

RCAF HEROISM AWARDS

The Chief of the Air Staff, Air Marshal Hugh Campbell, announced recently that two RCAF officers from Toronto had been awarded the Air Force Cross for the courageous part they had played in two widely-separated incidents earlier in the year.

Flying Officer Charles Maxwell Alexander, 29, a navigator with 433 All-Weather Squadron at North Bay, Ontario, was instrumental in saving the life of a pilot and the aircraft in which they were flying last May.

F/O Clive Charles Batcock, 25, a pilot with 422 Squadron based at 4 Fighter Wing in Baden-Scellingen, Germany, was credited with attempting and successfully completing a forced landing at his base in Germany after experiencing a total engine failure, thus saving the lives of persons who might have been endangered by a falling aircraft.

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TCA WINS AD AWARDS

Trans-Canada Air Lines has taken two top awards in the fields of international newspaper and direct-mail advertising.

The company has been named top airline advertiser in North America for the past year, and second among transportation advertisers on this continent for "consistent excellence in newspaper advertising".

It has also been chosen by the Direct Mail Advertising Association as a major award winner for outstanding direct-mail advertising.

The airline won these newspaper advertising awards against 240 transportation companies, including 69 airlines, to take honors in the 41st Socrates Awards competitions, conducted by Vincent Edwards Publications, New York, which scores newspaper ads on the basis of originality, excellence, appearance, copy and layout.

TCA placed first over all advertisers in 1958, and second in 1959. It has lead all Canadian transportation companies for three consecutive years.

The winning newspaper advertising was prepared by Cockfield Brown and Company Limited in Canada and McCann-Erickson Incorporated in the United States.

A CANADIAN FIRST

According to F.W. Gross, Vice-President of Cockfield Brown, it was, to his knowledge, the first time any Canadian transportation advertiser had won three consecutive Socrates awards in competition with airlines, steamship lines, railways and bus companies throughout this continent.

The airline also topped 300 entries from all over the world to win first prize in the public-service category of a contest sponsored by the Direct Mail Advertising Association.

The prize was awarded for mailings carrying a musical theme, and including a 45 r.p.m. record of 10 Canadian folk songs, one to represent each province. These were posted to more than 60,000 people in Canada and the United States.

The campaign was developed by TCA with another of its agencies - Stanfield, Johnson & Hill Limited.

The awards were accepted by J.A. McGee, TCA Director of Advertising, David Bryce-Buchanan, General Supervisor, Space Advertising, and K. B. Birch, General Supervisor, Printed Advertising, on behalf of the airline.

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PM CONGRATULATES PRESIDENT-ELECT

Prime Minister Diefenbaker released on November 10 the text of a personal message he had sent the day before to Senator Kennedy on the outcome of the United States election. The text is as follows:

"I send you this personal message of warm congratulations on your success in yesterday's election and all good wishes as you prepare to take up the heavy burdens of office. It is my confident expectation that the association between our countries will continue in the years to come to be based on friendly co-operation and mutual regard and that such problems as may arise from time to time will be dealt with in the spirit of goodwill which has prevailed in the past."

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NATURAL GAS IN CANADA

The year 1959 was a period of consolidation for the natural-gas industry. No new major gas pipelines were placed in operation, although additions to established lines exceeded 3,000 miles. The main market areas of Eastern Canada were made accessible to Western gas in 1957-58, and gas production and sales then rose rapidly. The net production of natural gas, which in 1958 was slightly less than 338 million Mcf, rose in 1959 to more than 433 million Mcf.

Both net and gross production reached record levels. At the same time, gas flared and wasted declined to 60 million Mcf. This is still excessive, but government and the industry have been co-operating in recent years to reduce the waste, which in 1959 was about 24 per cent lower than in 1958.

Alberta accounts for more than 70 per cent of the national output, followed by British Columbia with 16 per cent, Saskatchewan with 8 per cent and Ontario with 4 per cent. The remainder came from New Brunswick and the Northwest Territories.

The value of net production exceeded \$40 million, rising more than 25 per cent over that of 1958. The average unit value, however, increased only slightly.