

# CPA Proposes Mexico-Toronto Service To Lisbon

## Airline Application Made Says McConachie

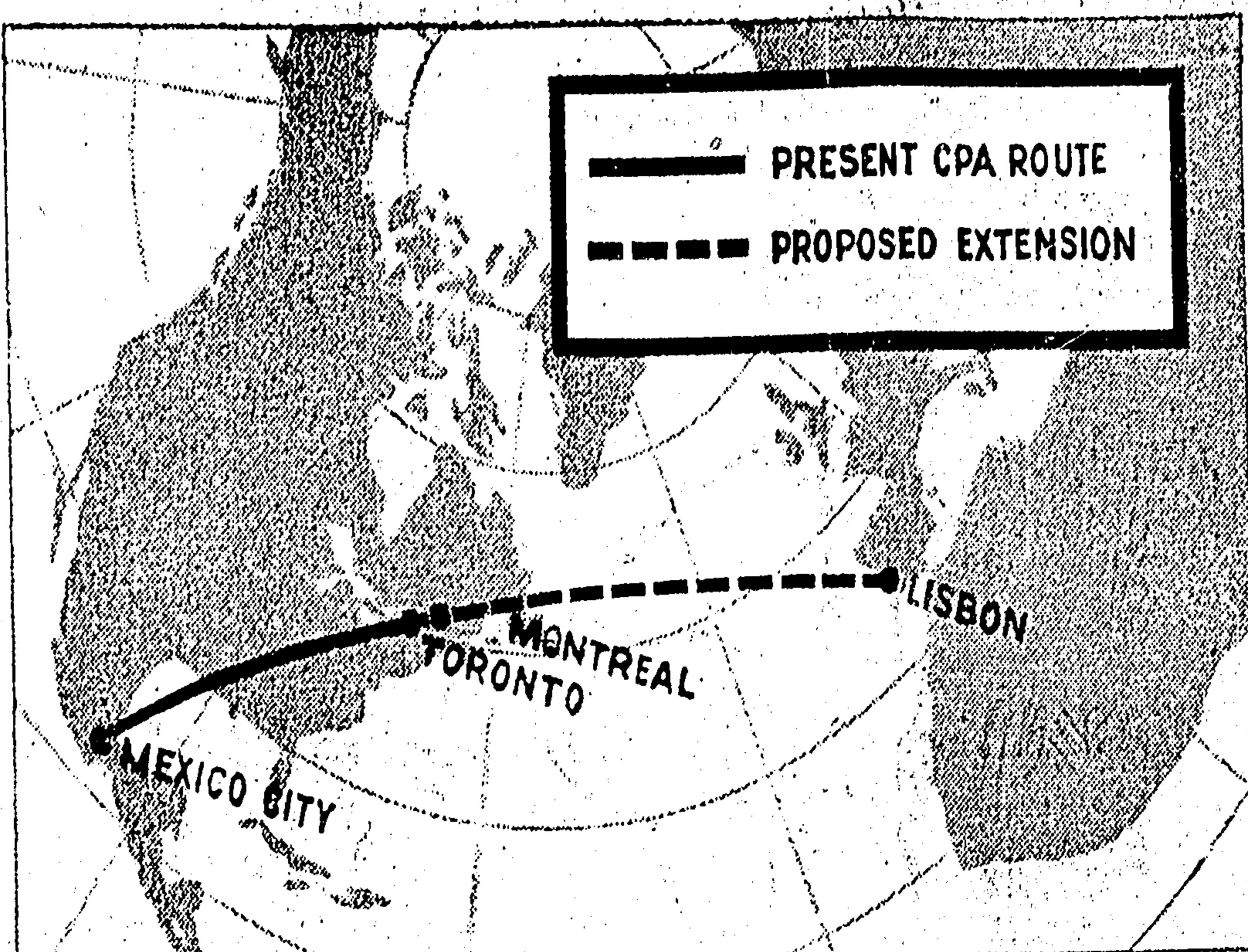
Special to The Daily News

VANCOUVER — Application for extension of the Mexico-Toronto air service across the Atlantic to Lisbon, gateway to the south of Europe, is being made by Canadian Pacific Airlines, G. W. G. McConachie, president, announced here yesterday.

The proposed route extension would link Latin America with Europe via Canada. It would also blaze a new travel trail across the Atlantic for Canadian travellers by providing a direct air service between Toronto, Montreal and Lisbon.

CPA inaugurated the non-stop Toronto-Mexico route in November of last year to provide a fast direct service from Canada to Latin America. It is anticipated that the extension of this route across the Atlantic to Lisbon would draw an increasing flow of Mexican traffic over the Canadian line.

Canadian air traffic rights at



Flying time over the 5,800-mile Mexico-Toronto - Montreal-Lisbon route would be less than 23 hours. Linking, at Mexico City, with the existing CPA route to South America, it would provide an 11,200-mile intercontinental connection all the way from Buenos Aires to Lisbon.

**14-HOUR TRIP**

Flying time between Toronto and Lisbon on the proposed 3,800-mile route across the mid-Atlantic would be less than 14 hours while the Montreal-Lisbon air time would be 12 hours.

Canadian air traffic rights at

Lisbon were obtained in a Canada-Portugal bilateral air agreement signed by the two governments in 1947. Neither country has exercised these traffic rights to date. CPA has now applied to the Canadian government for designation as the carrier to take up the Lisbon rights for Canada.

The CPA application proposes an initial weekly schedule leaving Toronto at 2:00 p.m. every Monday, taking off from Montreal at 4:45 and arriving in Lisbon at 9:45 Tuesday morning. Return flights would leave Lisbon every Wednesday at 9:00 p.m., arriving in Montreal at 6:00 a.m. Thursdays and in Toronto at 8:00 a.m. A refuelling stop normally would be made at the Azores en route.

### 29,400 MILES OF ROUTES

Canadian Pacific Airlines is presently operating a 29,400-mile pattern of international routes between five continents. Most recent extensions were the Vancouver - Amsterdam polar route in June of last year, the Toronto-Mexico service last November and the extension from Lima, Peru, to Buenos Aires, Argentina in June of this year.

Most obvious advantage to Canadians in approval of the application would be the provision of a new direct travel route across the South Atlantic to Lisbon, gateway city to all southern Europe. At present, Canadian travellers seeking the most direct route to the south of Europe must change planes at New York and cross the Atlantic

on a foreign airline. It is anticipated that, if approved, the new air service will help to capture for Canada a larger share of the Canadian transatlantic travel market. During the June peak period this year 58 per cent of the Montreal-Europe flights were operated by non-Canadian airlines.

Most significant feature of the route extension in broader terms would be its relationship to the existing CPA service between Toronto and Mexico. Projection of this route to Europe would provide a one-airline through service from Mexico via Canada to Europe.

It is considered doubtful that the Toronto-Montreal to Lisbon route would be justified at the present time strictly on the basis of transatlantic potential. However, it promises to be a profitable venture, in the CPA view.

This opinion is supported by the airline's success in extending the South Pacific, Sydney-Vancouver route, on to Amsterdam over the polar regions. The now-famous polar route has not only drawn "local" traffic from the Pacific Northwest to Europe but also has derived a substantial flow of "long haul" traffic over the 13,900 mile hemispheric route from the Antipodes to Europe.

A similar pattern was developed in extending the North Pacific, Hong Kong - Vancouver route, on to Mexico City, Lima and Buenos Aires.

**WILLING TO GAMBLE**

Even on the basis of this ex-

perience, there is no firm assurance that the proposed South Atlantic "sunshine route" would be an instant success. One of the virtues of the private enterprise system, however, is the freedom to take calculated risks, without involving any financial burden on the taxpayer.

Such "educated" gambles have been characteristic of CPA's development as an international airline. The risk element loomed large when the company's first overseas venture was launched in July, 1949, with inauguration of the pioneering air service from Vancouver to Honolulu, Fiji, Auckland and Sydney, Australia. Later in the same year there were dismal forecasts attending inauguration of the CPA service from Vancouver to Tokyo and Hong Kong.

This year Children's Hospital needs some \$50,000 to ensure continued care for children from B.C. points and it is only by the generosity of its citizens and the awareness of how important such a service is to our province that the March of Dimes can succeed. Prince Rupert quota is \$2,500.

More than 2,000 children each year are brought into the wards of the hospital for active treatment. In addition 2,600 from more easily accessible towns come in to the Out-patient Department in Vancouver for follow-up care.

The Directors of Children's Hospital realize that even more

## March of Dimes Needs at Least \$50,000 To Continue Work Throughout B.C.

The March of Dimes for Children's Hospital appeals to the people of British Columbia are underway again and will continue on to the end of December.

In Vancouver Children's Hospital has become a member of the Greater Vancouver Community Chest and likewise a member of the New Westminster Good Neighbor Fund. Through these two mediums it will receive funds in support of children cared for from these two areas.

However the services of Children's Hospital are by no means restricted to these points.

Its facilities and help go out to every community in the province both large and small and it is for this reason that March of Dimes campaigns are held throughout all provincial centres. In most cities and towns March of Dimes committees are sponsored by local service or fraternal organizations. In Prince Rupert the Elks Lodge 342 of the Benevolent and Protective Order of Elks conduct the March of Dimes campaign.

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must be done in order that no child will be overlooked who needs help and to this end nurse-doctor teams go out with a Travelling Clinic from the hospital and set up consultant clinics in major points in the Okanagan, Kootenays, Cariboo and Peace River districts. Here, with the co-operation of local medical leaders of Public Health Units, patients are seen by Children's Hospital specialists and a diagnosis made with care prescribed to be carried out locally or, if need be, at the Vancouver hospital.

Investigations such as can be made at the Travelling Clinics save much expense and hardship to the families of these youngsters.

Children's Hospital growing with the demands of our province, is continually reorganizing its services to meet these vital needs.

From 1928 until 1955 approximately 17,000 boys and girls have been admitted to its wards. In 1952-53 patients were seen at the Travelling Clinics and last year this number was more than tripled. Since that time still another new Travelling Clinic has been added at Terrace.

Prince Rupert Daily News Thursday, November 22, 1956

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of Vancouver. Try ZERO. God's Water Soap today. Specialty pads developed for washing fine woolens.

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**COFFEE** NABOB Regular 1's **\$1.19**

**TEA BAGS** NABOB GREEN LABEL 100's **\$1.05**

**LEMON CHEESE** Spread for Jelly Roll **45c**

**MINCE MEAT** Nabob **24 oz. 49c** **16 oz. 35c**

**PEANUT BUTTER** SQUIRREL BRAND **24 oz. Jar 61c**

**STRAWBERRY JAM** Nabob **4 lb. Tin \$1.35**

**MARGARINE** New Harvest **2 lbs. 73c**

**EGGS** Grade A Large **Doz. 59c**

**FROZEN PEAS** Delnor **2 pkts. 49c**

**Apricots** fancy 15 oz. **2 lbs. 47c**

**Peaches** 16 oz. **2 lbs. 51c**

**Pears** 15 oz. **2 lbs. 53c**

**Plums** choice 15 oz. **2 lbs. 31c**

**Strawberries** 16 oz. **2 lbs. 73c**

**Asparagus Tips** 12 oz. **2 lbs. 41c**

**Cut Green Beans** 16 oz. **2 lbs. 41c**

**Peas and Carrots** 16 oz. **2 lbs. 35c**

**Pineapple** 15 oz. **2 lbs. 59c**

**Cream Style Corn** 3 lbs. **59c**

**SPECIALS GOOD UNTIL NOVEMBER 29th**

**FRESH MEAT SPECIALS**

**FRESH GROUND HAMBURGER** **39c**

**BEEF POT ROAST** **50c**

**ROUND STEAK** **69c**

**PORK CHOPS** Loin **65c**

**SLICED BACON** **45c**

**BALOGNA** Sliced **29c**

**Apricots** fancy 15 oz. **2 lbs. 47c**

**Spinach** 16 oz. **2 lbs. 31c**

**Nabob Pineapple** **49c**

**Peas** 16 oz. **2 lbs. 49c**

**Tomatoes** Nabob 23 oz. **31c**

**Crabmeat** Nabob 8 oz. **65c**

**Green Tomato Pickles** Heinz 16 oz. **43c**

**Fresh Sweet Cucumber Pickles** Heinz 16 oz. **39c**

**Tomato Catsup** **59c**

**Corn on the Cob** **43c**

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