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Free trade strikes again:
Let them read comix

By NINA WINHAM

After petitions, letters to MPs and meetings with government officials, Canada's book industry is facing the fact that the book tariff imposed in June is here to stay.

Booksellers and publishers are looking for new ways to combat the tariff, but changes may not come soon enough, says Hillary Sircom, president of the Canada Booksellers Association (CBA). She says Christmas may kill some small booksellers who can't cope with the decreased sales associated with tariff-inflated book prices.

The tariff was imposed by the Canadian government on imported books, Christmas trees and teabags to retaliate against a U.S. tariff on Canadian cedar shakes and shingles. The book tariff, equal to 10 per cent of a book's value, was placed on all imported English-language books. Three-quarters of all books sold in Canada are imported; of those about 90 per cent come from the U.S.

Liz Crocker, one of the owners of Frog Hollow and Wozzles bookstores in Halifax, says that at first, publishers tended to disbelieve that the government was serious about the tariff. They may have initially suppressed prices, assuming that the tariff would soon be revoked, she says. However, five months have passed and

the tariff is still in effect, so publishers are just now beginning to pass on the increase to book-sellers, she adds.

As the pressure of the tariff increases, industry representatives are seeking new ways to voice their concerns. The CBA, the Canadian Book Publishers' Council and the Association of Canadian Publishers are "seriously considering" filing suit against the government on the basis that the tariff is unconstitutional, says Sircom.

The suit would focus on two points, she says. First, the tariff discriminates on the basis of language since it affects English but not French-language books. Second, the tariff restricts freedom of expression and the flow of ideas, which are considered to be basic human rights, she says.

Sircom says the industry is loath to initiate the court action except as a last resort. The case could take years and, once started, the government could easily ignore all pleas to lift the tariff for the duration of the legal process, she says. The industry is considering other courses of action, but is unwilling to make them public at present, she adds.

Until some change is made, booksellers are coping with higher prices and a shrinking market. Crocker says the tariff has two direct effects: bookstores are stocking fewer titles and bookstore customers are buying fewer books.



Stephen King or caviar? Xmas shoppers may shun U.S. books due to tariff costs. Dal Photo

"The tariff has pushed the price of many books over the delicate line from 'This is expensive but worth it' to 'This is ridiculous,'" she says. Books that still display the U.S. price, before the tariff and exchange rate are added (a possible increase of up to 55 per cent), have an especially great psychological impact on buyers, she says. Consumers start looking for alternatives — reading the book at the library, or buying a different type of Christmas gift.

Bookselling is a marginal occupation, with slim profits, says Sircom, as business decreases due to the tariff, many small bookstores may close.

"The industry may take a nose-dive after Christmas," says Crocker. "What the tariff amounts to in the long run is Canada shooting itself in the foot."

ADVERTISING SUPPLEMENT

Kara's Hair Studio features real prices for real people.

Kara's Hair Studio is one of those places that you don't come across often in a city the size of Halifax. Located in a prime business district, 1588 Barrington Street, in the Bean Sprout bldg. The Studio specializes in creative styles in a unique atmosphere.

Most shops of this nature would generally cost you an arm and a leg (as well as your hair) but Kara's features real prices for real people.

For many people getting their hair cut is the next best thing to getting their teeth pulled. It really doesn't have to be this painful, if you just follow a few basic points.

1. Talk about and look at your hair with your artist.
 2. Together you should discuss your trouble spots regarding your hair line, cowlicks, etc.
 3. You should discuss styles that are right for you.
- ... your hair as well as the shape of your face and which features to play up or down.

Your hair style has to fit your personality. Hair, like your clothes, has to be comfortable, an extension of you. If you make sure that you understand what you are discussing, there will not be any surprises later. If you don't understand, just ask. It's your hair. This does not mean how-

ever, that these artists have overlooked the classics. They believe, in fact, that the classics have to be perfected before any one can even start getting into the geometrics of New Wave, or the elevated cuts of long hair. To be done properly these cuts take experience and true artistry.

Kara's has both, and a varied staff who, among them, can suit all your needs and whims.

Kara is the inspired owner of the studio. She's been cutting and creating styles for 9 years. Streaks, innovative colours, wash and wear perms, and the classics are her claim to fame.

Tina has 6 years experience creating styles. She's quickly gaining a reputation in New Wave cuts as well as colours.

Angie is the studio's specialist in braiding and perms which she augments with an intimate knowledge of classic cuts, all which she has been developing for 7 years.

Sue is a 15 year veteran of the hair world. She is ultimately the top of her class in colour. She's worked as a colour teacher for L'Oreal Canada and Schwarzkopf. She's also a true whiz kid when it comes to perms; fine hair to full hair, no problem here.

Karen has been cutting and creating for 10 years, the artistry

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 GO HOME
 FOR XMAS
 LOOKING
 LIKE THAT!**

KARA'S

HAIR STUDIO

1588 Barrington St.
 App. 422-3900
 (not always necessary)

here has no boundaries, progressive New Wave styles have put her work on the screen as well as in magazines. She's the studio's specialist for performing artists in theatre and the music industry.

Kara's Hair Studio is definitely filling a need in the Halifax Marketplace. The studio has been open for only one year, yet is already gaining a strong reputation on the street for creative work.

The studio has recently initiated a creative advertising campaign which is not only attracting clientele, but is gaining notice in advertising circles. This campaign is being expanded for the fall season and will let more people know that there is someone to turn to if you don't want an off-the-rack hair cut, or can't afford the alternative.

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