

1st were serving fourteen cities and flying trans-continentially between Montreal and Vancouver. Passenger reaction to the new type of aircraft was enthusiastic and Viscount load factors were uniformly high throughout the year.

During the summer, TCA operated Super Constellations across the Atlantic eight times weekly, this schedule being reduced to six weekly flights in the winter months. Conversely, service to Florida, Bermuda and the Caribbean was more frequent during the latter season. In May, Super Constellation equipment was withdrawn from the southern routes and North Stars used exclusively.

The Company expanded its services along the St. Lawrence valley and in Northern Quebec and Ontario following a major route exchange negotiated with Canadian Pacific Airlines and approved by the Canadian aeronautical authorities. Under the terms of the agreement, TCA relinquished its operation between Toronto and Mexico City, receiving in return the right to operate the routes previously held by CPA to Quebec City, Saguenay, Seven Islands, Val d'Or, Rouyn/Noranda and Earlton. This permitted the inclusion of the latter communities in the national route pattern. Also service was provided between Quebec City and the Maritime provinces for the first time. The route exchange became effective on November 1st.

Following construction of a new airport at Timmins, service began to that community on April 1st, with the airline simultaneously suspending its operations to Porquis Junction. This had the effect of moving the air service closer to the larger centres of population in that area of northern Ontario.

The airline's operations were again conducted with a high degree of reliability, over 96% of all schedule mileage being completed.

Passenger Traffic

In carrying 1,682,195 passengers, an increase of 17%, the airline established a new traffic record and maintained the steady upward trend of air travel popularity. During the year, TCA transported its ten millionth passenger. There was an increase of 14% in passenger miles flown, these amounting to 969,392,395, another new Company high. In the past ten years the passenger traffic has multiplied ninefold, and more passenger miles were flown in 1955 than during the first eleven years of the Company's life. General prosperity and an aggressive merchandising programme contributed to the traffic growth.

No basic changes were made in the Company's fare structure in 1955. Since 1947 there has been an overall decrease in the average passenger fare. This has been in marked contrast to the rising consumer price index, as illustrated on page 18, and air travel can in no sense be regarded today as an expensive means of transportation. Its price has become increasingly competitive with that of surface transportation, particularly since the introduction of tourist services which, in 1955, accounted for 32% of all TCA passenger traffic. Also, in the past year the Company extended tourist fares to its southern services and applied to the Atlantic the family fare rates that have proven so popular on the North American routes.

The volume of passenger traffic on the overseas services was gratifying. TCA's North Atlantic load factor was among the highest of the twelve competing airlines, and there was a modest increase in travel to Bermuda and Caribbean points.

It continued to be the case that most routes were subject to marked seasonal fluctuations in traffic volume.

Mail Traffic

Mail also was carried in greater volume, the Company flying a total of 7,704,144 ton miles, a rise of 11%. Increased flight schedules in many instances