

Previewing a new *CP TRACKS* series:



◀ Bound for Europe, Canadian Pacific's *Empress of Scotland* (ii) – launched in 1929 as *Empress of Japan* (ii) – passes the company's Chateau Frontenac Hotel at Quebec City in August 1952. –CP; Kevin J. Holland Collection

▲ An early 1950s poster by artist Roger Couillard, illustrating the company's land, sea and air services. –Chung Collection, University of British Columbia Library

Canadian Pacific's Family Album

From Canadian Pacific's earliest days, the company's management was responsible not only for a transcontinental railway, but also for vital links that accelerated communications between Great Britain and its Imperial outposts via the so-called "All-Red Route." At the core of this far-flung business was the need to fill the railway's freight and passenger cars with profitable traffic, both east- and westbound, across Canada. To encourage passenger traffic within Canada, CPR management early on decided to cater to customers' business and leisure needs along the line by establishing a chain of urban hotels, mountain resorts (in some of Canada's newly established National Parks), and rustic but comfortably appointed wilderness camps. In 1886, when W.C. Van Horne pre-

scientifically declared "If we can't export the scenery, we'll import the tourists," he set the stage for generations of travellers riding CPR trains and staying in CPR hotels amid spectacular scenic vistas. Farther afield, by the end of the 20th century's first decade, Canadian Pacific was moving mail, cargo and passengers across the Pacific and Atlantic oceans as part of its lucrative Imperial commitment, as well as across the Great Lakes, the Bay of Fundy, and through British Columbia's lakes, rivers and coastal waters.

Canadian Pacific kept pace with global transport trends in the early 1940s when it ventured into the air – initially by ferrying military aircraft across the wartorn Atlantic, while also stitching

together a patchwork of regional domestic operations to become Canadian Pacific Air Lines. So rapid was CP's growth in the skies that, in 1949, it became the first North American airline, and only the second in the world, to order jet aircraft.

These subsidiary transport operations – ocean liners, cargo ships, coastal vessels, hotels and airliners, as well as express, trucking and communications enterprises – were promoted as integral parts of the Canadian Pacific Railway, and the company's multimodal diversity – unique in its vast scope – persisted through almost the entire 20th century and helped to define "Canadian Pacific" in the minds of customers, journalists and the general public, in Canada

and abroad, as much more than just a railway. These operations – in particular, CPR's aviation and marine services – earned a number of industry "firsts" and other record-setting achievements, placing the company solidly in the forefront of global transport.

In keeping with CPHA's mission to present diverse elements of the Canadian Pacific story, this issue of *CP TRACKS* marks the debut of a multi-part survey of these non-rail Canadian Pacific components, with the hope that readers will gain a deeper appreciation for CPR's accomplishments in shipping, aviation, hotels and related fields as the company "Spanned the World" in its multimodal heyday. —Kevin J. Holland, ©2020