

"Canada is a book colony, and what this represents is the worst form of colonialism," charged local publisher Mel Hurtig in a recent interview. "The manner in which these inept British businessmen are handling their relations, shows quite clearly why the British Isles are slowly sinking beneath the sea."

Mr. Hurtig was speaking in reference to the incidents of the past year which have resulted in the loss, for Hurtig Publishers, of the Canadian distribution rights for the *Guinness World Book of Records (GBR)*. That loss represents, in terms of cash flow, the removal of \$200,000 per year from Hurtigs, and in terms of commissions, \$25,000 per year from its sales representatives across the country.

#### Book Distribution in Canada

In order to understand the situation, Mr. Hurtig says, one must understand the normal method of book distribution used throughout the world, and how Canada's situation stands apart from the norm:

Under existing conditions in world markets, a book which is published by a particular firm in one country (for example, the United States) is published by an entirely separate firm in another country such as Britain. That is, the publication rights for the other country are sold to a publishing firm of the other country - in this example they would be sold by the American firm to a British publisher. This, however, is not the case in Canada.

In Canada, instead of Canadian publishing houses being given the chance to purchase publication rights of foreign materials at equitable rates, as is

convention, books are 'dumped' onto the market by foreign publishing companies, primarily British and American concerns.

"If Canada were treated as a normal country by foreign publishers," Mr. Hurtig suggests that "there would be no need for government intervention or subsidies, selective buying practises on the part of the Canadian reader, or anything else."

"The Canadian books would be printed and published in Canada, and there would be normal competition for the various foreign books which would be placed on the market in this country. The reason that we have a problem with publishing in Canada has nothing to do with Canadian publishers, Canadian writers, or the Canadian reading audience, but it is a sole result of the fact that we are treated as a colony."

The ultimate result of such treatment is that all power is left in the hands of the foreign publisher which merely allows distribution rights to the Canadian firm. The upshot of this is that problems such as the one Hurtig has experienced with Guinness Superlatives Ltd. have arisen. This is how the problem arose.

#### The history of the Guinness deal

Hurtig Publishers was approached about ten years ago by the Guinness people and asked to assume the agency for the *GBR* in Canada. At that time there were about 1000 copies of the book sold in Canada and Hurtig explains that "we, of course, said that we would be delighted to do so, as we expected that we could dramatically increase the number of copies sold."

# The Dilemma of Canadian Publishers

by Kevin Gillese

Initially Hurtig expected that they would double the sales and thus ordered 2000 copies of the book in the first year. The next year the figure ordered was up to 5000, and it jumped in the two subsequent years to 9000 and 12,500. This year Hurtigs placed an order for 49,000 copies.

"Naturally this represents the expenditure of a considerable sum of money and a great deal of effort on our part, in promoting the book. Our sales representatives throughout the country did a super job on this project," explains publisher Hurtig. "And then, after this amount of work on our part, suddenly last year Guinness explained to us that 1975 would be the last year that we were to have the rights for Canadian distribution."

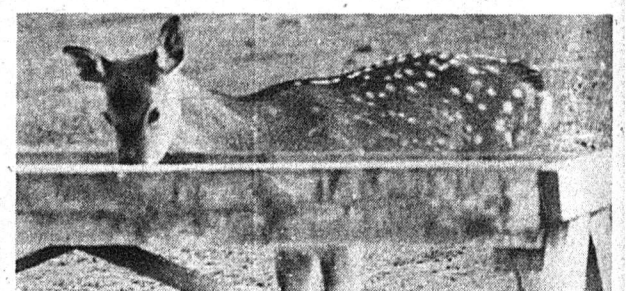
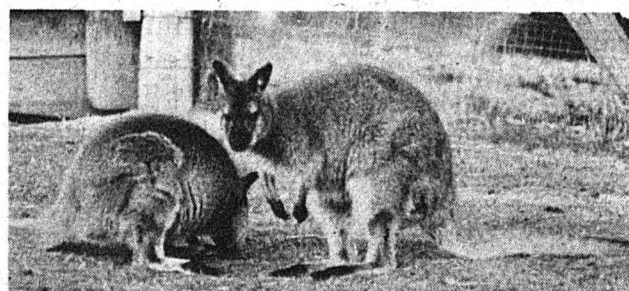
"They gave us no concrete explanation for the move and basically, after a history of impeccable business

relations, they simply told us that they were taking our rights away from us."

#### The "American Connection"

In order to understand the possible motivation behind the Guinness move, one should understand that the American edition of the *GBR* sells close to one-half million copies. In contrast to the Canadian situation, these half million copies are not merely books published in Britain and distributed in the United States, but are printed, published, and distributed by the Sterling publishing house in the States.

Hurtig says that "for some time Sterling had been putting pressure on Guinness to give them the Canadian market. Obviously, from the market they already controlled and the number of copies they were distributing, their word carried a lot of weight within the Guinness organization."



## Vanity or Humanity: The Place of Animals in our Society

by Michael Bloomfield

When was the last time you stopped to consider the suffering caused to animals by people's greed, cruelty and vanity.

Every autumn some 20 - 30 million hunters take to the North American woods to make "sport" out of killing, injuring and maiming the wildlife while giving little thought to the age or condition of the animals to be killed in pursuit of a trophy or a rug.

You can rest assured that man's unrelentless destruction of wildlife is not disorganized. In one year during the height of the U.S. government's predator control program, the government reported killing 2800 red wolves, 24,000 foxes; 1200 beavers, 800 bears, 300 cougars, 21,000 bobcats and lynx, 7000 badgers, 7600 opossums, 19000 skunks, and 6700 porcupines accidentally while killing 90,000 coyotes for allegedly killing livestock, a contention widely disputed. This irrational and indiscriminate slaughter tends to be typical. When you consider death came agonizingly as a sodium cyanide cartridge exploded in each animal's face, the program is even more repulsive.

Consider, too, trapping, which as a booklet describes, "waiting for the first morning's catch can be just as exciting as a four year old waiting to look under the Christmas tree on Christmas morning." Why didn't someone tell that to the starving, bloody and mutilated animal attempting to escape from that hideous trap?

Remember too that each year over 30 million wild animals are killed for their skin. Not only does this vanity endanger the various species, but it also causes other ecological consequences. This is, for example, evidenced by the fact that since 1945 leopard populations have declined 20% thus allowing an overpopulation of certain monkeys and rodents which now are flourishing and threaten the agricultural practices crucial to the area. Just one example.

Indeed, too, consider that when obtaining an exotic pet a person is guilty of perpetuating a cruel numbers game whereby for every animal that makes it to the pet shop, up to ten others die. Consider that to obtain these animals both parents and the animal's habitate are typically destroyed.

Domestic animals typically fare no better. In our intensive

#### About the author:

Michael Bloomfield is currently a graduate student in the Wildlife Productivity and Management Program at the U of A. His present research interest is a nutritional-ecological study of the Mountain Caribou. Michael's personal commitment to strictly non-consumptive interactions with animals is evidenced by his personal refusal to exploit animals in research and educa-

tion, and by his participation in a wide variety of programs and organizations dedicated to animal welfare.

Michael is currently organizing a local group to deal with the issues briefly covered in today's article. Future articles will expand on these issues. Michael encourages your participation in this new group, and he may be contacted through the *Gateway*.

livestock practices geared to obtain the greatest economic efficiency, animals are generally kept in confinement and frequent denial of creature comforts yield constant mental and physiological stress. All of this just to provide daily food of questionable justification.

To provide respite from the toils of the livestock operation, rodeos are staged, attract 25 million spectators yearly, and thrive on putting cruelty to animals in a carnival atmosphere.

Can you relate to the fact that over 10,000 cats and dogs are born hourly in North America? Without the opportunity for all of the animals produced to be located in homes, millions of lucky ones are put to death. Lucky, I say,

because so many other products of our domestications, are victims of road carnage, disease, cruelty, and starvation. "The kids were on drugs when they poked the cat's eyes out." Are you responsible for some of these deaths?

Some of these dogs and cats end up in laboratories to be used for experimentation. Next time the animals are dragged into your lab, stop and consider whether or not this animal's death can be justified or if you are just meekly participating in senseless killing. Think about it again as the animal and his guts are stuffed into the garbage bag!

Do you believe zoos have a greater responsibility than just being places to exhibit animals and trade them like baseball cards? A recent argument of justification is, that zoos are likely to be the last safe stronghold of many wild animals. Who should be in cages though?

Recently two tigers, two cougars and a jaguar were murdered by some maniac who broke into a game farm 45 miles west of Calgary and shot seven precious animals. Are our punishments for cruelty to animals sufficient and sufficiently enforced?

As I sickened with despair over the killings, I realized that the greatest concern expressed was not disdain for these brutal senseless murders, but instead for the financial loss suffered by an "owner" without insurance. For you see, had these animals been high on a mountain top or stalking through a rain forest of savannah, these murders would have been legal.

Proposing solutions to these problems is easy in a simplistic sense, but it is the enactment of solutions that is so difficult. Initially, there must be a personal reassessment which leads to collective activities on the behalf of animal welfare. Later we will deal with specific solutions, but I am dumbfounded on how to teach kindness!