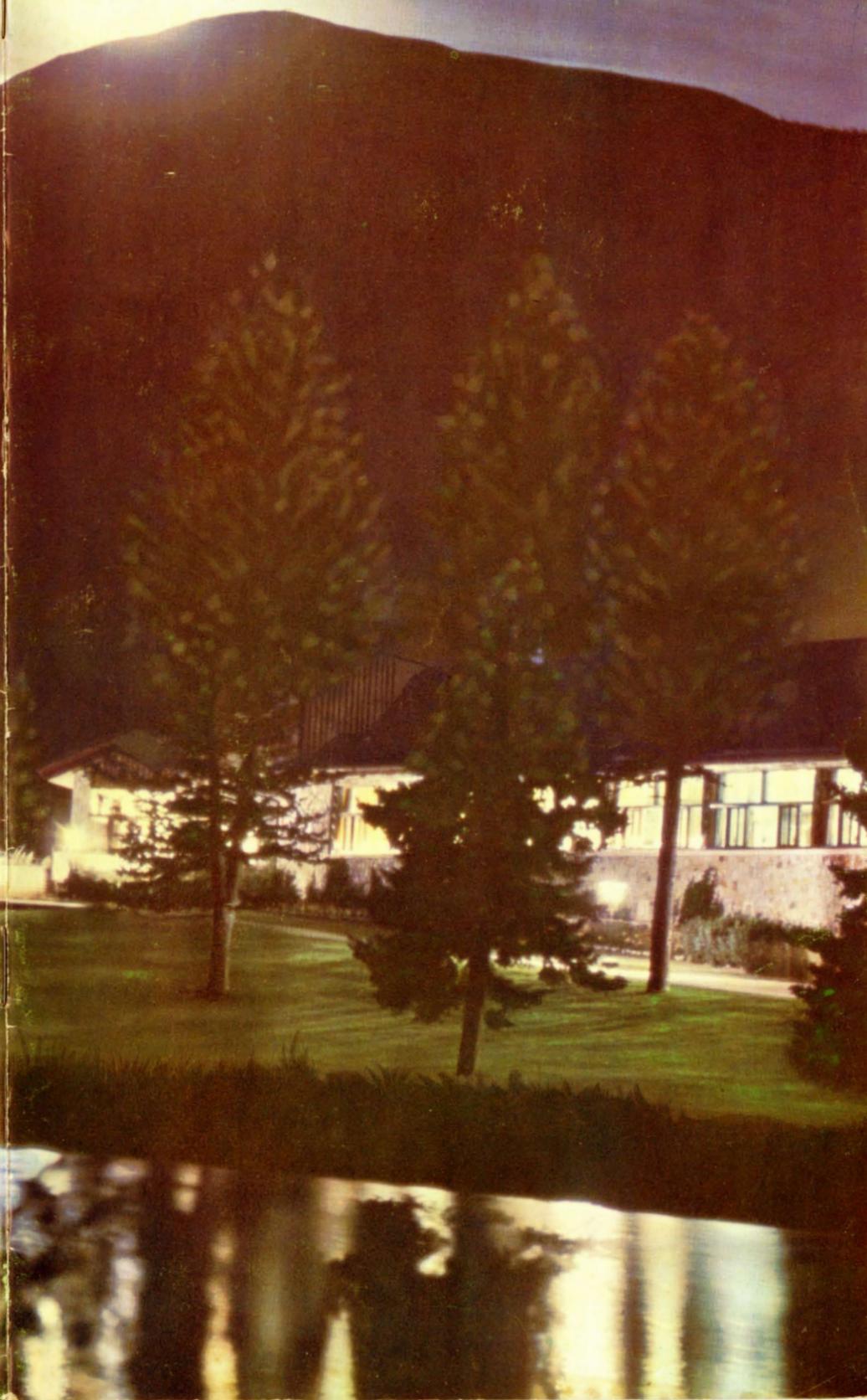




Jasper Park Lodge

in the
Canadian Rockies



Jasper's got it all. You can't argue with 4,200 glorious square miles of mountains, lakes, summer, sunshine, fun! The big Rockies are Canada at her biggest best. They're for people in love with life.

Up to the weary eyebrows in dreary routine? Partial to things rustic, rugged, leisurely expansive? Join the Jasper-lovers. Here's a national park that lives up to its boasts of unspoiled beauty. It's probably the richest collection of North American scenery ever printed on thousands of post-cards and calendars.

Look up...way up...at rock and snow reaching for the clouds. You're surrounded...as far as the eye can see, as big as the mind can reach. Catch the scenic show down in breeze-swept valleys. It features an all-star cast of elk, deer and bears keeping house among serene greenery, true blue lakes and furious rivers. The stuff that snapshot albums are made of.

Picture yourself...deep in the cushy comfort of daily motor tours from Jasper Park Lodge, rolling through the Canadian Rockies. When the moon comes over those mountains, you'll know what Kate Smith was singing about. Stand beside glacial Maligne Lake and share that old feeling—the bitter-sweet insignificance of little man beside big Mother Nature.

Get a horse, mister, and ride high to the ridge where the whole Athabasca Valley commences. Wonderful! Breathe that air. Winey!

Next stop, Columbia Icefield...110 square miles of biggest ice cube below the Arctic Circle. All aboard the snowmobile! For an easy tonic, hop in the motor launch and go yo-ho-hoing all over Medicine Lake. This is one of the Rockies' fair weather phenomena—comes every summer (thirty feet deep!) and goes every fall when it drains down to the last wet drop through an underground river.

But then all over Jasper wonderland, you walk hand in hand with Alice. Roll your imagination around some of the story-telling names—Fiddle River Canyon, Tonquin Valley, Punch Bowl Falls, Glacier of the Angel, Mount





Sorrow, Old Horn, Buffalo Prairie Trail, Roche Bonhomme.

Talk about a vacation! Talk about Jasper Park Lodge! And now you're talking . . . the language of play people, chic people, friendly people, family people, savoir-faire people. They know. They've been here. That leaves this lodge in a beautiful, enviable position. Not that it hasn't always been. Its shoreline spread on cool, clear Lac Beauvert "in the heart of the Canadian Rockies" has few equals. Its golf course is 18-hole, championship, and enough to make any man come out swinging.

Now add a sincere respect for refined palates, rustic luxury, "marvellous service" (quotes courtesy of a recent guest) and you have Jasper Park Lodge—holiday fun-quarters for 650 people who want to get away from it all and take the best of it with them.

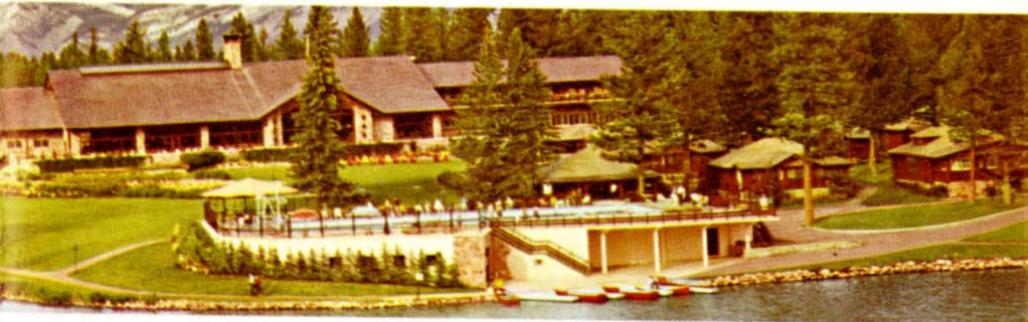
Play people go for the lively life. And that's why they come to Jasper Park Lodge. It's all there—if they want it. They can check in, make friends and plunge right into the swim of lodge life. Why not? The pool is heated.

Consider the chic people. Lounging pool-side, they gaze over the rim of a tall, cool one at lush manicured lawns, explosions of flowerbed colour, a magnificent eyeful of trees and mountains. Civilized.

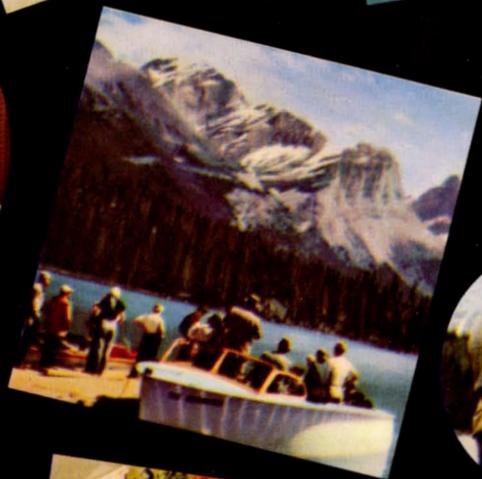
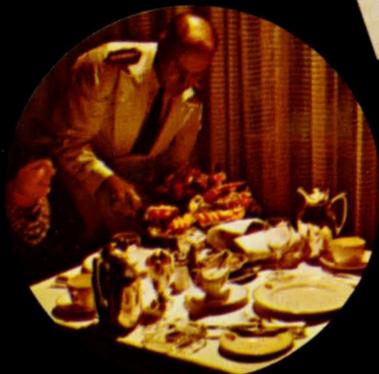
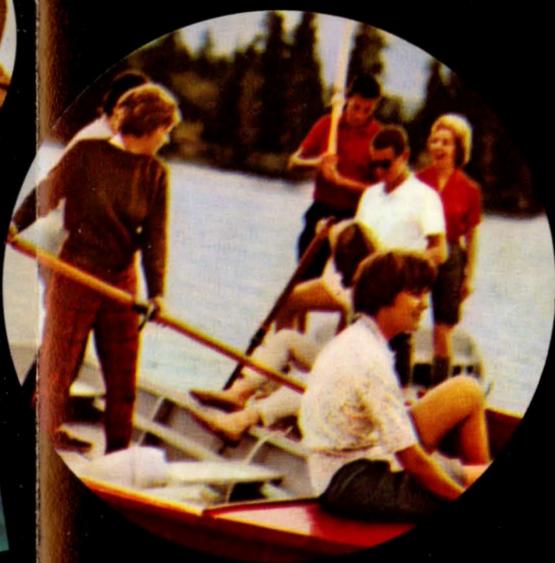
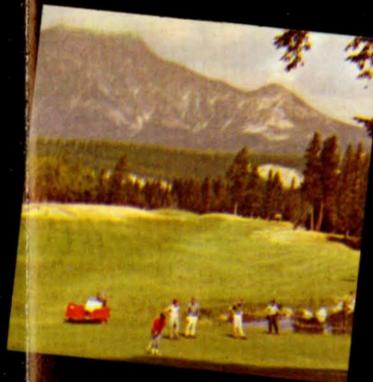
Friendly people like to join the picnic party and go wandering . . . on foot, horse or wheels. By day, they might be off tossing lines into teeming trout lakes; by evening, more fishing lines around a roaring fire in the lounge. They get to know their caddies and waitresses—usually college students working their way through. Come five-ish o'clock, who's manning cozy chat-circles in the cocktail lounge or tavern? Who else?

The lodge's community set-up and family people were made for each other. It puts all the family in one, snug, picture-window cabin. For mother-appeal, there's the beauty parlour, movies and shops in the lodge and the likeable, lazy life with Jasper staffers looking after everything. Fathers take to the fishing and fairways like their school-age heirs take to the swimming,









hiking, boating and riding...appreciatively...very.

Enter the *savoir-faire* people. They like to mix their glorious mountain splendour with gleaming silver and crystal. Or their breaths of evergreen air with the bouquet of a fine wine. Or their golfing, swimming daylife with glamorous, dancing nightlife. The *savoir-faire* people always come to Jasper as they find it so satisfying.

Vacation-ly speaking, most people say Jasper Park Lodge pleases with the lots-of approach—lots of luxury, lots of scenery, lots of leisure, lots of fun. Sound good? Coming? Sure you are.

Activities and Facilities. **Boating:** Boats and canoes available for rent. **Camera Supplies:** Available at Camera Shop. **Church Services:** Anglican, Lutheran, Roman Catholic, United Church services every Sunday in town of Jasper. **CN Ticket Office:** Located in Central Building. Passenger representative will assist guests in all matters pertaining to transportation and reservations. **Dancing:** Wednesdays and Saturdays. **Fishing:** Eastern Brook, rainbow, Dolly Varden and lake trout are plentiful in nearby lakes and streams. Boats and guides available. Fishing licence may be obtained at the Lodge. **Golf:** 18-hole championship course. Expert instructor. Caddies and golfmobiles available. Site of Annual Totem Pole Tournament. **Medical Services:** Graduate nurse in constant attendance. Services of physician available 24 hours a day. **Movies:** Nightly except Sunday. **Riding:** Saddle and trail trips. Guide service. Guests should bring suitable clothing. **Sightseeing:** Splendid motor drives to all scenic attractions in Jasper National Park by bus or luxurious automobiles. Competent chauffeurs act as guides. Combined motor and boat trips also available. **Swimming:** Heated outdoor pool. No charge to guests. **Table Tennis:** Recreation Room, Central Building. **Tennis:** Four hard-surfaced courts. No charge to guests. Guests should bring their own racquets. **Other Facilities:** Banking—Imperial Bank of Canada. Barber shop, shoe-shine parlor and beauty parlor. Laundry and valet service. Lending library. Novelty and specialty shops. Post office. Safety deposit boxes. Snack bar. Tavern. Cocktail Lounge. Telegraph service.



What, waste precious vacation time? Never! Launch the good times early. In fact, as soon as you step aboard CN's Continental or Super Continental trains and smile.

And you will smile. As you sink into the air-cooled leisure of it all. With courteous CN people at your comfort's beck and call. Another cushion? Magazines? More coffee? More anything?

CN's fast daily service across Canada gets you to Jasper rested and ready for fun. All the relaxing way from Montreal and Toronto or Vancouver.

You'll be going the same way as other vacationers. Join them as they watch Canada show off through picture windows... or sip and snack around sociable tables in the buffet lounge car... or dine under the eye of fussy CN chefs. It's a holiday! A real, smiling one.



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