

Toronto is World Crossroads CPA Links Ontario To Five Continents

By John G. Carrothers
World-traveler, writer, lecturer

How big is an airline? What makes an airline outstanding? Difficult questions, open to many interpretations. But Canadian Pacific Airlines qualifies on both counts: It's big and it's outstanding. CPA is the principal traffic center for CPA's world wide route pattern.

Canadian Pacific Airlines' domestic and international routes extend over 50,000 miles from Toronto. It links Ontario with Canada's major cities—east to west and north to south. It links Canada with five continents on some of the world's longest air routes, crossing the Equator, the Arctic Circle and the International Date Line. Yes, Canadian Pacific is a big airline.

And what makes Canadian Pacific Airlines outstanding? Ask CPA patrons. They're sold on CPA standards of service. A reputation built on the vision, integrity and leadership of men who loved flying. Men who transformed a flock of single-engine bush aircraft into a jet age airline and will soon propel Canada into the superonic era and beyond. All this in a quarter of a century. Wherever airline people meet, you'll find agreement—the CPA story is one of the great sagas of flying. The fulfillment of a bush pilot's dream—a great international airline.

Before 1940, commercial aviation in Canada was an exciting story of small outfits operating on a shoestring. Despite innumerable difficulties, primitive aircraft, virtually no navigational aids and inadequate airport facilities, they not only survived but they pushed back Canada's frontiers in the west and north.

Ironically, the only ones who seemed unable to profit from their endeavors were the pilots themselves. It took the guidance and financial

backing of the Canadian Pacific Railway and the order of a youthful veteran of bushflying to bring order out of confusion.

The young flyer was Grant McConachie—destined to become a legend in the annals of Canadian aviation. As President of Canadian Pacific Airlines he drew together a group of ten small independent airlines and built them into the proud organization which today carries Canada's flag to the four corners of the globe.

Canadian Pacific first established its transcontinental and domestic service, then reached out over the horizon for new routes to conquer. To Hawaii and on to New Zealand and Australia. South to Mexico and later to Peru, Chile and Argentina. Then came the long awaited "air-bridge" to Asia, to Japan and the market places of Hong Kong and Southeast Asia.

Eastward the expansion was equally rapid and dramatic. First CPA pioneered the now popular Polar route to Europe from the West Coast. Then the mid-Atlantic route from Toronto and Montreal to the Azores, to Lisbon, Madrid and Rome. In 1965 another new link with the old world was added—the speedy Toronto-Montreal-Amsterdam service linked directly with Canadian Pacific's transcontinental flights from Toronto and the West.

Whether pioneering new routes or putting the latest types of aircraft into service, Canadian Pacific has put passenger comfort and convenience above all else.

And as the romantic era of McConachie takes their places in history, a new breed of leader, skilled in

hard past, and they are proud of it—battling the Arabs for more than five centuries, turning back the Spanish invaders, and forging ahead to become great explorers, warriors and colonizers.

Lisbon is cosmopolitan, charming, and, so far, has escaped the hectic pace that has cluttered many of the countries to the north. The narrow streets retain their picturesque air, and their markets are busy and bustling, their best hotels are excellent and their first class restaurants as good as any in Europe. Gorge yourself on sea food; it's excellent!

Spain! Old Spain means gay and colorful festivals, a rich cultural heritage and the exuberant good nature of its people.

Madrid is unique, and the largest of her busy and vital cities which have been thriving for centuries, and yet they all have a grace and style and essence that is completely Spanish.

Spain means palaces, and castles, and museums filled with some of the world's great works of art, and delicious food in simple inns, and the excitement of the fiesta, and massive cathedral towering over smoky townships, and pygmy castles cranking in rocky gullies, and the beauty of Alcazar Castle, and the matadors working the bulls in the colorful arenas on sunny afternoons.

In Italy, or the world for that matter, all roads lead to Rome.

Rome is the city in which all Italians find expression, and you'll understand why when you step from your CPA jetliner. Here is the Vatican. St. Peter's. Here, 5,000 years of history are gathered in some of the world's best preserved architecture. Here are some of the world's great museums, palaces.

And, when your day is done, you can relax in famous restaurants, surrounded by famous people, enjoying La Dolce Vita for Rome is a major crossroads of the world. Just listen to the chatter in the sidewalk cafes if you're not convinced.

And Rome is only the beginning of Italy. North or south, the fine roads take you to her great

cities, her monumental ruins.

Sea-girt on three sides, she has an astonishing number of fine beaches, small villages, tiny harbors, all waiting for the enterprising visitor to discover.

Rome is also the jumping-off point—the gateway — for a great many countries — Yugoslavia, Greece, some Iron Curtain lands, North Africa, Egypt, Turkey, the Middle East, Israel, and India and the Far East.

Your nearest Canadian Pacific Airlines' office or your travel agent will bring you up to date on flights, costs, accommodations, tours, everything to ensure that your Southern European jaunt will be memorable and enjoyable in every way.

CPA can be justly proud of its part in bringing Canada to the world and the world to Canada.

CPA's Super DC-8 Jetliner

the administrative and financial intricacies of the international transportation, moves into the executive cockpit. Such a man is J. C. Gilmer, Canadian Pacific Airlines' recently elected President.

Gilmer and his associates will pilot the airline into the superonic era, coordinating activities in a world-wide network of over 400 offices and scores of cargo, airport and operational bases. Canadian Pacific Airlines makes a substantial contribution to Canada's economy. As the operator of a world-wide air passenger and cargo transportation system, the Company produces millions of import dollars for Canada every year in addition to the expenditures made for equipment and supplies, for wages and salaries of thousands of Canadians.

Wherever they wish to go, CPA passengers enjoy the international standards of service and cuisine which have won acclaim for Canadian Pacific Airlines among the world's most sophisticated travellers.

But what, you may ask, can CPA do for me now? Well, if you've a dream to buy in Hawaii, or a business to enjoy in Mexico or even a second honeymoon to enjoy in Europe, Canadian Pacific will jet you there in style. You'll be introduced to new faces, sights, sounds, sun, fun and excitement wherever in the world you want to go. In fact, you'll meet CPA in the air to everywhere ... trying businessmen to the Orient, gold from Australia and New Zealand, sun seekers to South America and New Zealand, sun seekers to Southern Europe, sons to mothers and husbands to wives.

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On The Road to ROME

Three great cities, capitals of the three great Nations of Southern Europe, nations which have done a great deal down the centuries to shape the thoughts, literature, art, sculpture, morals and manners of the western world.

And today more than at any other time in a thousand years, Portugal, Spain and Italy are waiting for the traveller, and offering him more, offering all the outpourings of that treasure chest of learning and spectacle and gaiety and history.

Today, Southern Europe is on the Canadian traveller's doorstep, an eight-hour flight from Canadian Pacific Airlines' DC-8 jetliner. Rome, the Eternal City, is non-stop from Toronto and other flights from Eastern Canada stop at Lisbon and Madrid en route to Rome.

How much to get there, you winter-weary traveller? Using CPA's ten per cent down payment plan, you can jet Toronto-Lisbon return for as little as \$33. Madrid for only \$37 and Rome for only \$46 down—and pay the balance over a number of months, the easy way.

Portugal, more than most countries in Europe, is wide open for the tourist. Long neglected while other countries were being "discovered", Portugal is now on the tourist's must list.

Portugal is walled towns, hidden in valleys or perched on sand-brown hills. They remember their

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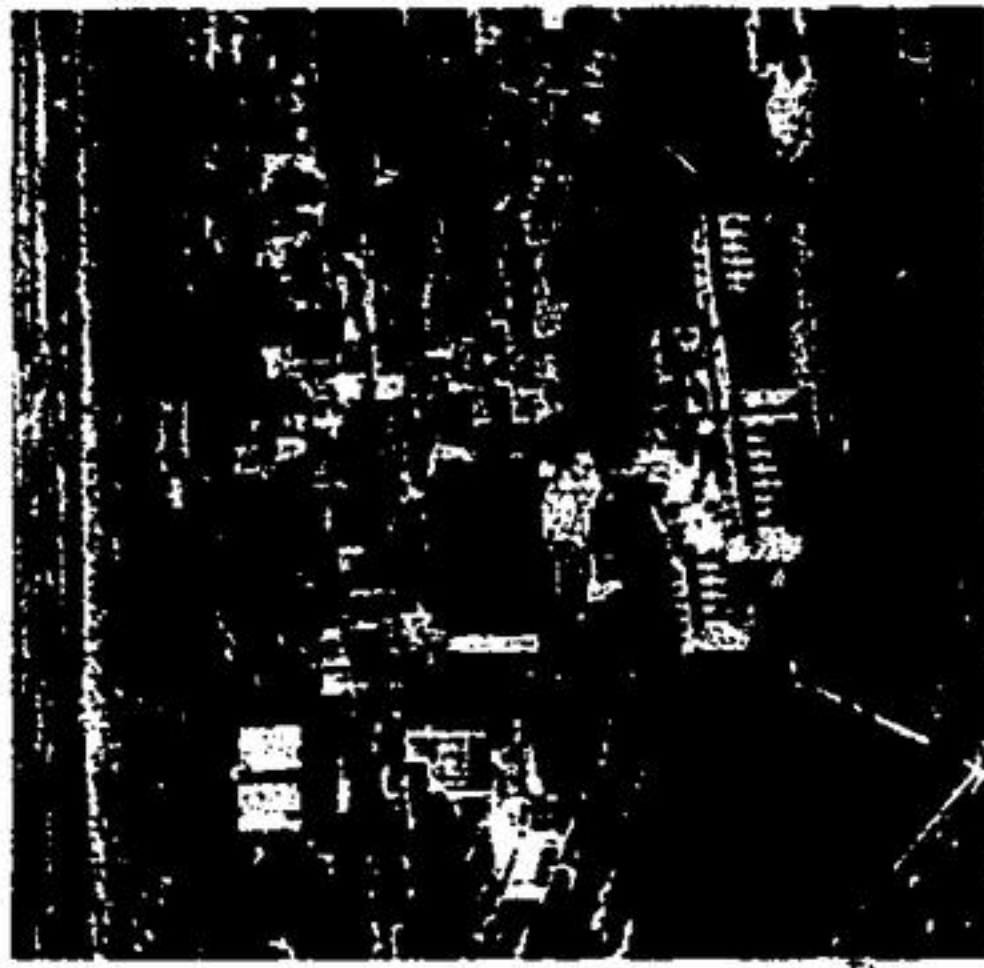
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NEXT TIME CROSS CANADA ON A CPA JET

More and more the experienced traveller is using CPA's daily Jet Express flight between our major cities Toronto, Montreal, Winnipeg and Vancouver. There are several reasons of importance, convenience, quality and economy.



WINNIPEG
Gateway to the Prairies



VANCOUVER
Gateway to the Pacific

Suppose you are a businessman from Toronto on route West. You board at 9 a.m. and your CPA plane lands in Winnipeg at 11 a.m. In time for a business lunch and an afternoon of solid work. If you're heading for Vancouver, same thing. Your stewardess serves you a delicious lunch after Winnipeg and you land in the West Coast city just after noon — in plenty of time to take part in conferences and other business during the afternoon.

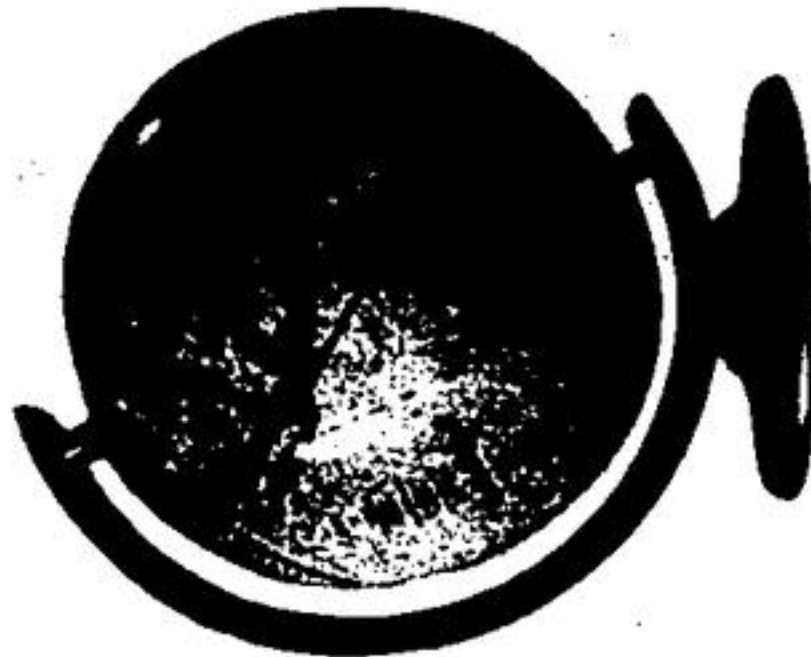
That's what we mean by convenience.

Quality of course is built in to CPA's services. Remember that CPA is an integral part of the vast Canadian Pacific transportation system. CPA's cross-Canada passengers enjoy exactly the same high standard of service and cuisine as do passengers on its intercontinental flights embracing more than 50,000 route miles and 6 continents. From our 2400 mile cross Canada flight

There is an attractive economy factor to flying across Canada via CPA. For example, father, mother and one child between 12-20 years old can save up to \$109 by using CPA's round trip economy family fare plan between Toronto and Vancouver. The head of the family pays regular fare, mother and child pay 3/4 fare and baby travels free. There are similar savings when you are bound for Winnipeg or Montreal.

Part of CPA's Canadian route pattern includes many B.C. interior towns, the Yukon and points North. Connections are made in Vancouver.

PLAN YOUR TRIP WITH A CPA GLOBE



\$5.95
(retail value \$10.95)

Colourful plastic globes, 13" dia. Moulded on attractive stand. Every home needs one...ideal gift for students. Limited supply only.

Use This Order Form

Canadian Pacific Airlines,
106 - 1200 West Pender Street,
Vancouver 5, B. C.

Please send me CPA inflated world globes at \$5.95.

Enclosed is my money order cheque for \$

Name
Address
City Province
(please print)

TAKE A TOUR

It's the carefree way to travel. Nothing to do but enjoy yourself as someone else looks after the details—tickets, reservations, accommodations, etc. Choose from this list of CPA tours—you'll find a tour, a price and a place —to suit your own ideas of travel.

- 1 SPAIN & PORTUGAL by Motorcoach
14 days. From \$247.25. 17/02/73
- 2 ADVENTURES: EUROPE & MIDDLE EAST
24 days. From \$318. 17/07/71
- 3 FUN IN HAWAII
8 days. From \$274.50. 17/07/71
- 4 INDEPENDENT HAWAII
8 days. From \$274.50. 17/07/71
- 5 ALONG HAWAII
8 days. From \$274.50. 17/07/71
- 6 MEXICAN VARIETY
10 days. From \$288. 17/07/71
- 7 MEXICAN SEVEN
10 days. From \$288. 17/07/71
- 8 OFF-THE-ROAD MEXICO
10 days. From \$288. 17/07/71
- 9 MEXICO-TACOS-PUERTO VALLARTA
11 days. From \$288. 17/07/71
- 10 MEXICO-ACAPULCO-PUERTO VALLARTA
12 days. From \$288. 17/07/71
- 11 MEXICO-TACOS-ACAPULCO
8 days. From \$247. 17/07/71
- 12 \$4 to 15 days in MEXICO
4, 7, 10 or 15 days. From \$247.49 to \$449.49
- 13 CHARM OF THE ORIENT
24 days. From \$178. 17/03/74
- 14 ORIENT/AROUND THE WORLD
Plan 1 year. From \$222. 17/07/71
- 15 AROUND THE ORIENT
24 days. From \$318. 17/07/71
- 16 AROUND WORLD & CONERT
25 days. From \$318. 17/07/71
- 17 SOUTH AMERICA
17 days. From \$318. 17/07/71
- 18 WESTERN SOUTH AMERICA
25 days. From \$318. 17/07/71
- 19 SOUTH SEA HOLIDAY
14 days. From \$110. 17/07/71
- 20 HOLY LAND & MIDDLE EAST
14 days. From \$110. 17/07/71
- 21 ISLANDS OF MIDDLE EAST
14 days. From \$110. 17/07/71
- 22 SUNLIGHT—SPAIN & MOROCCO
15 days. From \$110. 17/07/71
- 23 SUNLIGHT TO MADRID IS.
15 days. From \$110. 17/07/71
- 24 SUNLIGHT TO CANARY IS.
15 days. From \$110. 17/07/71
- 25 WESTERN CANADA HOLIDAY
15 days. From \$110. 17/07/71
- 26 EUROPEAN MOTOR COACH
14 days. From \$110. 17/07/71

NOTE: Costs quoted are lowest available, including economy air fare from Toronto return. All prices subject to change without notice.

CLIP OUT AND MAIL COUPON TODAY

TOUR DIRECTOR

Canadian Pacific Airlines
King & Yonge Streets, Toronto, Ontario.

Dear Sir:
I would like more information on the following tour (s).
(Circle the appropriate number or numbers).

1 2 3 4 5 6 7 8 9 10 11 12 13 14

Mr./Mrs./Miss
Address
City Phone

My Travel Agent is