NORTHERN MYTHS AND SUN DESTINATIONS
THE CANADAIR NORTH STAR AT TRANS CANADA AIR LINES
1947-1955

Historically, Canada's northern climate has been used as a way to develop a national identity separate from the USA and Great Britain.

Canada's cultural nordicity played a vital role in the way the North Star, its new technological systems, and the travel it facilitated were promoted to the postwar Canadian public.

This cultural nordicity manifested itself in the advertising strategies TCA used to mitigate seasonality and show that winter was only an imagined obstacle to mobility:

1. Showing how all-weather technologies transcend winter
2. Inaugurating sun destinations to encourage Canadians to escape winter

“Thus far the air travel habits of Canadians have shown a heavy seasonal fluctuation. There is a widely held belief that if it is snowing outside, it is no day for flying [and] that airline performance is more irregular in the winter… These beliefs, incidentally, are 100% wrong… thanks to increased altitude resulting from pressurization and vastly improved radio aids. This problem is the subject of most careful study in all airlines, but its proper solution is more important to TCA than most, since the Canadian fluctuation between winter and summer is of greater magnitude.”

Gordon McGregor, TCA President, 1950