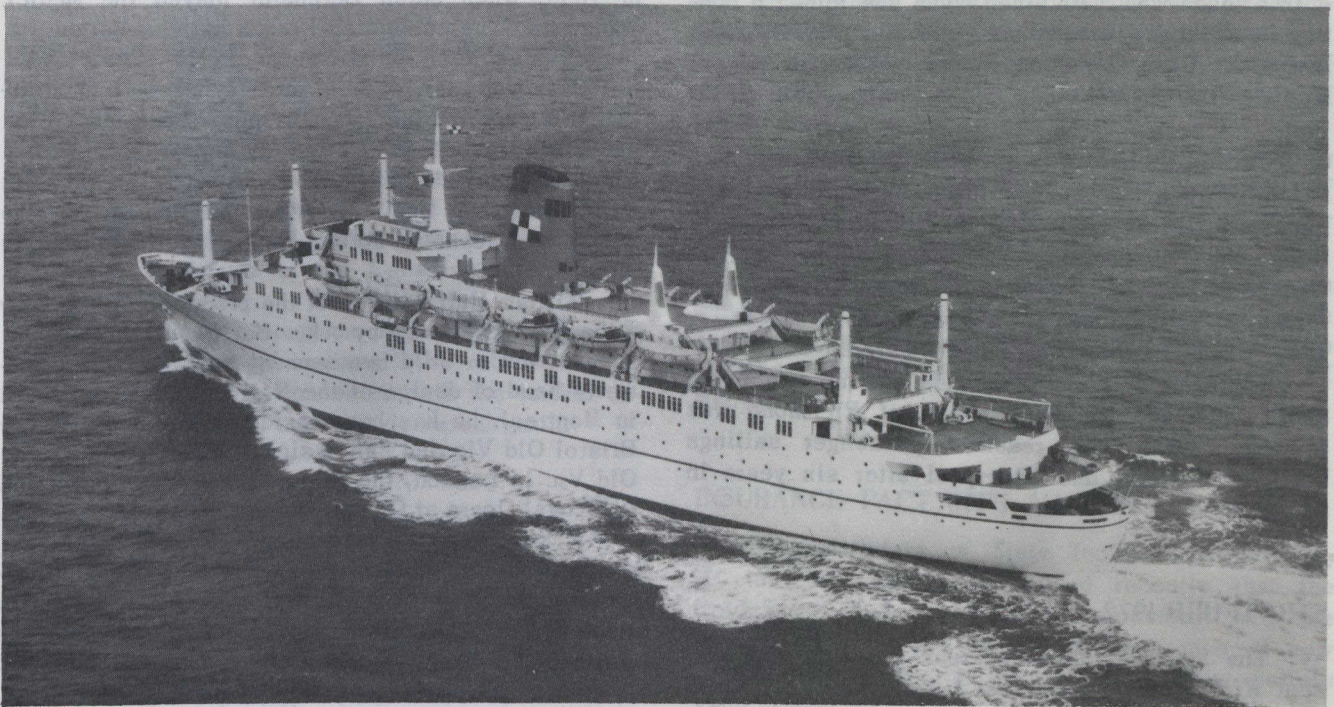


END OF THE EMPRESS ERA



The *Empress of Canada*, which will be sold by Canadian Pacific, is 650 feet long, 86 ½ feet wide and has an average speed of 20 knots.

The *Empress of Canada*, the last ocean passenger-ship operated by Canadian Pacific, was taken out of service at Liverpool on November 23 following its final transatlantic voyage of the season.

The 25,900-ton liner, with a capacity for 1,048 passengers, cost \$22,666,785 and has been in service since April 24, 1961, when she left Liverpool for Montreal. Mrs. John Diefenbaker launched the ship on May 10, 1960.

ECONOMIC REASONS CITED

As reasons for the decision to withdraw the *Empress of Canada* from service, W.J. Stenason, vice-president, Transport and Ships, Canadian Pacific, cited intensified air-charter competition, sharply reduced air fares on international routes, devaluation of the U.S. dollar, rapidly escalating operating expenses and the anticipated shift of ocean liners to the highly competitive cruise market.

"We regret that economic circumstances have made it impossible to achieve a viable passenger ship operation, despite a determined effort to promote the service and attract increased business," he said.

As a result of the company's decision, the 1971-72 cruise schedule to the Caribbean from New York has been cancelled. Passengers with reservations will be assisted by the company in making alternative arrangements. The company also an-

nounced it would pay commissions to travel agents for cruise space sold to date.

About 500 employees are affected by the withdrawal of the ship from service. The company expects to be able to place deck and engineer officers aboard other ships in its fleet. Crew members who are unable to obtain other employment will receive British Government redundancy benefits. In addition, the company intends to recognize long-service crew members with a form of special payment.

A number of shore-based employees will be transferred to the company's expanding freight operations.

Since the ship was built, the number of passengers travelling by sea between Britain and Canada has dropped from 98,000 in 1960, to 23,732 in 1970.

In recent years, Canadian Pacific has concentrated on developing its containership and worldwide bulk cargo operations. It has a fleet of 17 ships in service, with six more vessels on order, for a total cargo capacity of some 1.5 million.

HISTORY OF THE "CANADAS"

It was in 1920 that the first *Empress of Canada* (21,500 tons), built on the Clyde, was launched at Glasgow, Scotland.

Although designed primarily for the Pacific, the first *Canada* made a transatlantic round-trip between Southampton and Quebec in 1929. Ten years later she