

IMPERIAL AIRWAYS

THE SUN NEVER SETS ON IMPERIAL AIRWAYS

GAZETTE

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DO YOU EMPLOY JOHN SMITH or JOHN BROWN ?

CONTINUING OUR TALE WITH A MORAL

One company in India employed John Smith and paid him £1,000 a year. He had to go to England on business. His company sent him by boat and train. His train fare from Delhi to Bombay and sea passage from Bombay cost his firm £166 return. He also claimed for £10 more for 'extras' and his 'bearer' and his meals on the train cost him some £4.

As the journey took a fortnight home and a fortnight back, the cost of his trip was one month's salary, that is £83 plus £180 = £263. An expensive journey, as he reached England too late to secure the best deals—other people had been ahead of him. Unfortunately too, as he was away so long his company had missed other business in Delhi. No one was very surprised when the firm had to close down.

Another company in Delhi employed John Brown and paid him £1,000 a year. He also had to go to England on business, but his company was wise and sent him by air. His return passage cost just under £191 and there were no 'extras.' The journey took six days in each direction, so the total cost of his journey was 12 days' salary, that is £33 plus £191 = £224. In fact he saved some £40 by using the service of Imperial Airways. He was also able to see his company's agents at Baghdad and Alexandria and several other places *en route*, and then arrived in England early and did some very profitable business.

As he was only away from Delhi for less than three weeks, nothing was lost while he was absent. No wonder this company is still prosperous. It has found also that it pays to send men on leave by air.

GUIDE TO IMPERIAL AIRWAYS' AFRICA ROUTE

For the guidance of our agents, readers and potential travellers on the Empire routes, we have prepared a series of notes on each stopping place along the Africa and India and Eastern routes. The first section of these notes covers the Africa route from Alexandria to Cape Town.

They deal with the history, climate, currency, hotels, entertainment, sport available, interesting sights and so forth for each stopping place.

ALEXANDRIA

2,308 miles from London, 5,596 from Cape Town

HISTORY

Situated at sea level

Alexandria was founded in 331 B.C. by Alexander the Great as a seaport to serve Egypt from Greece, and between its foundation and 48 B.C.,



Aerial View of Alexandria showing the Harbour

the zenith of its greatness, Alexandria became the chief centre of Greek learning and the foremost commercial city in the world.

In 48 B.C. the Romans interfered in the quarrels of Cleopatra and her co-regent Ptolemy XIV—for the latter had banished Cleopatra, but her cause was upheld by Julius Caesar, who landed at Alexandria and defeated Ptolemy XIV, who was drowned in the Nile.

Further quarrels in the co-regency followed—Caesar fell a victim to the charms of the queen, as also did Antony. The latter was declared by Rome to be an enemy of his country and was defeated by Octavianus who captured Alexandria. Egypt thus became a Roman province.

Later Alexandria was the scene of battles between the Imperialists and the Palmyrenes.

After further invasions by the Romans and the Persians, the Caliph 'Omar

captured the city in A.D. 1642. Alexandria then declined with the growing importance of Cairo and its commerce suffered greatly by the discovery of America and the sea route to India.

The city returned to prosperity under Muhammed Ali, who sponsored a number of useful public works including the Mahmudiya Canal.

Despite the damage done to the city in 1882 by bombardment during Arabi Pasha's rising, further improvements were made at the end of the last and the beginning of this century and to-day the city is a very prosperous one.

CLIMATE AND TOURIST SEASON

March-June, and October-December are warm and sunny months

July-September is a warm and humid period

January and February are cool, with rain. Overseas tourists visit Alexandria from December to March. Alexandria is a summer resort for residents of Egypt.

CURRENCY

The currency is quoted in piastres (pts.) of which there are approximately 100 to the English pound.

HOTELS

Imperial Airways' passengers stay at the Cecil Hotel (inclusive rates from pts. 100 per day). Other recommended hotels are the Bonnard, Claridges, Iorio Palace, Majestic and Windsor Palace.

THE CITY, ENTERTAINMENTS, SPORT, SIGHTS OF INTEREST IN THE DISTRICT

Alexandria is a modern, busy port and commercial city. There is a theatre, also cinemas, and social and sporting clubs. The British Army and the Royal Air Force and the Egyptian Army are quartered in the district.

Sport includes golf, horse racing, riding, swimming, and yachting. Within easy reach of the city are seaside resorts on the Mediterranean, e.g. Mex, Aboukir. Ramleh (5 miles north-east of Alexandria) on the coast, is a residential district.

In Alexandria the bazaars and mosques of the Arab quarters, and the Catacombs of Kom esh Shuquafa, containing carvings in the Graeco-Roman style, are of interest, and there is a very fine museum of Graeco-Roman antiquities.

There are many interesting drives in the district.

South-west of Alexandria one may drive via Lake Mareotis (6 miles) through fields and desert to Bahig (31 miles).

From here one may go by donkey to the ancient city of St. Menas (7½ miles from Bahig). The city of St. Menas was excavated in 1905. St. Menas (3rd century A.D.), regarded as a patron saint of the desert, was buried here. His tomb became a place of pilgrimage and a town grew up which was destroyed in the 10th century. Among the ancient remains are the Basilica of Arcadius (4th century), and part of the original burial church of St. Menas. The streets and houses of the ancient city may be distinguished clearly.

Fourteen miles north-east of Alexandria is Aboukir, which is, as mentioned above, a summer resort and a base for the Royal Air Force. Off Aboukir in 1798 Nelson defeated the French fleet, with which it was planned to cover Napoleon's army of invasion.

Here Napoleon repulsed the Turkish army in 1799, but in 1801 Sir Ralph Abercromby defeated the French army, and compelled its evacuation of Egypt.

Forty-four miles north-east of Alexandria on the Nile Delta is Rosetta. Rosetta, Arabic *Rashid*, is an Arab town. Here may be seen several mosques and bazaars, but the chief interest is Fort St. Julien, where in 1799 the Rosetta stone, which provided the key to Egyptian hieroglyphics, was discovered.

Apart from these places there are a number of antiquities of lesser interest within easy reach of the city.

IMPERIAL AIRWAYS' SERVICES TO ALEXANDRIA

There are four services a week by Imperial Airways to Alexandria, leaving London on Tuesdays, Wednesdays, Saturdays and Sundays, and arriving at Alexandria on Thursdays, Fridays, Mondays and Tuesdays; the journey takes 2½ days.

TRAVEL CONNEXIONS FROM ALEXANDRIA

By Air: Imperial Airways

(1) Sudan—East Africa—South Africa (operated by Imperial Airways)

Services leave Alexandria for the Sudan, East Africa, and South Africa (Johannesburg) on Saturdays and Wednesdays, the service which leaves Alexandria on Saturdays continuing to Cape Town.

(2) India—Far East—Australia

(The service between Alexandria and Karachi is operated by Imperial Airways, between Karachi and Singapore by Imperial

Airways and Indian Trans-Continental Airways, and east of Singapore by Qantas Empire Airways, both companies in association with Imperial Airways)

Services leave Alexandria on Tuesdays and Fridays for Palestine, Iraq, the Persian Gulf, and India (Calcutta), the service which leaves on Tuesdays continuing via Burma, Siam, Malaya, and the Netherlands East Indies to Australia. Mail only is at present carried between Singapore, Malaya and Australia, but the service will be open for passengers on 13 April

(3) Misr Airwork, Ltd., to and from Port Said, Jerusalem, Haifa, Cairo, Assiut, Luxor, Assuan

By Water: Societa di Navigazione Torrenia: to and from Bengazi, Tripoli

By Rail: Egyptian State Railways: to and from Dabaa, Rosetta, Damanhour, Tanta, Marizura, Damietta, Banha, Zagazig, Ismailia, Kantara (for Palestine Railways) and Port Said

FLY THROUGH EUROPE BY AIR

We believe that our agents and our readers will be interested in the list given below which shows the cost of through fares and excess baggage rate in English pounds to certain places in Europe from London

At the time of going to press the fares given are correct, but owing to alterations in the rates of exchange they are naturally subject to fluctuation, and the fare should be ascertained at the time of booking

Those marked † are fixed fares and are not subject to exchange fluctuation

FROM LONDON TO:	Single Fare			Return fare (60-day)			Return fare (15-day)			Rate per Kg. (2.2lb.) for Excess Baggage		
	£	s	d	£	s	d	£	s	d	£	s	d
†Amsterdam	5	10	0	9	18	0	—	—	—	1	1	—
†Antwerp	4	0	0	7	4	0	6	16	0	0	9	—
†Basle	7	10	0	13	10	0	12	15	0	1	6	—
†Berlin	10	10	0	18	18	0	—	—	—	2	1	—
Breslau	12	5	6	22	2	0	—	—	—	2	6	—
†Brindisi	23	0	0	41	8	0	39	2	0	4	5	—
†Brussels	4	0	0	7	4	0	6	16	0	0	9	—
†Budapest	17	0	0	30	12	0	—	—	—	3	4	—
Chemnitz	9	16	0	17	12	10	—	—	—	2	0	—
†Cologne	5	10	0	9	18	0	9	7	0	1	1	—
†Copenhagen	12	10	0	22	10	0	—	—	—	1	7	—
Danzig	14	2	0	25	7	7	—	—	—	2	10	—
Dortmund	5	18	0	10	12	5	—	—	—	1	2	—
Dresden	10	4	6	18	8	0	—	—	—	2	1	—
†Düsseldorf	5	10	0	9	18	0	—	—	—	1	1	—
Erfurt	8	14	0	15	13	3	—	—	—	1	9	—
†Essen	5	15	0	10	7	0	—	—	—	1	1	—
Frankfurt	7	6	10	13	4	4	—	—	—	1	6	—
Freiburg	9	16	5	17	13	7	—	—	—	2	0	—
Geneva	9	17	0	16	15	0	—	—	—	1	6	—
†Gothenburg	15	10	0	27	18	0	—	—	—	2	1	—
†Halle-Leipzig	9	0	0	16	4	0	—	—	—	1	9	—
†Hamburg	8	15	0	15	15	0	—	—	—	1	2	—
Heidelberg	8	1	3	14	10	3	—	—	—	1	7	—
Karlsruhe	8	12	5	15	10	4	—	—	—	1	9	—
Königsberg	14	18	0	26	16	5	—	—	—	3	0	—
*†Le Touquet	3	15	0	—	—	—	6	0	0	0	6	—
†Le Zoute	3	5	0	5	17	0	5	10	6	0	9	—
†Lille	3	12	0	6	10	0	6	3	0	0	9	—
Ludwigshafen	8	1	3	14	10	3	—	—	—	1	7	—
†Malmö	13	0	0	23	8	0	—	—	—	1	7	—
Mannheim	8	1	3	14	10	3	—	—	—	1	7	—
Milan	11	18	0	21	8	5	—	—	—	2	5	—
Munich	10	17	2	19	10	11	—	—	—	2	2	—
Nürnberg	9	3	8	16	10	5	—	—	—	1	10	—
†Oslo	18	10	0	33	6	0	—	—	—	2	9	—
†Ostend	3	5	0	5	17	0	5	10	6	0	9	—
†Paris	4	15	0	8	10	0	7	15	0	0	6	—
Posen	12	14	10	22	18	8	—	—	—	2	7	—
†Prague	13	0	0	23	8	0	—	—	—	2	7	—
†Rome	18	0	0	32	8	0	30	11	0	3	7	—
Saarbrücken	7	0	5	12	12	9	—	—	—	1	5	—
Salzburg	12	9	2	22	8	6	—	—	—	2	7	—
Stettin	11	14	0	21	1	2	—	—	—	2	4	—
Stuttgart	9	0	5	16	4	9	—	—	—	1	10	—
Venice	15	5	2	27	9	4	—	—	—	3	1	—
†Vienna	15	0	0	27	0	0	—	—	—	3	0	—
Warsaw	14	10	0	26	2	0	—	—	—	2	10	—
†Zürich	8	2	0	14	12	0	13	16	0	1	8	—

* For Le Touquet there is a Sunday Excursion fare of £3 15s. 0d., including entrance to the Casino, tea there and dinner in the air on the return journey, and a special 18-day return fare at £6

Imperial Airways Gazette

The *Imperial Airways Gazette* is published every month for the information of the Agents of the Company and for others who are interested in air transport. A copy will be sent free of charge every month to any bona fide applicant from the Publicity Manager's Office, Imperial Airways, Ltd., Airways House, Charles Street, London, S.W.1

School children must make their application through their Schoolmaster or Schoolmistress

Full information about the services of Imperial Airways may be obtained from the offices of the principal travel agents, or from Imperial Airways Ltd., Airway Terminus, Victoria Station, S.W.1, or from Airways House, Charles Street, S.W.1. Telephone, VICTORIA 2211. Telegrams: 'Imparlim, London.' Airway Terminus is open day and night

Details of all the services of Imperial Airways and other Air Transport Companies are given in *Bradshaw's International Air Guide*, which is published every month and may be bought from any newsagent in the United Kingdom, price 1s.

AS OTHERS SEE US

We reprint below with acknowledgment a tribute to Imperial Airways' services paid recently in the *Bystander*

FLYING THE CHANNEL

'It is in winter time that the comfort and convenience of flying to Paris are most appreciated. The slickness of the organization nowadays has made of the air service something little different from a ferry

'It is all so easy—a taxi to Victoria; weighing-in; the handing over of passports and luggage, the former retrieved at Croydon and the latter at Le Bourget; a comfortable coach with a hot fan to warm the air, and then the 'plane, built like a Pullman car, the same size and with similar facilities

'Occasional glimpses of a patchwork landscape—snow-covered fields, divided by the dark tops of hedges, and the roads like bands of ribbon—gave place to a satisfying view of the wind-swept Channel from our altitude a mile above. Liners, tramps, and trawlers look much alike from 5,000 feet—dark shapes, scarcely moving across the flat plain that is the sea. Over France, the regularity of the roads, neatness of the cultivated districts, and subtle differences in the shapes of buildings remind us that the Channel has been a barrier to the exchange of ideas. The descent at Le Bourget, swift Customs, and the coach ride to the centre of Paris, are the last stages of a very pleasant journey.

'I can imagine no greater luxury than by Imperial Airways. It is the first-class route, operated with Pullman 'planes; hot meals, cold drinks, quiet cabins, and an easy passage at an altitude where the bumps are not. The fare is at first-class level, which, considering the safety, comfort and speed, is neither more nor less than one would expect'

IMPERIAL PRESS CONFERENCE IN SOUTH AFRICA

DELEGATES FLY IN THE ATALANTA'S

We understand from the Secretary on tour with the Delegates to the Imperial Press Conference in South Africa, that as much as eighty per cent. of all letters written by the delegates addressed to overseas destinations has been sent by air and that continual use was made of the supplies of air mail envelopes and labels which were arranged to be available on the touring train in which the delegates travelled

Imperial Airways invited delegates to take short flights over the Reef and some fifty or sixty accepted the invitation and all expressed satisfaction with the air liners of the *Atalanta* class and their flight

Altogether some eight flights were made and eighty-seven passengers were carried. During the sixth flight, Mr Lionel Curtis, who knew South Africa in the old days and has been associated closely with the various phases of Johannesburg's development, agreed to give a talk from the cabin of the air liner and this talk was relayed by the South African Broadcasting Company. A representative of this Company was aboard and introduced each delegate and persuaded them to say a few words 'over the air'

RECORD RETURN TRIP

JOHANNESBURG-LONDON-JOHANNESBURG

Mr. D. F. Corlett, an ex-mayor of Johannesburg and a prominent business man in the Union of South Africa, has the distinction of being the first passenger to make the return journey between Johannesburg and London in the time of twenty-three days. Mr. Corlett left by our service northbound on 19 January, spent a week in London and returned to Johannesburg on 11 February.

Our readers will be interested to know that the return journey between Johannesburg and London actually can be made in twenty days which allows for three free days in London, although as yet no passenger has undertaken the journey in this minimum of time, still its advantage to business men can easily be seen.

INDIA TO SOUTH AFRICA BY IMPERIAL AIRWAYS

Recently Imperial Airways carried on its services the first passenger to fly from India to South Africa. This passenger was Mr. Desmond Young, the Editor of the *Lucknow Pioneer*, the newspaper on which Mr. Rudyard Kipling once worked.

Mr. Young flew to Cape Town to attend the Imperial Press Conference which is being held in South Africa. He covered the 9,000 miles from India to Cape Town in eleven days. Had he used any other means of transport the journey would have taken him at least five weeks.

DEATH OF THE OLD MAIL DAY

The Chairman of the first Municipal Airports Association Conference which was held at Cape Town in February drew attention to the fact that the old idea of an 'English mail day' had almost disappeared. He stated that mail day was always an event when mails arrived from overseas on one particular day each week, but now with the frequent arrivals of air liners, in addition to the mail boats, English mails arrive and depart on several days of the week.

THE GREEK REVOLUTION

EFFECT ON IMPERIAL AIRWAYS' EMPIRE SERVICES

During the recent Greek Revolution the Empire services of Imperial Airways across the Mediterranean were diverted at the request of the Greek Government and for a short time were operated by way of Malta and the North African coast.

A return was made to the normal schedule, via Athens and Mirabella (Crete), on 16 March.

Imperial Airways' yacht, the *Imperia*, which is used as a refuelling and wireless base off Mirabella, left there at the outbreak of the Revolution and was stationed at Tobruk (Tripoli), but she has now returned to Mirabella.

Such a radical change in the Empire services was effected at a few hours' notice and with little discomfort to our passengers and provides a sidelight on one of the many aspects of the operation of long distance international air routes.

15,000 MILES FLOWN TO MAKE A FILM BY IMPERIAL AIRWAYS

Fifteen thousand miles were flown to film the African scenes for *Sanders of the River* which had a gala first night at the Leicester Square Theatre on 2 April.

We believe that this is the first time a British film unit of such large size has flown from London to the scene of its activities and back.

Air liners were chartered from Imperial Airways and besides taking the film party, they carried members of the unit on a number of trips in Central Africa in search of suitable filming sites.

The organization included several tons of sound filming apparatus and a large party of experts who secured some very interesting shots of native scenes.

Sanders of the River is a tale of the life and comedy of a District Commissioner's job in keeping native tribes in control.

IMPROVED AIR SERVICES TO SWITZERLAND

IMPERIAL AIRWAYS AND SWISSAIR

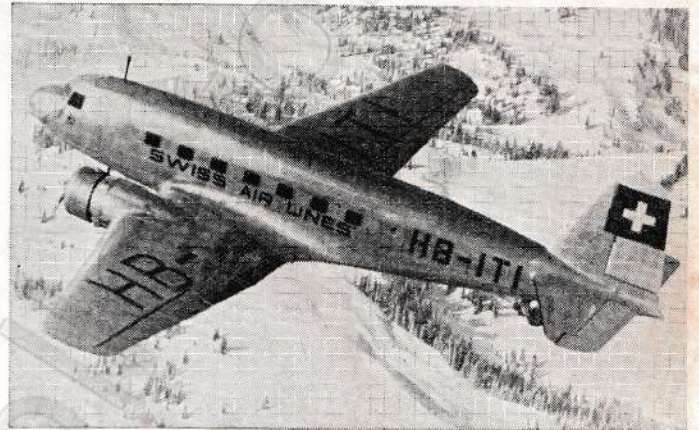
Improved facilities for flying between London and Switzerland were introduced on 1 April. As our readers know, for some years past Imperial Airways has operated a daily air service between London and Basle and Zürich during the summer months.

Arrangements have now been made between Imperial Airways and the National Swiss Air Transport Company, *Swissair*, for the latter to operate additional services which will leave Switzerland in the morning and return in the evening, thus giving a twice daily service between London and Switzerland in both directions.

Swissair will use American-built *Douglas* air liners and the route followed will be Zürich-Basle-Lille-London, whereas Imperial Airways' route to Basle and to Zürich goes via Paris and does not call at Lille.

Imperial Airways acts as the General Agent in this country for *Swissair*, which, in turn, acts as this Company's General Agent in Switzerland so that tickets will be interchangeable on either company's services.

Details of the services are given in the summer edition of the *European Timetable* of Imperial Airways which has been issued to all our Agents.



One of the air liners used by *Swissair* between Switzerland and London.

AN EARLY BOOKING ON THE EMPIRE ROUTES

On a recent northbound Africa service, in addition to eleven adult passengers, a child aged 2½ months travelled with its parents to Alexandria. The accommodation for this young passenger was booked before it was born!

We know that it is quite a usual thing for parents to enter the names of their children for entry into Public Schools and Clubs before they are born but we feel that this booking goes one better even than this and shows that the child's parents do appreciate that 'The future is in the air'.

LONDON-LILLE-BASLE-ZÜRICH

The scheduled stop at Lille will, for the time being, be suspended. Intending passengers should inquire when this station will be open for traffic and the scheduled stop made in accordance with the timetable.

BUDAPEST INTERNATIONAL FAIR

3-10 MAY 1935

Imperial Airways is allowing a reduction of 10 per cent. on the published single and return fares for visitors to the Budapest International Fair.

This rebate will be valid on the outward journey from 23 April to 13 May and on the return journey from 3 May to 31 May.

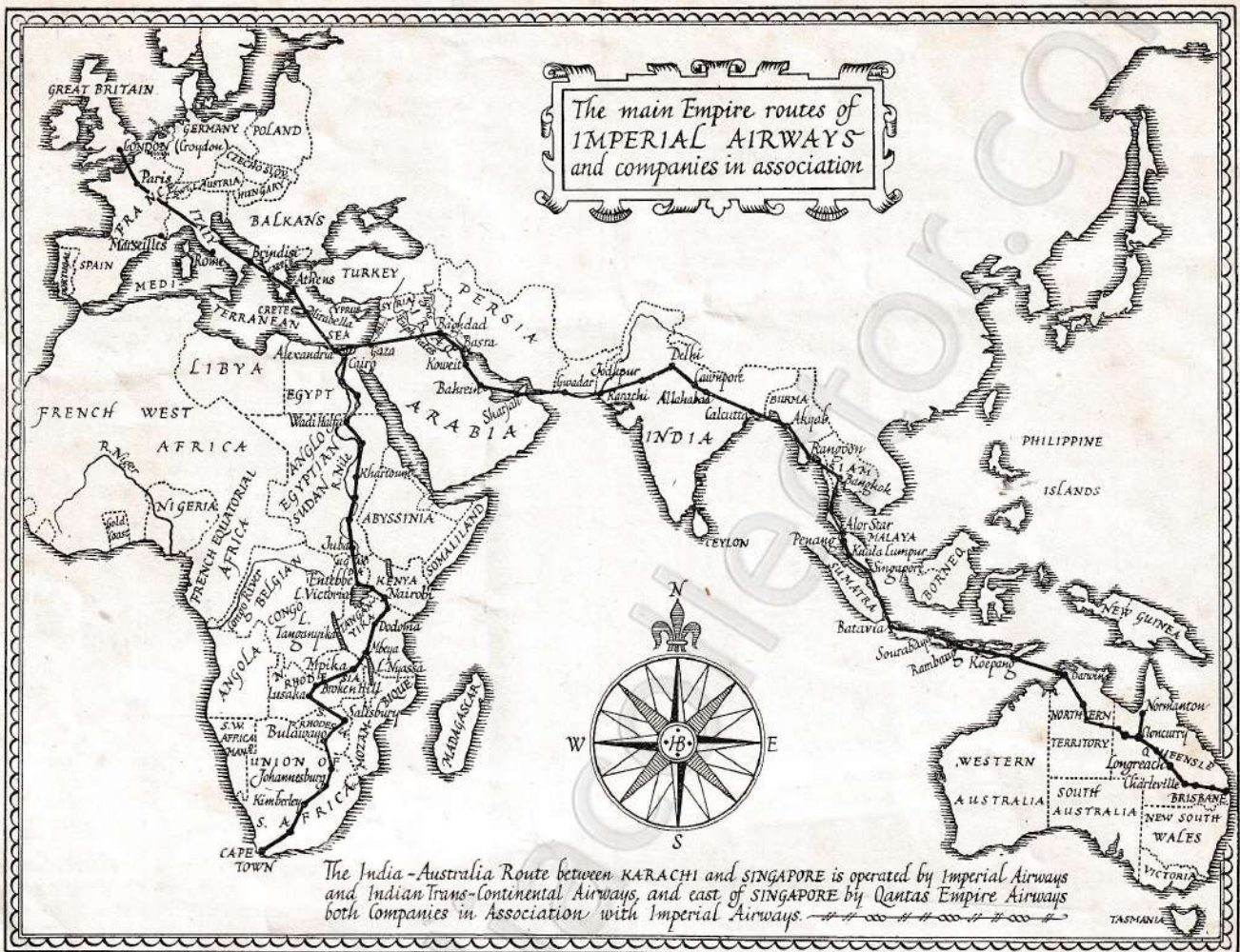
We understand from the Hungarian Air Traffic Association (*Malert*) that the Hungarian Government has abolished the visa formalities for subjects of the United Kingdom and Northern Ireland, the Dominion of Canada and the Irish Free State. The period during which visas have been abolished is from 1 April to 31 October 1935.

Passengers travelling on passports of these countries, apart from not requiring a *visa*, are also exempt from paying any fee on entering Hungary.

NEWS FROM GERMISTON

Two Africa southbound services arriving at the Air Port of Johannesburg, Germiston, recently made night landings and many people drove out from Johannesburg to the Air Port to see the *Atalanta* arriving by moonlight and the floodlights and beacons in operation.

The administrative buildings at the Air Port, which are now nearing completion, have been decorated with Imperial Airways' 'Speed-Bird' design. The 'Speed-Birds' appear on the facade of the building and have been made in concrete.



MODEL OF THE HERACLES

The well-known paper *Hobbies Weekly* gave in its issue of 16 March a full description of how to make for 5s. 6d. a model of an Imperial Airways air liner of the *Heracles* class, and those of our readers who are interested in making models would find this issue of the paper very helpful

THE PAGEANT OF ENGLAND

Intending travellers by Imperial Airways from Europe and the Empire will be interested to know that in connexion with the Jubilee Celebrations a pageant is to take place at Langley Park, Slough, from 28 May to 11 June, and a special invitation is extended by the Pageant Master for Britons abroad to take part in it

The scenario has been especially written by the distinguished historical novelist, Marjorie Bowen, and the Pageant Master is Miss Gwen Lally who produced the Runnymede Pageant last year

In the *Pageant of England* there are seven episodes beginning with the Coronation of King Athelstan in 925 and ending with the 'Glorious First of June' in 1794. As a conclusion there will be a Grand Finale of Empire in which the organizers hope that representatives of all the Dominions and Crown Colonies will take part

If any visitors from overseas wish to take part in this Pageant they are advised to write to the Secretary, Pageant House, Slough, Bucks, stating when they will arrive in England, on what day or days they can attend the Pageant and what their address will be immediately on reaching England

NEW PUBLICITY OF IMPERIAL AIRWAYS

Imperial Airways has issued a timetable dealing with the European services to be operated during the summer months. This timetable has already been distributed to the Company's agents

A new edition of the stuffer, *Facts about Air Travel*, with designs by Lee-Elliott will be issued shortly and also a poster in double royal size designed by Stanley Herbert for the Central European services

DISTINGUISHED TRAVELLERS

Signor Dino Grandi, the Italian Ambassador to the Court of St. James, recently travelled by Imperial Airways between Paris and London. We reproduce a photograph taken at the Air Port of Paris, Le Bourget, before his departure for London



Signor Grandi at the Air Port of Paris, Le Bourget

Aerienne-Photo-Tito

ADDITIONS TO THE FLEET OF IMPERIAL AIRWAYS

THE AVALON CLASS OF HIGH SPEED AIRCRAFT

Two new aeroplanes have just been added to the fleet of Imperial Airways, the *Avalon* (G—ACRM) and the *Ava* (G—ACRN). They have been built by A. V. Roe & Co., Ltd., of Manchester, for feeder line duties.

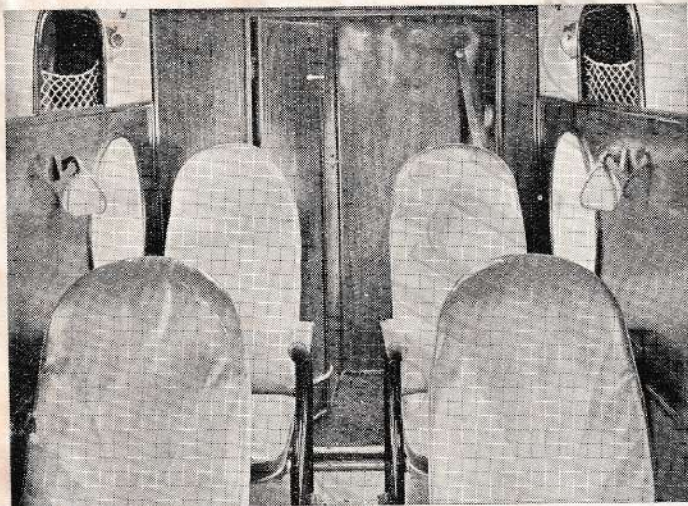
They are low-wing monoplanes, and are the first units of the fleet of Imperial Airways to be equipped with retractable under-carriages.

The head-on view shows that the design is completely clean and well streamlined. The engines, which are *Cheetahs* of 290 h.p. (built by Armstrong Siddely Motors Ltd.) are cowled-in completely with ring type cowlings, and behind these rather a large tapering egg forms a fairing which merges with the top and bottom surface of the wing. The top half of this fairing carries the lubricating oil tank, and the bottom half houses the retractable under-carriage. The fuel tanks are built into each wing outside the engines.



The *Ava* in flight

The crew consists of a Captain and First Officer, and there is accommodation for four passengers on seats of the adjustable type in which a reclining position is possible. Each passenger has a small table, a reading lamp



Part of the cabin of the *Ava*

and an individual fresh air supply, while alongside each of the two front passengers are controls for the warm air supply. In the rear end of the cabin there is a lavatory, while abaft that again, with an external door on the starboard side of the aeroplane, there is a luggage compartment. The main cabin door is on the port side.

There is a forward luggage and mail compartment in the nose of the machine, with a hinged nose door. There is a complete wireless equipment

in the cockpit, and electric starters which can be worked from the cockpit are fitted to each engine.

Below are given some of the principal dimensions of these two machines:

Span	56ft. 6in.
Length	42ft. 3in.
Height	9ft. 6in.
Weight, fully loaded	3.3 tons
Speed	175 m.p.h.

THE GIANT STRIDES OF IMPERIAL AIRWAYS

OPENING OF THE ENGLAND-AUSTRALIA SERVICE FOR THE CARRIAGE OF PASSENGERS 12,754 MILES IN 12½ DAYS

The first regular air service for passengers between London and Brisbane will leave the Air Port of London, Croydon, on 13 April. The corresponding service in the opposite direction is due to start from Brisbane on 17 April. Passengers have already been carried on those sections of the route between London and Singapore and between Brisbane and Darwin, but not on the section which includes the crossing of the Timor Sea and the flight over the East Indian Islands.

There will be no passengers for Australia on the Imperial Airways liner which leaves Croydon on 13 April, because all the seats had been taken by passengers for intermediate destinations before it was known that the through passenger service to Australia would be opened on that date. Two passengers have already booked places for the journey from London to Brisbane on the service leaving Croydon on 20 April.

BIG REDUCTIONS IN FARES

The fares from London are £180 to Darwin and £195 to Brisbane. The return fares are fixed according to the custom of allowing a 10 per cent. reduction on the double fare. The single fares from Australia, payable in Australian currency, are £244 from Brisbane to London and £225 from Darwin to London. The fact should be noted that the single fare from London to Darwin is the same as that charged at present for the journey from London to Singapore.

Before these rates become operative notable reductions in fares to India and beyond will have been made. The new fares will come into operation on the service which leaves London on Tuesday next, 2 April. Thereafter the fare to Karachi will be £85 instead of £95, to Calcutta £108 instead of £122, to Rangoon £120 instead of £135, to Singapore £156 instead of £180. There will be proportionate reductions on the intermediate stages east of Gwadar. The fare between Delhi and Calcutta, for instance, will be reduced from Rs.230 to Rs.200.

IMPERIAL AIRWAYS IN CHINESE

5154 英國航空有限公司 藍煙筒行

This is how Imperial Airways' telephone number looks in the Singapore Chinese Telephone Directory. The literal translation is British Aviation Company Limited.

IMPERIAL AIRWAYS IN THE HOUSE OF COMMONS

On 19 March the Under-Secretary of State for Air, Sir Philip Sassoon, delivered his speech in the House of Commons on the Air Estimates and during the course of it made some very interesting remarks about the future development of Imperial Airways and we give abstracts from his speech below.

Our readers will see he has made reference to the carriage of all first-class mail within the British Empire by air, and in the January issue of the *Gazette* under the heading, 'Empire Air Services, a Far-Reaching Scheme, Faster Mails, More Flying by Night' we gave the first preliminary details of this scheme which bids fair to outrival the introduction of the Penny Post by Rowland Hill.

During the course of the next two years we shall refer continually to the progress of this scheme which has enormous potentialities for the improvement of relationships within the British Empire.

PROGRESS IN 1934

'The year 1934 has been one of striking progress—a year in which, in fact, plans have been laid which promise still greater progress in the future. As regards our Imperial air services, we have seen, first, the extension of the Indian service to Australia, and, secondly, the duplication of the existing weekly services to the Cape and Calcutta.

'These are solid achievements, and reflect great credit upon the management of Imperial Airways, which company, while forging ahead with these Imperial developments, has maintained its commanding position among the European services

PARAMOUNT POSITION OF IMPERIAL AIRWAYS

'In fact, in 1934, as in 1933, Imperial Airways carried across the Channel a substantially larger number of passengers than all their foreign competitors—Dutch, Belgian, German and French combined. I submit that this is a striking tribute both to the efficiency of their organization and also to the remarkable goodwill which they have built up among the travelling public. The weight of letters which was carried was larger than that which was ever carried in one year, namely, 122 tons compared with 85 tons in 1933—an increase of 43 per cent. I am told that 122 tons represents 6,000,000 letters, which shows that people have not given up writing letters for the moment, anyhow. The Christmas mails were also very heavy, and a greater weight of parcels was carried over the Channel than was ever carried before . . .

FORTHCOMING CHANGES ON THE EMPIRE ROUTES

'Another very satisfactory development of the past year was the formal ratification with Italy of a ten-year agreement whereby Imperial Airways will be able to fly freely over Italian territory on our Imperial services. With regard to France, an understanding of a similar kind was arrived at just before Christmas

'Within the next month or two Imperial Airways plan to operate an interim service through to Brindisi with small machines, primarily for the carriage of mails. A full service by large aircraft cannot be brought into operation until their fleet has been augmented. As hon. Members know, a very large demand has been made upon it as a result of the recent decision to duplicate the African and Indian services . . .'

PLANS FOR THE NEAR FUTURE

'The House will also wish to know something about our air transport plans. As regards the immediate future, we are taking money in these estimates for a feeder service to connect the West African Colonies with the trunk route at Khartoum, and also to link up Singapore with Hong Kong and Bangkok on the Australian line'

THE FUTURE IS IN THE AIR: ALL MAILS BY AIR

'Turning to our long-range plans, as I announced before Christmas, the Post Office, the Air Ministry and Imperial Airways have been in co-operation for many months past on a scheme which represents the most far-reaching step forward in our Imperial air communications

'Perhaps I may repeat its main features to hon. Members, although I believe they are more or less familiar with them

'We aim, first, at a great increase on existing frequencies; secondly, at a striking acceleration of existing time schedules; and, thirdly, at the carriage of all first-class mail matter by air. There will be four or five services a week to India, three to East Africa and Singapore, two to South Africa and Australia, and seven or eight services a week to Egypt. We hope later on even to do better than that, but I may say that no other country in the world has yet formulated schemes for the carriage of the whole of its first-class mail matter by air without surcharge . . .'

1½d. EMPIRE AIR MAIL LETTER

'My right hon. Friend the Postmaster-General hopes that, in so far as concerns letters posted in the United Kingdom for Empire destinations, we shall be able to provide for them these immensely improved and accelerated postal communications in the region of 1½d. per half ounce

'A scheme of this magnitude cannot be planned and brought into operation in a few months. In the first place, we have greatly to improve the existing ground organization on our Imperial routes, especially for night flying. Plans have been in preparation for many months past in these matters, and will entail a very considerable expenditure . . .

'First and foremost I may say that the scheme depends upon the full and willing co-operation of the Dominions, the Colonies and India, with whom we are continuing in satisfactory negotiations. It also entails the raising of £2,000,000 of fresh money, most of which will be spent, of course, on a new Air Fleet. Therefore, in the light of all these considerations, on the most favourable hypothesis, I do not think that this scheme will come into full operation before 1937. That seems a long time off, but the years have a knack of going by very quickly . . .'

SPECIAL CHARTERS

Imperial Airways made an interesting special charter flight on 5 March. Some travellers who arrived at Alexandria the night before, chartered the *Achilles* and made a tour of Palestine, returning to Cairo the same day, sailing from Alexandria at five o'clock the next morning

Many political special charters have been made lately. Sir John Simon, the Secretary of State for Foreign Affairs, and Mr. Anthony Eden, the Lord Privy Seal, took advantage of the Company's Special Charter service to make their political visits to France and Germany

Mr. Eden left the Air Port of London (Croydon) on 22 March in the *Delphinus*, one of the Diana class of air liners, and flew to Paris. Sir John Simon also left the Air Port on 24 March in the *Delia*, also one of the Diana class, to fly via Amsterdam to Berlin

Mr. Eden flew to Amsterdam from Paris to join Sir John Simon and then accompanied him in the *Delia* to Berlin. This air liner remained in Berlin until 27 March to bring back Sir John to London

NEW BUILDINGS AT CAPE TOWN

The new administration buildings at the Wingfield Air Port, Cape Town, are now completed and Imperial Airways' offices which were previously situated in the hangar have been transferred to this new block of buildings

The departure and arrival of passengers are now handled from the new building so providing better facilities as comfortable and spacious waiting rooms have been provided

'FLYING OVER THE EMPIRE' IN CAIRO

A photographic exhibition was held in Cairo from 6 to 10 March. This display, which included many of *The Times* infra-red photographs taken on Imperial Airways India and Eastern route, is said to be the best attended exhibition of its kind ever held in Cairo, over one thousand and six hundred people attending it. The visitors included the High Commissioner and most members of the Cabinet

The exhibition was moved to Alexandria on 20 March and will later go to Palestine

This photographic exhibition is based on *Flying Over the Empire* which, as our readers will remember, has been shown in London and is touring the Provinces and the Colonies at the present time

INCREASED 'NO PASSPORT' FACILITIES

Our Agents have a new and valuable sales 'point' in the increase of 'No Passport' facilities which now apply to travel by air to Paris, Le Touquet, Brussels, Antwerp, Ostend and Le Zoute

WEEK-END OR DAY RETURN TICKETS

Passengers may travel to the places named on such tickets on Fridays, Saturdays or Sundays and may return on any day between Friday and Tuesday (inclusive)

EASTER HOLIDAY

A special concession has been made for the Easter holidays whereby 'No Passport' tickets will be available in either direction from the Thursday preceding Good Friday and will be valid for return up to including the following Tuesday

PROCEDURE

A special ticket containing identity coupons must be issued to passengers making use of this 'No Passport' facility and these tickets may be obtained from any of the offices of Imperial Airways. If an exchange voucher be issued the letters 'N.P.' (No Passport) should be written in a bold hand across the face of it to ensure that the correct ticket will be given in exchange

BRUSSELS UNIVERSAL AND INTERNATIONAL EXHIBITION

Our Agents in Belgium will be interested to know that Imperial Airways is taking a stand at this exhibition in Brussels which is to be opened on 27 April and will remain open until November, and the Company hopes that they will be able to pay its stand a visit

Imperial Airways' stand is in the British Pavilion opposite to that of the Travel and Industrial Association of Great Britain and Ireland

OUR FRONTISPIECE

The photograph on the cover shows the *Atalanta* at Calcutta and was photographed by *The Times* (to which journal it is acknowledged) in the *Flying Over the Empire* photographic series



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i m p e r i a l

a i r w a y s

m a c h i n e

*in regular service
operates on*

SHELL

LUBRICATING OIL

EXACTLY THE SAME AS IS
APPROVED BY MAKERS OF
95% OF THE CARS
ON THE ROAD

—Such as AUSTIN, FORD, HILLMAN,
HUMBER, MORRIS, SINGER, STANDARD, ETC.