



"AUTOMOBILE, LONDON"
WHITEHALL 4343

News World 11/8/58
White City

THE ROYAL AUTOMOBILE CLUB
PALL MALL, LONDON, S.W.1

PRESS & PUBLIC RELATIONS DIVISION

PGMG/MME

28th July, 1958.

Dear Miss Field,

Pat W.

R.A.C. Aerial Survey

Thank you for your letter, accepting a seat for your Representative in the R.A.C. "Aerial Patrol" aircraft on August Bank Holiday Monday.

There has been a big demand for accommodation and consequently our flying programme has been expanded accordingly to fit everyone in. I should be grateful if your Representative could be at Croydon Airport at 5 p.m.

On the day, the R.A.C. will have a local headquarters in the Pilots' Room on the first floor at the Aerodrome Hotel which abuts the Airport. I shall be there all the time and if you need to contact me by telephone please ring Croydon 5185.

Depending on weather conditions, each trip will last about 90 minutes - 2 hours. The last flight will take off about 6.30 p.m.

If you have any further queries, please do not hesitate to let me know. I should be grateful too for the name of your representative as soon as possible for insurance purposes.

Will do best.

all the best

Pat Gregory

Public Relations Officer.

Miss G. Field,
News Editor,
Pathe News.

9. heli up tel

Z10.23.PM. ADD HOLIDAY HOMECOMING.

COMMENTING ON THE HOLIDAYS AN R.A.C. SPOKESMAN SAID TONIGHT THAT TRAFFIC OVER THE WHOLE COUNTRY HAD BEEN NOWHERE NEAR THE USUAL AVERAGE, MAINLY BECAUSE OF BAD WEATHER.

AT NO TIME DID IT APPROACH THE 1955 RECORD. ON ROADS OUT OF LONDON, IT WAS ALMOST A PLEASURE TO DRIVE FOR MOST OF THE HOLIDAY.

HE ADDED ONE THING MOST NOTICEABLE WAS THAT MOTORISTS STARTED THEIR HOLIDAYS EARLIER, MANY BEGINNING THEIR JOURNEYS ON WEDNESDAY AND THURSDAY NIGHT. DRIVING HAS ALSO REALLY CAUGHT ON THIS YEAR AND ROAD USERS HAVE REALISED THAT THE ONLY SURE WAY TO AVOID QUEUES IS TO TRAVEL THROUGHOUT THE NIGHT.

THE HOMEWARD BOUND TREK HAD BEEN, COMPARATIVELY SPEAKING, QUITE SMOOTH, BECAUSE ROAD USERS BEGAN TO RETURN EARLY.



R.A.C. NEWS



FROM THE R.A.C. PRESS OFFICE · WHITEHALL 4343 Ext 106, 107 & 109

Over 60 Years of Service to The Motorist and The Nation

24th July, 1958.

R.A.C. "AERIAL PATROL" WILL SPOT CONGESTIONS

MAJOR EXPERIMENT ON BANK HOLIDAY HIGHWAYS

In the biggest experiment of its kind, the R.A.C. will be making an aerial survey of the main "Holiday Highways" in South-East England on August Bank Holiday Monday. The chief object of the Club's "Aerial Patrol" will be to assess the principal congestion spots along the main traffic arteries and, it is hoped, help to eliminate bottlenecks.

The R.A.C. successfully pioneered the use of aircraft in easing traffic congestion many years ago. Its helicopters have proved of inestimable value in helping to control the crowds that line the route on the Club's annual London - Brighton Run for Veteran Cars.

If the weather is favourable, the R.A.C. expects a record number of more than six million cars and motor-cycles to be using Britain's roads over the August holiday period.

The R.A.C. has erected more than 2,000 signs throughout the country to provide alternative routes avoiding notorious 'bottlenecks', besides signposting the way to sporting events of every type in all parts of the United Kingdom.

All leave has been cancelled for the Club's Road Patrols who will cover more than 150,000 miles to provide road-users with information, advice and assistance.

Also on duty will be the attractive "girls-in-blue", the R.A.C.'s corps of Patrolettes, who have swiftly captured the imagination of the motoring public since their introduction last year. Additionally, the Club's Mobile Offices will be functioning at strategic sites round the coasts and seaside resorts and at inland beauty spots to "Bring Service to the Member".

The Touring Department of the Club is now receiving requests at the rate of nearly 1,000 a day from motorists and motor-cyclists for itineraries to different parts of the British Isles. Applications for foreign tours are 40 per cent higher than last year.

At home, motorists will be protected against breakdowns and other trouble on the roads by the R.A.C.'s Radio Rescue Service operating in London, Birmingham and Manchester areas and by the Club's "Get-You-Home" Service, operated through some 7,000 specially-appointed garages and agents, which annually comes to the aid of nearly 200,000 luckless travellers.

These emergency Services will be manned day-and-night, all-round-the-clock.

Mem. To News Editors and Motoring Correspondents

YOUR AUGUST HOLIDAY STORY

The Press Office of the Royal Automobile Club will be open night and day throughout the August Holiday period for all information on traffic and weather stories.

The telephone number is WHItehall 4343 and we hope you will not hesitate to telephone us for any information you need.