

# CP Air celebrates transcontinental anniversary



Dr. Fred Hemming's S.E. 5 aircraft is overshadowed by CP Air's Giant Boeing 747. The comparison illustrates the development of the airplane in just over fifty years. The S.E. 5 was flown by Canadian hero, Billy Bishop during World War I. To commemorate the 20th Anniversary of its Transcontinental service, CP Air proudly sponsors the National Tour of "Billy Bishop Goes to War".

## BILLY BISHOP

*goes to war*

The Vancouver East Cultural Centre's hit play "Billy Bishop Goes to War" has joined forces with CP Air in the National Tour commencing in July at Vancouver and through to next February when it completes its tour in Edmonton. In March, the play moves to Broadway.

CP Air is proud to be associated with this delightful play depicting the antics of Billy Bishop as a youthful flier in World War I. The tour commemorates CP Air's 20th anniversary of their Transcontinental service across Canada. Cities selected for the tour are:

Vancouver	July 11 - August 4, 1979
Peterborough	August 21 - September 2, 1979
Ottawa	September 4 - 15, 1979
Halifax	September 17 - 30, 1979
Montreal → <i>While you're here!</i> →	October 8 - November 17, 1979
St. Catharines	November 24, 1979
Hamilton	November 27, 1979
Waterloo	November 28, 1979
Kingston	November 30 - December 1, 1979
Calgary	December 6 - 23, 1979
Saskatoon	January 13 - 19, 1980
Edmonton	January 21 - February 10, 1980

"TEA-TIME" - Eric Peterson, the star of "Billy Bishop Goes to War" is pictured having tea at the home of Lady St. Helier, wealthy widowed grande dame who influences Bishop's career. Peterson portrays Lady St. Helier and sixteen other characters during the performance. Both Peterson and the Play received top honours from Toronto's Globe & Mail; Best Actor and Best Canadian Play.

## What a sales team!

Many employees have expressed a keen interest in improving their knowledge of CP Air's products in order to properly satisfy questions asked by friends and relatives.

The airline industry in general and CP Air in particular is a glamorous, exciting subject and all of us have experienced these reactions when we discuss our jobs and our company with people we meet. People are interested in knowing about us and the manner in which we answer their queries can make a very sig-

nificant contribution to our sales efforts.

How do we answer questions such as "How do I ship this parcel to Aunt Tilly in Sydney?" or "Who do I see in CP Air to send my soccer team to Los Angeles"? We cannot have all of the answers but we can have the basics and we should know who to call to get the answers. Our sales staff work on this premise and so can all of us.

To provide the basics and contacts, a CP Air sales information

folder for all employees will be produced shortly and it will contain details/contacts on the following subjects:

Tours, convention travel, business travel, cargo, sports travel, marine travel, fares (types, comparisons), promotions, aircraft types and performance, advertising, Travel-save, TravelSure Insurance plans, catering — CP Air's philosophy, in flight service, schedules, history of CP Air, reservations offices — what they can do, Kanata Club, CP Air and

the travel agent, Elan Holidays, CP Holidays, charters vs scheduled services, CP Air destinations (CP Air advantages to each), government regulations and CP Air, baggage regulations, Multi-Res, aircraft scheduling, SkyBus.

What are your thoughts? Can you think of any topics not included that you want to know about? Please send your replies to Stan Sierpina, Executive Park.