

Angler & Hunter facing difficulties

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There will always be those, politicians and preservationists, who feel differently, who threaten our rights and our resources.

That's all a part of the legitimate challenge of publishing in the outdoor field in Ontario today.

There are battles that **Angler and Hunter** will happily continue to fight. It goes with the territory. It's what our readers expect.

Free trade war

But there is another battle shaping up that has all of us at **Angler and Hunter** concerned. It's an artificial battle, one we don't think we should have to fight. That's the free trade war.

Certain, as yet foggy, provisions of the free trade agreement between Canada and the United States could threaten the survival of Canadian publications like **Angler and Hunter**.

If American publications, printed outside of Canada are granted a reduced postal rate, now enjoyed by Canadian publications, the ability of many magazines to survive is in doubt.

This is not an anti-American position. This is simply a warning that U.S. outdoor publications are big enough to simply swallow their Canadian counterparts in a wide-open free trade environ-

ment.

From a publishing point of view, living next door to the United States (to paraphrase a former prime minister) is a lot like sharing a bed with an elephant. No matter how well-intentioned and friendly the elephant may be, if it rolls over in bed, you're in trouble.

With better than 10 times the population in a smaller land mass, American outdoor magazine publishers enjoy economics of scale that are simply not available to Canadian publishers.

The reality is that the more magazines you are able to print, the cheaper each copy becomes. And the more magazines that are printed and sold, the more attractive publication becomes to its major sources of revenue, its advertisers.

There is nothing wrong with these south-of-the-border outdoor publications. They are simply not Canadian and do not reflect the concerns and interests of anglers and hunters in Canada.

The traditions and realities are different.

Given the economics of large-scale publishing for the American market, these magazines are strong enough to drive Canadian publications out of the marketplace.

Reduced postal rates

Up to now, Canadian governments have recognized that Canadian publications, like **Angler and Hunter**, needed a break to stay competitive.

That break is in the form of reduced postal rates for Canadian publications. The question now is, will that break disappear in a free trade deal? Will publications printed outside Canada enjoy the same postal rates as the home-grown product?

The answer is far from clear. The trade negotiators seem to feel that the break in postal rates is gone.

Flora MacDonald, Canada's communications minister, says that's not the case. In the House of Commons, in reply to a question, she said, "Mr. Speaker, the subsidized postal rates on foreign magazines that are printed in

Canada are, on average, about 1.5 cents more than on Canadian magazines.

"What is proposed is that that 1.5 cent differential will be phased out over a period of 10 years.

"What I want to make very clear is that we have not agreed to phase out the 35-cent differential which exists between magazines which are unsubsidized, printed in the United States.

"That 35-cent differential will remain to the benefit of Canadian magazines."

The Canadian Periodical Publishers' Association is keeping close eye on the situation, believing that after those statements by the communications minister it would be difficult for the government to scrap the postal break for Canadian magazines.

We at **Angler and Hunter** are also watching the situation closely.

A flood of U.S. outdoor publications into the Canadian marketplace could be a serious obstacle to survival.

If that subsidy is removed **Angler and Hunter** may well need the help of its readers in that fight for survival.

Be prepared to join us by letting you MP and your MPP know that you want your magazine to have a fighting chance, that U.S.-printed magazines should not enjoy the same postal rates as Canadian publications.

We'll need your help on this one.

Crown land

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commend amendments to these policies so that Crown land can be made more readily available to Ontario's entrepreneurs.

Cottaging, water-based recreation, tourism facilities, aquaculture, peat extraction and small hydro-electric projects are examples of the types of land use being promoted in the CLADT program.

Intensified investment is being encouraged in six primary development areas: Ear Falls, Ignace, Atikokan, Wawa, the Detour Lake/Abitibi corridor and Whitney.

A second group led by Woods Gordon Management Consultants will study the potential for cottaging on Crown land and produce a detailed market assessment and economic profile of benefits to be derived from using Crown land in this way.

The Woods Gordon team includes: consulting engineers, the Proctor and Redfern Group; planning specialists, Bird and Hale; and the Institute of Environmental Research, all of Toronto.

A number of team members are based in Northern Ontario.

Disposition of Crown land for cottaging resumed this year after a five-year break. Since the beginning of August, 190 cottage lots have been sold or leased through public draws.

"We've had over 1,600 people register in the public draw," said Mr. Kerrio.

"So it's easy to see that there's tremendous interest in our cottaging program."

The cottage lots averaged 0.2 hectares (about half-an-acre). Prices were set at a fair market value after land appraisals by provincial government officials.

They ranged from \$4,500 to \$10,500 each. Leases were available at six per cent of the market price per year.

Public draws were advertised in local newspapers, and lots which were not disposed of at the draws are later offered on a 'first-come, first-served' basis.

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Lk. Sup. Elementary Volleyball

On Thursday, November 26, the Lake Superior Elementary School's Volleyball Tournament was held in Terrace Bay.

The girls' games were held in the public school gym while the boys played at the high school gym.

In the boys' division, Manitowadge finished in first place with Marathon in second place and Terrace Bay in third.

In the girls' division, Marathon finished in first place with Manitowadge in second place and Terrace Bay in third.

Following are the game results:

Boys

Terrace Bay vs Manitowadge

15 5
8 15
2 15

Terrace Bay vs Marathon

4 15
4 15

Schreiber vs Manitowadge

2 15
1 15

Terrace Bay vs Schreiber

15 9
15 10

Manitowadge vs Marathon

16 14
15 13

Marathon vs Schreiber

15 0
15 0

Girls

Schreiber vs Marathon

8 15
15 6
10 15

Schreiber vs Manitowadge

13 15
8 15

Terrace Bay vs Marathon

15 11
8 15
10 15

Marathon vs Manitowadge

15 8
15 1

Schreiber vs Terrace Bay

15 11
7 15
13 15

Manitowadge vs Terrace Bay

11 15
15 5
15 11

Special thanks to Mr. Taylor, Mr. Powell, and the students who assisted in making the volleyball tournament successful by providing the facilities, the gym, the consistent and fair officiating, and the excellent 'burgers' at lunch time for our volleyball players.



Ontario

PAY EQUITY ACT (BILL 154) PROCLAIMED

The Pay Equity Act (Bill 154) is effective as of **January 1, 1988.**

The purpose of the Act is to remove gender discrimination from the wage-setting process.

The Pay Equity Act obliges the public sector, and private sector firms with 100 employees or more, to develop, post and implement pay equity plans and to make wage adjustments where pay inequities are found.

The following timetable applies:

Group	Posting Date	Wage Adjustment Starting Date
Public Sector Employees	Jan. 1, 1990	Jan. 1, 1990
Private Sector Employers with 500+ employees	Jan. 1, 1990	Jan. 1, 1991
Private Sector Employers with 100-499 employees	Jan. 1, 1991	Jan. 1, 1992
Private Sector Employers with 50-99 employees	Jan. 1, 1992*	Jan. 1, 1993
Private Sector Employers with 10-49 employees	Jan. 1, 1993*	Jan. 1, 1994

(* Posting is voluntary for private sector employers with fewer than 100 employees.)

The legislation covers full-time and permanent part-time employees but does not cover casual workers or students.

Private sector employers with fewer than 10 employees are exempt.

For further information concerning the Act, please contact the Pay Equity Commission at:

150 Eglinton Avenue East
5th Floor
Toronto, Ontario
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Phone: 481-4464 (Toronto area) or
1-800/387-8813

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