

You shouldn't have to pay a tax on your textbooks (or to read this newspaper).

But you do. The GST is the first federal tax ever applied to reading material in Canada. Books, magazines and newspapers were free of all federal taxes from Confederation until 1991. The tax on reading has reduced reading in Canada and harmed students, libraries, writers and publishers.

The facts:

The GST is taking books, magazines and newspapers out of the hands of Canadians and out of Canadian libraries.

Book sales dropped 10% in the first year of GST. Magazine sales dropped 10-15%. The GST has caused the largest drop in Canadian newspaper circulation in fifty years. This isn't because of the recession; during the 1982-83 recession, sales of books and magazines increased, and newspaper sales dropped by less than 1%. Libraries and schools are supposed to receive GST rebates, but the rebates take up to six months to be processed. In many cases, rebates aren't going to the libraries and schools that bought the books. The result: a 7% cut in acquisitions budgets.

The GST is a tax on literacy.

The federal government collected more from the tax on reading material last year than total federal spending on adult literacy and publishing combined. Most Canadians think their government should support literature and literacy; this government is doing the opposite. Even student newspapers pay the GST — the first tax in Canadian history on newspaper production costs.

When the Prime Minister unveiled his education and prosperity policy last year, he stressed the importance of learning and literacy to Canada's future. Yet it was his government that introduced the first federal tax in Canadian history to apply to reading material. Our international competitors — the U.S., Britain, Japan, Ireland, Mexico, Australia, and many other countries — know the importance of literacy. That's why they refuse to tax reading.

We can get this tax removed — Here's what you can do.

The Prime Minister promised in October, 1990 to review the reading tax after a year.

It's time for that review. Please send a card, letter or fax to the Prime Minister and the Minister of Finance, and to your local MP. (No postage is required on mail to these individuals).

Pre-addressed postcards to the Prime Minister and Minister of Finance are available from the Canadian Federation of Students or from the Don't Tax Reading Coalition.

Ask your student association what they're doing to fight the reading tax, and how you can help. Ask your Board of Governors, faculty association or union to write to the Prime Minister.

Rt. Hon. Brian Mulroney
Office of the Prime Minister
80 Wellington Street, Ottawa
K1A 0A2 Fax: (613) 941-6900

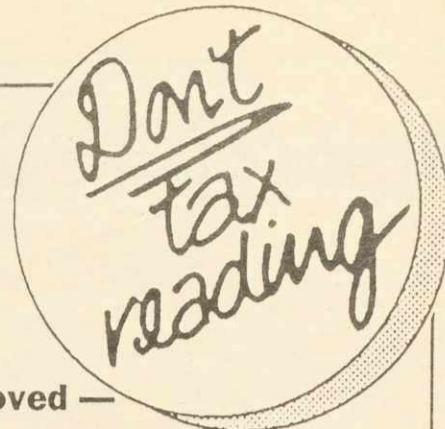
Hon. Don Mazankowski
Minister of Finance
140 O'Connor Street, Ottawa
K1A 0A6 Fax: (613) 995-5176

The Don't Tax Reading Coalition has a variety of materials available — many are free. Please call or write the Coalition for information.

Canada will pay tomorrow for the tax on reading today.

The Don't Tax Reading Coalition represents Canada's writers, publishers, booksellers, librarians, teachers, students and readers: Antiquarian Booksellers Association of Canada, Association of Canadian Publishers, Canadian Booksellers Association, Canadian Book Publishers' Council, Canadian Community Newspapers Association, Canadian Daily Newspaper Association, Canadian Federation of Students, Canadian Library Association, Canadian Magazine Publishers Association, Canadian Teachers' Federation, Canadian University Press, Periodical Marketers of Canada, Canadian Association of School Administrators, Canadian Council of Teachers of English, Canadian School Boards Association, Freelance Editors' Association of Canada, League of Canadian Poets, Periodical Writers' Association of Canada, Playwrights' Union of Canada, The Writers' Union of Canada. This ad is sponsored by Canadian University Press and this newspaper.

Don't Tax Reading Coalition, 260 King St. E., Toronto, Ontario, M5A 1K3 (416) 361-1408/Fax (416) 361-0643

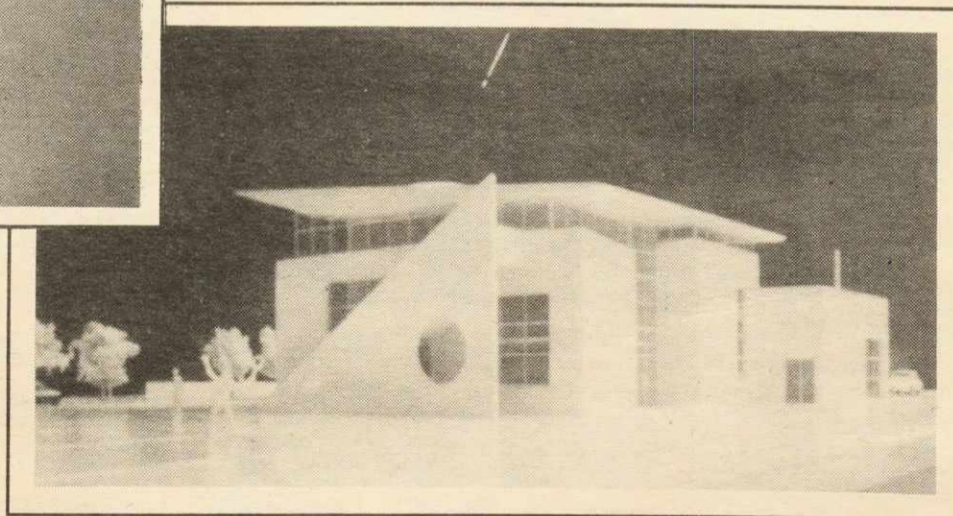
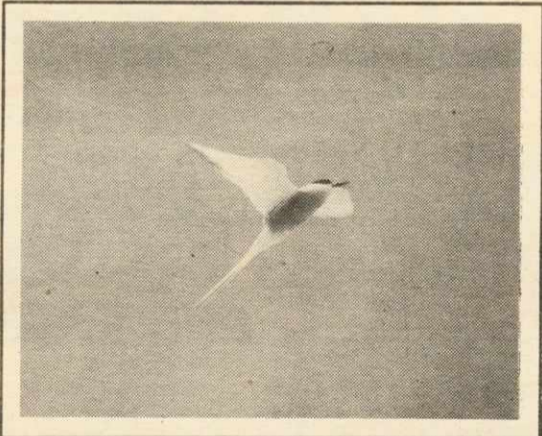


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