

Opening Notes

Edited by
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The Arrow at Abbotsford

For three days every August, during the Abbotsford Air Show, the skies above the Fraser River Valley town reverberate with the rumble and roar of dozens of aircraft. This year, one of the biggest draws will likely be something that cannot even leave the runway—a full-scale replica of the legendary Avro Arrow, the Canadian-designed jet fighter that John Diefenbaker's government killed in 1959. "There's something magical about the Arrow," says Sandy Tinsley, flying event co-ordinator for the Abbotsford show. "When people heard rumors that the Arrow was coming, the attention we received was unbelievable."

The replica, created by Allan Jackson, a 61-year-old salesman from Wetaskiwin, Alta., 60 km south of Edmonton, was used in the movie *The Arrow*, starring Dan Aykroyd, which the CBC broadcast in January. According to Jackson,



Model of the legendary jet on the *Winnipeg* movie set: "there's something magical about the Arrow"

however, the movie-makers were almost as hard on his Arrow as Ottawa was on the original. After cancelling the plane's production, Diefenbaker ordered every one of the jets demolished. And after shooting *The Arrow* in Winnipeg last summer, the production company hacked up parts of his model to ship it back to him, Jackson says, rather than disassembling it properly. Tinsley said that about 40 volunteers, including Canadian Forces personnel, put 2,500 hours into restoring the model for the show. "It's such a beautiful aircraft," says Jackson. "To see it on display is always kind of a thrill."

Aeroflot lightens up

Aeroflot—dubbed the "worst airline in the world" in 1994 by an international passengers' group—is having an image makeover. A major TV and billboard ad campaign is introducing Russians to their national airline's new mascot, an elephant. The pachyderm may strike Westerners as overly ponderous, or too Disney cute, for an airline's image, but Russians see the animal as a model of solidity and reliability. "We decided," says Tatyana Shlyuna of the Moscow ad agency Premier SV, "that it would symbolize the power and individuality of Aeroflot." But, given the airline's chequered past, perhaps without the legendary memory.



Billboard in Moscow: a new corporate logo

Add mileage, save money

British Columbian eyebrows rose when Canadian Airlines began offering return, economy-class tickets from Seattle to Hong Kong, via Vancouver, considerably cheaper than the price of just the Vancouver-Hong Kong portion. Last week, for instance, travellers could book

the Seattle-Hong Kong return flight for \$1,080, compared with \$1,700 for the Vancouver-Hong Kong return trip. Vancouver travel agent Scott Clute of Global Travel says that pricing makes no sense, especially in light of the \$30 million that Canadian taxpayers have pumped into the airline since

1992. "Americans are getting a windfall," Clute adds. "Canadians are getting hosed." Not so, insists Canadian spokesman Jeff Angel, who says the low fares are aimed at matching those of carriers in the U.S. Northwest. "We're trying to pay back those who helped in the biggest way we know," says Angel, "by building up Vancouver as our hub."

A billionaire is a billionaire . . .

They are *rich*, no matter what banner they fall under. In its latest ranking of the world's wealthiest people, *Forbes* magazine notes that the number of billionaires has more than quintupled, to nearly 500, over the past decade. So this year, the magazine has cut nearly 300 of those who merely enjoy their dough, and lists only those who earn money or are actively involved in managing it. Microsoft chief Bill Gates is top worker billionaire with almost \$50 billion (double what he had a year ago). Kenneth Thomson is the wealthiest Canadian, with \$15 billion. Another Canadian media mogul, Conrad Black, only makes a "Heavy Hitters" list, weighing in at a mere \$377 million. Heading the intriguing category of "Kings, Queens and Dictators" is the Sultan of Brunei, 52 times a billionaire. Also on that list: Indonesia's Suharto, at \$22 billion, and Cuba's Fidel Castro, at \$2 billion.