Russ Baker has going concern in Pacific Western Airlines

Merger of pioneer companies expanding facilities every year

Pacific Western Airlines today is the third largest airline in Canada. From its origin in 1946 as the Central British Columbia Airways Limited, it has progressed from one plane and three men to a total of 564 employees and the operation of 88 aircraft.

The original company was situated in the almost-isolated community of Fort St. James in the northern interior, and founder Francis Russell Baker planned to operate mainly through the timberlands and in the mining areas of British Columbia.

VERY SHORTLY after he went into operation, "Russ" Baker received a contract from the B.C. Forest Service to handle forest fire suppression throughout the valuable timber regions of the north. This entailed a continuous vigil and was carried out so successfully that four more aircraft had to be placed in operation in 1947, just one year after the company was formed.

In that year the service was expanded to take in Kamloops, Castlegar and Prince George in order to keep a more extensive guard over the forest reserves.

The growing airline was keeping pace with the development of the country and its economy. The entire north country particularly was flexing its muscles and there was a continuous parade of miners, loggers, prospectors and timber speculators going back and forth and finding in the airline the service they required. New names were being added to the roster of those which had long been familiar to British Columbia residents.

COMMUNITIES started mushrooming in Kitimat and Kemano, and places like Terrace and Prince George and Burns Lake felt the impetus of the booming economy. In the midst of all this expansion, the airline of Russ Baker more than held its own, and a program for future development was already on the mental planning board of this noted bush pilot.

His fleet grew from five to 10 to 20 to 30 planes, and headquarters were moved to Vancouver. The tiny office there suddenly expanded into a collection of buildings housing a staff of more than 150 men and women. Thousands of passengers and many hundreds of tons of cargo were being transported across the mountain country of B.C.

Just about that time Baker saw that he would have to expand again and he immediately bought up the assets of Whitehorse Flying Service—he had heard rumors that rivals were after it.

A DOZEN HUGE planes were rushed into the Arctic to play a part in the impressive secret radar defence project then getting under way.

With his added fleet and additional responsibilities, Mr. Baker admitted he was concerned over the duplication of PWA and QCA services. In mid-1955 arrangements were completed for the purchase of QCA and with the financial aid of Karl J. Springer, noted Canadian mining executive, the deal was put through. Shortly afterward the assets of Associated Airways of Edmonton were added and PWA emerged as the third largest airline in Canada.

Mr. Baker is now studying the future of helicopter flight and he already has a number of these operating from bases in British Columbia. It has been a long step upward for the former bush pilot, but he claims his activity to date is merely the beginning.



RUSS BAKER . . . his dreams produced PWA.

Exceptional bush pilot now runs own airline

Airline executives claim that it is almost impossible to find a reliable bush pilot who has the qualities necessary to one day take over command and direct the business end of the growing industry. The exception is Francis Russell Baker, 45-year-old president of Pacific Western Airlines, one of Canada's most outstanding former bush pilots, and known to the trade as "Russ."

In the days when this pioneer of the airways was flying by the seat of his pants over the rugged mountain country of B.C., he was already making plans for his own airline. While he admits he was ambitious, he is ready to confess that even in his wildest dreams he did not envision moving ahead as fast as he has moved to command Canada's third largest airline.

Today, from the top storey of his new administration building, Russ Baker is planning to push through the development of an airline which he hopes to see extending right across Canada.

Those who are close to this successful executive are convinced that whatever he makes up his mind to do will be done. He has demonstrated all of the qualities of leadership essential in a growing industry and if any new developments are introduced for the benefit of the flying public, it is a safe bet that Russ Baker will bring those new developments into operation.

Halibut fishing disappointing

First three days of the halibut season, which opened Sunday, have proved disappointing.

Owing to southeast gales and rough water, catches have been extremely light and practically no landings have been made at Prince Rupert.



CAPTAIN JACK FAIR
chief pilot, VFR,
Pacific Western Airlines

THE
BRITISH AVIATION
INSURANCE COMPANY
LIMITED
MONTREAL TORONTO VANCOUVER

More pilots every year in fair sex

In 1929, when Vancouver airport was 40 acres of swamp grass beside Lansdowne Race track, Jeanne Gilbert became the first B.C. woman to receive a pilot's licence.

Since then the airport has undergone many changes, not the least among these being the increase in the number of female flyers. There are now over 50 women in B.C. holding their pilot's licence, and several with their commercial licence.

In speaking of women pilots, D. D. Murphy, district superintendent of air regulations, mentioned two of the B.C. girls as being "natural born instructors." They are Gretchen Mathers, who is presently instructing at Wetaskawin, Alberta, and Mrs. Helen Dixon, a full-time instructress with the Aero Club of B.C.

MRS. DIXON has been flying commercially since 1936, when she became the second woman in England to obtain a commercial licence. She has held commercial licences in four different countries: England, the United States, South Africa and Canada. She was the first woman to be licenced as a commercial pilot both in South Africa and in Canada.

A Vancouverite by birth, Mrs. Dixon, (then Miss Helen Harrison) began flying in England in 1933. She was the first Canadian girl to ferry military aircraft in the United Kingdom with the Air Transport Auxiliary during the war.

SPEAKING from her 6500 hours of flying experience and 20 years of making a living in commercial aviation, Mrs. Dixon feels that there are opportunities for women in aviation, and "very definitely in the field of instruction."

A young girl who seems to be following in Helen Dixon's slip stream is Valerie Cheltenham, 1908 Haro, who came here from London, Ontario, in January. Miss Cheltenham hopes to have her commercial licence in June. On June 15, she will leave her present job as a draftswoman and start a new one selling and ferrying Mooney aircraft.

ONE OF THOSE to whom flying is just a hobby is Miss Margo Hicks, 993 West Twenty-third. Miss Hicks, who works in the office of the Hotel Vancouver, flies "just because I've wanted to ever since I was a kid."

Miss Hicks recently won the cup awarded by the Porterville Flying Club for the long-distance flight between Vancouver and Porterville, California.

Advocates of aviation as a hobby admit that the main deterrent to its popularity is the expense, but every year more licences are issued as more and more women take to the air.

148-year-old still farming ---the script says

MOSCOW—(Reuters)—Moscow radio claim that 148-year-old Mahmout Eyvazov is preparing to pay his second visit to Moscow from Azerbaijan—and is taking his 106-year-old wife with him.

Eyvazov, oldest collective farmer in the Soviet Union, recently was awarded the Order of the Labor Red Banner.

He is still working, and last year received payment for 249 working days.

Ethylene dibromide—a special aviation fuel formula now added to Chevron Supreme to bring you...



SKYPOWER!

Exclusive AVIATION BLEND puts new life in your car

- New freedom from knock
- Increased power
- Less engine wear

Giant airliners needed a gasoline anti-knock compound that fights deposits to assure maximum power . . . that's why *ethylene dibromide* was developed. Now—exclusive in Chevron Supreme—it does the same thing for modern high-compression cars.

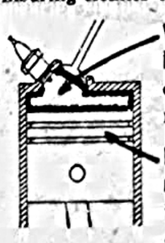
Where all ordinary gasolines allow deposits to build up around valves and spark plugs, Skypower helps get rid of them. It keeps your engine at its peak of power far longer — actually restores lost power. And it reduces wear by burning clean.

This important motor fuel advancement comes to you in the gasoline that introduced carburetor-cleaning "Detergent-Action." Try a tankful of Chevron Supreme with Skypower today. Cars with lower octane needs get peak power from Chevron Regular.

CHEVRON SUPREME GASOLINE

Why SKYPOWER is an important part of today's most modern motor fuel

It's a costly tetraethyl fluid from aviation gasoline (formula: ethylene dibromide). It increases the available power in high-compression cars by insuring cleaner combustion.



Vaporizes deposits that cause knock. These deposits raise octane requirement, create need for spark adjustment.

Helps prevent valve and piston ring wear by getting rid of impurities that cause most corrosion.

STANDARD STATIONS CHEVRON

We take better care of your car—

STANDARD OIL COMPANY OF BRITISH COLUMBIA LIMITED