

NEW BUILDING FOR ARCTIC TOWN

A new scientific research station and an addition to the hospital are to be constructed in the new town of Inuvik on the Mackenzie Delta in the Northwest Territories. Mr. Dinsdale, the Minister of Northern Affairs and National Resources, has pointed out that, when Prime Minister Diefenbaker visited Inuvik in July 1961, he predicted that the town would become a leading centre for research in the north. "Thorough research", he said, "is vital in northern development and this station shows the importance the Government attaches to increasing the pace of scientific research in the North".

Work on the new buildings is scheduled for completion in 12 months. The research station is for the Department of Northern Affairs and National Resources, while the hospital addition is being built for the Department of National Health and Welfare.

AN IDEAL LOCATION

Inuvik is ideally situated for a scientific research station, as it is in close contact with a wide range of conditions. To the north is the pack ice of the Beaufort Sea and the Arctic Ocean. To the west, the Richardson Mountains rise to 6,500 feet. To the east stretch the rolling barren grounds of the Precambrian Shield. To the south lies the Mackenzie Valley. At the station's doorstep is the wide, flat Mackenzie Delta, home of countless muskrat, where the great river finds its way through hundreds of channels to the sea. Inuvik lies on the tree-line and is the home of Eskimos and Indians. The problems of both the bush and the barrens can be studied there, and Inuvik is close enough to the sea to be used as a base for marine research.

The research station will have two storeys, each enclosing 4,000 square feet, and will consist of four well-equipped laboratories, office space for scientists, a library and storage rooms. Vehicles, canoes, and field equipment will be provided for field parties. Several of the resident scientists will be biologists from the Canadian Wildlife Service and the Fisheries Research Board. An annex will house a National Research Council cosmic-ray laboratory, which forms part of the Canadian programme for the International "Year of the Quiet Sun".

The laboratory will be administered by the Northem Co-ordination and Research Centre of the Department of Northern Affairs and National Resources, but its facilities will be available for scientists from all government departments and from universities and private research agencies. Foundation piles have been sunk in the permafrost and construction should be complete in time for the station to open at the end of 1963.

The hospital addition will be a one-story frame building. It will provide accommodation for additional mechanical equipment for the hospital and will be of similar construction to the research building.

BIG TCA PUBLICITY DRIVE

One of the largest advertising campaigns ever conducted in Canada has been launched by Trans-Canada Air Lines to boost air travel between Canada and Europe. It will be an extensive co-ordinated programme of media, direct mail and display advertising, direct selling and customer service, to promote TCA as the airline to take to Europe. The campaign, to be conducted in English and French from January to May, will cover the country from St. John's to Victoria.

Major objectives of the "Planatrip" campaign will be to broaden the travel market, to stimulate the desire to travel and to capture a substantially greater share of the total market for TCA, while ensuring retention of its present share of the Canada-to-Britain market.

PUBLICITY MATERIALS

Major elements of the campaign are a 16-page, full-color insert, which appeared in *Weekend Magazine* on January 26 and will appear in *Perspectives* on February 19, and "Planatrip" kits containing a multiplicity of information covering all aspects of a European vacation. In addition, there will be supporting newspaper advertising, direct-mail advertising to travel agents and selected customer lists, and display advertising and full-color advertising in national magazines.

The full-color *Weekend/Perspectives* insert, portraying the appeals of Europe and emphasizing the low cost of a European vacation, will reach more than 5,000,000 Canadians through the 41 newspapers carrying these Saturday supplements. The inserts will incorporate coupons for mailing to TCA to obtain the "Planatrip" kits at a cost of \$2 for the English edition and \$1 for the French.

The national consumer-magazine ads solicit enquiries for the inserts free of charge, or for the kits at \$2 and \$1.

CONTENTS OF KITS

The English-language kit contains five travel guides on Britain and Ireland, France, Italy, Switzerland, Germany and Austria, itinerary-planning sheets, travel folders, baggage stickers and post-cards. The French-language kit contains guides on France and Italy, itinerary-planning sheets, travel folders and other material. Both incorporate virtually all the information necessary for a potential traveller to formulate basic plans for a European vacation. His travel agent or TCA will do the rest.

With this extensive advertising and sales campaign, TCA hopes to broaden the European travel market to fill the seats of the DC-8 jets with which it will be operating as many as 14 return flights a week between Canada, Britain and continental Europe during the peak summer months of 1963. In conjunction with British Overseas Airways Corporation (BOAC), TCA will offer a choice of 35 return flights a week across the North Atlantic.