

Diners Fugazy Travel Opens Winnipeg Office

A new imaginative concept in world travel is being brought to western Canada by Diners/Fugazy Travel, second largest travel organization in the world.

The brainchild of William D. Fugazy, President of Diners Club, Inc., and Diners/Fugazy Travel, the organization has opened the world of travel to practically anybody.

The Winnipeg office is now open at 247 Notre Dame Ave.

Eventually some 30 similar offices will be strung across the country linking up with a proposed 500 in the United States and another 500 around the world. New offices are being opened at the rate of about 25 a month.

One of the main reasons for this huge expansion program — planned for completion within the next four years — is that Diners/Fugazy Travel feels that a ticket to a given

destination is just part of travelling. Once a client arrives at his given point, Diners/Fugazy wants to cater to his every need whether it is accommodation, the reservation of theatre tickets, the services of interpreters or other similar "musts."

Among some of the imaginative undertakings of Diners/Fugazy was the fabulous final cruise of the Queen Mary.

The cost of bringing the mighty

old lady of the seas to Los Angeles looked too expensive to the new owners until William Fugazy, came along with his plan for a final farewell cruise which took passengers to such exotic ports as Cherbourg, Lisbon, Las Palmas and Rio.

Within a month every single berth on the ship had been sold and the trip was a great success. Now the organization has the U.S. United States and Independence under

charter for trips to Europe and other parts of the world.

Diners/Fugazy is also general sales agent for American Export Isbrandtsen Lines.

Officers of Diners/Fugazy attribute part of their cruise success to the "European Plan" that has been instituted where the passenger pays, say \$14 a day for accommodation during a given cruise and then selects the restaurant of his choice on board

where he can eat in accordance with his tastes — and within the limitations of his pocketbook.

Nothing is too much for the enterprising travel expert. Fugazy proved this during the New York World's Fair when he managed to find accommodation for 14,000 Ford dealers.

His boast is that he can fulfil any travel or vacation need foreign or domestic.

Travel is a complex, dynamic field

and Fugazy does not consider it is just limited to the purchase of a round trip ticket. He includes everything else as well, such as schedules, changing rates, hotel reservations, car rentals, theatre reservations, guided tours, etc.

The large world tour package is another area in which the company has made startling progress. Its simple for the would-be passenger to pick up a telephone and call Diners/

Fugazy Dial-a-Tour.

The number of package tours available is wide and varied and even the most discerning traveller can usually be accommodated.

Now the organization is getting so big the question of competent

staff is becoming a problem, but the ever-resourceful Fugazy intends opening his own travel school.

"We think that by having people pay to be trained in the travel business, it sort of means they have a certain desire to be in the business."

Travelling on a credit card is another area the organization feels can be utilized. But you don't have to be a member of the Diners Club

to book your travel requirements through Diners/Fugazy.

Fugazy operates the Wayfarers Club for those looking for less expensive travel.

Current project for Fugazy is to establish an ultra-plus limousine service whereby the VIP can telephone ahead and have a car waiting at the airport for him anywhere in the world.

Head of Travel Firm Plans Offices

William Dennis Fugazy's grand-father probably never dreamed his grandson would turn Diners/Fugazy

into the second largest travel agency in the world when he first established the organization in Greenwich Village, New York, nearly a century ago.

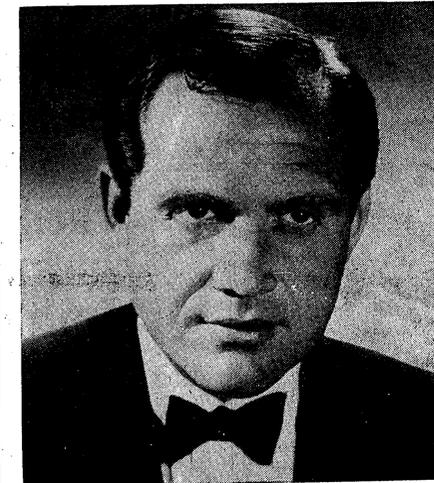
The 43-year-old president of the organization spends more time in airplanes than the average pilot, making travel arrangements for such distinguished customers as 14,000 Ford dealers and the final cruise of the Queen Mary to Los Angeles.

A man of vision, Mr. Fugazy en-

visages a network of 1,000 Diners/Fugazy travel offices around the world by 1972, including 30 in Canada.

But between all his globe-trotting and other work he still finds time to spend with his wife and five children in their Harrison, New York, home.

Zionist Educational Trust Presents Famous Humorist



ALAN KING . . . Centennial Concert Hall Date

One of this continent's foremost humorists and monologists, the gifted and celebrated entertainer Alan King is being brought to Winnipeg by the Zionist Educational Trust to headline an evening in the Centennial Concert Hall Wednesday, Nov. 27.

Completion of successful negotiations for the Winnipeg appearance of Mr. King was announced this week by Leo Bokofsky, chairman of the Z.E.T., a committee of the Mid-West Region, Zionist Organization of Canada, formed five years ago to develop support for Jewish educational programs.

Mr. Bokofsky said this would be an unusual opportunity to assist the Trust's vital program while enjoying the wit, satire and scathing monologues of Mr. King — Broadway star, author, TV favorite, veteran of two royal command performances for Queen Elizabeth II, and current Las Vegas headliner.

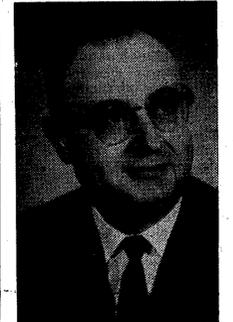
Appearing on the first portion of the program will be Ron Ellron, Israel's Number One male pop singer, guitarist and recording artist. A singer-entertainer of rare talent,

he has already played to packed audiences in Winnipeg. Last year he completed a triumphant concert tour of South Africa, entertained Israeli troops at outposts during the six Day War, and is now busy filling stage, TV, movie and recording bookings in the U.S.

A special section of choice reserved seats has been set aside in the Centennial Concert Hall for patrons who pay \$100 for four seats, and who are entitled to purchase two additional adjacent seats in the reserved section for \$10 each. A reception will be held for patrons and their guests, immediately following the performance, at which they will have an opportunity to meet with Mr. King.

A committee of men dedicated to the Z.E.T. program is approaching prospective patrons to ensure the success of the event.

Mr. Bokofsky, who is a past president of the Mid-West Region, Zionist Organization of Canada, and a past national vice-president of the ZOC, said the Zionist Educational Trust had a three-pronged support program:



LEO BOKOFSKY . . . Zionist Educational Trust chairman

Financial support for the Joseph Wolinsky Collegiate, the only Hebrew Day High School in western Canada. This school is not supported by public subscription.

Assistance in the Zionist content of Hebrew-speaking Camp Massad, and paying the camp's operating deficits.

Scholarships and bursaries making it possible for young men and women to go to Israel to participate in recognized programs. Twenty youth have already benefited from this assistance.

In presenting Alan King, Mr. Bokofsky said, the Z.E.T. was following the tradition established last year with its highly successful Danny Kaye concert. As a matter of fact, Alan King has been described as a man who is second only to Danny Kaye in the affections of the English people — his command performance before Queen Elizabeth elicited lengthy laughter from her.

Audiences have chuckled, howled and cheered at his witty flow of conversation. He has had an average of eight appearances a season on the Ed Sullivan Show. On Broadway, he played to capacity audiences for 10 months in 1965-66 as the harried psychiatrist in the comedy, "The Impossible Years."

He has written two best-seller books, "Anybody Who Owns His Own Home Deserves It," and "Help, I'm a Prisoner in a Chinese Bakery."

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ANNOUNCING

Winnipeg's Newest Travel Agency Now Open

DINERS/FUGAZY TRAVEL IS ONE OF THE OLDEST TRAVEL AGENCIES IN THE WORLD. ESTABLISHED IN 1870, ITS OFFICES ARE TO BE FOUND IN PRACTICALLY EVERY COUNTRY YOU MIGHT CARE TO VISIT. WINNIPEG CAN BE PROUD OF ANOTHER FIRST FOR THIS CITY.

WE TAKE PLEASURE IN ANNOUNCING THE OPENING OF THE WINNIPEG BRANCH OF DINERS/FUGAZY TRAVEL (CANADA) LTD. OUR NEW PREMISES ARE LOCATED AT 247 NOTRE DAME AVENUE. PHONE US AT 947-0566.

Mr. R. W. (Ben) Seymour
Mr. Seymour, Branch Executive of Diners/Fugazy Travel, is pleased to announce the opening of a new Diners/Fugazy Travel Branch in Winnipeg. Mr. Seymour, a former executive in the field of food sales and merchandising, is well known in many commercial fields. In line with the introduction of a new concept in world travel services, Diners/Fugazy (Canada) Ltd. is proud to introduce the following highly qualified Winnipeg Branch personnel.



Mr. K. M. (Kaare) Myhern
As Manager of the new Travel Bureau has many years of travel experience behind him, having managed the Berg-Hansen Travel Bureau (American Express Representative) in Oslo, Norway. Kaare has travelled extensively in Scandinavia, Europe, Middle East, Mexico and the United States. He also speaks the Scandinavian languages, German and English. More recently Kaare managed a travel agency in Saskatchewan and now has elected to join the Diners/Fugazy team in Winnipeg.



Mr. J. F. (John) Langston
A native Winnipegger, first entered the travel agency business with the head office of Thomas Cook & Son, London England. John is very familiar with the British Isles and Europe having lived and travelled in England, Germany, Belgium and France. Having recently managed the branch of a local agency here in Winnipeg, John, too has elected to join the Diners/Fugazy team.



Jet Fare From Winnipeg

ISRAEL

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From \$582.00

including Air Fare
U.S. FUNDS

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Let our experts advise and plan your Israel trip for complete satisfaction

The Right People To Serve You

As in any other profession, it always comes down to people. Your vacation will only be as good as the careful planning that goes into it. Here at Diners/Fugazy we have the experienced people to properly plan a carefree holiday for you. Years of experience and service do tell when you travel with Diners/Fugazy.



DINERS/FUGAZY TRAVEL

(CANADA) LIMITED



247 Notre Dame Phone 947-0566

— SPECIAL OFFER —

Jet Fares From Winnipeg:

LONDON	- - -	\$361.00
COPENHAGEN	- - -	\$402.00
ROME	- - -	\$470.00
LISBON	- - -	\$377.00
HELSINKI	- - -	\$446.00

Included In These Fares Is

A	ACCOMMODATION PACKAGE	
	20 Nights at Flight Destination	
	Room Rate— Single \$160 each	
	Room Rate— 2 sharing \$110 each	
	Room Rate— 3 or 4 sharing each	\$76
B	BRITISH RAIL THRIFT COUPONS	
	1000 Miles Free Rail Travel UK	
	Transfer Services from/to Airport	
	1 Night Accommodation in London	\$76
C	CONTINENTAL RAIL SERVICE	
	Rail Travel within Continental Europe	
	First or Second Class return tickets	
	From/to European point of arrival	
	Up to 1500 kms of Rail Travel	\$76
C	CAR RENTAL PACKAGE	
	21-Day Car Rental Package	
	Anglia or Volkswagen VW 1300	\$76
	1000 Miles or Kilometers free	

NOTE: Tour Rate of \$76 applies for each of 2 passengers travelling together

Service Is Our Pleasure

Travel Is Our Business