

# The Libertarian

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## CANADIAN UNITY

If we are to take Prime Minister Trudeau seriously, the primary question for us on May 22 is which party can best deal with the issue of national unity. Yet it is precisely the policies implemented during the Trudeau reign which have divided this country. The most notorious example is his program of bilingualism, supposedly to promote unity, which in fact has done nothing except pit French against English and has wasted extraordinarily huge amounts of our money. And now he wants yet another chance. One must admire the man's chutzpa if nothing else.

Now is a suitable time to review the essentials of nationhood. For a people to unite and form a nation directly implies that they all have some common identity which binds them. This identity must show itself as a common attitude or belief. It is precisely a Canadian identity which is missing in Canada and, until we discover one, we will never have a proper sense of unity.

It is not enough to share a language or a love of hockey or frigid winters. An identity must be philosophical in origin and must be acceptable to anyone. What then is the Canadian identity? We have none. We have many beliefs, all of them borrowed from someone else, but they have not been forged into something new and unique. What Canadians need, if they are to remain a nation, is a philosophical goal with widespread acceptance. What better goal than that of acquiring personal freedom? Let each Canadian first think of himself as a person who cherishes and pursues freedom. Then let him demonstrate this belief by choosing a government to properly protect his freedom. Finally let him declare this belief to all nations of the world.

Canadians would then be known as the people who chose freedom. They were the first to buck the trend of the era and reject the concept of a collective community. Out of their freedom they discovered a personal serenity that no one else could quite fathom and rapidly became the wealthiest nation on earth. It was in Canada that government truly became the servant of the people. And as the days passed into decades, a new saying would be created, used enviously by all people — "Oh, to be free as a Canadian!"

What is stopping us but our own inaction? Let us capture the moment and do it or we will pass into insignificance. The choice is ours.

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## PENALIZING INITIATIVE

*by Kenneth McDonald*

In a society where the state subsidizes the unemployed to the tune of about \$4-billion a year, citizens who are enterprising enough to employ themselves might expect to be regarded if not with adulation at least without hostility.

Confounding this natural expectation is the circumstance that individual enterprise and personal success are at odds with the political doctrine that gave rise to the subsidies. Attributing to the state qualities it does not possess, adherents of the doctrine are blind to the contradictions that ensue.

Holding that man is perfectible, they call upon the state to alleviate the consequences of his imperfection. To man's many needs they have added one of their own: a need to be manipulated. Using the state's one acknowledged attribute — the ability to coerce — they redistribute the wealth and income that individuals acquire.

Individuals who differ from one another and whose efforts meet with varying degrees of success or failure according to their different tastes, talents and capacities, find their success diminished or their failure compensated to meet the criteria of officialdom.

The fact that officialdom conceals itself under the mantle of the state does not change the fact that it is made up of people every bit as different from one another — and as imperfect — as the fellow citizens they try to manipulate.

The British, whose exposure to the doctrine is of longer duration, call it the politics of envy. Its end is the socialist corporate state, wherein the self-employed have no place. To quote British historian Paul Johnson: "As one chairman of the TUC (Trades Union Congress) put it, it must be made impossible for self-employment to exist . . . Labor is now the anti-creative party. Its leaders, for instance, classify the self-employed as tax dodgers; to the corporatists they are 'social enemies' to be stamped out of existence."  
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## IN THIS ISSUE:

"The Psychology of Taxation" by Richard Bolstler

## THE LIBERTARIAN FOUNDATION: PROGRESS REPORT

### HALT

- Municipal team meetings have been held in Burnaby, Surrey-White Rock, Victoria and North Vancouver. Member response has been enthusiastic in all municipalities. The grassroots approach to introducing HALT to the public will be made easier with all HALT municipal teams using the National Taxpayer Survey as an ice-breaker.
- HALT-Burnaby is hosting a federal all-candidates meeting, using the election to gain publicity for HALT.
- Mike Little appeared on Victoria radio station CJVI on April 11 as the guest of talk show host Joe Easingwood. Callers covered every conceivable topic from Mike's being a front for the Conservative party to the difference between philosophical anarchism and libertarianism. A wild show!

### The Movement

- Fred Cawsey, freelance reporter for the CBC, recently conducted a taped interview with Rick Bolstler on the libertarian movement. The tape will be used as background on the Libertarian Party for a subsequent news show. Questions were philosophical in nature, rather than being geared to specific platform positions.
- The Libertarian Party of Canada recently gained national attention by becoming an officially recognized party through the effort of fielding fifty candidates across Canada. Best hope is John Hayes from Peterborough. John and his team have been gearing up for this election for some time and are well known and popular in Peterborough. Congratulations to party leader Alex Eaglesham and President Paul Wakfer and the rest who put in a strong effort to become registered. Good luck at the polls.

### UBC Update

- The UBC Libertarian Society capped off a successful year with a banquet at the Keg Restaurant followed by a party at the Libertarian Foundation. Although exams are not yet over, plans are already in place to make a much bigger impact on campus in the fall. Founder and president Cam Osborne will be returning next year as will most of the club members.

*A poem by Henry Elliot*

### *Blueprint for Survival*

*Land of thought and freedom,  
Tools of all success.  
How can I achieve it?  
Never settle for less!*

*Thinking is my function,  
Self-esteem my goal.  
Freedom is my birthright.  
Make them all one whole!*

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**Editor**  
**Assistant Editor**  
**Managing Editor**  
**Typesetting**  
**Contributors**

**Mike Little**  
**Rick Bolstler**  
**Marco den Ouden**  
**Karonne Tayler**  
**Henry Elliot**

# a sampling of LPC campaign literature

## Big Government

Government has grown too big and too expensive. Every year it grows bigger and more expensive. As the bureaucracy grows, as the red tape grows, so does the waste and so does the interference in private lives.

A GOVERNMENT BIG ENOUGH TO GIVE YOU EVERYTHING YOU WANT IS BIG ENOUGH TO TAKE EVERYTHING YOU HAVE.

None of the three major parties is going to do anything about the increasing size of government. They say they will. They say they see the problem. But they and their grand schemes are the problem, and that won't change. They won't do anything until you let them know in a language they understand.

## The government that governs Best governs Least

## Vote Libertarian For Less Government

A libertarian is one who believes in personal liberty, in the right of all individuals to choose their own way of life, provided that the rights of others are respected.

The Libertarian Party wants government to adopt these same principles.

It takes money to run the government. Lots of money. The money it takes is yours.

THE AVERAGE CANADIAN TAXPAYER WORKS 2.5 DAYS A WEEK TO SUPPORT GOVERNMENT.

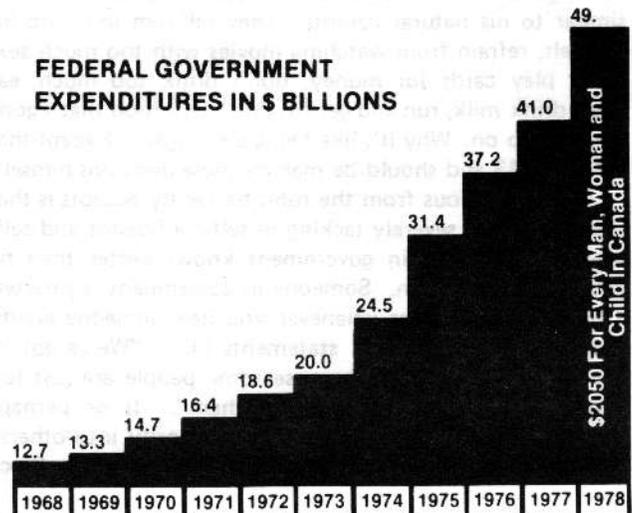
## Vote Libertarian For Less Taxes



LET THEM KNOW MONEY DOESN'T GROW ON TREES!

## Vote Libertarian For Less Government Spending

FEDERAL GOVERNMENT EXPENDITURES IN \$ BILLIONS



## THE PSYCHOLOGY OF TAXATION

by Richard Bolstler

Taxation is usually attacked from one of three positions. Conservatives call for a reduction in taxation levels because the Laffer Curve or some such theory has shown that more taxes could be extracted using a lower tax rate. Free marketeers attack taxation as being a major obstacle to the most efficient use of scarce natural resources. Libertarians stress the immorality of taxes, thus taking the issue right down to an ethical level. All three arguments are valid. All miss the mark. Taxation is wrong because it is *self-destructive* and any attack on taxation must convince the listener that he suffers because of it. Taxation is not only inefficient, impractical and immoral. Viewed psychologically, it is suicidal.

The Random House Dictionary defines tax as "a sum of money imposed on incomes, property or sales by a government for its support". But the essential components omitted from the definition are more telling than what was included. Inherent and essential to all tax systems are the following:

1. The amount of tax collected is set by the government, not the taxpayer.
2. The enterprises to be supported are chosen by the government, not the taxpayer.
3. The taxpayer is not allowed to refuse payment for services he does not use or even want.
4. The government will resort to force to collect its support money.

These are characteristics which make taxes different from fees for free market goods and services. These differences, by their nature, must leave some effect on the minds of both the taxpayer and the tax recipient.

Think about the mental gymnastics that the average taxpayer puts himself through. He likes to believe that he is his own man, free and in control. Yet everything that government does with his money implies just the opposite. The average taxpayer is viewed as being so inept at facing the challenges of life that he must give almost 50% of his earnings to his new "parents". These new parents are very similar to his natural parents. They tell him to do up his seatbelt, refrain from watching movies with too much sex, don't play cards for money, don't drink too much, eat eggs, drink milk, run and get fit, don't buy food that's gone bad and so on. Why it's like being a kid again. Except that he's now 43 and should be making these decisions himself.

What is obvious from the rules he tacitly accepts is that the taxpayer is severely lacking in self-confidence and self-esteem. Someone in government knows better than he what is good for him. Someone in government is smarter. This attitude surfaces whenever you hear someone justify the latest intrusion with statements like, "We've got to have seatbelt legislation because some people are just too stupid to know what's good for them". Is he perhaps merely projecting his own need for authority into others?

Acceptance of taxation has other implications. Since

one is forced to pay taxes, one is constantly exposed to feelings of fear and frustration. The taxpayer becomes aware that tax money is being wasted, yet he is helpless to do anything. He begins to see government as a cross between an extortionist and a compulsive gambler, with his role being that of a supplier of blank cheques. He complains to his friends and family but doesn't dare raise too big a stink for fear that some thug will appear next week and confiscate all his papers and files for the next six months.

He begins to feel more and more like a mark who has been taken by a big city con artist. He works hard for his money and feels he has a right to keep it. But someone convinces him that the welfare of others comes first. He had someone's sickly grandmother in mind when he thought of welfare but he finds more and more civil servants driving around in Cadillacs while the welfare rolls grow instead of recede. Something is wrong but he has to keep on sending in that money.

And what of the many taxpayers who refuse to think about the subject at all? Taxes? What taxes? Keeping himself in perpetual darkness about an agency that extracts almost half his income is like refusing to pay attention to the grapefruit size tumour that's grown under his rib cage. One day he will wake up to find it's his last. And what good will it do to say, "But I didn't notice!"

Unpleasant reality won't go away. It sits uncomfortably in the back of the mind and keeps popping to the surface as pain and anger. The taxpayer knows he is giving in and giving up. He refuses to think about the subject or he fumes and complains every time he reads the paper. What he experiences is a feeling of helplessness in the face of some higher authority. And ironically, he knows that this higher authority can no longer even deliver the mail properly.

Taxation leaves its stamp of submission on the taxed. But what of the tax recipient? All receivers of tax dollars are left to some extent with the authoritarian imprint. The welfare bum who talks about his *right* to welfare and the corporate head who talks about his *right* to tariff protection are using the same philosophy. But they are impotent without government assistance, as they have no direct route to the taxpayer's bank accounts.

It is the mentalities of the prime movers of taxation that are the most dangerous in their authoritarianism. One mentality is that of the Brute. He likes giving orders and controlling people's lives. People are sheep who must be herded and he wants to wield the staff. He cannot tolerate disobedience. He needs people, not in the way that a businessman needs customers, but in the way that a lion needs zebras. He cannot stand alone in the world because his life depends on having others to bully. He does not pretend to like mankind.

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### The Psychology of Taxation (from page 4)

His counterpart and fellow tax-pusher is the lover of humanity, the Saint. The Saint was born with innate goodness which puts him above his fellow men who are basically born stupid and evil. His superior moral position demands of him that he do what is best for others regardless of what they want. He must often do things that he wishes he didn't have to do, such as redistribute wealth, but this comes with the job. Such are the hardships that go with being born of superior bent.

The Saint and the Brute need a tax system to fund their operation. This tax system must never be overtly identified with coercion. The self-esteem of the taxpayer can only be pushed so far. He must never come to believe that he is submissive. No one can accept this completely. Even to name it is to start the process for the removal of the coercive factors.

So the authoritarian and the submissive carry out an elaborate ritual. Taxes are like death. Unpleasant but a necessary part of life. We need governments to tell people what to do. Not to tell *me* what to do, but to tell *you*. We need governments to help those who cannot help themselves. Of course *I* would help those people if left on my own, but *you* would let your mother starve in the street, and *I* cannot afford to feed all of the starving mothers abandoned by *you*. So *I* resign myself to going along with a government which must compel you heartless wretches into helping me feed the starving mothers.

But who are these heartless people who force my hand? If I ask each member of society if *he* is one of them, it should come as no surprise to find that *I* made a blunder.

Each of us viewed ourselves as kindly and responsible and we went along with a coercive system to correct the faults caused by our uncaring, irresponsible neighbours. But there are no such people. We suffer from a type of

national paranoia, suspecting everyone else of possessing disruptive intentions from which we have been spared.

There is an easy way to tell how deeply this paranoia has taken hold. Examine a nation's overall rate of taxation. It represents the degree to which we have turned over our lives to others, the degree to which we believe that it is unsafe to live with other people.

Yet taxation is not the cause of a nation's paranoia. Taxation is one of the symptoms of a psychologically weakened society. When individuals are willing to relinquish control of their lives, the government can be depended upon to take it. The less control of their lives individuals have, the more control government has. And this control shows itself externally as taxes.

Viewing taxation as a symptom of lack of self esteem can provide libertarians with another approach to reducing the size of the state. Develop methods of communicating with people which point out those weaknesses within them which allow them to be treated so shabbily by their government. Because such an approach is very personal, it will require great skill and knowledge to be used effectively. It would be very easy to bruise a tender ego with poorly chosen words, but the right words spoken in the proper manner at the proper moment will leave the listener with a bug in his mind that won't go away.

To change direction one must first identify the fact that one has chosen the wrong path. Acceptance of the fact that taxation is a personal problem and not a more general social or economic problem is just such an identification. For while a person can live with the belief that his neighbours are weak and spineless, he can never accept that view of himself without trying to do something about it.

Lowering taxes will not raise one's level of self-esteem. But raising the general level of self-esteem of our society will result in our lowering taxes. For one who is self-assured would not look to others to solve his problems. Solve the problems within your head first and the others, including taxation, will soon disappear.

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### THE LIBERTARIAN BOOK SERVICE HAS THE FOLLOWING NEW TITLES IN STOCK:

A TIME FOR TRUTH by William Simon \$2.75

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MAN VS THE WELFARE STATE by H. Hazlitt \$5.00

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## MARCO'S MUSINGS: AN ANALYSIS OF THE NEWS

by Marco den Ouden

### Election Campaigns Begin

With the Federal election coming up on May 22, the party leaders are crisscrossing the country nauseating and boring the poor weary voter. 282 seats are up for grabs this time under the newly revised and expanded electoral map. After the election we'll have to pay the salaries of 18 more MP's and their staffs.

What are the issues in this campaign? Pierre would have you believe unity is the key issue. But a recent poll revealed that unity is not high on the voters' priority list. The people are concerned about inflation and the economy. The Liberals have the gall to say that they stand on their record as far as the economy is concerned. (Does the Liberal Party have a suicidal streak we never noticed before?)

One of the issues Trudeau also declared was the energy situation. The government brought in their heavy handed Energy Supplies Emergency Act when Exxon diverted Venezuelan oil bound for Canada to the U.S. The bill provides for rationing and extensive controls to be introduced in emergencies as required. Not to be outdone, Joe Clark said the Conservatives would also punish by law or regulation any oil company that did not act in Canada's national interest. How reassuring to know that the Conservatives too are not above using the jackboots of government to stomp on productive businesses that don't kiss their feet.

And that's not all from Joke Lark. The McDonald Royal Commission investigating illegal action by the RCMP has uncovered many instances of abuse of police power. On the campaign trail, Joe told reporters in Kitchener, "It would be essential for us to have a system in place whereby any breach of the law that might be necessary would be authorized by a responsible official of Cabinet. And that responsible official would have to carry the can for any consequences that flowed". You heard it, Mounties! It's alright to burn those barns after the Conservatives get in if you clear it with a Cabinet Minister first. NDP leader Ed Broadbent is to be applauded for declaring that "the law ought to be the same for the police as for every other citizen". Unfortunately, the NDP is enamoured of meddling with the economy.

Libertarians are the only ones who declare that "the law ought to be the same for the *government* as for every other citizen". Thus if it is prohibited to citizens to take other citizens' possessions by force or fraud, it ought to be prohibited to government to take the possessions of its citizens by force or fraud.

The Libertarian Party of Canada will be contesting more than fifty seats this election, thus giving them official party status. One of the most active ridings in the country has been Peterborough. For the last two years, the Peter-

borough Libertarian Association has been getting involved in Peterborough politics. They have drawn considerable media attention and have been holding meetings on various subjects regularly. John Hayes will be contesting the Peterborough riding for the Libertarian Party and another Peterborough activist, Bob Marttila, will be contesting Northumberland/Durham. They expect to poll a reasonable percentage of the vote.

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### Robbing the Poor to Pay the Rich

While libertarians deplore the redistribution of wealth in all circumstances, a sympathy exists for those who, due to misfortune or circumstance, may be unable to look after themselves. Libertarians are not uncharitable. We merely want charity put in its proper perspective and handled as charity. Money taken by force from some to give to others, no matter how great their need, is not charity. It's not the function of government to act as Robin Hood, stealing from the rich to give to the poor. Thievery (the forcible taking of someone else's property) cannot be disguised by wrapping it in moralistic mumbo-jumbo.

But if libertarians are rankled by governments playing Robin Hood, we are just as upset when they play reverse Robin Hood, stealing from the poor to give to the rich.

In early February it was announced that the Canadian forest companies had record high profits in 1978. MacMillan Bloedel Limited, reported earnings of \$4.50 per share in 1978, up 66% from \$2.70 a share in 1977. B.C. Forest Products said its earnings almost doubled from \$2.29 a share in 1977 to \$4.53 a share in 1978. Return on investment was 15.2%. The profits for Domtar Incorporated more than doubled from \$1.78 a share in 1977 to \$4.23 a share in 1978. It was a profitable year for forest companies across Canada and industry spokesman predict another successful year for 1979.

So in the wake of these large profits, it was shocking when Robert Andras, head of the Board of Economic Development Ministers, announced in the same week that the federal government was going to spend \$235 million in incentive grants to help the forest industry modernize plants and increase wood supplies over the next five to seven years.

In a remarkable piece of illogic, Mr. Andras said that the task force and the ministers agreed that this is the time to stimulate the forest industry even though most plants are running flat out and profits in the last two years have been high. Andras conceded that the grant system will penalize the companies that have modernized in the past without government help. The government has no alternative, Andras said. "We want to save jobs". We're puzzled about

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**MARCO'S MUSINGS** (from page 7)

how jobs can be in jeopardy in an industry running "flat out". What sort of incentive is there for forest companies (or other companies observing the forest scene and figuring they can wheedle the same largesse out of the government) to modernize without government assistance? Former NDP leader David Lewis coined a good descriptive phrase to describe companies getting money from the public purse (your and my wallets) during the last election campaign: "corporate welfare bums". It's unfortunate that the NDP is not opposed to *all* welfare bums.

Lest anyone wonder about the real motives of governments making such grants, I offer the following quotation from Hugh Winsor in a column in *The Globe & Mail* commenting on similar generosity by the Ontario government to forest companies. Said Winsor, "When it comes to big companies, even profitable ones such as the pulp and paper industries, it seems that the Cabinet is just itching to give away money to fulfil its boast of being 'a partner in development'."

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**Chickens Come Home to Roost**

Accept tainted money and you've likely to get burned. That is the lesson learned recently by Honeywell Limited of Toronto. Honeywell had received a \$250,000 grant from the federal government under its program for the advancement of industrial technology. In November 1977, Scully Electronic Systems of Wilmington, Massachusetts filed a complaint with the U.S. treasury department charging Honeywell with unfair competition. After a lengthy investigation, the U.S. government slapped a 9% countervailing duty on Honeywell products this January. This brought a sharp reaction from both Honeywell and the Canadian government. In mid-February, Industry Minister Jack Horner said his department was backing Honeywell in its protest. Conservative industry critic John Crosbie also called on the government to pressure the United States to remove the "spurious countervailing duty".

Although governments have been conferring in Geneva in an effort to liberalize world trade rules, such talks have met with some difficulties. Canadian opposition to dismantling her own non-tariff trade barriers has been one of the stumbling blocks.

Peter Dawes, director of trade for the Canadian Importers Association feels that these non-tariff trade barriers provided for in the Customs Act may be the reason

for the Honeywell ruling. Canada wants to have its cake and eat it too. It wants to subsidize exporting industries and expects foreign governments to refrain from retaliating with duties of their own. But as one trade association official put it, "If we don't discard our developing nation attitude, we may get a lot more Honeywell decisions".

While libertarians think that retaliatory duties are just as wrong-headed as the subsidies were in the first place, nevertheless, the reaction of the U.S. government in the Honeywell case is understandable. To all the officials at Honeywell and in the Canadian government, to Jack Horner and to John Crosbie, we can only say, to quote Francisco d'Anconia, "Brother, you asked for it!"

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**Strange Customs**

Canadians often regard some of the customs of other lands as being rather strange. But perhaps the strangest of all is the Canada Customs. Due to an obscure regulation in the Customs Act, an advertising insert in the May issue of Playboy magazine had to be removed from the magazine before it could be distributed in Canada. The regulation forbids a foreign publication from carrying an ad directed at Canadian readers if it appears only in those copies of the magazine distributed in Canada.

Three Canadian companies and Playboy got burned as a result of this government meddling in other people's business. Canadian Media Counsellors Limited of Vancouver, an advertising agency, prepared the four page ad insert for Akai Audio Video Canada Limited, also of Vancouver. Kenneth Hicks, president of Media Counsellors, wanted to use Playboy because "it's the only publication that reaches the 18 to 30 age group we want". Michael Laurence, Playboy business manager, said his magazine misinterpreted the Customs Act and thought if the ad was created and printed in Canada, Playboy could be used as the distributing medium. Playboy's interpretation of the Customs Act was based on one clause of the regulations while the infringement came under another.

Hicks contends that he had planned to advertise in the Canadian audio-video trade press about the Playboy insert advertising technique. As a result of the trade ad he had prepared, the "magazine lobby" got wind of the Playboy ad and some backstabbing rat notified Canada Customs. By then the ad had been prepared, printed, shipped to Chicago and inserted in the half million copies of Playboy destined for Canada.

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**PENALIZING INITIATIVE** (from page 1)**Distortion of facts****Finding a parallel**

Canadians seeking a parallel will find it in the exchange between their Prime Minister and a Canadian student in Britain on Jan. 13, 1969, when the latter asked: "What society would you choose to make Canada? Socialist or capitalist?" The Prime Minister's reply "Labor Party socialist — or Cuban socialism or Chinese socialism — socialism from each according to his means."

In the Finance Minister's recent budget statement, when he announced that incorporated self-employed professionals would no longer qualify for the small business deduction from corporate income tax, the minister said: "This growing practice has given such individuals an unfair advantage in comparison with employed persons who cannot use the same tax advantage." A month later in the Commons he said: "We do not want the low rate abused by people who are not businessmen but are really professionals or people who are not really in business."

According to James Conrad, founding member of the Canadian Association of Independent Professionals, there are about 60,000 self-employed professionals. They include accountants, actors, actuaries, architects, artists, athletes and so on through the alphabet down to (or up to) writers.

Now they are to be denied use of the small business rate unless they have five full-time employees and can show they have no single client providing more than two-thirds of their gross revenue. These arbitrary qualifications have been sprung upon people who may have devoted their working years to building a business and a reputation.

To assert, as the Finance Minister did, that they "are not businessmen" is to show a failure to understand the process through which a self-employed person, an entrepreneur, sets up in business. He or she must possess the personal qualities and the perseverance to raise the capital and to put it at risk while facilities are established and a clientele is built up.

To compare that person "with employed persons" is to distort the facts. The employed person has no capital at risk, is supplied with facilities, with pay, pension and fringe benefits, and has no need to develop clientele. Moreover, the employing corporation may be paying tax at an effective rate substantially lower than the commonly assumed 46 per cent. Capital cost allowances, depletion allowance, deferred taxes or other concessions may bring the effective rate within range of the 25 per cent "small business rate" from which the self-employed person is to be excluded.

Self-employed persons are barred from unemployment insurance, pay both employer's and employee's contributions to Canada Pension Plan, pay provincial health insurance at a higher rate, have no paid holidays — often no holidays at all — and must provide for retirement out of their own earnings.

Now they are hounded by salaried officials whose job tenure is secure, whose vacations and sabbaticals follow a predictable course, and toward whose indexed pay and pensions they are to contribute a still greater proportion of their hard earned incomes.

At issue is a fundamental lack of sympathy with individuals who resist classification in categories where they can be measured, manipulated and, eventually, controlled. For that is the way the country is being steered: toward a work force made up of employees who work either as salaried officials or as employees of corporations that are regulated by the state, all of whose rewards will be decided by officialdom.

The self-employed possess, or have acquired, particular skills but they share certain qualities. They are creative, enterprising and persistent. Whatever business they engage in, it starts with them, with an individual. Some may never have five full-time employees, others may progress through the magic five to thousands. Are these characteristics so plentiful in Canada that the Government can afford to penalize them?

*Reprinted by permission from Report on Business, The Globe & Mail, Toronto.*

**MARCO'S MUSINGS** (from page 7)

Under the threat of having Playboy banned in Canada for four months, Playboy tracked the magazines to two boxcars on a siding in Chicago. Crews were assigned to unpack the magazines, remove the inserts, and repack them. The two-day operation cost \$50,000.

Dodd Clippingdale of Agency Press in Vancouver, the company that printed the ad, claims his firm has lost \$120,000 worth of business as a result of this law. Media Counsellors had planned to use this technique of advertising in Playboy three more times during the year.

What has this asinine customs regulation wrought? The

loss to Akai Canada of a valuable advertising medium. The loss to Media Counsellors of an effective marketing technique for their clients. The loss to Agency Press of potential business printing ad inserts. And the loss to Playboy of advertising revenues.

Who has this helped? No one! There is no Canadian rival to Playboy in which the ads will now be placed. (And if there were, would that be any justification for restricting someone's right and freedom to choose the medium in which he wishes to advertise?)

The regulation is also an infringement of freedom of the press. A foreign publication, it seems, does not have the freedom to publish an advertisement directed solely at Canadians. It's time Canadians told our chauvinistic, paternalistic government to get off our backs!