



There's an Air War coming and we're going to win it

Fasten your seat belts and get ready for WAR because we're into the most important fight of our lives, and winning the battle will require the participation of everyone on the Air Canada team.

It could be called the "battle of the Transcon", and the enemy is the increased competition facing us on our cross-Canada routes.

Historically, these routes (33 in all) have been our bread and butter, with the specific routes linking Vancouver, Edmonton and Calgary to Toronto, Ottawa and Montreal supplying the major source of profit to the company.

With the new competition on our doorstep (CP Air can now mount unlimited capacity; Pacific Western is serving more of our routes; and Wardair can now operate Domestic charters), we will have to fight harder than ever to win the war, but as long as we all understand what's at stake, win it we will.

President Taylor said at the

Sales & Service conference last year that "nobody's job is in danger but everybody's job is at risk," and that risk will be greater than ever before in the coming months.

"We cannot be secure unless we earn our own security," he said.

The ammunition

We can't fight a war without ammunition and there are all kinds of plans afoot to provide it in abundance, starting with the winter schedule. It will provide our customers with better frequency, better timings and more wide-body services than our competition. For example, there will be three flights operating weekdays between Toronto and Vancouver, two of which are 747s.

Our In-Flight group, which has been steadily improving its service over the years, plans to give our customers service second to none, with still more improvements in the works for this winter on our long haul services.

On the ground, Transportation Services, Computer & Systems Services and our field people are also working to help beat the competition. Automated ticket dispensers will soon be tested at the Rapidair check-in area in Montreal; baggage handling improvements have been made and will continue; and a "fast pass" system which allows our customers to get all boarding passes at their originating point when they're making downline Air Canada

connections has been developed. These and other improvements will be covered in detail in future issues.

Meanwhile, to complement this product, the Advertising group is launching a major Transcon Campaign aimed at the business traveller. (See centre pages).

The ammunition is there and it is up to us to use it to the best of our ability.

To recognize the inescapable, only those who can survive in a competitive milieu will enjoy the coming years, so let's lick the pants off our competition so that we can look forward to enjoying those years.

Canadair builds at Dorval Base

The company has been advised that the Ministry of Transport has leased land to Canadair for the construction of a fabrication plant at the northeast end of the Dorval Base site. Construction has already begun. Some 350 Canadair employees are expected to work at the plant which is scheduled for completion in August, 1980.

The Canadair operation will increase traffic on the Base road which may cause our employees some inconvenience. Accordingly, the company is making representations to the MOT with respect to the possibility of a construction road being built.

From Cabin to Cockpit

Britt Marie Ferst is the first Air Canada woman to move from cabin to cockpit duty. Britt Marie recently received her wings signifying her new rank as second officer.

Britt Marie took up her lifelong dream of flying in 1973 and by 1976 she had earned her commercial pilot's licence. She added flying balloons to her licence when she was the first officer on the Air Canada balloon's inaugural flight at the 1978 Silver Broom curling competition held in Winnipeg.

Now after six years as a

flight attendant, the Swedish-born 27-year old will be flying on a DC-8 flight deck. She joins Judith Cameron and Gwen Grant, as the third female pilot to enter the Company's line service.

East & West sell sun holidays

The company has expanded its program of all-inclusive low fare 'sun' package products to on-line southern destinations this winter.

Western Canadians now have the opportunity to choose from a wide range of vacation packages to Florida and the Caribbean at prices competitive with Hawaii packages.

Meanwhile, residents of Atlantic Canada are offered a variety of package vacations using company scheduled services to Florida and the Caribbean enabling customers to select travel dates and package types to meet their own requirements. Miami, Tampa, Barbados, Jamaica and even Cuba have been brought into a price range which matches the competition in the charter market.

Convenient 'origin to destination' transportation based on competitively priced promotional fares combined with a wide choice of ground arrangements provide the Maritime traveller with more than 150 southern sun vacation packages.

In addition, the company will begin daily service from Halifax to Tampa via Montreal.

Whatever the destination

or package, Atlantic Canada passengers can choose a winter vacation spot at prices previously available only through charter operators.

Western market

In Western Canada, research studies conducted by the company indicated a desire on the part of the travelling public for an alternative to Hawaii. Customers in that area are now looking to the Caribbean for winter holidays while Florida is gaining in popularity as well.

Complying with the research data, the company joined forces with 13 tour wholesalers and operators to produce more than 350 'easy on the pocketbook' southern sun vacation packages ranging from fly/drive holidays in Florida to Christmas cruises in the Caribbean to carefree beach-side apartment living in Barbados. The winter sun program includes Antigua, Freeport and Nassau in the Bahamas, Montego Bay in Jamaica, Bermuda and Cuba. Puerto Rico is also featured via interline connections.

The Southern Arrow program is out to prove that southern on-line destinations offer all the things the surveys concluded were important to winter vacationers and at prices competitive with those in the Hawaii market.

Ground wardrobe ready

Ground customer contact personnel will don new uniforms this fall.

The wardrobe is the work of a project team assembled by Peter Beauchamp, Manager, Training & Quality Assurance in Transportation Services. The team consisted of Connie Bastien, Project Leader, Quality Assurance & Ground Uniforms; Bill McGrath, Project Coordinator, New Ground Uniforms; Gerry Moyle, Buyer, Purchasing & Supply and noted Montreal couturier Leo Chevalier who has designed a number of in-flight and ground uniforms for the company in the past.

The result of their work is comfort with a professional uniform look. See the enclosed brochure for a preview of that new look.



Flying filly

Groom Edgar Travers watches closely as three year old filly Ella Hanover is lowered from a freighter aircraft in Halifax following her record breaking dash at Montreal's Blue Bonnets Raceway. Air Canada station attendants looking on are from the left, Norman O'Ball, Ron Dinsdale and Bryden MacNeil.