

**editorial**

# **TCA's Reduction on Fares Broadens Revenue Source**

The reduction of domestic fares proposed by Trans-Canada Air Lines is typical of the enterprising spirit which has made TCA one of the world's great airlines.

It is a bold move, highlighted by the contrasting trend in the United States where major carriers are continuing their efforts for fare increases.

Trans-Canada has been as vulnerable as any other carrier to increases in operating costs in recent years. TCA officials are also concerned in their own operations about the narrowing gap between revenue and expense and the dwindling return on investment which has plagued their American colleagues. The airline shares the industry desire to boost overall revenue in an effort to offset any detrimental effect from the rising cost of operation.

The similarity ends there. For TCA, in

an apparent departure from the general view, has recognized fare increases as one of the "detrimental effects" to be avoided.

Rather than shrink its present revenue source by making other means of travel more economically attractive to current customers, TCA has moved to expand its base for earnings by putting air travel within the reach of more pocketbooks.

In doing so, Trans-Canada is placing the emphasis where it belongs, on the elimination of costly unfilled seats which are the real crux of the problem.

Making air travel more attractive, to more people, is no new role for the airline which inaugurated the popular turbine trend in North America with its Vickers-Armstrong Viscount fleet.

Many hands make much work light. Many pocketbooks make high costs bearable.

## **Defense Policy Rates Intelligent Debate**

A House of Commons exchange in which Canada's Minister of National Defense implied in effect that Royal Canadian Air Force squadrons serving in the North American Air Defense System would not be ordered into action without approval from the Canadian government, at the time the action was contemplated, did little to enhance public confidence in the efficiency of our present defense arrangements.

It was fairly obvious to even the most disinterested observer that such a restriction would defeat the entire purpose of the NORAD system.

The question which prompted the Defense Minister's remarks was an attempt by the Opposition to place the government in the awkward position of surrend-

ering Canadian autonomy to an American military leader.

Most Canadians have long recognized the United States as a fairly essential ally in any defense of North America. There is general agreement that an attack on one nation should be treated as an attack on both, to be repulsed to the best ability of all available air force fire power, put into action as quickly as possible.

It is time members of Parliament eliminated frivolous political haymaking from their deliberations on a matter of such critical importance as national defense.

The Canadian taxpayer is paying a heavy price for what security he can feel from our present defense measures. In return, he expects intelligent, accurate information on what kind of protection he is buying with his tax dollar.