

X-101878

Key

Women Drivers  
11.30 a.m. Friday.

Lambeth Bridge House (South of bridge)

Room 414

Ask for Miss Denton, in charge of drivers.

It is laid on that the car will drive up to L.B.H. An official will come out of building, get into car; car away.

Approved  
(Signature)

101172

Med. Time 2:15 p.m.

ENCLHS

CUTLER

11/11/1917

RECEIVED

101172



# 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**

## HOSTESSES OF THE HIGHWAY

A job with independence and glamour - that is the sort of thing modern girls are looking for and the bill is ably filled by the R.A.C.'s Patrolette Service. It was started in 1957 as an experiment and, much to the delight of the R.A.C. itself, the idea caught on and fired the imagination of girls - and the public - everywhere.

R.A.C. Head Office in London and County Offices throughout the country, were bombarded with enquiries and now there are eighty of these young ladies travelling about the country in smart light blue uniforms (specially designed by top fashion experts) mounted on scooters.

They are proving a great asset to motorists and motor-cyclists everywhere because, although they are not supposed to give technical help or advice, they have "on tap" a vast knowledge and help comes rapidly through them. Their main job is to give advice and they answer questions on any subject connected with the R.A.C. and motoring. They also visit members in their homes to deal with R.A.C. matters.

Another job which they carry out with charm and efficiency is to staff the R.A.C.'s Mobile Offices at seaside resorts, shows and exhibitions.

In this capacity they handle all articles of R.A.C. membership and maps, guidebooks, local brochures and other publications of use to motorists and motor-cyclists - many of whom have been more than pleased to avail themselves of the services of the smiling R.A.C. Patrolettes.



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What qualifications are required for this job? Intelligence, a warm personality, a pleasant appearance, willingness to work all kind of odd hours in all weathers, a ready and welcoming smile - because, as an R.A.C. official once said, "There is nothing like a smiling girl to hearten the most despondent motorist"!

Note: Photographs of R.A.C. Patrolettes and further information are available from the Press Office of the R.A.C. Pall Mall, London W.1. Telephone: Whitehall 4343, Extensions 106, 107, 109.