tues. 9-8
Wed., Thurs. & Fri. 9-9
Saturdays 8:30-8

**"DO NOT
LOOK AT THE
SALE PRICE..."**

