

Why a magazine is not like any other product... and why that matters to you

Consider the magazine you are now holding. You're reading these pages for the images, the messages, the ideas.

It is particularly important to you because, like you, it's Canadian.

Why we need our magazines

- They're produced by Canadians, and present our point of view.
- They reflect what we are interested in, preserving and encouraging our own unique values.
- They present the best of the literature, prose and poetry that we produce.
- They express the regional differences that distinguish us from one another, and the national pride and purpose that link us together.
- They give us a vital voice of our own.

How the governments of Canada helped

To assure Canadians the information a free and independent people need (despite a small, spread-out population and powerful foreign competition), successive governments over the past century have gradually built a structure of postal, tariff and tax-related incentives and supportive measures.

And they have worked! Today Canada has a healthier magazine industry than ever before, with some 5,000 periodicals for people of every interest and location.

(YOUR COVER GOES HERE)

But it's a fragile industry: In 1981 more than half of Canada's periodicals had circulations of fewer than 2,000 copies per issue, and only 110 periodicals had circulations of 100,000 or more per issue. Foreign publications still account for 77% of all English-language newsstand sales.

The threat to your magazine

The Government in Ottawa is now threatening to treat Canada's magazines as if they were so many widgets. It's threatening to eliminate the postal, tariff and tax-related incentives and supportive measures... to dismantle the very structure that past governments have worked so hard to build and maintain.

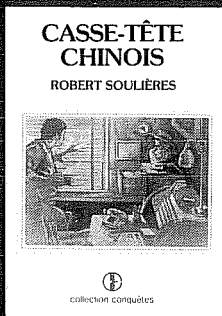
The Government in Ottawa is threatening the survival of the majority of Canada's magazines and considering measures that will significantly raise the cost to readers of those that survive.

Canada's magazines tell us about ourselves. They're a voice of our own. If the current Government in Ottawa were to treat Canada's magazines as if they were just another product, it would diminish (or even silence) that voice forever.

**CANADA'S
MAGAZINES**

...a voice of our own

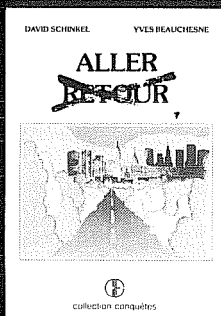
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written and illustrated by Michael Custode

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EMILY

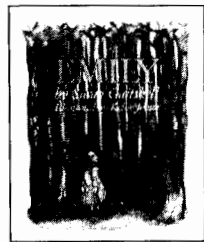
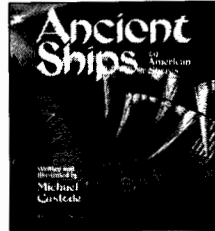
by Susan Gaitskell

Illustrated by Kellie Jobson

Emily was the black sheep of the family. She didn't like dressing up for Sunday school and she didn't like tidying her room. But Emily *did* like animals and birds (especially her pet crow), and Emily *loved* to paint pictures. Eventually, Emily grew up to be a world-famous painter.

Based on the life of Canadian artist, Emily Carr, *Emily* is the delightful and moving tale of a determined young girl, who had the courage to follow her dream.

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BOWBO'S SHADE-TREE

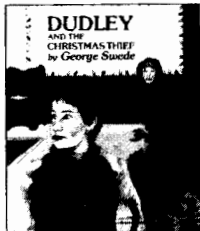
by Dorothy Morris

Illustrated by Victor GAD

Bowbo doesn't like to work in the fields, because Old Man Sun shines down and hurts his head. When Bowbo invents a "head-mat" or rather, a "hat," everyone in his village laughs at him. But soon they realize that Bowbo's hats will protect their heads too! This is a light-hearted, modern fable, which explains, tongue-in-cheek, the possible origin of words and private manufacturing.

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DUDLEY AND THE CHRISTMAS THIEF

by George Swede

Illustrated by Allan and Deborah Drew-Brook-Cormack

In this sequel to *Dudley and the Birdman*, Dudley runs into a boy from a poor family, who is stealing Christmas presents for his mother and sister. While Dudley knows that stealing is wrong, he can't help feeling somewhat sorry for this boy. In the end, Dudley's kind heart and active imagination help him resolve the crisis caused by the boy's theft.

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All About Bicycles — and Libraries, Too (catalogue no. 123801A4) is distributed at the price of \$39 by McIntyre Educational Media Ltd., 30 Kelfield Street, Rexdale, Ontario M9W 5A2; telephone: (416) 245-7800.

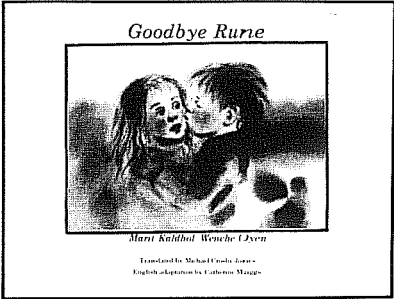


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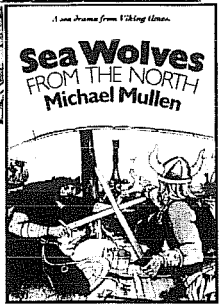
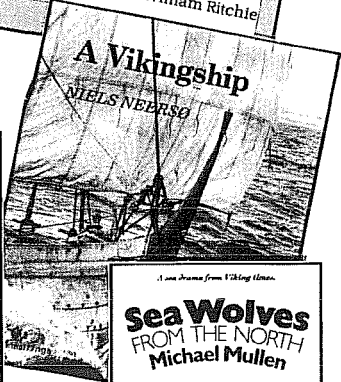
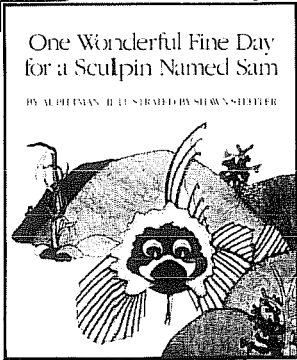
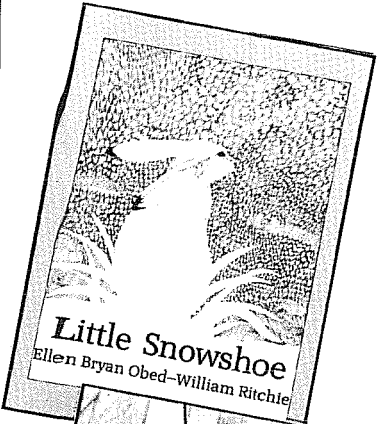
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