

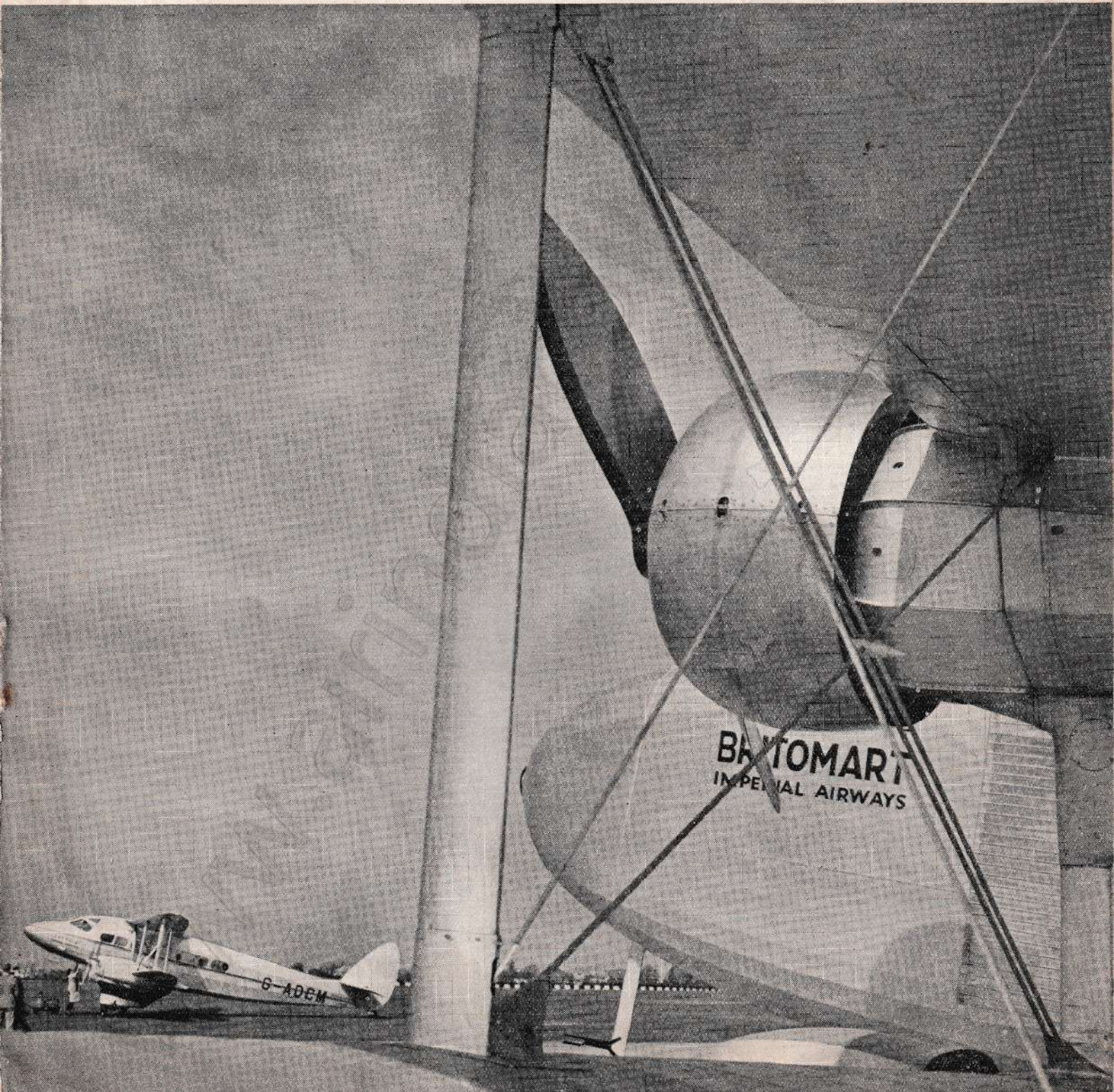
IMPERIAL AIRWAYS

IMPERIAL AIRWAYS—THE EMPIRE'S LINK

GAZETTE

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A DISCRIMINATING WEEK-END IN PARIS

Imperial Airways often suggests that you should fly to Paris for a week-end but so far we have never taken it upon ourselves to tell you what to do when you get there! On second thoughts, we decided we had better commission someone else to tell you so we asked Charles Graves, the well-known journalist, whose suggestions we now pass on to you

We should make it clear that Imperial Airways is not connected with any of the hotels or restaurants mentioned by Mr. Graves, nor does it recommend them to the exclusion of others. The staff of Imperial Airways offices in London and in Paris can give information about *any* hotel, together with the rates, if you just let them know how much money you want to spend

Let me say at once that I have a bone to pick with Imperial Airways. Anticipation is one of the keenest joys of life to the connoisseur of living, and a great deal of it is taken away if you fly to Paris. Most of us enjoy as much as anything the first sight of the gendarme on the quay at Boulogne or Calais when we go by boat, and thrill secretly to the yells of 'Porteur, porteur' as an avalanche of thrusting, blue-smocked little Frenchmen jump on to the boat to take our suitcases away from us to the Customs. Then for the next three or four hours we look out of the window as we rush across the fair land of France to our beloved Paris. You lose all that if you go by air. You climb into your air liner, sit yourself comfortably down in a large armchair, order yourself an excellent lunch, and then within an hour and a half (if the wind is behind), land smoothly at your destination before you really know where you are

There is this to be said for it; your fellow passengers in the air are always a much more exciting lot than those you see on the train and boat. One time you will find yourself sitting next to a red-headed dancer like Tamara Desni, or it may be Countess Reventlow, the richest girl in the world, or it may be the Marquis de Casa Maury coming back after a search for new films; but nearly always there is at least one celebrity, and usually two or three, seated within a yard or two of you. And with these modern machines the engines are so silent that you can converse perfectly easily with your next door neighbour, and can even hear wisps of conversation from behind. Anybody who has flown before knows the delicious sensation of riding high, wide and handsome, sometimes even above the fleecy clouds, with the sun pouring in so strongly that even in January you sometimes have to draw the little curtains. That actually happened to me this year, and if you do not believe me, ask Tamara Desni, who sat next to me

But let us imagine ourselves already at Le Bourget. Within ten minutes we are through the Customs, and merely because the largest air liners contain only thirty-eight passengers, one is saved all the arduous and endurance of the jostling, irritating queues at the Customs at Boulogne and Calais. There follows a forty minutes drive into the heart of Paris. Even then it is difficult to realise that within two or three hours of leaving Croydon you are almost within sight of your hotel

Now let us play a game. Let us imagine that we propose to spend not more than twenty-five pounds on our week-end, including our hotel bill. What is more, let's decide not to do the usual round. Let us strike all the hackneyed places off our list. Let's spend a really attractive and discriminating time avoiding those insultingly expensive Russian cabaret haunts; eating well, drinking well, and really having a good time. To begin with, what about staying at the Lotti? It is only a hundred yards from the Ritz, so it puts us in the centre of things; and there is a particular reason for staying there. Monsieur Lotti is the father of the Transatlantic airman, and so we feel a bond of sympathy even though we have only flown a couple of hundred miles in all the comfort of a Rolls Royce. The price of a bedroom and bathroom is fifty-five francs, so if we stay three nights and have our orange juice and Continental breakfast, our hotel bill is not going to cost us more than three guineas even including the tips—providing, that is, we lunch out and dine out each day. Which, of course, we are going to do, not because the hotel food is not excellent, but because we have a lot of places to take in . . .

Well, here we are at the Lotti within fifty yards of the Place Vendôme. We have seen our room, unpacked our suitcases, and it is time to go out. Even now it is only half past four, so it is a bit early for hard liquor. So what about having tea in the Bois? The Armenonville is just the spot. It is only a few francs in the taxi before we find ourselves under the linden trees (I beg your pardon, plane trees—we are not in Berlin). The place is pleasantly crowded with a charmingly fresh series of profiles. Not many tourists come here, and few of the London supper crowd have the sense to do so, either. The bill for the two of us is twenty-five francs or so. As the sun is shining through the green leaves we might even take a bit of a walk before having a look at the Crillon Bar. One might also have a bet

over the next type of dog that we will see. They are all sorts and conditions. One notices, though, that the big types like Alsatis and Schnauzers seem to have gone out of favour. They are mostly Aberdeens, wire-haired, and even Dachshunds. So popular are dogs in Paris nowadays that if you like to lunch at the Colisée in the Champs Elysées to-morrow you will find a special menu for the dogs . . .

Another taxi and we come to the Crillon Bar. This is a very smart rendezvous at six o'clock. It is a lovely long high-ceilinged room decorated in terra-cotta and white. The bar itself is long and shiny. Champagne cocktails are seven francs. Let's have one and then look round. Yes, we have come to the right place. At least four of the people in our machine are here ahead of us. They seem to know something. Smart American girls, smarter Parisiennes, fill the little tables or sit at the tall stools beside the bar

Now what? Well, what are we going to do to-night? I suggest that we dine out, go to a music hall, and then see what happens. Meantime, we have at least an hour to pass before we need go back and get into a dinner jacket. Why not have an Americano at Fouquet's? It is only three or four francs from here to the Champs Elysées. Fouquet at meal time is the Savoy Grill of Paris. It attracts the sporting people, the theatricals, and other visiting celebrities. As it is a fine evening we might sit out at one of the little tables and watch the crowds go by . . . Just behind us (don't look round) is Georges Carpentier. He really looks as young as ever . . . Garçon, deux Americanos. It contains Campari and Italian vermouth and is the only drink in the whole of my experience that actually gives you an appetite if you are not hungry—the exact opposite of the average 'appetiser' or aperitif

That very smart building across the Champs Elysées is the Triumph. It is one of the latest and most luxurious cafés in Paris. It used to be Berry's. To-day it is a recognised rendezvous of the middle-class Frenchman. All the chairs or armchairs are leather padded, with chromium steel legs. The decorations are distinctly à la Hollywood, with a huge fountain and a vast pipe organ. This really is counterfeit. All the music, as you can see if you go downstairs, comes from a single gramophone record which is amplified through the dozens of copper pipes of the organ. Downstairs too there is a vast airy grill room with hundreds of scarlet leather armchairs

But it is time to decide about dining. We have a lot of choices. There is the Chatham Grill. There is the Le Cigogne. We might go there if you like Alsatian cooking. Anyway, it would be a change . . . Let's now imagine that we have gone back to the hotel (having, by the by, paid our bill of twelve francs for our drinks. We spent fifteen with the tip at the Crillon). Meantime, we must get the *concierge* to book our seats at the A.B.C. theatre, which is where I suggest we go. It already seems years since we left London, doesn't it? . . . Well, here we are at the Cigogne in the Rue Duphot. It is an attractive looking little place with the red and white check curtains in the windows and the blue and white tile effect on the lower part of the walls surmounted by a yellow decor. There is the effigy of a stork from which it takes its name. It is not a big place, and the two-yard-high bottles of Kirsch make it look even smaller. Let me choose our dinner. We will start with the veritable foie gras from Strasbourg. Then I suggest that you have the roast wild boar and I'll have either the chicken roast with chestnuts or some sauerkraut. As we are here, we might as well try the Alsatian wines. They are not bad at all, and the most expensive of the lot is only ten shillings . . . Well, that was cheap enough, wasn't it? With our Crepe Suzette à la Maison, the whole bill was only sixty francs . . .

It is time, though, we went off to the A.B.C. The show begins shortly after nine o'clock. This is a theatre or rather music hall that very few English people seem to know about. As you see, it is very much like the Holborn Stadium, with the same type of *clientèle*. They have dancers, jugglers, singers, comedians, and all the rest of it. Two or three turns are English, one or two are American. It is all a great deal of fun, and our stalls only cost eighteen francs each. However, an hour of this will do, as we have so much ahead of us. Now comes the problem. What shall we do with ourselves until twelve o'clock? That is always the question in Paris if you are going to make a night of it. I suggest that as we are in dinner jackets we will put off going to the Rotonde or the Dome or the Coupole until to-morrow. And yet after all, why not go there to-night? The Rotonde and the latter are just across the street from each other. Any taxicab driver will take us there. On the whole, I prefer the Rotonde. It is where all the artists go. The walls are covered with paintings, all for sale, anything from a hundred francs to thirty thousand francs. Young men in berets, old men in beards, pretty artists' models—they sit and have their drinks: the successful ones inside; the less successful ones out in front. What about a *fine à l'eau*? It is really rather fun sitting at the plain deal tables and looking at the other guests in their corduroys and soft black hats. Nudes of mermaids, flower pictures, the interiors of cathedrals, every kind of picture hangs on the walls. The leather seats are comfortable too . . . Have you had enough? All right, let's go to the Coupole. It is much more modern but none the less attractive. There are occasional blondes sitting

by themselves ruminatively eyeing business men also sitting by themselves. Just on the right of the door is the effigy of a red and silver aeroplane. Most of the men here seem to have bowler hats or green felts. If we had any girls with us we might go downstairs and dance. Let's check up on what we have spent. The liqueur brandies at the last place were twelve francs for the two of us. Then there is six francs for our two demi-bières which you insist you needed for your thirst.

We have still three-quarters of an hour before going on to Chez Florence. Are you easily shocked? If so, I won't take you to what used to be Zelli's and now is Chez Nudistes. Otherwise we might have sixty francs worth of cabaret. It costs nothing actually to go in, but you must order *something* and if you have anything except a non-alcoholic drink it is going to cost you thirty francs. Naturally you can have champagne, but presumably you won't be so silly. Though that is not the right word. However, time flies, and Chez Florence is quite a long way off. We might as well go along...

Well, here we are. Yes, you recognised him. That is our old friend Victor Perosino who used to run Chez Victor in Grafton Street. He seems delighted to see us. Just as well we wore a dinner jacket, wasn't it? Most of the men are in white ties and scarcely half a dozen in day clothes. It is not a big place, but it has the best orchestra and the best cabaret turns in Paris. The sofa tables are devilish comfortable. Yes, the room is full of celebrities, at least ten of whom are English. Let's have a look at the menu. Yes I told you so. The *consommation* is only thirty-five francs. You do not have to have champagne. Several of the men are having whiskies or brandies, or even Sherry Cobblers. We had better stick to our brandy I should think. It is easy to spend a couple of hours here without realising how quick time is flying. It is very gay, and an almost exact equivalent of the Embassy Club in London, except for the fact that you do not have to be a member...

My goodness! It is almost two o'clock in the morning. Or is it three o'clock? Still, let's make one more call before we go to bed. It is just up the street and is called the Cloche d'Or. I bet you never heard of it. It is open all night. It looks rather like an old English inn and you can get the best eggs and bacon or kippers in Paris, and for only a very few francs at that. The *aspidistras* are really quite entertaining. There is a gramophone always going in the corner, and the place is almost full of all kinds and types—chorus girls with their fiancés; orchestra leaders; and all the people who earn their living after dark and want some breakfast, or rather supper, before they go to bed. There is nowhere quite like it in London...

Well, time for bed. See you to-morrow...

I would like very much to take you as fully through each of your remaining days of your visit, but space forbids... Instead, let me give you a few ideas. If you have brought your golf clubs with you you can get out to St. Cloud in under twenty minutes and will find a warm welcome from Aubrey Boomer, an Englishman too. Golf in France is, however, rather expensive. It is going to cost you seventy francs for your green fee; but caddies are, of course, very cheap. It is a park course, but long and testing. At the same time, if you are playing golf it will stop you spending money in other directions. One place you must certainly visit is the Palais des Sports. Jeff Dickson runs it. It is about the size of the Albert Hall, though oval in shape. You can get excellent seats for twenty francs, and according to the day and the time of year you can watch boxing, wrestling, ice hockey between crack teams, and hear the French crowd scream itself almost hysterical with excitement; you can watch six day bicycle racing, cycle springs, or, most thrilling of all, paced cycling. This involves motor bicycles roaring round the raised track inside the building at sixty miles an hour drawing pedal cyclists along in the vacuum created by their exhausts. Spills are frequent. The speed is nearly twice that of dirt track racing; and you will be limp with emotion after a few minutes. It is in fact a very good way of spending a Sunday afternoon.

If you can stay over until Monday, you will probably find that there is a big fight there. Ringside seats are only a hundred francs, but thirty francs will give you a very good view. There is also boxing very often at the Salle Wagram, which is the equivalent of the Ring at Blackfriars. Twenty francs is all you need to pay to see some first-class bouts. Or again, what about racing? There is Auteuil and Longchamps during the Spring and Summer, and Vincennes in the Winter. No need to pay sixty francs to go into the paddock. Twenty francs will get you into the Pavilion and give you a fine view of the race. If it comes to that, there is even a five franc enclosure. Nor need you hire a taxi. Special omnibuses take you out from the West End for three francs.

If you ever have a spare half-hour or so between dates, the news reel cinemas give you an excellent break and only cost three francs fifty admission. By the by, it is always a good thing on your arrival to get hold of a weekly publication called *La Semaine à Paris*, which gives you a list of all the attractions from theatres and music halls to night clubs and racing. By that you can see whether there is, for example, a revue by Rip, who is the Noel Coward of Paris, or plays by Guitry or Bernstein—if your French is good enough to enjoy them. If you like a gamble, it is not the most

difficult thing in the world to find someone to get you proposed and elected in the same afternoon to the Cercle Haussmann in the Rue de la Michodière. For a hundred francs you become a life member, and there are lots of tables at which you can open your bank for as little as five francs, so that you can have a packet of fun with thirty shillings or so. You also get a hair cut or anything else. Unfortunately, women are not allowed.

Which reminds me that there are two or three excellent hairdressers in Paris where you can get hot towels and face massage on the morning after the night before. Perhaps the best is Jules et Etienne by the Hotel Scribe. If that is not enough to cool your heated brow, Mr. Roberts, the chemist of the Rue de la Paix, or Mr. Scott, whose address you will find in the telephone book, will give you a sympathetic pick-me-up for two or three francs.

I have never been to the Hammam Turkish Baths, but Harry of Harry's New York Bar in the Rue Saunon tells me he has been going there for twenty-eight years, so that it sounds both safe and clean. During your visit you ought certainly to call in at Harry's. It is full of American journalists and authors. Cocktails are only five francs, including champagne cocktails, and if you fancy your thirst you can see if you can break the existing world's record of swallowing two litres of beer (a trifle over two quarts) in less than eleven seconds. If you can, Harry pays for the beer. The little bar is full of banners and pennants of Harvard, Yale and Princeton, and the heraldic shields of all the colleges at Oxford and Cambridge, as well as of some of our public schools.

A rough and ready bar is Fred Payne's which can help to fill in the blank hours between ten and twelve o'clock at night. As to restaurants, an excellent one is the Ducs de Bourgogne. Very inexpensive and very good. The Terrine in particular is first class. It is real country cooking. Or you might try the roast ham at Le Cabaret, where in the summer you can sit out at little tables in front of the restaurant. It is quite inexpensive. You might also like to dine at La Reine Pedauque. The eats are good there too. Of course, if you wish to cut a dash, the Foyot probably gives you the best food in Paris, but you need to have won some money at the Cercle Haussmann to go there without a qualm if you intend only to spend twenty-five pounds during your week-end. The Laperouse is not cheap either, but its duck is exquisite. Or again, you might try the Escargot d'Or. There is also Chez Fricker, which gives you Alsatian cooking like the Cigogne, and very good it is.

Another suggestion is Rotisserie Perigordine. Drouant is good too. You will find all these places, of course, in the telephone directory. In any event, taxi cab drivers know all about them. The cinemas are mostly in the Champs Elysées or the Boulevard des Italiens where you can get excellent seats for ten francs. The top prices are twenty, and if you care to go after midnight they are reduced in two or three instances to seven francs. If you like concerts, it is worth looking at the paper to see what is on at the Theatre du Chatelet and the Salle Chopin.

Finally, if you go at the right time of year for it, why not see some French football at the Parc des Princes? It is almost as exciting as bull fighting and the admission is very little. There is also this to remember, that the Medrano Circus is on practically the whole year round, and the prices are delightfully low.

Well, there you are. You can obviously spend much more than your twenty-five pounds with ease for your three days in Paris, and yet if you don't overdo it, you can have a really good time, and what is more, a different time, on much less than that sum. I have done it often and I hope to do it many times in the future.

* * *

Charles Graves's fondness for comfort, not to say luxury, is as notable as his lack of enthusiasm for picture galleries and museums. At the same time he points out that if you like to play hide and seek underground, the Metro will take you all over Paris for only a few sous. In addition, there are always omnibuses which are even cheaper than they are in London, particularly if you like to pretend to be a real Parisian and stand up at the back by the conductor instead of sitting down.

When it was pointed out that more might have been said about enjoying oneself during the day, he immediately recommended the Cluny Museum, which is much less well known than the Louvre, and is a great deal more attractive in many ways. Indeed, he naps it. Another suggestion of his is to visit the 'Market of Fleas'—a kind of Caledonian market in Paris which happens on Sundays. (Unfortunately it deserves its name.)

In addition there are always one or two exhibitions going on. French Colonial and so on. These only cost a franc or two to go in and the current issue of *La Semaine à Paris* will tell you all about them. Another thing he recommends is to hire a horse and ride in the Bois. It is quite inexpensive and your hotel *concierge* will give you all the details.

Our readers will understand that in an article of this length it is impossible to cater for everyone's tastes and without being too 'highbrow' or obvious we venture to suggest that many people would like—

A drive out to Malmaison to see over Napoleon and Josephine's house and on to St. Germain to see the Palace and have lunch there at that restaurant from which there is such a fine view over the terrace

A trip in one of the little river steamers up the Seine to see the potteries at Sevres and then on to St. Cloud for lunch

A visit to the Conciergerie, Palais de Justice (Law Courts) at the Quai de l'Horloge where it is very entertaining to hear the cases tried: and at the same time drop in and see Sainte Chapelle for the sake of the stained glass windows

A drive out to Fontainebleau, stopping for lunch at Barbizon—a charming little place on the edge of the Forest, where Corot and a colony of artists lived and painted their well-known pictures, and where Robert Louis Stevenson wrote his *Forest Notes*

A visit to the Luxembourg Galleries and/or to the Salon where there are modern French paintings and often attractive exhibitions of decorative art

HOW TO FIND THE VARIOUS PLACES MENTIONED IN MR. CHARLES GRAVES' ARTICLE AND HOW TO GET THERE

There are three ways of getting around Paris without walking:—

TAXIS

They are very cheap indeed. By day time you go from Airway Terminus to the Madeleine for five francs, to the Arc de Triomphe for seven francs—Gare du Nord five francs. You pay what is shown on the meter (fare plus supplement for baggage, one franc a piece). Between 11 p.m. and 7 a.m. the fares on the clock are doubled. The driver expects a tip which varies from 15 per cent. for short distances to just over 10 per cent.

METRO

or Metropolitan Railway, similar to the London Underground. For any distance travelled the fare is the same: 2nd class, 70 centimes; 1st class, 1.15 francs. With the aid of a small pocket map it is very easy to find your way. If you miss your station you do not have to pay any more; you simply explain to the controller at the gate who will let you come back your way, that is if you are nice to him

BUSES

just as handy as in London. The price varies with the distance. Always tell the conductor where you want to go. He will help you and tell you how much to pay. You have a big advantage in buying from the first conductor you travel with a 'carnet de tickets' which is a book of twenty tickets which costs six francs. Otherwise you will have to pay for each ticket 40 centimes, which makes eight francs for twenty tickets. The minimum price for a short journey is two tickets in the 2nd class and three in the 1st. The maximum within the limit of Paris is four tickets in the 2nd class and five in the 1st

In case of difficulty, you will always find a policeman to help you. In Paris 90 per cent. of them speak English

AIRWAY TERMINUS, 6 rue des Italiens. Off the Boulevard des Italiens, the most crowded thoroughfare in Paris. Two hundred yards east of the Place de l'Opéra, opposite to the big French Bank, Crédit Lyonnais, one hundred yards from the Paramount Picture Theatre—on the north side, sixty yards from the Boulevard Haussmann—practically opposite the Hotel Ambassador

BY BUS: Coming from the east—'E'—'AC.' Stop on demand at the corner of Boulevard and rue des Italiens. Coming from the west: 'E'—'AC'—'AT'—'AK.' Stop on demand opposite the rue des Italiens

BY METRO: Nearest stations:—Chaussée d'Antin, Opéra, Richelieu Drouot—three minutes walk from any of these stations

AIRWAYS HOUSE, 38 Avenue de l'Opéra. From the Place de l'Opéra, backing on to the Opera House, you are bound to see the sign IMPERIAL AIRWAYS by looking south and at some one hundred and fifty yards from you on the left-hand side of the Avenue de l'Opéra. Do not try to cross the Place direct for you will be stopped by a policeman. You must cross sideways at the 'plots'

BY BUS: Stop for all buses—Place de l'Opéra. 'BA,' 'AB,' 'AS,' 'AE,' 'AF,' 'E,' 'AC,' 'AT' (from the west only), 'AJ,' 'AU,' 'CP,' 'BG,' 'AK' (from the west only), 'X,' 'AM,' 'AI,' 'CM,' '52,' '21,' 'BM,' '55,' 'BX,' 'CG'

BY METRO: Opéra

HOTEL LOTTI, 7 rue Castiglione. From Airway Terminus you should take a taxi with your baggage. Cost about seven francs including the tip. No bus passes in front of the Lotti. You must walk either to the rue de Rivoli (in front of the Tuileries Garden) where you get 'AZ' bus, or to the Metro stations—Tuileries or Opéra

A B C, 11 Boulevard Poissonnière. Admission for 14 francs. By bus from La Cigogne 'E,' getting off at the rue Poissonnière. Metro: Poissonnière

LA ROTONDE, 105 Boulevard du Montparnasse. Bus from A B C but does not pass the door. Metro station: Vavin

LA COUPOLE, 102 Boulevard du Montparnasse

LE DOME, 108 Boulevard du Montparnasse

CHEZ FLORENCE, 61 rue Blanche. Admission free. Closes too late for Metro or buses. Only a taxi (double fare), costs about 25 francs

A LA CLOCHE D'OR, 3 rue Mansard. Only two hundred yards to walk from Chez Florence

PALAIS DES SPORTS, or Vélodrome d'Hiver: Vel d'Hiv! 5 rue Nélaton (Boulevard de Grenelle). By bus: none direct. Metro: Grenelle. Admission varies with the nature of the show from five francs

SALLE WAGRAM, 39 Avenue Wagram. Admission from 15 francs. Bus: 'AB,' 'AS,' (off Place de l'Etoile) 30-31. Metro: Etoile or Place des Ternes

JULES ET ETIENNE, 1 rue Scribe. Next door to Wagons-Lits-Cook, two minutes walk from the Place de l'Opéra

ARMENONVILLE, Pavillon d'Armenonville, in the Bois de Boulogne. The best way is a taxi, costing about nine francs, but *do not keep it*. You can walk to the Porte Maillot only five minutes from there and you will find plenty of taxis, buses and Metro stations

CRILLON BAR, in the Hotel Crillon, Place de la Concorde. By bus from Armenonville 'AZ' from Porte Maillot, alighting at the Place de la Concorde. Metro station: Concorde

FOUQUET'S, 99 Avenue des Champs Elysées. Bus from the Crillon Bar 'AZ' alighting at Avenue George V, stop on demand, pronounce George cinq and not George le cinquième. Metro station: George V

LE TRIOMPH—Practically opposite to Fouquet's

CHATHAM GRILL, 18 rue Volney. By bus from Fouquet's 'AT,' off at Place de l'Opéra. Metro station: Opéra

LA CIGOGNE, 17 rue Duphot. Bus from Fouquet's 'AC' from Rond Point des Champs Elysées. Off at the Madeleine. Metro station: Madeleine

SCOTT, Chemists, 348 rue St. Honoré, five minutes' walk from Hotel Lotti. Caution: Chemists are closed on Sundays with the exception of one in each district

LE HAMMAM (Turkish Baths), 18 rue des Mathurins. Five minutes' walk from Opéra. Cost about 40 francs with general massage, pedicure, friction and tips. Lasts at least two hours

HARRY'S NEW YORK BAR, 5 rue Daunou. Six minutes from Hotel Lotti. Three minutes from the Chatham Grill. Two minutes from Airways House

FRED PAYNE'S BAR, 14 rue Pigalle

Restaurant **AUX DUCS DE BOURGOGNE**, 2 Place d'Anvers. Bus: '30' and '5' stop Square d'Anvers

LE CABARET, 4 Avenue Emmanuel III (pronounce Emmanuel trois and not Emmanuel le troisième). Buses: 'AC,' '26,' 'AZ,' stop Rond Point des Champs Elysées. Metro station: Rond Point des Champs Elysées

ROTISSERIE DE LA REINE PEDAUQUE, 6 rue de la Pépinière. Buses: '26,' 'B,' stop Gare St. Lazare; '15,' '16,' '17,' stop St. Augustin. Metro station: Gare St. Lazare or St. Augustin

RESTAURANT FOYOT, 33 rue de Tournon. Bus 'H.' Metro station: Odeon

RESTAURANT LAPEROUSE, 51 Quai des Grands Augustins. Only by taxi

L'ESCARGOT D'OR, 250 rue Saint Denis. Bus 'E,' 'AT,' stop Porte St. Denis. Metro station : St. Denis

CHEZ FRICKER, 73 rue Pigalle. Bus '5,' '30,' stop Place Pigalle. Metro Station : Pigalle

ROTISSERIE PERIGOURDINE, Place St. Michel. Bus 'AI,' stop Place St. Michel. Metro station : Place St. Michel

DROUANT, Place Gaillon. Three minutes' walk from Airways House. Bus : 'AI,' 'AM,' 'AE,' stop rue Saint Augustin

THEATRE DU CHATELET, Place du Chatelet. Bus 'AI,' stop Place du Chatelet. Metro station : Chatelet

SALLE GAVEAU, 45 rue La Boetie. Bus 'B,' 'AT,' stop Avenue Percier. Metro station : Saint Philippe du Roule

SALLE PLEYEL, 252 Faubourg St. Honoré. Bus '30,' '31,' stop Place des Ternes. Metro station : Place des Ternes

CIRQUE MEDRANO, 63 Boulevard Rochechouart. Bus '30,' '5,' stop rue des Martyrs. Metro station : Anvers or Pigalle

VELODROME du PARC DES PRINCES, rue du Vélodrome. Bus 'AS,' stop Porte de St. Cloud; '16' and '17,' stop Porte d'Auteuil. Metro station : Porte de Saint Cloud

DISTINGUISHED TRAVELLERS

Since the publication of the May Gazette many distinguished travellers have used the services of Imperial Airways, some of whose photographs we reproduce below.



The Maharajah of Boroda and his party who travelled by Imperial Airways to London for the Jubilee celebrations



The Davis Trophy which is to be exhibited in Paris for a week travelled from London by Imperial Airways

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., or from the Proprietors at 5 Surrey Street, Strand, London, W.C.2

AS OTHERS SEE US

According to a recent report in *The Times* newspaper, The Honourable G. M. Huggins, Prime Minister of Southern Rhodesia, who recently flew to London for the Silver Jubilee Celebrations said that he was convinced that in the future most things in Africa would travel by air, and that only heavy goods would be carried in trains. The distances were so great that it was difficult for anyone not acquainted with the country to visualise the problem. Last year he returned from England to Southern Rhodesia by Imperial Airways and in making his present visit he travelled by air. Imperial Airways had a splendid organization and the air service had made a wonderful change in the delivery of mails

MR. J. B. PRIESTLEY ON AIR TRAVEL

Mr. J. B. Priestley remarks in his book *English Journey* that our great ocean liners mean to-day something of what the cathedrals meant in the Middle Ages. After the launching of the *Queen Mary* it is easy to agree with him, and to understand that the same kind of pride and devotion which could work miracles in stone must have been present to inspire the creation of such marvels as these modern ships

But the liners of the air are not less wonderful. If in a great Cunarder you almost forget that you are at sea, so in a big air-liner do you find it hard to realise that you are in an aeroplane. The long saloons that look like railway Pullmans, the meals laid before you, the reading lamp at your elbow, and the bell that summons the steward—this is not flying, it is travelling *de luxe*. And "*de luxe*" is the right expression, since nothing but travel through the air can give such speed and smoothness of motion

Clearly a weight of 14 tons, moving steadily at 100 miles an hour, is not likely to be deflected much by chance blows or breezes. A bicycle may bump and wobble on an uneven road whose inequalities are absolutely imperceptible to the occupants of a motor-coach. Very similar is the difference between an air-liner of the *Heracles* type and an ordinary non-commercial aeroplane

FLY THROUGH EUROPE

In the April issue of the *Gazette* we gave some particulars of through fares from London to various places on the Continent and we now give a further list which we believe will prove of value to our Agents and readers

The fares given on the next page are now fixed for the Summer Season 1935 and are not subject to fluctuations of foreign exchange, unless abnormal circumstances arise

Where a destination is reached via Berlin or Cologne, the quoted fare is applicable to either route, unless a price is given for each route

Rates for destinations in Switzerland are all based on the Basle-Zürich route and do not apply via Cologne

| 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 |
| Abbazia | 16 8 5 | 30 9 2 | — | 3 5 |
| Amsterdam | 5 10 0 | 9 18 0 | — | 1 1 |
| Athens | 30 10 0 | 54 18 0 | — | — |
| Basle | 7 10 0 | 13 10 0 | 12 15 0 | 1 6 |
| Belgrade | 22 5 0 | 40 1 0 | — | 4 6 |
| Berlin | 10 10 0 | 18 18 0 | — | 2 1 |
| Berne | 8 16 8 | 15 18 0 | 15 0 4 | 1 10 |
| Biel | 8 16 8 | 15 18 0 | 15 0 4 | 1 10 |
| Bremen | 8 15 0 | 15 15 0 | — | 1 9 |
| Breslau via Berlin | 12 18 0 | 23 4 5 | — | 2 7 |
| Breslau via Cologne | 11 15 0 | 21 3 0 | — | 2 4 |
| Brunn | 14 5 0 | 25 13 0 | — | 2 10 |
| Brussels | 4 0 0 | 7 4 0 | 6 16 0 | 0 9 |
| Budapest—Direct | 17 0 0 | 30 12 0 | — | 3 4 |
| Budapest via Berlin | 19 1 2 | 34 6 1 | — | 3 10 |
| Chemnitz | 9 16 0 | 17 12 10 | — | 2 0 |
| Chaux-de-Fonds | 8 16 8 | 15 18 0 | 15 0 4 | 1 10 |
| 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 |
| Dusseldorf | 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 2 |
| Fiume | 17 2 0 | 30 12 4 | — | 3 5 |
| Flensburg | 10 3 9 | 18 6 9 | — | 2 0 |
| Frankfurt | 7 6 10 | 13 4 4 | — | 1 6 |
| Freiburg | 9 16 5 | 17 13 7 | — | 2 0 |
| Geneva | 9 16 8 | 17 14 0 | 16 14 3 | 2 0 |
| Gleiwitz | 12 7 2 | 22 4 11 | — | 2 6 |
| Gothenburg | 15 10 0 | 27 18 0 | — | 2 2 |
| Halle/Leipzig | 9 0 0 | 16 4 0 | — | 1 9 |
| Hamburg | 8 15 0 | 15 15 0 | — | 1 2 |
| Hanover | 8 7 6 | 15 1 6 | — | 1 8 |
| Helsingfors | 20 3 0 | 36 5 5 | — | 4 0 |
| Karlsbad | 14 0 0 | 25 4 0 | — | 2 10 |
| Karlsruhe | 8 12 5 | 15 10 4 | — | 1 9 |
| Kiel | 9 11 0 | 17 3 10 | — | 1 11 |
| Königsberg | 14 18 0 | 26 16 5 | — | 3 0 |
| Kovno | 16 1 0 | 28 17 10 | — | 3 3 |
| Lausanne | 9 10 0 | 17 2 0 | 16 3 0 | 2 0 |
| *Le Touquet | 3 15 0 | — | 6 0 0 | 0 6 |
| Leningrad | 21 18 0 | 39 8 5 | — | 4 5 |
| Lille | 3 12 0 | 6 10 0 | 6 3 0 | 0 9 |
| Malmö | 13 0 0 | 23 8 0 | — | 1 7 |
| Mannheim | 8 1 3 | 14 10 3 | — | 1 7 |
| Milan via Basle | 11 18 0 | 21 8 5 | — | 2 5 |
| Milan via Cologne | 12 2 0 | 21 15 7 | — | 2 5 |
| Marienbad | 14 0 0 | 25 4 0 | — | 2 10 |
| Moscow | 23 10 0 | 42 6 0 | — | 4 8 |
| Munich | 10 17 2 | 19 10 11 | — | 2 2 |
| Munster | 6 19 10 | 12 11 8 | — | 1 5 |
| Nurnberg | 9 3 8 | 16 10 5 | — | 1 10 |
| Oslo | 18 10 0 | 33 6 0 | — | 2 9 |
| Paris | 4 15 0 | 8 10 0 | 7 15 0 | 0 6 |
| Pola | 16 16 8 | 30 6 0 | — | 3 4 |
| Posen | 12 14 10 | 22 18 8 | — | 2 7 |
| Prague | 13 0 0 | 23 8 0 | — | 2 7 |
| Riga | 17 1 0 | 30 13 10 | — | 3 5 |
| Rome—I.A.L. | 18 0 0 | 32 8 0 | 30 12 0 | 3 7 |
| Rome via Cologne | 18 1 2 | 32 10 1 | — | 3 7 |
| Rotterdam | 5 10 0 | 9 18 0 | — | 1 1 |
| Saarbrücken | 7 0 6 | 12 12 9 | — | 1 5 |
| Salonica | 28 10 0 | 51 6 0 | — | 5 8 |
| Salzburg | 12 9 2 | 22 8 6 | — | 2 7 |
| Sofia | 25 12 0 | 46 1 6 | — | 5 1 |
| Stettin | 11 14 0 | 21 12 0 | — | 2 4 |
| St. Gallen | 9 0 2 | 16 7 7 | 15 9 5 | 1 10 |
| Stuttgart | 9 0 5 | 16 4 9 | — | 1 10 |
| Tallin | 18 17 0 | 33 18 7 | — | 3 9 |
| Venice | 15 5 2 | 27 9 4 | — | 3 1 |

| FROM LONDON TO: | Single Fare | Return fare (60-day) | Return fare (15-day) | Rate per Kg. (2.2 lb.) for Excess Baggage |
|-------------------|-------------|----------------------|----------------------|---|
| | £ s d | £ s d | £ s d | s d |
| Weliki Luki | 19 11 0 | 35 3 10 | — | 3 11 |
| Westerland | 11 1 5 | 19 18 7 | — | 2 3 |
| Warsaw | 14 10 0 | 26 2 0 | — | 2 11 |
| Vienna | 15 0 0 | 27 0 0 | — | 3 0 |
| Wyk | 11 1 5 | 19 18 7 | — | 2 3 |
| Zürich | 8 2 0 | 14 12 0 | 13 16 0 | 1 8 |

*Le Touquet.—There is a special Sunday Excursion return fare of £3 15s., available from 9 June to 15 September. This fare includes entrance to and tea at the Casino, and dinner in the air on return journey. The return fare of £6 covers an 18-day period.

NEW PUBLICITY OF IMPERIAL AIRWAYS

Imperial Airways has just issued a time-table dealing with the Africa route. Some alterations in stopping places and timings have taken place since the last issue.

A leaflet, published in collaboration with certain agents of the Company, dealing with inclusive tours to Switzerland by Imperial Airways and Swissair and particulars of the latter company's flights round the Alps will be published soon and issued to the agents concerned.

A new edition of the folder, giving coloured sectional drawings of the interiors of the principal air liners of Imperial Airways, has just been published and copies have already been distributed to agents. This folder contains information about all the services operated by Imperial Airways, together with maps of the European and Empire routes. The sectional drawings of the air liners are of the *Heracles*, the *Hannibal*, the *Scylla*, the *Atalanta*, the *Scipio*, the *Diana*, the *Boadicea*, and the *Avalon* classes.

GUIDE TO IMPERIAL AIRWAYS' AFRICA ROUTE

For the guidance of our agents, readers and potential travellers, 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. Notes on Alexandria appeared in the April issue of the *Imperial Airways Gazette*, and Cairo was described in our last issue.



The Necropolis at Assiut

ASSIUT

2,628 miles from London, 5,335 from Cape Town
Situated 160 feet above sea level

HISTORY

Assiut is built on the site of the ancient Egyptian city, Syowt. It lies in the midst of a fertile plain at the beginning of the caravan routes to the oases of the Libyan desert and to the Sudan. To its favourable position the city owes much of its growth. It was of political importance between the period of the Ancient and Middle Empires (2270-2100 B.C.), when it

was the capital of a district or 'nome' of Upper Egypt, and the principal centre of the worship of a God represented as a wolf of the desert. For this reason the Greeks called it Lycopolis or 'Wolf City.' The philosopher Plotinus (A.D. 205-270) was born here

Christianity flourished in the city from about A.D. 300 onwards. A prominent Christian, John of Lycopolis, known as a prophet, was of such repute that at the end of the 4th century, the Roman Emperor Theodosius sent to him to ask for a prophecy of the outcome of the civil war. The victory of Theodosius over his enemies was as John of Lycopolis foretold

Assiut is now the largest town in Upper Egypt and the capital of the province of Assiut

CLIMATE

From December to March the climate is warm, with exhilarating breezes

From April to November it is hot

Both seasons are dry with at times chilly nights

CURRENCY

The currency is quoted in piastres (pts.), of which there are 97½ to the English pound

THE TOWN, SIGHTS OF INTEREST IN THE DISTRICT

Assiut is situated in a fertile plain below the Libyan hills. It is at the beginning of the caravan routes to the oases of the Libyan Desert and to the Sudan

Modern Assiut is the largest town in Upper Egypt, the capital of the province of Assiut, the residence of the Mudir (Governor of the Province), and an important trading town—soda, cotton and grain are exported

Assiut is an important educational centre, and the Egyptian Army is quartered in the district

Within the town are the bazaars and the Egyptian museum, containing interesting tomb relics

A short distance south-west of Assiut is a hill. Half-way up this are situated the Rock Tombs

The principal tomb is that of Djefay-Hape, prince of the Nome in about 1950 B.C. There is a fine view over the surrounding country from the hill at the entrance to the tombs

The British built Assiut Barrage, 910 yards long, is situated near the village of El-Wilidiya, 15 minutes by road north of the town

It regulates the amount of water in the Ibrahimiya Canal, which irrigates the provinces of Assiut, Minya, and Beni Suef

IMPERIAL AIRWAYS' SERVICES TO ASSIUT

There are two services a week by Imperial Airways to Assiut, leaving London on Wednesdays and Sundays, and arriving at Assiut on Saturdays and Wednesdays in three days

TRAVEL CONNEXIONS FROM ASSIUT

By Imperial Airways to and from East and South Africa

By Misr Airwork to and from Cairo, Luxor and Assuan (services run in the winter season only)

By Egyptian State Railways to and from Deir Moes, Manfalut, Sohag, Balfana, Oasis Junction, Kharga, Kena, Luxor, Esna, Edfu

CARRIAGE OF CAMERAS

The attention of Passengers and our Agents is called especially to Article 6 (1) (c) and (4) of the *General Conditions of Carriage* which prohibit passengers from taking cameras with them into any of the air liners of the Company and which make passengers liable for all penalties arising from contravention of this condition. The laws of certain countries forbid the use of cameras in aircraft flying over these States, while those of others are more stringent and require them to be carried in a sealed bag under the custody of the Captain

With a view to avoiding risk of very serious penalties, including imprisonment, in which passengers may be involved through breach of these regulations, passengers are requested not to use cameras in the Company's air liners and to hand all cameras, before crossing Italy and Greece in particular, to an official of the Company before embarkation. Cameras must not be left in baggage during flight over Italy or Greece, even if the passenger does not have access to the same

The passenger will be held personally responsible for all consequences arising from breach of these regulations, including all damage sustained by the Company consequent upon fines or imprisonment imposed on the Company or its employees, detention or delay of the air liner or in any other respect, and for all costs and expenses arising therefrom

A slip to be pasted on air travel tickets is being prepared and will be issued to agents in due course

WHAT OUR AGENTS SAY

As our readers will no doubt remember, from time to time in the *Gazette*, under the above heading, we have published letters received from agents

of the company about flights they have made by our services, and we think the following letter received from F. A. North & Co., Ltd., of Fenchurch Street, London, will be of interest

'Dear Sirs,

'May we suggest that in our opinion Imperial Airways is too modest in its claims as to the advantages of air travel?

'The writer and his co-director, who themselves have made flights by your air liners, feel that the travelling public should, if possible, know more definitely what air travel means to them in time-saving, comfort and economy

'The individual who has never flown can only appreciate by experience its many benefits. One is impressed by the courtesy of everyone of your officials, the smoothness of your organization, and the fact that within a few minutes of arrival at the departure aerodrome the passenger is actually in flight

'During the journey the standard of comfort, the excellent food and courteous attention of the stewards, leave nothing to be desired and are unsurpassed by any other means of travel

'Needless to say our active co-operation can be relied upon and we wish you every success in the further development of your enterprise

'Yours faithfully

Signed: 'F. A. NORTH'

A RECORD BOOKING

What is believed to be a record booking by air was recently made by our New York Office. An American business man, Mr. F. A. Emerson, of Auburn, New York, bought a ticket for a flight of approximately 30,000 miles on the Empire routes of Imperial Airways

Mr. Emerson has already begun his journey by flying from London to Cape Town. He will fly back from Cape Town to Cairo where he will join the India and Australia service and fly to Brisbane, after which he will return by our service to Singapore, travelling back to New York by surface transport via China

While in Africa, Mr. Emerson intends to fly via Rhodesia and Nyasaland Airways (an associated company of Imperial Airways) to various places of interest off the main route of Imperial Airways

We think our readers will be interested to read the following cable from Mr. Emerson which he sent to us on his arrival in Cape Town:

'Months travelling any other method would not show me Africa as have you and am impatient for Australian trip. You are also wonderful hosts'

CONGRÈS INTERNATIONAL DES INDUSTRIES AGRICOLES—BRUSSELS

INTERNATIONAL MOTOR EXHIBITION 17—26 OCTOBER—LONDON

INTERNATIONAL COMMERCIAL MOTOR TRANSPORT EXHIBITION 7—16 NOVEMBER—LONDON

Imperial Airways has agreed in conjunction with certain other air transport companies to grant a 10 per cent. rebate on the published single and return fares to passengers proceeding to the above-mentioned exhibitions

In the case of the *Congrès International des Industries Agricoles* in Brussels, the period of the validity of the rebate will be as follows:—

A.—Outward journey from London 12-26 July

B.—Inward journey from Brussels 17-30 July

In the case of the motor exhibitions signed air travel vouchers are issued through exhibition organisers and must be presented at the time of booking. In the absence of a voucher no rebate can be granted

LONDON—BUDAPEST SERVICE

Imperial Airways has decided to continue operating the service for Cologne, Prague, Vienna and Budapest, leaving Airway Terminus, Victoria, at 08.15 and the Air Port of London (Croydon) at 09.00, throughout the season because the anticipated improvements in night-landing equipment at certain airports are not yet finished

JUBILEE PRESENTATION

As we mentioned in last month's *Gazette*, a Jubilee Address from the Straits Settlements Government to His Majesty the King was carried on a recent service of Imperial Airways

Our agents in Singapore have received a letter from the Colonial Secretary of the Straits Settlements which says, *inter alia*:—

'I am directed to thank you for your services in dispatching the Straits Settlements Jubilee Address to His Majesty the King, and to ask you to be so good as to convey to Imperial Airways the thanks of the Straits Settlements Government for their assistance in carrying the package to England

EVERY

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.