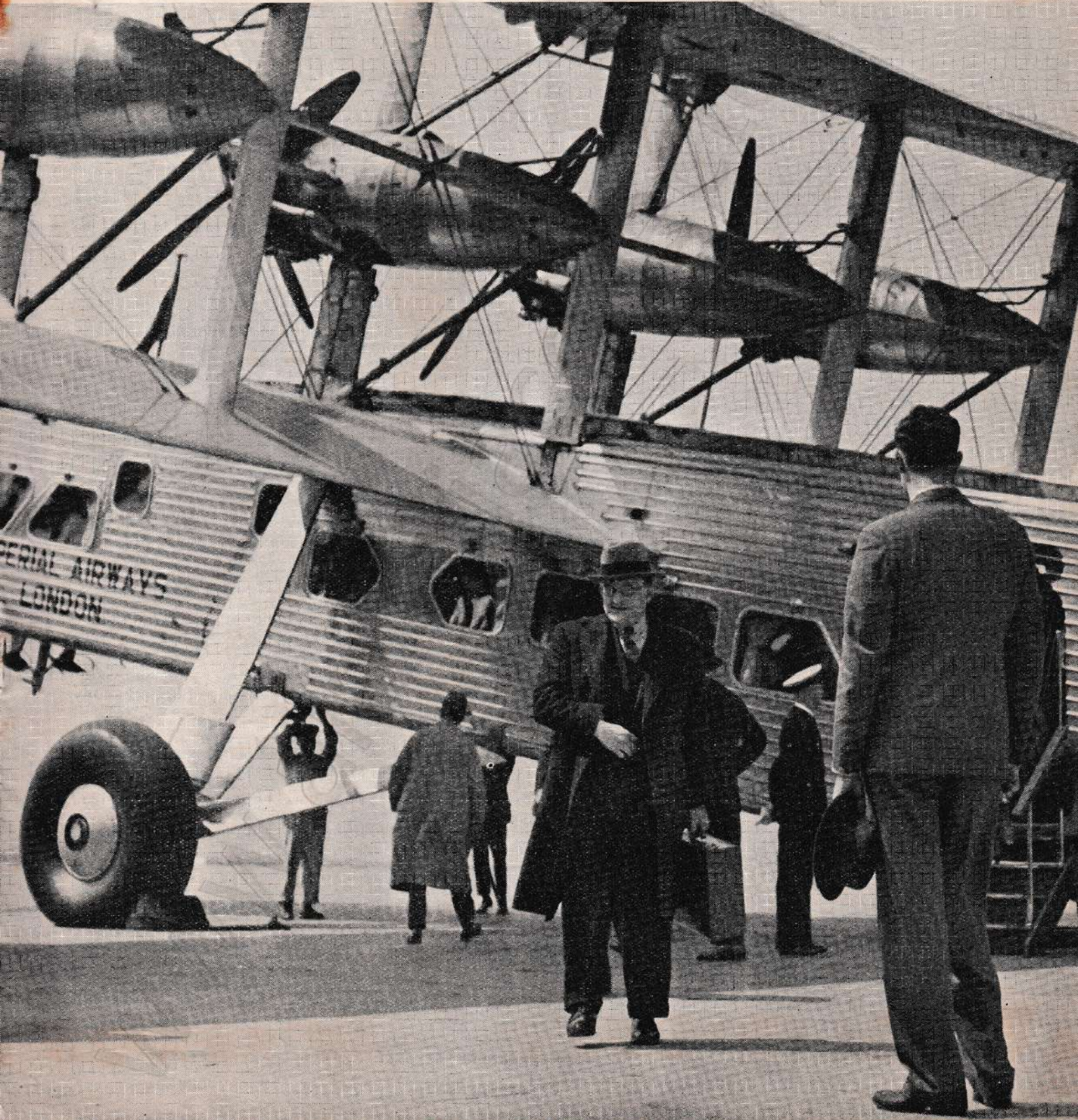




THE FUTURE IS IN THE AIR

AUG. 1935 · NO 8 · VOL 7

IMPERIAL AIRWAYS GAZETTE



IMPERIAL AIRWAYS—YESTERDAY, TO-DAY AND TO-MORROW

The following is the final instalment of the article which was written by Mr. G. E. Woods Humphery, the Managing Director of Imperial Airways, and published in a recent issue of The Aeroplane. The article has been reproduced in the Gazette by permission of that newspaper.

THE COMPANY'S FLEET

Criticism is sometimes levelled against Imperial Airways for not using certain specific apparatus. Imperial Airways does not, in fact, specify whether or not such details shall be incorporated. The company issues a specification to the Aircraft Industry stating the principal minimum requirements for a new fleet of aircraft, and leaves the manufacturers free to tender for a design of aircraft embodying whatever special features they consider will produce the most attractive aircraft within the framework of the broad general specification. It is frequently overlooked that features that are essential in high-speed aircraft are not worth their cost in weight or price in medium speed aircraft. This fact was clearly shown in a recent lecture before the Royal Aeronautical Society by Captain Geoffrey de Havilland. Although some may be amused by comparing our aircraft of seven-years-old design with the latest foreign products, and thus give the latter free and sometimes uninspired advertisement, the fact does remain that no other comparable air transport service in the world is approaching more quickly a state of financial independence and has such low operating costs on a fairly comparable basis as Imperial Airways—a state of affairs incompatible with inefficient aircraft in the commercial sphere, which is the deciding factor. From the years 1925-32, we were able to reduce the cost per ton-mile by 50 per cent., by 1933 the reduction on the same basis amounted to 57 per cent., and this reduction is proceeding at a progressive rate. In spite of all criticisms the fact remains that the aircraft of Imperial Airways and its immediately associated companies fly daily between 15,000 and 16,000 miles. There is no doubt that the United States has recently produced some remarkable aircraft under the stimulus of the forced draught of lavish expenditure. Not only has the United States taxpayer subsidised American aviation to the enormous extent of £25,000,000 in the last eight years, but the American investor since 1927 has also, according to the conclusions of the Federal Aviation Commission, irretrievably lost something like £74,000,000 in aviation enterprises, while the ratepayer has spent £18,000,000 in municipal airports.

It is not for us to say whether they, in their circumstances, have received reasonable value for the money they have put into aviation, but we can at least say that such a gamble is not possible in this country, and we can find some comfort in the fact that our manufacturers have not had cause to mourn a loss in their industry such as has overtaken their American confrères.

SUBSIDIES OF FOREIGN AIR TRANSPORT COMPANIES

In the American financial year of 1933 the net loss to the United States Post Office (in other words the direct subsidy) on the air mail services was in the neighbourhood of £4,750,000 a year, of which—so far as can be gathered from the official reports—Pan American Airways, the equivalent in the United States of America of Imperial Airways, received almost £1,300,000. If we examine the ratio of subsidy to the total receipts, we find that in the case of Imperial Airways, this has been steadily falling year by year until it is now under 45 per cent. for our subsidised services as a whole.

In America the position in their comparable services seems to be none too bright, for although the ratio of subsidy to total receipts is not available, we are told that the revenue received by the U.S. Post Office for American external air services in 1933 was no more than 13 per cent. of its expenditure.

The present subsidy to Imperial Airways per ton-mile carried is markedly lower than in the case of French, Italian, German and American air lines. I admire the development of American air transport, but the conditions under which it is operated are (with the exception of those of Pan American Airways) fundamentally different from those of Imperial Airways. Nevertheless, if the comparison is made, then all sides of the

matter must be examined. Everybody knows that recently United States air transport companies found themselves facing ruin owing to the cancellation of the air mail contracts—in other words, their subsidy contracts. As a result the Federal Government appointed a Commission to examine the whole subject of air transport in the United States. The report of this Commission has just been published and it is a striking vindication of the policy of the British Government, for most of the Commission's recommendations for the future have been the declared policy of the British Government for the past ten years. In my view, the British Empire owes more than it knows to the Air Ministry, which has laboured incessantly and wisely during the past ten years to build up a system of commercial aviation.

ALL FIRST CLASS MAIL BY AIR

The whole problem of the development of the Empire services of Imperial Airways has been under continuous consideration during the past three or four years by the Air Ministry, the General Post Office, and the company. The result is, as I have said, shown by the official statements by the Secretary of State and the Under-Secretary of State that the Government has decided that by 1937 all first-class mail intended for the British Empire in the Old World shall be carried by air without surcharge. It is surprising that this innovation, which at least rivals in importance the introduction of the penny post by Rowland Hill, seems to have failed to capture the imagination of the Aeronautical Industry or even the Press. Possibly the inevitable time-lag between the decision to adopt the policy and the departure of the first service carrying unsurcharged mail takes the gilt off the project, but much has to be done to turn the policy into performance. In one sweep, this far-sighted plan breaks the vicious circle of speed, frequency and cost. Not only will this step confer inestimable benefits to the general public, for they will obtain greatly improved postal facilities at no increase in cost, but passengers will also be able to enjoy comfort and speed far superior to those we can give them now. It is not too much to expect that this policy inaugurated in the British Empire will, like the introduction of the penny post, profoundly affect the whole postal business of the world.

With this regular bulk of traffic, the company will be enabled to place orders for a new fleet of larger and more economic aircraft. The Aircraft Constructors will secure orders for civil aircraft on a scale far in excess of anything that could have arisen from the development of the present system based on surcharged mails. They will be able to take advantage of all the latest advances in the science of aeronautics as never before, and thus provide aircraft with higher speed and still greater comfort. The first orders in connexion with the fleet of aircraft which we propose to employ when the scheme comes into operation were placed some time ago.

The success of the scheme, as was pointed out by the Secretary of State, naturally depends upon the full co-operation of H.M. Dominions, Colonies and India, all of whom have the extent of their participation under consideration. In spite of the fact that the new aircraft will be larger than those at present employed, the great bulk of the first-class mail will necessitate great increases in frequency of the Empire services, and frequency, as has been so often pointed out, is in many ways equivalent, and in some ways even superior, to higher cruising speed.

It will be remembered that a fleet of aircraft has been provided to operate the Empire services without the train link between Paris and Brindisi, but that owing to the difficulty that arose in operating across France, we were faced with surplus aircraft. To avoid this waste, the services were duplicated from Brindisi to Johannesburg and Brindisi to Calcutta, and this increase in frequency has proved to be extraordinarily welcome to the users of the services at all points along the route, and the growth of the mail following the duplication has been very gratifying. With the carriage of all first-class mail by air, still further increases must be made in frequency, and the cost of provision of all the necessary aids to night-flying will then become justified. When long-distance services are infrequent, it may be expedient to fly by day only, and increase the cruising speed of the aircraft in order to obtain reasonable time schedules, rather than to use the more economic cruising speeds and fly by day and by night. With the increase in frequency and in loads, it becomes possible to reap the benefit

of higher, but still economic, cruising speed associated with day-and-night flying, and with a standard of comfort for passengers which will permit them to fly for, say, 18 to 20 hours a day without undue fatigue. Although with the continuous advance in the science of aeronautics longer ranges are becoming less expensive, so long as our routes pass over foreign countries, we shall be dependent upon the goodwill and co-operation of the Governments in providing or permitting us to provide the necessary ground organization, but it does not seem unreasonable to hope that not very long after the introduction of the new policy and new fleet, our services will be operating from London to Egypt in one-and-a-half days, to India and Central Africa in two-and-a-half days, to South Africa in four days, and Australia in seven.

GUIDE TO OUR 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 stations north of Assuan have appeared in previous *Gazettes*, beginning with Alexandria in the April issue.

ASSUAN

2,073 miles from London, 5,090 from Cape Town. Situated 280 feet above sea level.

HISTORY

The district commands the Nile Cataracts and the waterways between Egypt and Nubia. It was the starting point of the great caravan routes to Nubia and the Sudan. The red granite rocks of the area provided stone for the buildings of the Pharaohs, whose slaves transported the blocks from the quarries on rafts and boats along the Nile. There is an obelisk and two statues in the old quarries, as they were left by the ancient Egyptians in an unfinished state. The district round modern Assuan was called by the ancient Egyptians *Yebu* or 'elephant land'—because the elephant is supposed to have first been seen by them at this place. At a later period this name was restricted to the island and the town of Elephantine, the district and town on the east bank of the Nile being known as *Syrene* by the Greeks and *Suan* in Coptic, from which the modern name is derived. A curiosity of *Syrene* was a well, into which the sun's rays descended perpendicularly at mid-day, during the summer solstice—that is on 21 June which is one of the two times in the year when the sun, having reached the tropical point, is farthest from the equator and appears to stand still. This fact led to the discovery by Eratosthenes (276-198 B.C.) of the method of measuring the size of the earth.

Syrene's history was alternated with prosperity and suffering at the hands of plundering tribes, chiefly Arab. The Turkish garrison stationed here by the Sultan Selim, after his conquest of Egypt in 1517, finally stopped these raids.

CLIMATE

From December to March, it is warm with pleasant breezes. From April to November it is hot. Both seasons are dry, with chilly nights in winter.

CURRENCY

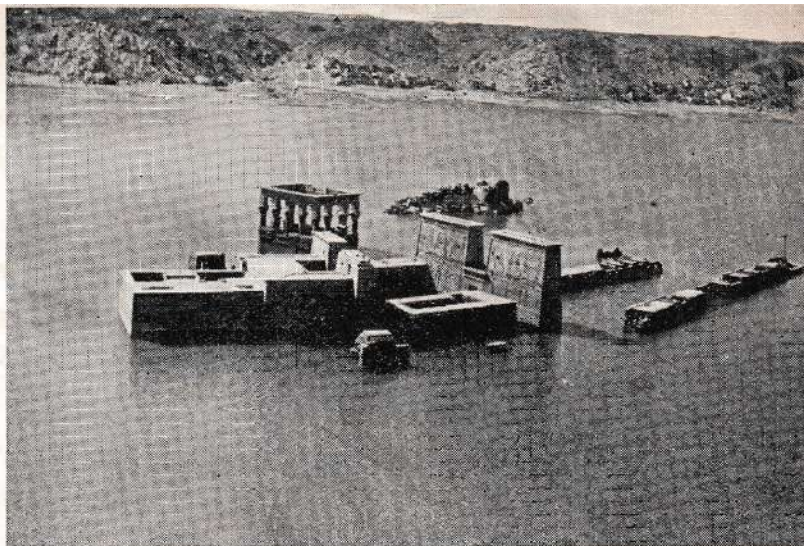
The currency is quoted in piastres (pts.) of which there are 97½ to the English pound.

HOTELS

Grand and Cataract.

THE CITY AND SIGHTS OF INTEREST

Assuan is noted chiefly for the Great Dam across the Nile, and the beautiful Temple of Philae; there are also other interesting antiquities in the district. The Great Dam is a 20 minutes' car ride from Assuan. The dam was the first big step in the conversion of the irrigation of Egypt from the 'basin' system as practised in the old days to the 'perennial' system as conceived by British engineers. Instead of having water only once a year during the flood season, Egypt, as the result of this dam, has water all the year round for agricultural purposes. The total capacity of the reservoir is over 225 million tons.



The Temple of Isis on the Island of Philae, Assuan

South of Assuan is the Island of Philae which is a 2½ hours' journey by car and felucca (native boat). The temple on the island, late Ptolemaic and Graeco-Roman in architecture, is considered to be one of the most beautiful monuments in Egypt. Since the building of the Dam, the temple is partially submerged from December to May. Another interesting excursion is to the Island of Elephantine, a journey of from 1½ to 3 hours by felucca. The Island is famous for its museum, the ancient Nileometer for measuring the height of the Nile, and for the largest Nubian village in Egypt. The Rock Tombs and the Monastery of St. Simeon are on the west bank. It is a 2½ hours' journey to the Rock Tombs by felucca and then a 40 minutes' walk. The tombs are of the Princes of Elephantine and date from 3,000 B.C. The Monastery of St. Simeon is a journey of three hours, by felucca to the west bank, and thence by donkey. This monastery, founded in the 7th century, is one of the largest Coptic buildings in existence. It was deserted in the 13th Century, and is now in a ruined condition. The Copts are native Egyptian Christians. The granite quarries, to which reference is made under *History*, are 4 miles from Assuan, and can be reached by car. Fort Tagut is on a hill above the Cataract Hotel, and is 3 miles from Assuan—donkeys may be hired or one may walk. Fort Tagut is the barracks of the Egyptian Camel Corps. Camel and Donkey Gymkhanas are held at Assuan during the winter season.

IMPERIAL AIRWAYS' SERVICES TO ASSUAN

There are two services a week by Imperial Airways to Assuan, leaving London on Wednesdays and Sundays, and arriving at Assuan on Saturdays and Wednesdays; the journey takes 3 days.

TRAVEL CONNEXIONS FROM ASSUAN

By Air: Imperial Airways.

Two services a week between Assuan and England.

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

Misir Airwork.

By Land: Luxor, Assiut, Assuan service in Winter Season.

By Land: Egyptian State Railways.

Kom-Ombo, Shellal.

By Water: Sudan Government Railway steamers for Wadi Halfa and Khartoum.

NEW POSTERS

Imperial Airways has just issued three new posters, one dealing with the England-Australia service, another with the England-Africa service and the third with the Central European service, namely London, Cologne, Leipzig, Prague, Vienna and Budapest.

Copies of these posters have been sent out to our Agents.

AIRWAY HOLIDAYS

We reprint with acknowledgments to *Good Housekeeping* an article which appeared in that paper recently describing a flight to Switzerland by Imperial Airways. *If you think flying is expensive, read what £25 will do in the way of an air trip to Switzerland and hotels on Lake Lucerne.*

THE START

Arrival at Croydon in the early morning—the sound of chugging airscrews—a walk across the tarmac—a few steps up into a luxurious saloon—and so starts our flight to Switzerland. Once settled in a comfortable chair we hardly have time to arrange our belongings before we have left the ground and are heading for Paris. Ridiculous little handkerchief-squares lie stretched out below us with 'Woolworth' farmsteads here and there. As we cross the Channel, great liners no longer look impressive. Over France we see that the handkerchief-squares have changed to long narrow strips, and the winding roads to straight ones. At Le Bourget the great air liner comes down so smoothly that we hardly know when we have landed; then, after a short stop, we are up again and flying over the outskirts of Paris. Now the machine skirts the forest of Crécy, and later we cross what must be one of the longest straight roads in the world. Soon we see the forest of Chaumont and then the Marne.

LUNCH IN THE AIR

By now it is about lunch-time and the steward miraculously produces a four-course meal from his smart aluminium kitchen. Tea and coffee are served at any time, and other drinks as well, for there are no licensing hours in the air. Soon the hills of the Vosges appear, looking like the merest hillocks. At Belfort the machine deviates for the first time from a straight line, for here is a district over which it is forbidden to fly. Presently the Rhine comes into sight. Here it is innocent of *schloss* or *mad-chens* as it curves round the businesslike city of Basle. A short stop is made for Customs formalities, and soon we are up again and have started on the last part of the journey to Zürich. For a few minutes we fly over German territory, so it is not surprising that an enormous swastika meets our gaze.

ZÜRICH

All the way to Zürich the scenery is thrilling: the mountains of Germany are on the one hand and on the other the Bernese and Engadine Alps stand in imposing masses. Suddenly Zürich appears, lying contentedly at the end of its long lake, and we fly over the city and land on the *flugfeld* on the east side. The machine taxis up to the attractive white aerodrome building, and with regret we leave our giant machine that has brought us 535 miles in six hours. The St. Peter Hotel in Zürich is good: the rooms are modern and convenient and three restaurants of varying prices are run in connection with it. Try some of the fish from the lake; *l'uensli* are small ones which are eaten with the fingers and the *hecht* is very good. Zürich is a strange mixture; some parts are industrial, the main street might be in Paris, and other quarters are dominated by the university buildings and the famous hospitals and medical schools. But the old part of the town is the most fascinating: it has delightful painted houses standing beside steep cobbled streets, and attractive squares that usually have a fountain guarded by the figure of a saint or some historical hero. The Dolder on the hills on the east side possesses a swimming-bath with artificial waves, a golf course and restaurants with dancing. This is a good place to spend an evening, for the view of the lake and the glittering lights of Zürich is very beautiful. If you care to break yourself in gently to climbing, the Utlberg is close to the town, or a little train will take you up; *en route* it passes many roads, and as there are few safety gates, its progress is accompanied by much frenzied screaming from the whistle. There are some very fine restaurants in the town: one rather attractive one is on an island, and you can eat your meal on a balcony overlooking a stretch of turbulent water.

LUCERNE

When you feel that you must tear yourself away from Zürich, take the train to Lucerne. The railway line winds along beside lush meadows full of fruit trees and past old brown wooden chalets. Soon the Rigi mountain comes into sight, looking grim and impressive; we pass the lake of Zug, and

then comes Lucerne. It is a very lovely town with tree-lined boulevards beside the edge of the lake, and it has a peaceful holiday atmosphere. There is a *kursaal* which offers concerts, dancing and *boule*; and a very nice strand bath lies a little way from the town. The old part is interesting: it has ancient walls and towers and some lovely fountains. And the cathedral, where Wagner used to play the organ, is very beautiful, but it has been so cleaned and restored that it hardly looks its age. Several bridges cross the wide river and two of them are romantic ones decorated with curious paintings. On one side of Lucerne is the Pilatus mountain, which has one of those terrifying-looking, but utterly safe mountain railways. On the other side is the Rigi, also with a railway, and lots of hotels at the top—comforting to the weary traveller, but making the mountain look rather too civilised. A stay at one of the small places on Lake Lucerne can be very pleasant. Hertenstein is the first that the steamer calls at, and here the Schloss hotel stands in its own extensive grounds and looks on to its own bay. The next place is Weggis; it is very sunny and pleasant and has a good strand bath. Farther round the lake, about two hours from Lucerne, is Gersau, which also possesses a strand bath where there is a swimming and gymnastic instructor. Gersau has a very easily-climbed hinterland, and two hours' walking up paths and grassy slopes takes you far enough to have the glorious satisfaction of looking down into the next valley. Sisikon is a very small place much farther round the lake, with two little hotels: it also has an easily climbable hinterland. It is possible to play tennis at most of these places, and boating on the gloriously clear waters of the lake is very delightful.

MONTREUX

The journey from Lucerne to Montreux over the Bernese Oberland is a wonderful experience. A few miles outside Lucerne the train ascends steeply and the country below begins to assume a map-like appearance. We pass over narrow gorges with rushing torrents hundreds of feet below and under masses of hewn-out rock. Everywhere, almost to the top of the peaks, beautiful fir and beech trees grow. At last we begin to descend and arrive at Meiringen for a short stop, and then continue past the Lake of Brienz to Interlaken. Just as we leave Interlaken we may catch a glimpse of the Jungfrau if the day is clear. Now the train follows the Lake of Thun for some time and then turns sharply away past sheer rugged peaks that continue in a terrifying line to Zweisimmen. Here the most wonderful part of the journey begins: a little blue train climbs up amongst some of the highest parts of the Alps, and we look down upon what a little earlier were peaks that towered above us, and crane our necks to gaze at others that loom up into the skies. Until Zweisimmen the right-hand window had perhaps the best view, but from there on—unless you are a very sophisticated traveller—you will be rushing from side to side of the train in order not to miss a scrap of the marvellous scenery.

At Les Avants the train enters a tunnel and when it emerges there, far below, lies the glimmering Lake of Geneva. Now the little train follows a zig-zag course down to Montreux and at each bend the town looks more enchanting. And it is enchanting, with its long, winding quay and blue lake that is too vast to be dominated by the Alps. Here there are many restaurants with dancing and out-of-door cafés, a casino, a bathing *plage* and attractive shops.

Montreux is a complete change from the other towns *en route*: it is sophisticated and cosmopolitan, and has the air of not being worried by the mundane or the worries of life.

Now for some discussion of ways and means. Although we only get about fifteen Swiss francs to the £, it is possible to have a very nice holiday in Switzerland without spending very much, and the value in scenery and fine air makes up for the extra money we may spend or the shorter holiday we may have to take.

£ s. d.

The return fare for the flight by Imperial Airways is £13 16s., which compares favourably with the railway fare when you consider your comfort and the time saved. Two nights in Zürich would be about Fr. 13 for bed and breakfast, and food need not cost more than Fr. 10. Train from Zürich to Lucerne is Fr. 5.35 third class, or the St. Peter Hotel run a 'bus free to Hertenstein, where they offer inclusive terms for seven days

at Fr. 77, which is very reasonable for a well-appointed hotel. Small hotels at Weggis, Gersau, &c., have terms at Fr. 90 and even less for ten days. So that a holiday could be taken for about £25, allowing a few pounds for excursions.

MARGOT SHEEN.

SEASON TICKETS

An additional facility which converts the Season Travel Voucher into a family voucher is the purchaser's privilege of indicating nominees to receive tickets in exchange for vouchers from his 'Carnets de Billets.' These nominees may be the wife of the holder or children of the holder up to twenty-one years of age.

This Season Travel Voucher for private persons is valid for four months and costs £60. As it allows tickets to be requisitioned up to a total value of £75 the holder therefore benefits by a rebate of 20 per cent. on all tickets used up to this total. These season tickets cannot be issued to firms for use by a number of employees, but this requirement is met by a *bulk travel voucher* valid for 12 months and issued against payment of £200 deposit. When the employees of the holding firm have used tickets to the amount of this deposit a rebate of 20 per cent. is refunded. Business houses can thus secure a saving of 20 per cent. on all air journeys made by their staff.

This saving applies to both single fares and *special cheap return rates*. For example, on the Paris route the use of a season ticket reduces the cost of a £7 15s. cheap return 15-day ticket to £6 4s. net, i.e. only £3 2s. each way for de luxe travel between the capitals!

The use of these season tickets is now extended to almost every European air line.

IMPROVED SERVICES TO LE TOUQUET

Owing to the great demand for accommodation on the services of Imperial Airways to Le Touquet, the company has decided to run a service every weekday as well as at the week-end and on Sundays. In brief these are the details:—The Sunday excursion service which is operated by the *Heracles* class of air liner remains unaltered, but a service from Monday to Saturday is now operated by the *Diana* class of air liner. Outward bound the service leaves Airway Terminus, London, from Mondays to Thursdays at 17.30, and arrives at Airway Terminus, Le Touquet, at 19.45. On Fridays the outward bound service leaves Airway Terminus, London, at 17.00 and arrives at Airway Terminus, Le Touquet, at 19.15. On Saturdays, the service leaves Airway Terminus, London, at 13.45 and arrives at Airway Terminus at Le Touquet at 16.00.

The inward bound service leaves Airway Terminus, Le Touquet, every weekday at 08.25, arriving at Airway Terminus, London, at 10.45. There is no alteration in the fares which remain at £3 15s. single and £6 return. (Sunday excursion fare is £3 15s. return including entrance to and tea at the Casino, and dinner in the air on the return flight.)

AN APPRECIATION

The following letter has been received by Rudders Ltd. of Sydney, from Lady Louis Mountbatten after the completion of her journey from Australia to Europe by air:—

'On arriving in Europe I am writing immediately to tell you what an extremely comfortable and interesting air trip I have had from Australia. I found both the Qantas and Imperial Airways' services excellent and efficient in every way—and the *personnel* most courteous and obliging all the way through.

'It was a great and most enjoyable experience being on the first passenger-carrying service from Australia to Europe. Thanking you for all your trouble and kindness on my behalf.'

ROYAL VISIT TO BRUSSELS

Their Royal Highnesses the Duke and Duchess of York honoured Imperial Airways recently when they chartered the *Draco*, an air liner of the *Diana* class, to fly to Brussels to visit the Universal Exhibition. The return journey was also made in the *Draco*.



The Duke and Duchess going aboard the air liner Draco

THE FUTURE IS IN THE AIR

Children, unaccompanied by their parents, often travel on the services of Imperial Airways, and recently a Miss Betty Walshe, aged eight, travelled unaccompanied from Cairo to Khartoum and thoroughly enjoyed the trip. She is the third from the right in the picture. The departure was broadcast and Betty also spoke. The commentary was electrically recorded and was given during the Children's Hour from the Cairo Studio of the Egyptian State Broadcasting Co.





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: 'Imperial, London.' Airway Terminus is open day and night. Details of all the services of Imperial Airways and of 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

In this issue of the *Gazette*, under the heading 'The Future is in the Air,' readers will see that we give a photograph of a Miss Betty Walshe who travelled unaccompanied from Cairo to Khartoum recently. We have had the following tribute paid to us by her father, Major S. Walshe:—

'I want to thank you for your kindness, and for all the trouble you have taken in arranging for my daughter—Betty Walshe—to travel by Imperial Airways, unaccompanied, from Cairo to Khartoum. I would be grateful if you would also convey my thanks to the staff of the Air Liner *Hadrian*, and the Hotel at Wadi Halfa, for the kindness and attention which they have shown her. She thoroughly enjoyed the trip, and the fact that she has asked three times since her arrival if she may return to Cairo by air in October conveys perhaps better than any words of mine the care, comfort, and enjoyment with which a child may nowadays travel, unaccompanied, by Imperial Airways.'

TRAFFIC INCREASE OF IMPERIAL AIRWAYS

Traffic figures for the first three months of 1935 show considerable increases compared to the corresponding period of last year. The actual figures are as follows:—

	January-March, 1934	January-March, 1935
Passenger ton miles	367,038	564,835
Freight ton miles	87,811	127,213
Mail ton miles	135,056	269,425
Passenger miles	3,830,609	5,884,234

These figures show not only the increases in European traffic but also the effect of the duplication of the Empire services between London and Calcutta and London and Johannesburg which came into operation in January of this year. The traffic figures for the month of May also showed an increase in traffic on the Empire routes. An increase of just over 70 per

cent. in the number of Empire passengers in and out of London was recorded during May this year compared with May of 1934, and the mail increase for the same periods in and out of London was 60 per cent. On the India and Eastern route the increase of passenger traffic in both directions for the same period was in the neighbourhood of 100 per cent. and the mail loads increased by over 60 per cent.

JOHANNESBURG—AIR TRAFFIC INCREASE

The traffic figures for the Rand Air Port at Johannesburg for May show a record for mails, passengers and aircraft movements for that month. In the year ended June 1934, 72,597 lb. of mail were handled at the air port while the authorities estimate that by the end of June this year over 134,000 lb. will have been handled, an increase of nearly 100 per cent. The number of passengers who used the air port in May totalled 1,579 and by the end of June (the end of the financial year) expectations are that 115,000 passengers will have been carried to and from the air port, an increase of 4,602 over the previous year.

EMPIRE AIR MAILS

We reproduce with acknowledgments a tribute to the efficiency of the Australian air mail services which appeared recently in the *Sun* newspaper of Sydney.

'The Minister for Defence (Mr. Parkhill) expressed appreciation yesterday of the manner in which Australian air mail services were being conducted by the contracting companies. Mr. Parkhill said that the Government was gratified at the regularity and efficiency with which Qantas Empire Airways (a company in association with Imperial Airways which operates the Australia Service between Singapore and Brisbane. Ed.) were operating the service between Brisbane and Singapore. The problems inseparable from the inception of such a service had now apparently been entirely overcome, and the Government's confidence in the reliability and regularity of the service had been reflected in the recent decision to permit the carriage of passengers to and from Singapore. The company was adhering to the difficult contract schedule which allowed only four days for the journey of 4,361 miles between Singapore and Brisbane, including stops at 16 intermediate centres. The business and private communities of all States, said Mr. Parkhill, had been quick to appreciate the value of the service. The mail traffic in each direction had shown a steady increase since the inception of the service in December.'

NEW YORK—BUDAPEST

What is claimed to be the fastest journey ever made from New York to Budapest was completed on 26 July when a passenger who left New York in the *S.S. Ile De France* of the French Line at mid-day on 20 July flew from Plymouth via London to Budapest. He arrived in Budapest only six days after leaving New York.

This journey was made possible by the use of a combination of Imperial Airways Special Charter service and the regular Imperial Airways daily service London-Budapest. One of the planes of the special charter fleet, which are available to meet ships at Channel ports, was sent at short notice to Plymouth where a special launch and car were in readiness to convey the passenger swiftly to the aerodrome where they left for Croydon. The passenger, who had booked through to Budapest from New York, left the Air Port of London (Croydon) at 9 a.m. and arrived in Budapest the same evening. He had thus travelled approximately 4,200 miles in six days five days being spent in the 3,000 miles sea journey, while the last 1,200 miles were accomplished in a single day by air.

NEW PUBLICITY

Imperial Airways has issued recently a booklet for business men and women, setting out the advantages of air travel to them, from the point of view of the saving in time taken in journeys by air and the real economy to be enjoyed both on the European and the Empire routes. Particulars of Air Mail and freight services are also given.

AIR TRAVEL FOR BUSINESS MEN

A striking illustration of the value of European air transport to business men was provided by a recent conference at The Hague of the Air Mail Section of the International Air Traffic Association. Representatives of European air transport companies from London, Paris, Brussels, Berlin, Warsaw and Stockholm left their respective cities on the morning of the meeting and flew to Rotterdam for the meeting at The Hague. After the meeting, which was held in the afternoon, all, except one, of these delegates announced that they intended to return by air to their cities the same evening. The exception was the delegate from Warsaw who, having business in Paris, flew on that same evening from Rotterdam to Paris before returning to Warsaw. The faith of these delegates in their own air transport systems was shown by the fact that they were so confident of making the return air trip on the same day that not one of them had brought so much as a toothbrush with him.

COMBINED SEA AND AIR TRAVEL

Arrangements have now been made between the principal British and Dutch Steamship Lines serving India, Ceylon, the Straits, China, Japan and Australia and Imperial Airways and The Royal Dutch Air Lines (K.L.M.) whereby it is agreed to offer to the travelling public from the beginning of June facilities for travel either by sea or air. By means of this interchange arrangement a passenger will be able to travel by steamer to his port of destination and return by air, or *vice versa*. This facility will, it is hoped, be of service to travellers who may, from time to time, desire to take advantage of air travel for a section of their journey.

'OFF SEASON' FARES

Special reduced 'off-season' passenger fares between certain points on the England-Australia air route are to be introduced. The fares are given below and they will be in force from 16 July to 7 September inclusive on the service from London to Brisbane and from 17 July to 11 September inclusive on the service from Brisbane to London. The fares are in English pounds.

	Single
From London or Paris to Bangkok or Singapore or any station between these two latter points and <i>vice versa</i>	£ 140
From London or Paris to any station beyond Singapore, including Australian stations and <i>vice versa</i>	175
From Brindisi to Singapore and <i>vice versa</i>	140
From Brindisi to Cloncurry or Brisbane or any station between these two latter points and <i>vice versa</i>	175
From Athens to Charleville or Brisbane and <i>vice versa</i>	140

Westbound passengers from stations east of Singapore will be charged passage money in Australian pounds at the rate of £125 Australian to £100 English. Return passages and returning abatements are available as under standard fares, but the return journey must be begun within the validity of these special fares, otherwise a supplement representing the difference between half the standard return fare and half the special return fare will become payable.

'FLYING DOWN TO RIO'

On a recent India and Eastbound service an interesting consignment consisting of the talking film, *Flying down to Rio*, was sent to Bahrein. This film had been sent by air to enable the American employees of the Bahrein Petroleum Company, Ltd. to add to the gaiety of their celebration of Independence Day on 4 July. The event was unique for Bahrein as this cinema film was the first to be imported. It was shown at the Oil Company's Club and its success makes it probable that it will be the first of many which will be imported from time to time.

DISTINGUISHED TRAVELLERS

Since the last issue of the *Gazette* many more distinguished people have used the services of Imperial Airways and we reproduce photographs of three of them.



Above H.R.H. Prince Emir Saud, the Crown Prince of Arabia, at the Air Port of London (Croydon) talking to the Captain of the Imperial Airways liner the Scylla



Above The Begum Aga Khcn leaving for London by Imperial Airways

Below Lord Stonehaven, the former Governor General and Commander in Chief of the Commonwealth of Australia, flew from Paris to London recently by Imperial Airways



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