



## Ferris Wheel Aboard Barge Centennial Plan In Arctic

By GERARD McNEIL  
OTTAWA (CP)—It will take a world's fair to imprint 1967 on the memory of many Canadians but Jim Whelly hopes a single ferris wheel will do the job in the North.

The organizer of the Northwest Territories program announced Tuesday that a ferris wheel will be the big draw on the Mackenzie River centennial barge.

Mr. Whelly, publisher of a weekly newspaper in Fort Smith, N.W.T., now is looking for one.

Thousands of Mackenzie River residents have never seen a ferris wheel.

Anyone who can remember his own first whirling ride should be able to foresee the excitement next summer.

The wheel will stand astride one of the twin 115-foot barges that will move down the Mackenzie, towed by a tug, from Great Slave Lake to the Arctic Ocean.

Floodlit at night, the floating exhibition will churn into docks with horns blowing, pennants flying and a band playing Here Comes the Showboat.

**CBC SEEK HELP**  
The CBC is holding talent shows in the Mackenzie Valley now to help find guides who can speak the many languages of the river as well as entertain.

Cree, Loucheux, Dogrib Indians, Eskimos, miners, missionaries, Mounties and others make up the thin populations of about 20 settlements along the river.

Besides the ferris wheel, the barges will carry a panorama of the wonders of man and his world.

There'll be models of an Imperial Oil refinery cracking unit, the planned CNE turbo-prop train, the Carillon lock system on the Ottawa River, the Douglas Point nuclear power station.

The city of Edmonton is building a \$10,000 model of its

planned City Centre development for the barge.

"This is going to take more things to fewer people at less cost than any other centennial project," says Mr. Whelly, a Nova Scotian who went north eight years ago.

A cow originally was proposed as the major attraction on the barge — cows are as rare as ferris wheels in the north — but the appeal of a showboat for the lonely communities couldn't be denied.

The barges are being supplied by the Northern Transportation Company, a Crown corporation.

## Statement On Coal Is Promised

OTTAWA (CP)—Prime Minister Pearson said the government will make an announcement shortly on the Cape Breton coal industry.

Replying to New Democratic Leader Douglas in the Commons, he said Mines Minister Pepin had "useful talks" last week on the matter with Premier Stanfield of Nova Scotia.

Mr. Pepin would report to cabinet Tuesday on his talks and a government statement would follow soon.

**MANY STILL SUFFER**  
There are about 15,000 lepers throughout the world.

## CHILDREN SAFE, BUT SHE DIDN'T KNOW

A frantic mother, Mrs. Leonard Lueth (RIGHT) is comforted by a neighbor as she waited to see if her children would be rescued from an apartment house fire in Los Angeles. Fireman carries one of the tots to safety at LEFT. All were rescued.

## Advertising Tax Proposal Suggested Second Time

OTTAWA (CP)—A tax on advertising has been recommended for the second time to the Senate-Commons committee on food prices.

It would be the only way to stop the wasteful merry-go-round of spending by producers, who are forced into high promotion just to hold their place in the market, said the Consumers' Association of Canada.

"One way to reduce the volume of such costs would be to set some limit to the amounts which could be deducted for tax purposes," said an association

brief Tuesday to the committee.

The food industry could turn away from persuading shoppers and start informing them, said H. E. English, Carleton University economics professor and executive vice-president of the association.

**MORE HOPEFUL**  
An advertising tax had previously been suggested by D. H. Fullerton, an Ottawa investment consultant.

Mr. English was more hopeful than previous witnesses that a tax or limit on advertising would really work. Some com-

panies have said that any legislation would just be circumvented, and other expensive ways would be found to boost sales.

Informative advertising, which includes most of the ads placed in newspapers, would probably not be affected much by the tax he had in mind, Mr. English said.

**LAST COMPLAINTS**

The association lit into supermarkets with a package of complaints supplied by its 30,000 members across the country. It

reported that supermarkets have:

—Sold fruit at Winnipeg, in baskets said to contain four quarts, officially 270.5 cubic inches but actually varying in size from 300 cubic inches to 200 cubic inches;

—Resisted cheap containers, such as plastic bags for detergents, because they are cumbersome to handle;

—Passed up little-known and cheaper brands in order to stock more expensive canned goods;

—Used magazines and cigarette racks to conceal cash registers from shoppers;

—Failed to mark special prices on products or to make sure clerks have memorized the prices;

—Rarely offered bargains on such staples as rolled oats and flour, which have increased in price faster than other goods since 1961;

—Set up displays that often suggest a special price, although the price is in fact higher than the regular price. The association formally re-

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