

TAP

THE AIRLINE OF PORTUGAL

MADEIRA





MADEIRA

In the 15th century, the Portuguese discovered the Madeira Archipelago. In the 20th century, the world is discovering it. But although Madeira and its sister-islands are being rapidly opened up and developed for tourism, they remain essentially unspoiled. The old ways still linger; the traditional hand-crafts still flourish; and the flowers never fade.

Reaching up from the warm Atlantic like the mountain it is, the archipelago is made up of a small group of islands — Madeira itself, Porto Santo ("The Golden Island") and the Desertas. Madeira, around 730 square kilometres, is the largest, and the whole life and economy of the islands are centered around it.

Strangely enough, Madeira owes its natural richness and fecundity to a disaster — an immense fire which destroyed the dense forests which once covered it and which gave the island its name (*madeira* means wood). The ash from this fire provided excellent fertiliser for the fruit, flowers, crops and vegetation which are now so abundant. Sugar cane, wheat, sweet potatoes and vines (*madeira* may mean wood, but Madeira means some of the world's noblest wines!);

mangoes, paw-paws, guavas, loquats; and, everywhere and year-round, flowers — hibiscus, jacaranda, wild orchids, passion flowers and many more.

They grow and flourish in the lee of the great mountains, in countryside of exquisite beauty and under a kindly sun.

It has been said of Madeira that it is a place where summer is for ever. True enough. During the "summer" summer, the temperature averages around 21° C; during the winter "summer", it averages around 16° C. Seldom too hot, seldom too cold — and with a low rainfall (you can forget about bringing your umbrella) but enough to keep things green and growing.

Until relatively recently, the beauty, charm and warmth of Madeira were wonderful to contemplate, easy to envy but not so easy to reach. Now things are different. A 90-minute flight from Lisbon by TAP Boeing will take you there — to it all and away from it all.

The transformation from far-away to near-at-hand has meant a great development in tourist facilities. This year (1973) Madeira will have a hotel capacity of over 18.200 beds; together with tourist villages, restaurants from the homely to the 5-star (many of them specialising in the distinctive local food), swimming pools and tennis courts, night clubs and discotheques, a bridge club and two golf courses. And, for those who prefer salt-water bathing, the sea is welcoming and temperate, and offers everything the fisherman, sailor or skindiver could wish for.



A view of the island from Cape Girão

But, as we have said earlier, these modern attractions of Madeira in no way diminish the traditional crafts of the island. Embroidery, tapestry, wickerwork, basketwork, straw-work, pottery — they are still very much in evidence; in styles that will delight you and at prices that will certainly surprise you. Where, in particular, should you visit on this island of flowers? The short answer is ... everywhere! There's scarcely a corner of Madeira that shouldn't be seen and won't be enjoyed. But be sure not to miss these: São Vicente, Santana, Ribeiro Frio, Eira do Serrado, Cape Girão, Terreiro da Luta, Curral das Freiras, Ribeira Brava, Machico, Câmara de Lobos, Camacha, Porto Moniz, Monte, Boca dos Namorados and Portela.

In the capital of Madeira, Funchal, admire the cathedral and the 15th century Corpo Santo Chapel, the Museum of Religious Art, the Quinta das Cruzes Museum and the Convent of Santa Clara. As for the view of Funchal Bay from up in the mountains, you will never forget it. For one simple reason ... it's wholly and breathtakingly unforgettable.

To the north-east of Madeira, 10 minutes or so away by TAP Boeing on a frequent service, lies the smaller island of Porto Santo. Maybe it gets its name of The Golden Island from its long stretches of fine-sand beaches (one of them, over 8 kilometres, is longer than any beach even in Portugal itself); or maybe it gets its name from the golden silence of it all, quiet under the sun.

Come to Madeira; or to Porto Santo; or, preferably, both. In these lovely islands a timeless past combines with a well-ordered present. Peaceful ... beautiful ... everlasting with flowers ... and warmly welcoming.

For help in planning a holiday in Madeira, ask your travel agent or call at your nearest TAP office.



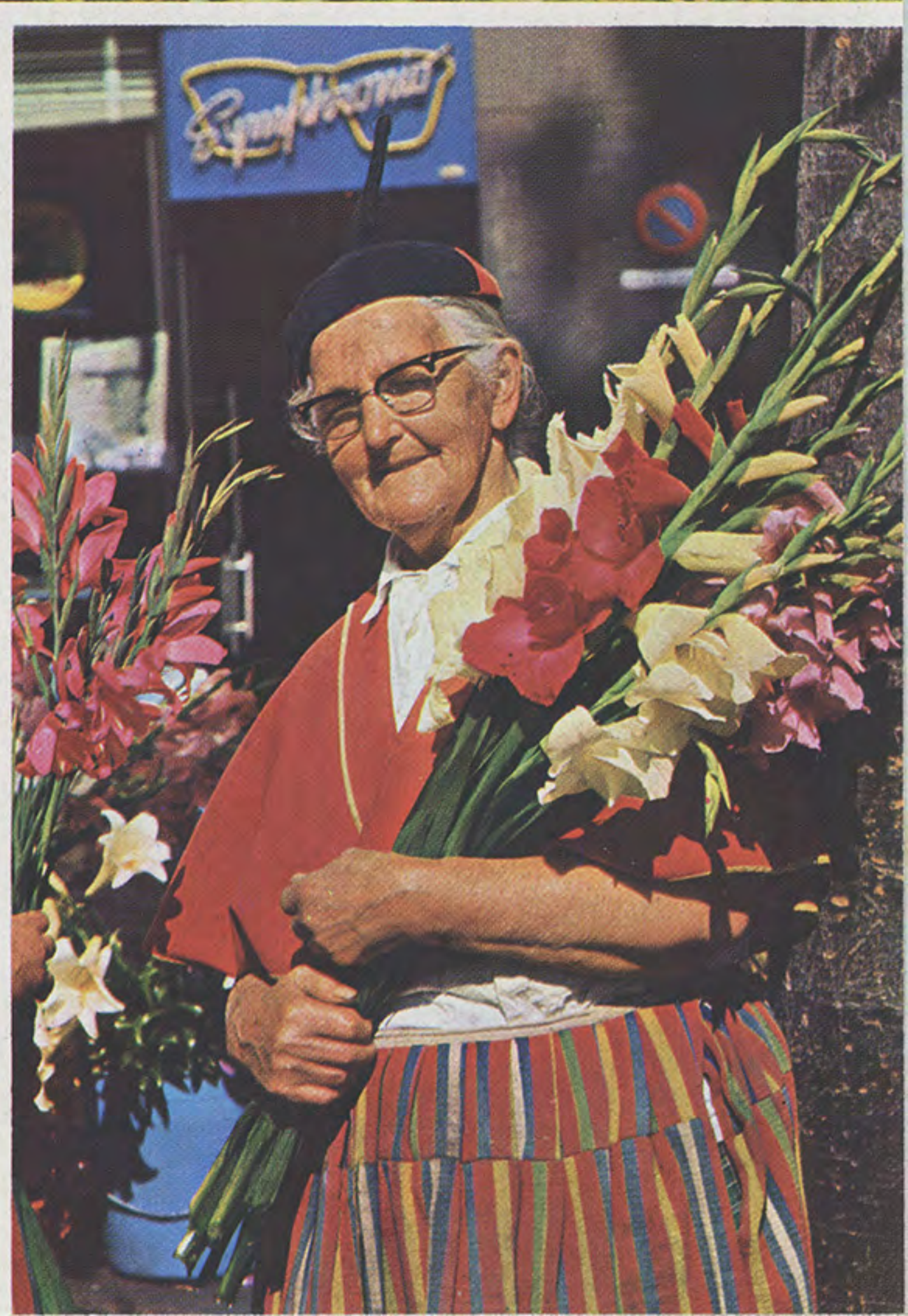
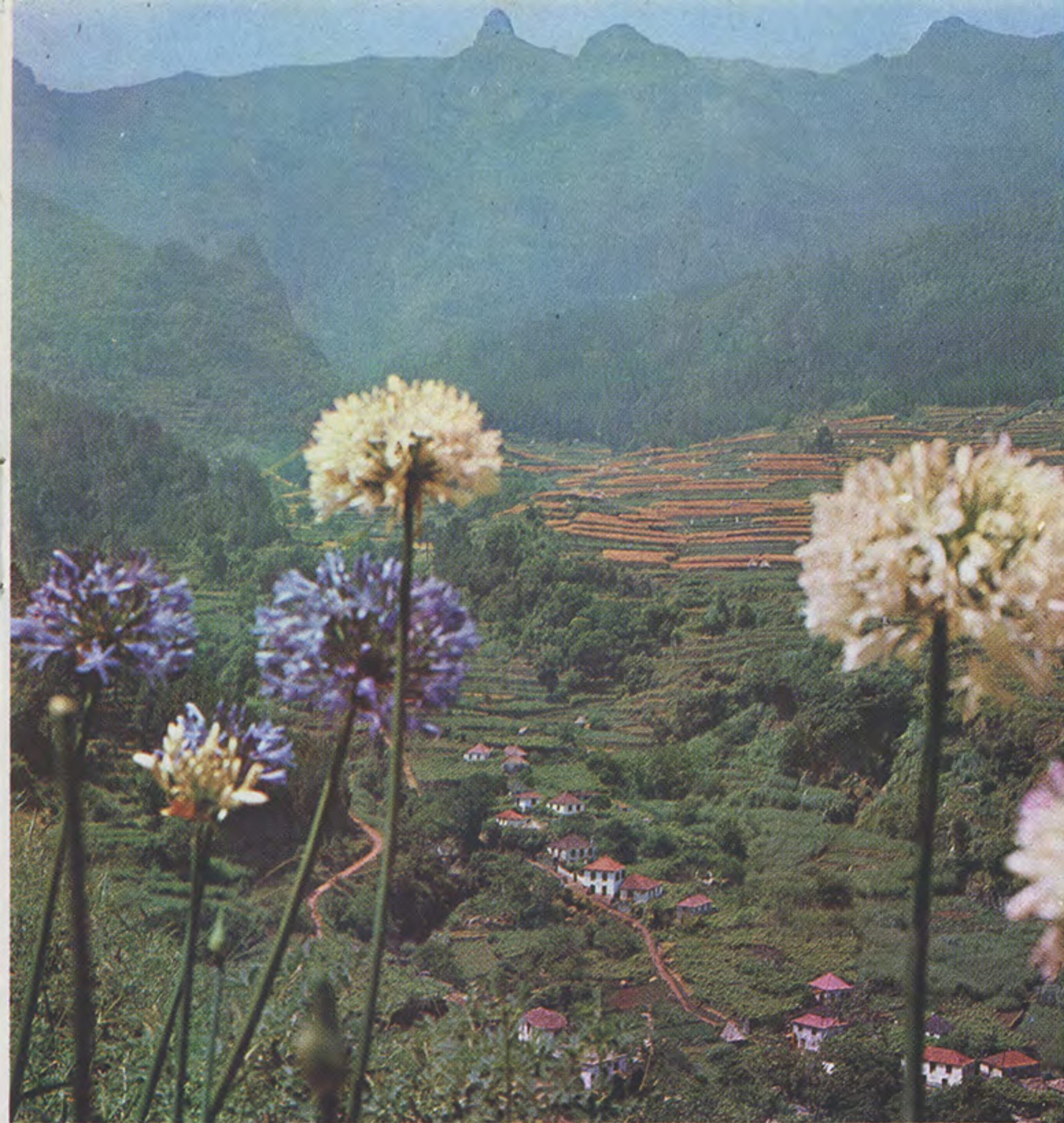
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1. *Near the village of S. Vicente*
2. *Madeira's magnificent coast*
3. *Santana — A typical thatched-roof house*
4. *Funchal — Flower vendors in typical costume*

Central pages:

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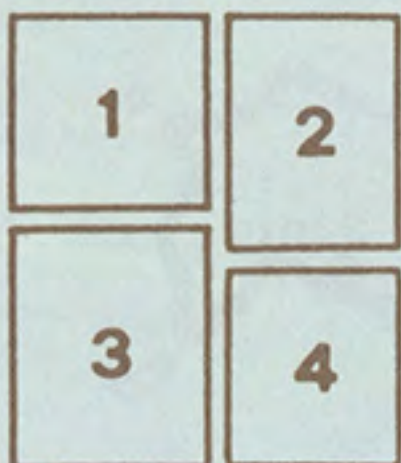
1. *Funchal — The unique ox-drawn sleds (Photo by Guillard)*
2. *Camacha — The island's wickerwork center*
3. *Funchal — From Monte to the city in a wicker sledge*
4. *Câmara de Lobos — A portion of the town*
5. *Funchal at night*
6. *The island's magnificent interior*







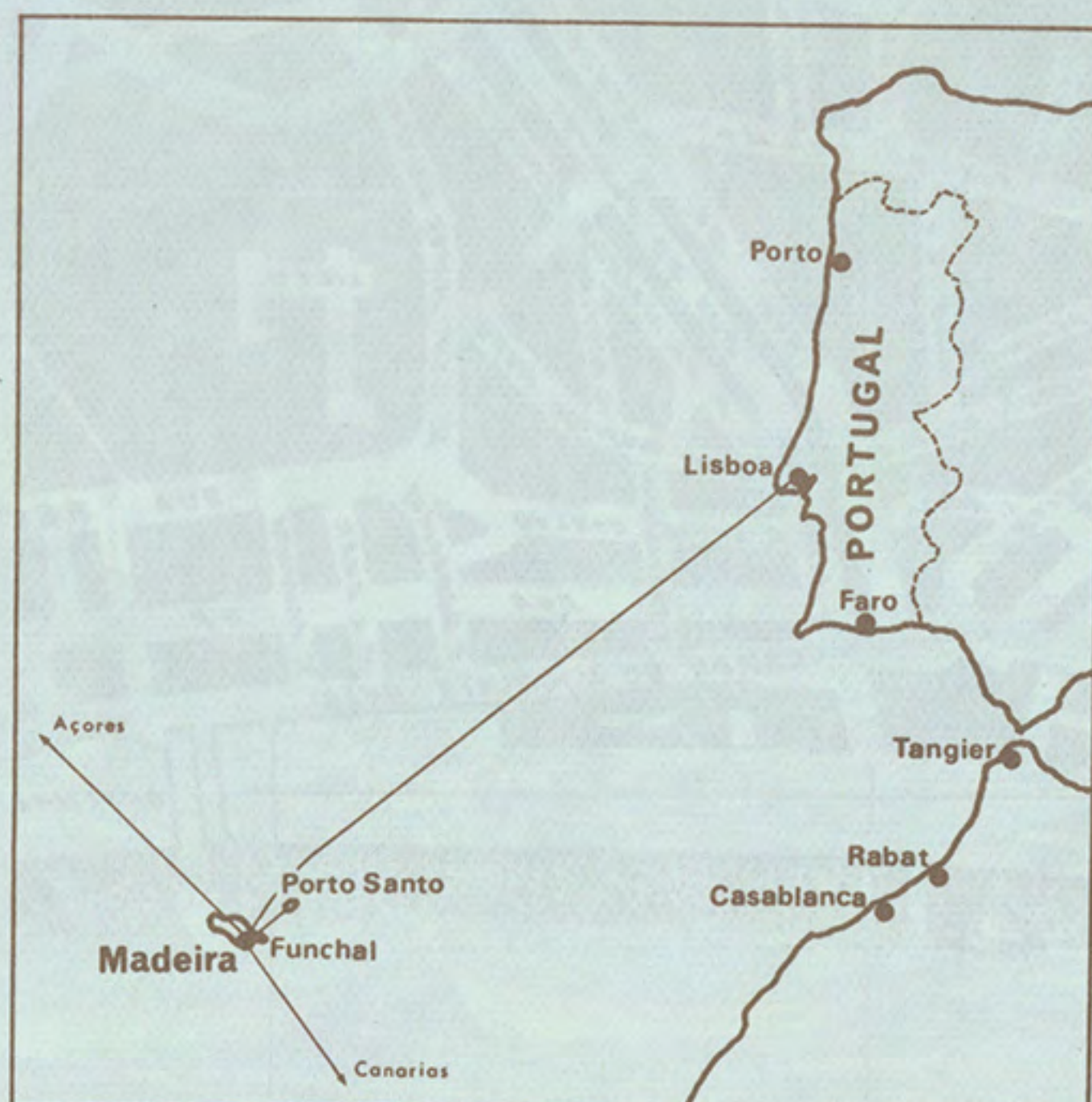




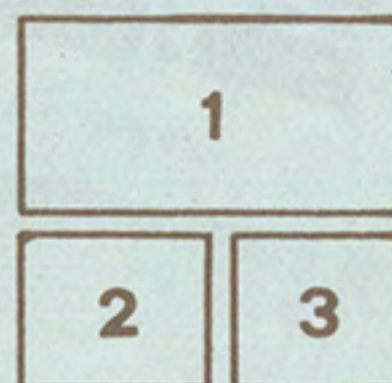
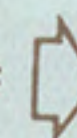
1. *Funchal — One of city's many modern hotels*
2. *The view from Barcelos Peak
(Church of St. Anthony)*
3. *Another view of Câmara de Lobos*
4. *Funchal — Partial view of the port*



madeira



Madeira's unique terraced fields



Cover:

1. The vast, tranquil beaches on Porto Santo (Photo by Guillard)
2. Porto Santo — A typical windmill
3. Porto Santo — Christopher Columbus' house

The TAP logo is rendered in a bold, red, sans-serif font. The letters are thick and blocky, with the 'A' having a distinctive shape where the two strokes are separated at the top. The logo is positioned in the upper right corner of the image, set against a background of a terraced hillside.

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