

uled operators had to do it and they are certainly finding that it is beginning to pay off.

**Relatively Local:** Since most non-scheduled operators cover comparatively small areas, their main public relations and advertising efforts should naturally be of a relatively local nature. A plan should be laid out whereby services should be advertised on a consistent basis in the leading daily and weekly newspapers in the area served. At the same time, the advertising operator should be prepared to back up his ads with a regular flow of news releases to these same papers . . . news releases containing information about new services, unusual charters, statistics on number of passengers, etc., carried over a certain period, and so on. They won't all get into print, but enough will to make the job worth the operators' time and the small expense involved.

Then it must be remembered that this too, must be backed up. The advertising and public relations might let the public know what the operator has to sell, but the public often needs a little extra push to get him to buy. Even such an apparently inconsequential thing as having the phone answered at all times by somebody who knows all the answers is highly important. The potential customer gets a little put off when he phones up for information and his call is taken by whoever-happens-to-be-near-the-phone. The latter, after listening to the potential customer's request, tells him that he doesn't know anything about charter rates for freight, but maybe Joe would. Then follows a long wait while a somewhat cursory search is made of the nearby hangar for Joe, who, if he is found, doesn't know either. Chances are the only one who knows for sure is the manager and it turns out that he has just taken off for the north and will be gone at least two days.

**Too Prevalent:** This is the sort of thing that has in the past been all too prevalent. Judging from the beating the non-scheduled operators took in 1949, it's about time some changes were made. The customer is such an essential part of any business . . . treat him nicely. Then maybe the Bureau of Statistics will have a great deal more cause to say ". . . commercial lines have made remarkable progress . . ."



## The Airborne Services

### Para-Rescue

The second postwar class was recently graduated from the RCAF's Para-Rescue School at Henry House Field, near Jasper, Alberta. The class was made up of an RCN chief petty officer and twelve RCAF personnel, including Squadron Leader J. R. Jackson, first Air Force medical officer to qualify as a para-rescue jumper.

Part of the RCAF operated Search & Rescue organization, the eighteen week course has but one object . . . to train men to parachute into otherwise inaccessible spots to save lives. Those taking the training are selected volunteers, chosen on a basis of previous bush experience, general fitness and mental alertness. On finishing training the RCAF claims that they are ready to cope with situations which may range from climbing a mountain to aid victims of an aircraft crash to leaping into heavily timbered country to act as a midwife.

The school is commanded by Flight Lieutenant C. W. Weir and is located on a small natural air field in a valley surrounded by an imposing cluster of mountains. The field, Henry House

by name, is nine miles from Jasper and was selected as an ideal outdoor classroom for this specialized training. Seldom used, it is close to terrain suitable for instruction in jumping into both open and timbered country, mountaineering, ice field techniques, canoeing or rafting, and general bush lore.

Most spectacular part of the training is the actual jumping. Each graduate does ten jumps before he gets the RCAF's para-rescue badge, a tiny emblem with a parachute worked into it in silk and the inscription "Para-Rescue", worn on the left arm. Six jumps are made into open country and four into heavily timbered areas. Much time is also taken up by other phases of the course, not quite so spectacular, but nonetheless very important; physical training alone takes up about 120 hours, first aid another 150 hours. The para-rescuers learn bush lore which enables them to survive in the wilderness with a minimum of equipment. Classes in mountain climbing includes instruction covering snow, ice, and rock work . . . the use of ropes, ice axe, crampons, and so on, as well as skis and snow



**FIRST AND SECOND:** First group of RCAF personnel to take a familiarization course on the CF-100 are shown examining the second prototype. On top of the ramp are, l. to r., Avro Chief Test Pilot Don Rogers, S/L Paul Hartman, S/L Shan Badeau CO of RCAF Experimental Proving Establishment, Rockcliffe, and Michael Cooper-Slipper, DFC, assistant to Don Rogers. Civilian with one foot on ramp is F. Mordeau-Smith, first Avro Technical Representative assigned to the CF-100.