



SAS CITY PORTRAIT

Birmingham Liverpool Manchester

2nd ed.

SAS SCANDINAVIAN AIRLINES



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The information given
in this booklet is based on
facts available in March 1974.



Front cover: A typical English Pub

Introduction

For many years you couldn't say "The North" or "The Midlands" without conjuring up pictures of dark satanic mills, smoke billowing from chimneys that dotted the skyline like fence posts, a grey film on everything green.

Times have changed – dramatically.

Today this part of England is a wonderland of things to do and see. Unspoiled hills to roam, rivers to cross. The two main Northern cities, Manchester and Liverpool, and Birmingham – heart of the Midlands – are centers of production, culture, learning and beauty. Using any one as a base the traveler can explore the very center of the English countryside.

Birmingham is the gateway to Shakespeare's country – Stratford-on-Avon – the rich fruit-growing Vale of Evesham, Lichfield where Dr. Johnson was born, the magnificent Malvern Hills.

Manchester is the home of the Hallé Orchestra. Access to the Derbyshire Peak District and the leafy lanes and old world villages of Cheshire lie only a few miles from the center. Of Britain's ten National Parks, five are within easy reach – the Derbyshire Peak District, the English Lakes, Snowdonia, the Yorkshire Moors and the Yorkshire Dales. So, also, are many "stately homes", places of historic interest and coastal resorts.

Liverpool is Merseyside where the traditional industries of sugar refining and flour milling still flourish in Europe's biggest milling center. And next door the Wirral Peninsula, near at hand Chester with its two-mile ring of medieval walls, North Wales, Lancashire, England's Lakeland.

And there's another unique thing about The North and Midlands. The people! The salt of the earth, the common sense no-nonsense people who are among the friendliest in the world.

Currency. The monetary unit in the United Kingdom is the Pound (£) which is divided into 100 pence (p).

Tipping

England has no hard and fast rules for tipping, but it is generally carried out all over the country. The following guide will help you:

Porterage, usually 5p for the first suitcase and 2½p for all other pieces.

Restaurants, most include a service charge in the bill. If not you should tip 10–15 %.



Hotels sometimes include a service charge, but otherwise 10—15 % is right.

Taxis. Drivers expect (to say the least) not less than 5p on fares up to 25p, and a larger tip when the driver has given you special service (e.g. helped with luggage).

Food

The three cities have a fair sprinkling of good restaurants. You'll find the best food is French but Chinese and Indian restaurants can also be quite good. Good, well-cooked English food of the best kind is not so easy to find, but there are places where you can try delicious traditional dishes – Roast Beef and Yorkshire Pudding (a must!), Steak and Kidney Pie and Roast Saddle of Lamb.

Breakfast is a meal for which you need an appetite. Usually a choice or combination of bacon, eggs, sausages, "kippers" (smoked herring) preceded by cereal and followed by toast and marmalade!

It will certainly set you up for the day, but if you can't face it a continental breakfast or just toast and marmalade is usually available. Tea and coffee are served. A copy of The Good Food Guide will be an invaluable guide to eating out. It is published for the Consumers' Association and costs £1.05. As in the rest of the country, strong and full flavored beer is the most popular drink. But every kind of alcoholic beverage is available.

Shopping hints

Shopping centers in the three cities are modern and up to date. Birmingham's New Street and Corporation Street have long been the traditional shopping avenues with many spacious department stores and attractive displays.

Liverpool boasts several of Britain's biggest department stores and a bewildering collection of shops of all kinds. Castle Street is the start of the main shopping area and it spreads upwards from the river banks. In Manchester you must explore Market Street and Deansgate, King's Street and St. Ann's Square.

WHAT TO BUY

Anything you might want to buy to remind you of Britain can be found in Birmingham, Liverpool and Manchester. The traditional Cashmere, tweed, fine china as well as some local "good buys". Manchester is known for its "Saville Row" tailoring and a mass of music, instrument and record shops. Birmingham lies within 20 miles of Stratford-upon-Avon so this is the place for Shakespearean souvenirs. The confectionery industry was born in Liverpool, so don't come away without buying some of their latest produce. And as Liverpool is so near to Wales you'll find Welsh goods that are well worth buying in the shops.

Traveler's cheques and credit cards are generally accepted. Overseas visitors may buy clothes and certain other goods free of purchase tax provided that passports are produced and the goods are sent direct to the point of embarkation or are exported by post as freight.

Climate

In Britain the average temperature is 50°F (10°C) – sinking on rare and miserable occasions to 20°F (-6°C) and sometimes soaring to as high as 82°F (28°C). Spring is a beautiful time, summer can be most comfortable and pleasantly warm, autumn is a picture in the cities and countryside, while even winter is sometimes quaint and picturesque.

You will need a warm overcoat in winter and a light raincoat in summer. Formal dress might be worn in the cities on certain occasions. There are good dress hire companies in Birmingham, Manchester and Liverpool. There are hundreds of dry-cleaning establishments, many of them operating a 24-hour service, some even offering a while-you-wait express service. And there are now numerous coin-in-the-slot laundrettes where you can wash your own clothes.

Public holidays

Shops and offices are closed on the following public holidays: Good Friday, Easter Monday, Spring Bank Holiday, Late Summer Bank Holiday (last Monday in August), Christmas Day and Boxing Day (first day after Christmas).



Birmingham

Birmingham, so often associated in the past with smoking factories, congested streets, old-fashioned shops and offices and dreary back-to-back houses, is fast becoming transformed beyond recognition.

The inhabitants and visitors alike are amazed at the rapid and dramatic improvements made or taking place all over the city.

Wide new thoroughfares, comprehensive shopping centers, award-winning housing developments, extensive schools and colleges, functional office blocks and clean modern factories present an entirely new and exciting image. And, of course, the new Birmingham keeps all the advantages of its central position next door to many of the country's great beauty spots. Furthermore, the improvements in rail, road and air transport add to its convenience as a center for business or pleasure.

Busy, bustling Birmingham can't claim a history of any great significance. Traces of a Roman camp have been found on a site near the Queen Elizabeth Medical Center at Edgbaston and here one fort is thought to date back to about A.D. 50.

Without the benefit of a river or particular climatic conditions, which influenced the development of other places, the hamlet of Birmingham developed, and Henry II granted a Market Charter to Peter de Birmingham, the Lord of the Manor, in 1166. During the 18th century the town became the home of many great thinkers, scientists and industrialists whose names are remembered today – John Baskerville for his type faces; William Murdock,



inventor of gas lighting; Joseph Priestly, discoverer of oxygen, and most important of all Matthew Boulton and James Watt whose association at the famous Soho manufactory opened a new phase in industry.

The Birmingham of today spreads far afield, covers an area of some 80 square miles and has a population of well over a million.

Situated in Shakespeare's county of Warwickshire, virtually in the center of England, Birmingham offers the visitor a good place to stay or a nice jumping-off place for some very beautiful countryside.

Your arrival in Birmingham

When you arrive on a domestic flight there are no formalities.

Taxis are available just outside the airport terminal buildings – the trip to your downtown hotel taking approx. 20 minutes and costing £1.25.

Hotels

There are many excellent hotels in Birmingham offering accommodation at varying rates.

It is always wise to book in advance, but if this isn't possible your SAS office will try to help you when you arrive, or you can contact the Information Department, Council House, Birmingham 1, in Victoria Square at the western end of New Street. Telephone 235 3411.

The AA (Automobile Association) and RAC (Royal Automobile Club) both list and vet hotels around the country. It is worth looking out for these as they have usually been vetted and given points on a star system.

First class hotels

- ***Albany** (B9)
Smallbrook, Ringway 5.
Tel. 643 8171.
- ***Norfolk** (A3)
259–267 Hagley Road,
Edgbaston, 16. Tel. 454 0870.
- ***Midland** (E7)
New Street, 2. Tel. 643 2601.
- ***Imperial Centre** (E6)
Temple Street, 2.
Tel. 643 6751.
- Royal Angus** (I1)
St. Chad's Circus, 4.
Tel. 236 8861.

Strathallen (off map)
Hagley Road. Tel. 455 9777.

Excelsior
Elmden (Birmingham) Airport
Coventry Road, 26.
Tel. 743 8141.

Magnum Hotel (F7)
New Street. Tel. 643 2747.

Cheaper accommodation

Market (C8)
Station Street, 5.
Tel. 643 1134.

* Denotes a joint AA/RAC hotel.

Prices for a single person for bed and breakfast range from £5.50 in a first class hotel to around £1.25 in tourist class hotel.

Restaurants

With many thousands of visitors annually from abroad, there's a cosmopolitan air about Birmingham these days. Nowhere is this more brightly reflected than in the number and variety of foreign restaurants serving their own "national", exotic dishes – particularly Chinese and Indian. Many of them stay open late so there's no need for anyone to go to bed after a good night out in Birmingham.

The following restaurants are just a selection from a long list. They are all open until 10 p.m.

- ***Parasol** (Savoy) (C7)
Hill Street. Tel. 643 4811.
- ***Burlington** (E6)
Burlington Pass., New Street.
Tel. 643 3081.
- ***Cabernett Grill** (B8)
Grapes, Hill Street.
Tel. 643 1563.
- Cannon Burger** (F6)
34 Cannon Street.
Tel. 643 7695.
- ***Cannon Grill** (F6)
34 Cannon Street.
Tel. 643 4923.
- China Garden** (H4)
Colmore Circus. Tel. 236 2316.
- ***Dragon Gate** (K5)
184 Corporation Street.
Tel. 236 2830.
- ***Fanny's Eating House** (H3)
Snowhill Ringway.
Tel. 236 1942.
- ***Flower Drum** (A3)
212/213 Broad Street.
Tel. 643 3456.
Chinese.
- ***Gino's** (F10)
Bull Ring Centre.
Tel. 643 2966.
- ***Gino's** (B9)
Holloway Circus.
Tel. 643 0101.
- * Licensed.

There are also dozens of excellent pubs where you can get beer and a sandwich or, in some, a meal.

The city abounds with small cafés and inexpensive coffee and tea shops where you can have a light snack.

City sights

A walk through Birmingham is a sightseeing tour of its own. The old and the new side by side, flyovers constructed to allow small islands of peace and calm, statues, murals, parks, walks and museums.

Baskerville House, Civic Center (A3). Housing the Corporation's Architect's and Public Works Departments, this was the only part to be completed of a comprehensive scheme for a Civic Center interrupted by the Second World War. It will remain as an interesting "period piece" in a very much more modern development.

Cathedral Church of St. Philip (F5). Consecrated in 1715, St. Philip's was originally a parish church and was designated as a cathedral in 1905. It was designed by Thomas Archer and it is mainly notable for the four fine stained glass windows by Sir Edward Burne-Jones, one of the leaders of the Pre Raphaelite movement.

Weoley Castle, Alwold Road (some 2 miles from city center within easy reach by bus or taxi). Archaeological site. Wed. 2 p.m. to 8 p.m., Thurs. and Fri 2 p.m. to 5 p.m., Sat. 10 a.m. to 5 p.m., Sun. 2 p.m. until dusk. Closed Mon. and Tues.

Aston Hall (on outskirts of city). Built by Sir Thomas Holte between 1618 and 1635, Aston Hall is one of the finest examples of its period in the country. Now owned by the Corporation, it is appropriately furnished throughout and attracts many visitors.

Kennedy Memorial, St. Chad's Circus (H1). A mosaic symbolising the aims and ideals of the late John F. Kennedy.

Old Square Mural (I5). A relief walled panel recalling the personalities and events associated with the immediate surroundings of the square in the past.

Botanical Gardens, Westbourne Road, Edgbaston. Rock Gardens, Orchids, Tropical Plants, Birds, Reptiles, etc. 9 a.m. to dusk, Sun. 10.30 a.m. to dusk.

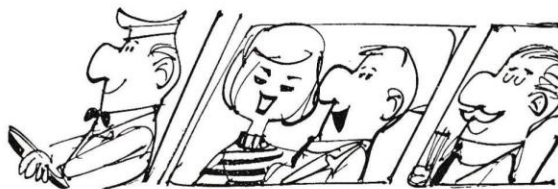
Cannon Hill Park. Rather more formal and within easy reach of the City Center, this 80-acre park is the setting each year of a popular Spring Festival. Here, too, is the Midland Arts Center for Young People.

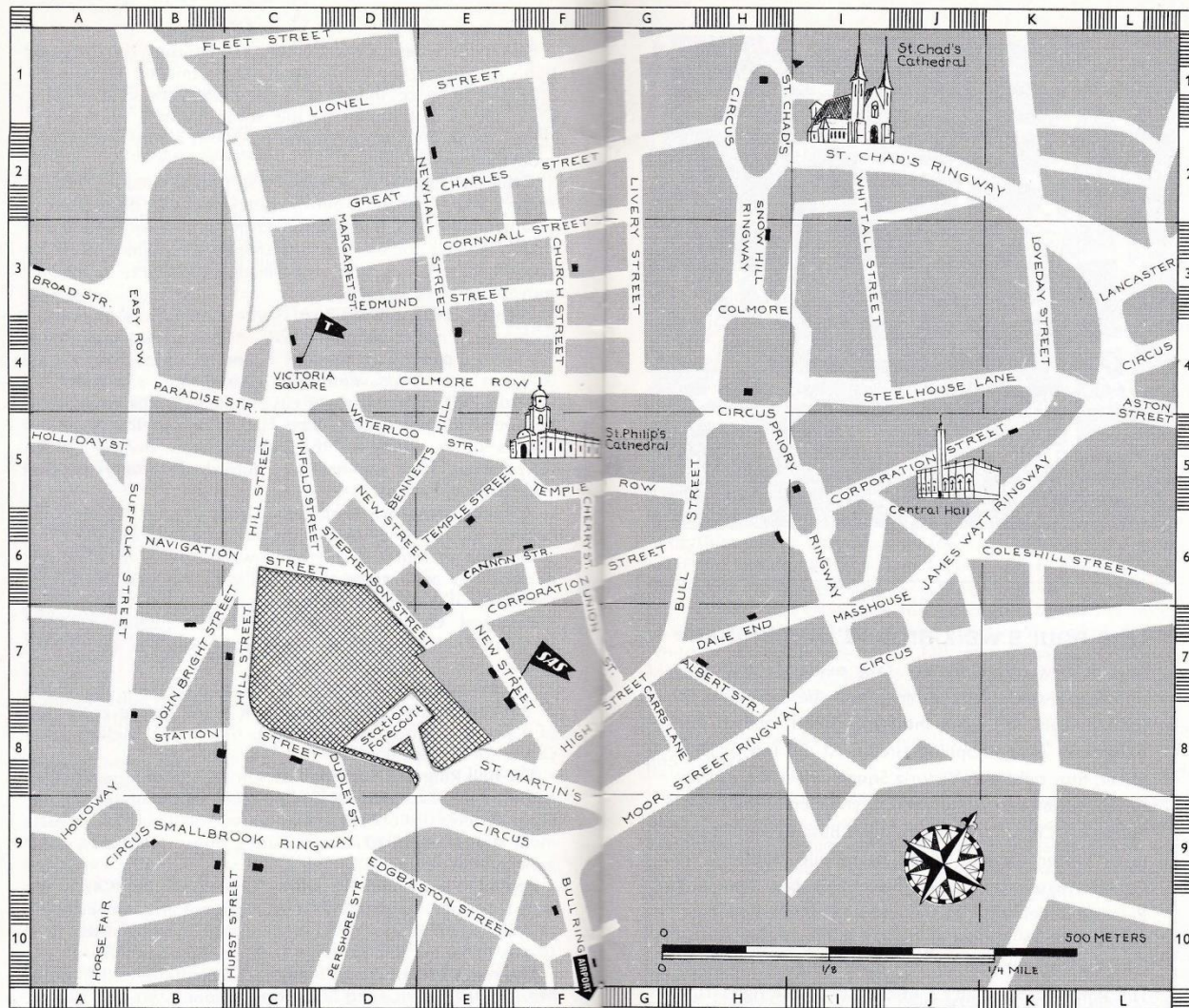
The Bull Ring and Rotunda (E8). On the site of Birmingham's earliest habitation. The new multi-level shopping center provides 23 acres of floor space and houses retail markets, department stores, nearly 100 shops, banks, pubs, restaurants, a car park and bus station.

Central Museum and Art Gallery, Congreve Street (C4). Paintings, Drawings, Sculpture, Pottery, Costume etc., Archaeological, Ethnographical and Natural History exhibits. Mon.–Sat. 10 a.m. to 6 p.m., Sun. 2 p.m. to 5.30 p.m. Admission free.

Museum of Science and Industry, Newhall Street (E1). Engineering Hall, Science and Transport Sections. Mon.–Fri. 10 a.m.

(cont'd on page 13)





Code numbers in the Birmingham section of this booklet refer to the above map.

Thus (E7) is located where lines drawn from "E" and "7" cross each other.

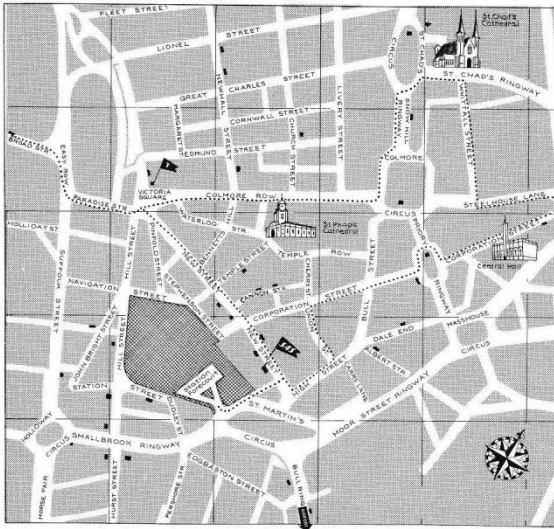
Interesting sights in Birmingham

- | | |
|---------------------------------------|--------------------------------------|
| (A3) Baskerville House, Civic Center. | (A3) Repertory Theater. |
| (F5) Cathedral Church of St. Philip. | (A3) War Memorial. |
| (L4) Aston Hall. | (C4) Central Museum and Art Gallery. |
| (H1) Kennedy Memorial. | (I1) Museum of Science and Industry. |
| (I5) Old Square Mural. | (I2) St. Chad's Cathedral. |

Useful addresses

- SAS Ticket Office:**
 The Rotunda, New Street (E7). Tel. 643 4778.
 Open hours: 9 a.m.-5.30 p.m., Sat. 9 a.m.-1.30 p.m.
 Closed Sundays.
- Tourist Information Office:**
 City of Birmingham Information Department,
 The Council House (C4), Birmingham 1. Tel. 235 3411.
 Open hours: Mon.-Fri. 9.30 a.m.-5.30 p.m., Sat. 9 a.m.-12 noon.

The airport is approx. 7 miles (11 km) from the city center.



One hour's walk around Birmingham

Start at New Street Station. Take exit near taxi rank, turn left towards Rotunda in which the SAS office is located. Turn left again into New Street, one of Birmingham's main shopping streets. At the top of New Street, turn right into Victoria Square. Take the subway to right side of Broad Street. On your left is the A.T.V. Television Center and on the right, Birmingham Repertory Theater. Straight ahead Baskerville House, Civic Center. Return to Victoria Square via Easy Row and Paradise Street. Walk to the end of Colmore Row passing St. Philip's Cathedral. Turn left into Colmore Circus, walk straight on to St. Chad's Ringway via Snow Hill Ringway. St. Chad's Cathedral is on the right. Turn right from St. Chad's Ringway into Whittall Street, left into Steelhouse Lane and right into Corporation Street, another of Birmingham's major shopping thoroughfares. Continue along Corporation Street. Turn left into Union Street then right into High Street which leads into Birmingham's under-cover shopping center – "The Bull Ring".

(cont'd from page 9)

to 5 p.m., Sat. 10 a.m. to 5.30 p.m., Sun. 2 p.m. to 5.30 p.m. First Wednesday in each month until 9 p.m. Admission free.

Birmingham Zoo Park (D10), in the direction of Pershore Street. From 10 a.m. daily.

Kings Norton. A fine medieval church, old half-timbered buildings bordering a village green – an almost rural scene, yet well within the boundaries of Birmingham.

Excursions

Birmingham's central location, at the crossroads of England, makes it an ideal headquarters from which to explore a wide area of varied and beautiful country.

The city itself is in Warwickshire, Shakespeare's own county, whose famous "leafy lanes" wind lazily among old-world villages around Stratford-upon-Avon and the rich, fruit-growing Vale of Evesham.

Warwick, with its famous medieval castle, Coventry with its famous new Cathedral, Kenilworth and Royal Leamington Spa lie close at hand, and to the south are the delightful stone-built villages of the Cotswolds, the adjoining county of Worcestershire where, at the county town of Worcester, the great cathedral towers over the river Severn, which flows through fertile farm lands to join the Avon at Tewkesbury.

To the west are Shropshire and Herefordshire, both counties of great beauty and interest with their wealth of black and white timbered houses. The hill country around Church Stretton and the long line of the Malverns contrast with the gentle valleys of the Severn, Wye and Teme. Together they provide a rural setting of typical English countryside, closely studded with ancient churches, historic houses, village inns and cottages.

Stratford-upon-Avon (Warwickshire), Shakespeare's Birthplace Trust Properties, 24 miles (38 km) south of Birmingham. The Birthplace, Henley Street, contains many Shakespeare exhibits. See too: Anne Hathaway's Cottage, Shottery, one mile from the town, the thatched home of Anne Hathaway before her marriage to Shakespeare.

Hall's Croft, in Old Town, a Tudor house complete with furniture. Home of Shakespeare's daughter, Susanna and Dr. John Hall.

New Place, Chapel Street. Foundation of Shakespeare's last home, preserved in an Elizabethan garden.

Mary Arden's House, Wilmcote (three miles – 5 km – away). Tudor farmhouse where Shakespeare's mother lived. Farming museum and dovecote.

Harvard House, High Street, built 1596. Home of Katherine Rogers, mother of John Harvard, founder of the Great American University.

Mason Croft, Church Street. Once the home of Marie Corelli, now the Shakespeare Institute, administered by the University of Birmingham.

Clopton House (Lady Utica Beecham). A pre-Elizabethan house with Gunpowder Plot association.

Charlecote Park (National Trust) (4 miles – 6½ km – east of town). Built by the Lucy family 1558 and their home for 700 years. Deer Park in which Shakespeare is alleged to have stolen deer from Sir Thomas Lucy.

Hockley Heath (Warwickshire). Packwood House (National Trust), 1½ miles (2½ km) east of Hockley Heath, on the A34, 11 miles (17½ km) southeast of Birmingham. Dating from Henry VIII's reign. Famous gardens with clipped trees representing the Sermon on the Mount.

Kenilworth (Warwickshire). Kenilworth Castle (Ministry of Works), 19 miles (30 km) southeast of Birmingham. Ruins of castle begun about 1120, scene of Sir Walter Scott's novel.

Warwick (Warwickshire). Warwick Castle (The Earl of Warwick), 21 miles (33½ km) southeast of Birmingham. An old Norman stronghold, home of the Earls of Warwick for centuries. Famous for its collection of paintings, furniture and armour.

Lord Leycester Hospital (The Governors), near the West Gate. Chapel dated 1123. Became an almshouse in 1571 and still survives as such.

Broadway (Gloucestershire). Snowhill Manor (National Trust), 3 miles (5 km) south of Broadway. Tudor House with front added approx. 1700. Collection of musical instruments, etc.

Chipping Campden (Gloucestershire). Hidcote Manor Gardens (National Trust), 4 miles (6½ km) northeast of Chipping Campden. Among the most beautiful gardens in England.

Entertainment and night life

Birmingham is a very entertaining city. There are many cinemas, theaters, late night restaurants as well as facilities for activities like concerts and dance halls. The city has a few good nightclubs, among them *La Dolce Vita* (C9) on Smallbrook Ringway (tel. 643 7313), the *Opposite Lock*, Gas Street (tel. 643 2573) and *Rebecca's* (B7), 5617 Seven Street (tel. 643 4544).

Skating is popular and Top Rank Bowl (tel. 643 7355) and the Silver Blades Ice Rink (tel. 643 6969) are both in Pershore Street (D10). The Olympic Roller Rink, should you prefer your skates on wheels, is in Summerhill Road, tel. 236 0388.

The following list will help you if you fancy a night at the cinema or some dancing. Either can be combined with a visit to one of Birmingham's excellent restaurants, or a before or after drink in a typical British pub.

Cinemas (Central)

ABC (C5)

New Street.

Futurist (B7)

John Bright Street.

Gaumont (H4)

Colmore Circus.

Odeon (E7)

New Street.

Odeon (Ringway) (B9)

Holloway Circus.

Jacey Film (C8)

Station Street.

Dancing

Locarno Ballroom (B9)

Smallbrook Ringway.

Top Rank Suite (H7)

Dale End.

Several of the larger hotels hold regular Dinner Dances open to non-residents.

Theaters

Alexandra (B8)

Suffolk Street.

Repertory (A3)

Broad Street.

Birmingham (B9)

Hurst Street.

The Birmingham Symphony Orchestra holds frequent concerts in the Town Hall. You can get program details from the C.B.S.O. offices at 60 Newhall Street, tel. 236 1556, or through the Information Department at the Council House. Tickets and advance booking at the Town Hall Box Office, tel. 236 2392.

Shopping

Market days are Thursday and Saturday. Wednesday is early closing day but most of the larger shops in the city center are open every day until 5 p.m. and until 8 p.m. on certain days.

If you look at the general section on page 4 you will see that the main shopping streets are New Street (E6), a few yards from the Bull Ring, and Corporation Street (G6). The city attracts shoppers from miles around who come particularly for clothing, furniture, jewelry, silverware, kitchen equipment, glassware and china.

Transportation

An extensive bus service operates in the city and fast diesel-electric trains serve a number of local districts. There is an all-night bus service to and from the city. There are plenty of taxi, car-hire, and self-drive hire car companies. For British Rail enquiries tel. 643 2711, Coach Station and Booking Office for bus times tel. 643 4901.

Sports

Depending on the season you can watch cricket or very good football (soccer) in Birmingham with famous football clubs like Aston Villa at Villa Park (tel. 327 1646), Birmingham City at St. Andrew's (tel. 722 0101) and West Bromwich Albion at Hawthorns (tel. 553 0095).

The Warwickshire County Cricket Club plays on the County Ground at Edgbaston, tel. 440 3521 for details.

The following list of Municipal Golf Courses might also prove useful:

Cocks Moors Woods, Alcester Road South, tel. 444 3584.

Harborne, Vicarage Road, tel. 427 1204.

Hatchford Brook, Coventry Road, tel. 743 9821.

Lickey Hills, tel. 453 3159.

Marston Green, tel. 779 2449.

Pype Hayes, Eachelhurst Road, tel. 351 1014.

Warley, Harborne Road, Bearwood, tel. 429 2440.

Liverpool

Liverpool is the Mersey. The river was the city's first source of economy and the port is still one of the major factors contributing to its prosperity – indeed, a £50 million pound expansion program has recently been completed at Seaforth to ensure that Liverpool continues as one of the main arteries of the nation's economic life. But in recent years a policy of diversification of industry has introduced many new manufacturing firms into the area, and now Merseyside rivals the Midlands as a major motor-producing center.

Liverpool is also a city of culture and learning. Graduates from its university have made an impact in many fields of science, engineering and medicine, and the city has for many years endowed and supported all that is best in music, art and drama.

But a city can't be assessed simply by its bricks and mortar, the width of its streets, the buoyancy of its economy. As much as anything, it is the people who give a city its character, and the Liverpool people are renowned for their warmth and friendliness. This humanity is reflected in the history and achievements of the city, in the way it pioneered many of the social services which are now taken for granted.

Liverpool, up to the thirteenth century, was nothing more than a tiny fishing village, overshadowed by the big ports on the Dee. Then in 1207 King John granted Liverpool a charter, turning it into a borough and port for shipping materials to Ireland.



In later centuries the port developed with the sugar trade from the West Indies, the American tobacco trade, and the rise of the Lancashire textile industry. As the River Dee silted up, the Mersey assumed greater importance until, in the 18th century, the world's first modern deepwater dock was built in Liverpool.

Your arrival in Liverpool

If you arrive on a domestic flight, there are no formalities and baggage can be collected very quickly. No banking facilities are available at Liverpool Airport and therefore it is advisable to have some British money in your possession prior to arrival.

The bus journey to the city center is by scheduled service, which operates from the Airport entrance every few minutes. The fare for the single journey is 15 pence. If you prefer to have a taxi the cost of the journey to the city center is approx. £1.

Hotels

As might be expected in a large, prosperous and popular city, Liverpool can offer accommodation to suit every taste and every pocket. Addresses in postal districts 1, 2 and 3 are in the central city area, but suburban hotels can offer accommodation which is near public transport and only 30 or so minutes from town. A short list as a guide:

First class hotels

***Adelphi Hotel** (I5)
Ranelagh Place, 3.
Tel. 051-709 7200.

***Atlantic Tower** (C3)
Chapel Street, 2.
Tel. 051-227 4444.

***Holiday Inn** (F5)
Paradise Street, 1.
Tel. 051-709 0181.

***St. George's** (H4)
Lime Street, 1.
Tel. 051-709 7090.

Less expensive hotels

Liverpool Centre Hotel (I4)
Lord Nelson Street, 3.
Tel. 051-709 2050.

* Licensed.

Feather's Hotel (J7)

121 Mount Pleasant, 3.
Tel. 051-709 9655.

***Shaftesbury Hotel**

Mount Pleasant, 3.
Tel. 051-709 4421.

***Lord Nelson** (I4)

Lord Nelson Street, L3 5 PD.
Tel. 051-709 4362.

Suburban hotels

***Alexandra Court Hotel**

(off map)
Alexandria Drive, L17 8TE.
Tel. 051-727 2551.

***Liverpool Crest Motel**

East Lancashire Road,
Knowsley, L34 9HA.
Tel. 546 7531.

There are also two hostels in the city center. The YMCA at 56/60 Mount Pleasant, 3, tel. 051-709 9516-7, and the YWCA, 1 Rodney Street 1, tel. 051-709 7791.

Restaurants

Visitors to Liverpool are extremely well provided for with numerous cafés and restaurants, licensed and unlicensed, in every part of the city, where either snacks or full meals may be obtained. A few worth a special mention: the *Adelphi Hotel* which stands at the head of Ranelagh Street looking down to the docks has a French restaurant offering such specialities as lobster bisque and suprême of chicken Marechale; *The Oriel Restaurant*, Oriel Buildings, Water Street, for good food, mainly fish and shellfish, and *Jenny's Seafood Restaurant*, "a cozy basement restaurant". The *Jung Wah*, 36 Nelson Street, an intimate family-run restaurant specialising in Chinese food, and the *Asha*, 79 Bold Street for sound Indian cooking.

For a comprehensive list of Liverpool's many restaurants and cafés contact the City Public Relations Office (F3), Municipal Buildings, or the City Information Office, St. John Centre. Most of the large stores have their own restaurants so you can combine shopping and eating very easily indeed.

Licensing hours: Weekdays 11.30 a.m. to 3 p.m., 5 p.m. to 10.30 p.m., Sundays 12 noon to 2 p.m., 7 p.m. to 10.30 p.m.

City sights

A tour of Liverpool's city sights will turn out to be rather a long walk, so take it in easy stages and you'll find it well worthwhile. There's a lot to see.

If walking doesn't appeal you can use the excellent bus or underground (subway) services.

The Waterfront (B4). One of the world's best-known skylines. Watch the city's shipping or take a trip on a Mersey ferry boat. Here is also a restaurant overlooking the river and the bus terminus.

The Liver Building (C3). Flanked by the Cunard and Dock Boarding buildings, it carries the two Liver birds that have become the symbol of Liverpool.

The Town Hall (D3). Built in 1754 and one of the most elegant showplaces in Liverpool. Just a step from the river.

Dale Street (E/F3). Once the departure point for stage coaches. A few picturesque old alleyways remain to remind us of the old days.

Municipal Buildings (F3). Just off Dale Street you'll find the Municipal Buildings and City Public Relations Office. Here you can get any information you need about the city.

The Mersey Tunnels. The "First" (F3) is one of the longest underwater highways in the world. Under the famous Mersey river 2³/₄ miles (4¹/₂ km) long. Used by more than 18 million vehicles a year. The "Second" (E1) – one tube opened in 1971 – links Liverpool and Wallasey.

St. George's Hall (H3). Built in 1854 and described as "England's finest public building". The Great Hall is richly deco-

rated with bronze gates, marble and alabaster balustrades, granite columns and mosaic floors (usually covered).

The Museum (H3). Opposite St. George's Hall and newly constructed after war damage. It contains the famous Derby collection of birds, the Mayer bequest of archaeological and anthropological specimens, galleries on shipping, an aquarium, local history, applied and decorative arts, collections of ivories, gold and jewelry. There is also a planetarium and coffee bar.

Walker Art Gallery (H3). The largest collection of paintings outside London. Coffee bar.

The University (L7). Founded in 1881 with 93 students, the University now has 6,000 and expects to reach 10,000 in the 70's. The School of Tropical Medicine, one of the most important study centers in the world, is here.

The Metropolitan Cathedral of Christ the King (J6). An exciting modern cathedral. The magnificent crown of glass was the largest commissioned for colored glass in the history of the church.

Liverpool Cathedral (J10). Dominating city and waterfront, with one of the largest cathedral organs in the world (nearly 10,000 pipes). Building began in 1904 and should end in 1975.

Philharmonic Hall (K9). The distinguished home of the Royal Liverpool Philharmonic Orchestra. Acoustically one of the most perfect halls in Britain.

Bluecoat Chambers (F6). A Queen Anne building in the heart of the city and the creative center of Liverpool. It holds exhibitions of paintings, sculpture, poetry reading, concerts and crafts.

Speke Hall. Half-timbered house dating from 1490 and situated near Liverpool Airport. Open all year, admission 14p.

Liverpool Botanic Gardens (off map). Extensive collections of Tropical and Temperate Orchids and many plants of botanical interest. Greenhouses at Harthill, adjoining Calderstones Park open 2 p.m. to 4 p.m. Admission charge 5¹/₂p. Clarke Gardens: Aviary and Pets' Corner, admission free.

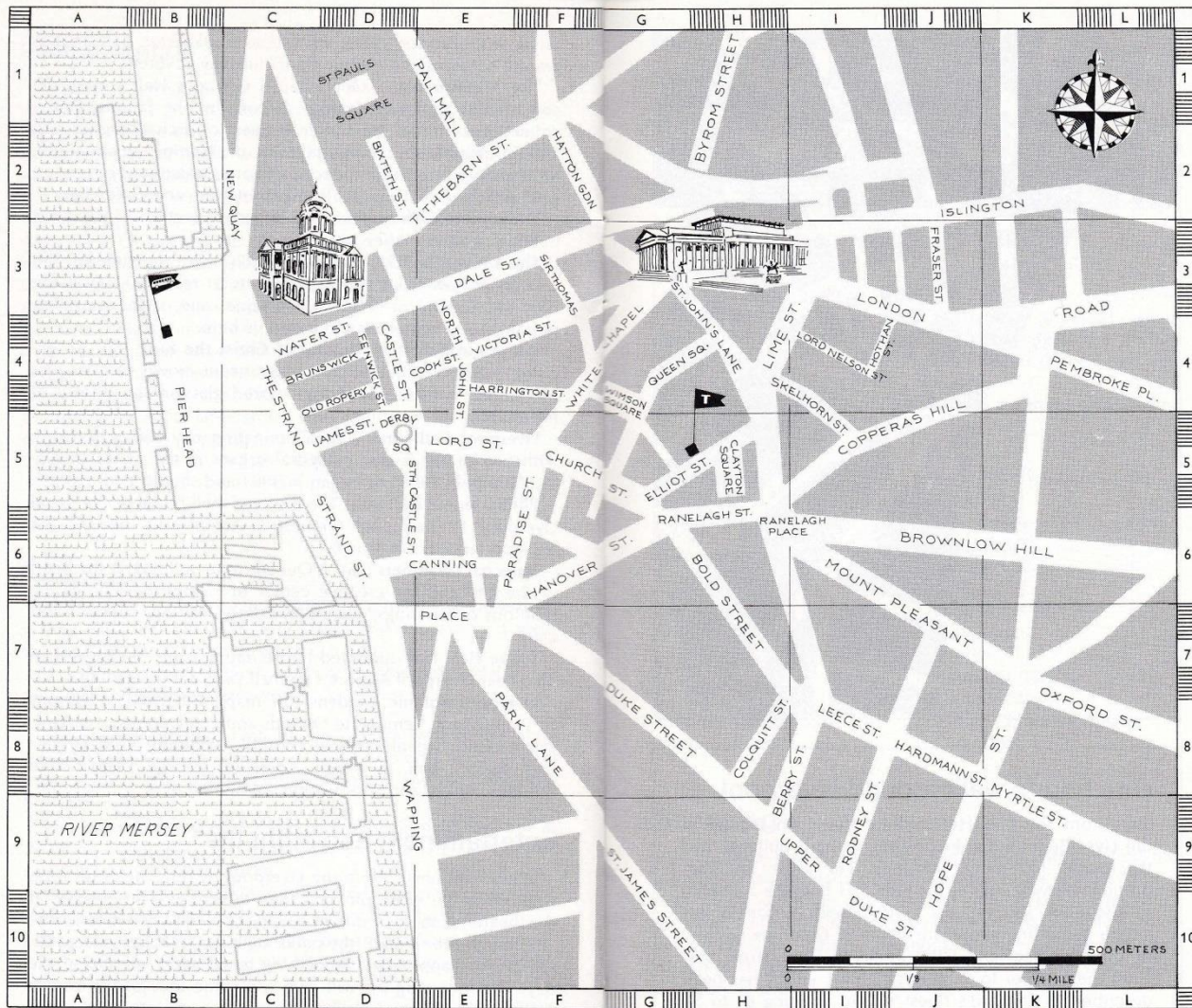
Entertainment and night life

When you finish exploring Liverpool by bus, car or on foot, what could be more pleasant than a meal and an evening at the theater, cinema or one of Liverpool's well-known concerts?

Through the summer the parks are a riot of activity, festivals, sports and happenings. Something to do every minute of the day. The following list will give you some idea of the choice available.

(cont'd on page 23)








Code numbers in the Liverpool section of this booklet refer to the above map.

Thus (B4) is located where lines drawn from "B" and "4" cross each other.

Interesting sights in Liverpool

- | | |
|---------------------------------|--------------------------------|
| (B4) The Waterfront. | (E1) Mersey Tunnel (Kingsway). |
| (C3) The Liver Building. | (H3) Walker Art Gallery. |
| (D3) The Town Hall. | (L7) The University. |
| (E/F3) Dale Street. | (J6) Metropolitan Cathedral. |
| (F3) Municipal Buildings. | (J10) Liverpool Cathedral. |
| (H3) St. George's Hall. | (K9) Philharmonic Hall. |
| (F3) Mersey Tunnel (Queensway). | (F5) Bluecoat Chambers. |

Useful addresses

-  SAS Ticket Office (see Manchester section – no office in Liverpool).
-  Bus Terminal:
Pier Head Bus Station (B4), tel. 051-236 7686.
-  Tourist Information Office:
187 St. John's Centre (G5), 051-709 3631 or 051-709 8681.
Open hours: Mon.–Wed. 8.30 a.m.–6 p.m. Thurs.–Sat. 8.30 a.m.–5.30 p.m.

Distance from city center to airport: 6 miles (10 km).



(cont'd from page 19)

In the evening there is dancing at The Grafton, West Derby Road, or the Royal Restaurant (G6), Hanover Street. The Liverpool Philharmonic Orchestra could be playing at the Philharmonic Hall (K9), Hope Street, and a phone call there will give you the times and programs.

Apart from that the following list of theaters, cinemas and cinerama theaters may be helpful.

Theaters

Empire (I4)
Lime Street.

Everyman (K8)
Hope Street.

Royal Court (G4)
Queen Square.

Playhouse (G5)
Williamson Square.

Neptune Theater (G6)
Hanover Street.

Cinemas (City):

A.B.C. (H5)
Lime Street.

Futurist (H5).
Lime Street.

Scala (H5)
Lime Street.

Odeon (I4)
London Road.

Gaumont (I3)
Camden Street.

Abbey Cinerama Theater
Wavertree.

Shopping

If you take Castle Street as a focal point you will find that a shopping artery leads away at each end. One is Dale Street – with sturdy utilitarian shops and the other is Lord Street which becomes Church Street. This branches off into bubbling, lively veins where fascinating little shops live side by side with giant department stores. Early closing day: Suburbs, Wednesday. City Center, mostly six-day opening.

Transportation

An excellent city bus service runs in and out of Liverpool. On some bus routes passengers can buy bus economy tickets (BET's) at 20 % discount for 10 journeys and the scheme is gradually being extended. The main Liverpool enquiry office is at Pier Head bus station, tel. 051-236 7686. A railway loop-line, circling for two miles under the city center is expected

to be finished in 1974. Regular train services operate throughout the area and to all parts of the country. Tel. 051-709 9696.

Ferry services operate regularly between Liverpool and Birkenhead and Liverpool/Seacombe Ferry (Wallasey). For details of river cruises and ferry services tel. 501-639 6021.

Sports

Football (soccer) claims a quarter of the city's population as active participants or spectators. Goodison Park is the home of Everton F.C. and is the largest and one of the best appointed football stadiums in England, outside Wembley.

The City's other very fine ground is Anfield, headquarters of the famous Liverpool F.C. Anfield is situated about half a mile away from Goodison. Aintree stages the world's greatest steeplechase, the Grand National; and golfers from other parts of the country look with envy at the chain of links in and around Liverpool.

This list of sports and club addresses should help you to participate during your stay in Liverpool:

Rugby Union football: Liverpool; Waterloo.

Skating: Silver Blades Ice Rink, Prescot Road.

Golf: Allerton, Bowring Park and Kirby Municipal Courses. Most private clubs admit visitors. Best known are Childwall, Formby, West Derby, West Lancashire and Woolton Clubs, the Royal Liverpool Club at Holylake, and the Wallasey Club at Wallasey.

Swimming: 12 Municipal Swimming Baths. One of the country's best equipped cities.

Wrestling: Liverpool Stadium, St. Paul's Square (adjoining Exchange Stadium) – Fridays.

Cricket: The Liverpool Cricket Club, Riversdale Road, Aigburth; the Sefton Cricket Club, Sefton Park.

Model yachting: Model Yacht Lakes are provided in Newsham and Walton Hall Parks whilst The Boating Lake in Sefton Park is also available for this purpose.

Putting: Greens at Allerton Park and Bowring Park Golf Courses, Walton-Clubmoor Recreation Ground, Sherwoods Lane Recreation Ground (Fazakerley), Banks Road Recreation Ground (Garston), Ackers Hall Recreation Ground (Dovecot), Lower Breck Road Recreation Park (Anfield), Otterspool Park, Sefton Park and Speke Park (available during the summer season).

Tennis: Hard courts available at Calderstones Park throughout the year. Weekdays from 9 a.m. Sundays from 2 p.m. Hard and Grass Courts available in various parks, during the summer.

Boating: At Calderstones, Greenbank, Newsham, Sefton, Stanley and Walton Hall Parks. Open daily from 8 a.m. Sunday from 2 p.m. during the season.

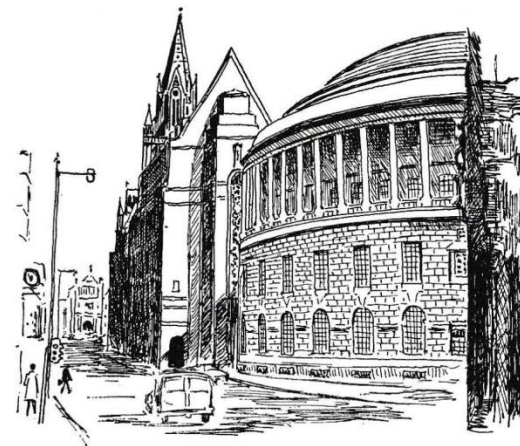
Fishing: Facilities are available during the fishing season (June 16 to March 14) at Calderstones, Newsham, Princes, Sefton, Stanley and Walton Hall parks.

Manchester

A Roman military outpost – a haven for Flemish refugees – a focal point of the Industrial Revolution – the home of "King Cotton" – and now Britain's second largest city and capital of "the North". Commercial heart of a great industrial area . . . a city known all over the world for its achievements in science and technology, and for its manufactures; home of the famous Halle Orchestra and one of Britain's best-known newspapers, "The Guardian".

The Manchester of today is a city much fairer of face than it was a decade ago. Vast private and municipal building projects have painted in a new exciting skyline, and the massive hotel and office blocks rising on, seemingly at every corner, have given Manchester an appearance in keeping with the modern, forward-thinking city that it is. The 400-ft.-high Co-operative Insurance Society's office block, towering over Manchester Cathedral, is one of Britain's tallest buildings.

Whether your stay is for a year or just a day, you will find plenty to crowd the hours in the Manchester of the 70's, taking as it does, second place only to London as a center of entertainment.



Your arrival in Manchester

After landing at Manchester Airport, which is the gateway to the industrial heart of England, as well as to many of the best known tourist attractions, you will be escorted to the International Arrivals Hall for passport examination and customs clearance procedure.

Money can be changed at the bank in the Arrivals Hall.

The coach journey from the airport to Victoria Railway Station, stopping at Chorlton Street Bus Station, in the center of Manchester, takes approximately 30 minutes. The buses operate at 30-minute intervals from the airport from 6.45 a.m. until 10.45 p.m. The fares are under review; and full information can be obtained from the Bus Company Inspector. The bus station is situated in the center of the city and taxis are obtainable to your final destination. You may also take a taxi direct from the airport to the city center.

If you intend to fly on from Manchester to your next destination please reconfirm your onward reservation as soon as possible after your arrival.

Hotels

Take your pick from the hundreds of modestly-priced and comfortable boarding houses and private hotels in the suburbs, or from the many de luxe, international-class hotels in and around the city center. A booklet, "Hotels in and near Manchester", giving full details of every class of accommodation, is obtainable - from the Publicity and Information Office, Town Hall, Manchester M2.

The following list might help give you some idea of the choice available:

City Center

Midland Hotel (C3)
Peter Street.
Tel. 061 236 3333.

Piccadilly Hotel (F7)
Piccadilly Plaza.
Tel. 061 236 8414.

Grand Hotel (E7)
Aytoun Street.
Tel. 061 236 9559.

Portland (F8)
Portland Street. Tel. 228 3400.

In the suburbs

Brookhouse Hotel (off map)
393 Wilmslow Road.
Tel. 061 224 4967.

Lords Hotel (off map)
60 Alexandra Road South.
Tel. 061 236 4386.

Simpson's Hotel (off map)
122 Withington Road.
Tel. 061 226 2235.

Near the Airport you will find the following hotels:

Excelsior Hotel (off map)
Manchester Airport.
Tel. 061 437 5811.

The Belfry Hotel (off map)
Stanley Road, Handforth.
Tel. 061 437 4321.

Pinewood Hotel (off map)
180 Wilmslow Road, Handforth.
Tel. 061 952 9211.

Post House Hotel (off map)
Palatine Road,
Manchester 22.
Tel. 061 998 7090.

Restaurants

Hundreds of foreign students and an annual rush of tourists from every country in the world, have improved Manchester's restaurant situation until it is now second only to London. Every kind of national food can be enjoyed in the city and the best restaurants are really excellent. There are also countless inexpensive restaurants and snack bars, some belonging to big British chains, that offer good quality food and quick service.

Among the best restaurants are:

Midland Hotel (C3)
Peter Street
French restaurant, Trafford restaurant, Wyvern room.

Sam's Chop House (G4)
Back Pool Fold.
Lunch time only.

Danish Food Centre (G4)
Cross Street.

Sirmionis Restaurante (E3)
Albert Square.

San Ho Chinese (F5)
73 Mosley Street.

Steak and Fish Inn (E4)
57 Cross Street.

Kendal Milne & Co. (G3)
Deansgate.

Casa España (off map)
100 Wilmslow Road.

City sights

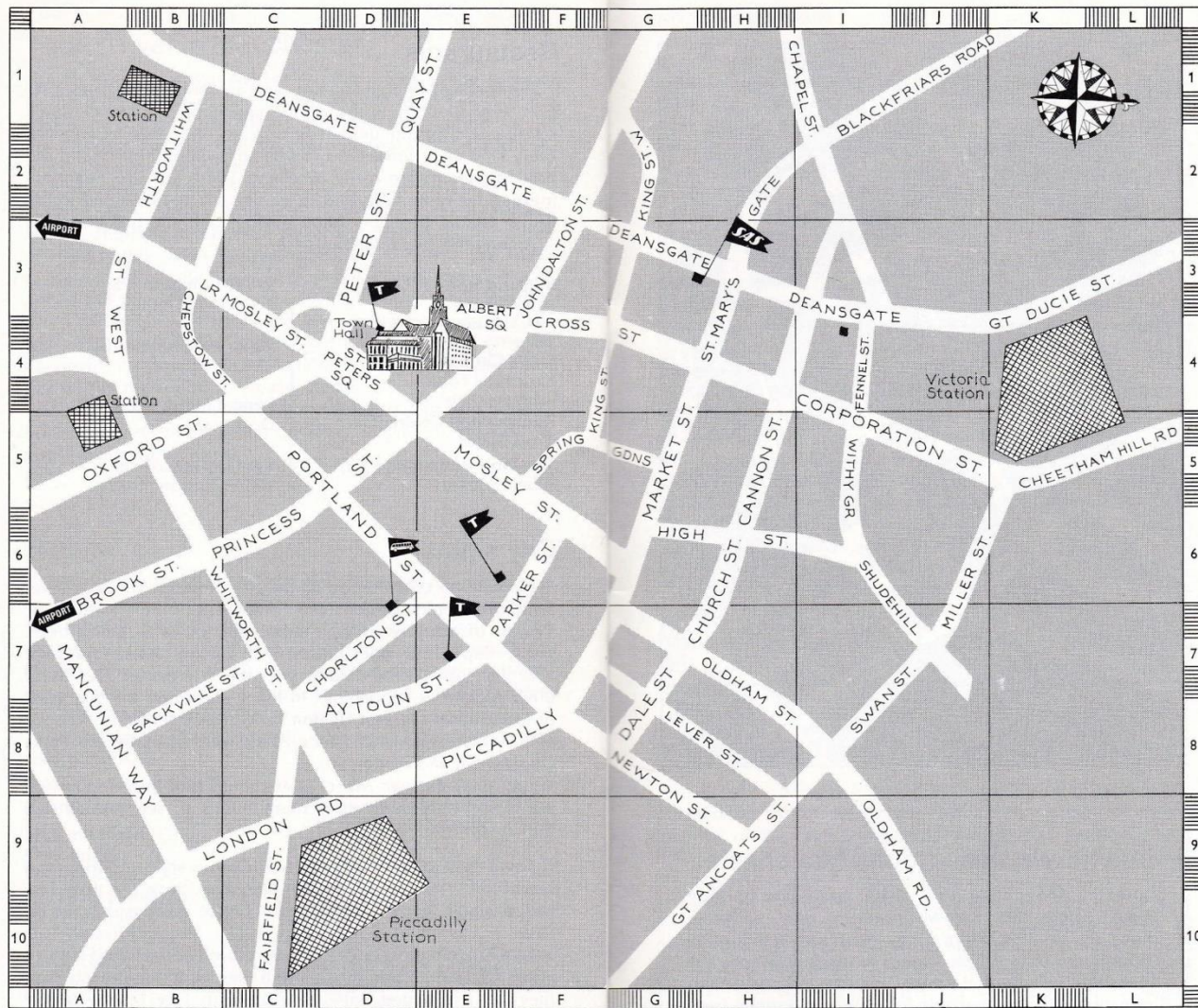
Manchester could be called the city of parks. There are over a hundred parks, gardens and recreation grounds in the city. Typical of the city's happy preoccupation with green trees, grassy slopes and quiet places is **St. John's Churchyard**, now a very pleasant Rest Garden near the city center. Details of other parks and happenings in them, including the 586 acres of Manchester's largest **Heaton Park**, can be found in "Leisure and Pleasure in Manchester's Parks" published by the Parks Department and costing 5p.

Any stroll through Manchester should take in the following sights, but there are many more things to see just outside the city too:

Town Hall (E6), Albert Square. Gothic style in brick and sandstone. The exterior statues are interesting for their historical significance. The Publicity Office is here. Admission free.

Free Trade Hall (D3), Peter Street. Home of the world famous Hallé Orchestra. The original hall was built for the political meetings connected with the Anti-Corn Law League in the
(cont'd on page 31)








Code numbers in the Manchester section of this booklet refer to the above map.

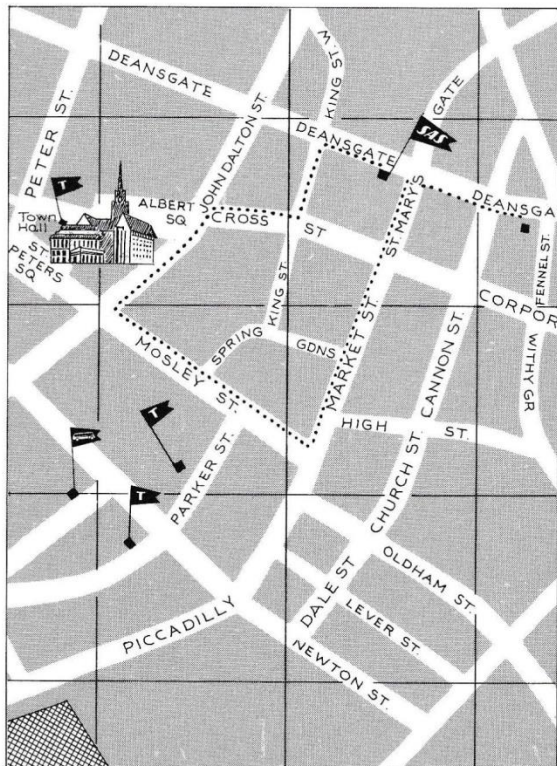
Thus (G3) is located where lines drawn from "G" and "3" cross each other.

Interesting sights in Manchester

- | | |
|----------------------------|--|
| (E6) Town Hall. | (F7) Piccadilly Plaza. |
| (D3) Free Trade Hall. | (I8) University of Manchester Institute of Science and Technology. |
| (I4) Manchester Cathedral. | (D4) St. Peter's Square. |
| (E5) City Art Gallery. | |
| (G3) St. Ann's Church. | |

Useful addresses

-  **SAS Ticket Office:**
71 Deansgate (G3), tel. 061-832 8431.
Opening hours: Mon.-Fri. 9 a.m.-5.30 p.m., Sat. 9 a.m.-1 p.m.
 -  **Bus Terminal:**
Chorlton Street Bus Station (D6) or Victoria Railway Station (K4).
 -  **Tourist Information Office:**
Greater Manchester Council, County Hall (E7), Piccadilly Gardens,
tel. 247-3111.
 - North-west Tourist Board (E6), Piccadilly Plaza.
 - The Publicity Office, Town Hall (D4), Manchester M60 2LA,
tel. 236 3377, ext. 502.
 - Open hours: Mon.-Fri. 8.30 a.m.-4.30 p.m., Sat. 9 a.m.-12 noon.
- Distance from city center to airport: 10 miles (16 km).



One hour's walk around Manchester

From the SAS Office walk along Deansgate to King Street, where many of Manchester's most exclusive shops are situated. From King Street turn right on to Cross Street until Albert Square is reached, where the Town Hall and Central Library are situated and an Information Office is available for visitors. Continue from Albert Square along Princess Street and turn left on to Mosley Street where the City Art Gallery is situated, then proceed to Piccadilly where there is a new shopping area and very pleasant gardens. From Piccadilly walk down Market Street and St. Mary's Gate, where most of the large department stores are situated. Turn right at the end of St. Mary's Gate and end your walk by a visit to Manchester Cathedral.

(cont'd from page 27)

first half of the 19th century. "Peterloo" mural. Tours by arrangement with the Town Hall.

Manchester Cathedral (I4), largely 15th century but occupying a site that has been consecrated to the church since the 10th century. Magnificent carvings, particularly in the Choir. The Cathedral is towered-over by one of Britain's tallest buildings, the 400 ft.-high Co-operative Insurance Building. A study in contrasts.

City Art Gallery (E5), Mosley Street. British pictures from the 16th century on. Also some early Italian, Flemish and Dutch paintings. Designed by Sir Charles Barry who also designed the Houses of Parliament.

St. Ann's Church (G3), St. Ann's Square. Attributed to Sir Christopher Wren. Consecrated 1712 and the scene of the gathering of the Manchester Army to the Young Pretender in the rebellion of 1745.

Piccadilly Plaza (F7), a modern square with luxury hotels, and shopping arcade.

Zoo Park (off map), **Belle Vue**. Apart from normal zoo attractions the Park offers a fun fair, stock car racing, speedway (motor cycles), ten pin bowling, a circus at Christmas and New Year, and dancing every night. Further information from General Manager, Belle Vue, Manchester M12 5PT.

Liverpool Road Station (B1). The oldest railway station in the world. It was opened in 1830 as the terminus of the Manchester to Liverpool line. Now used only for goods it is scheduled as an ancient monument.

View by prior arrangement with Divisional Manager, British Rail, Rail House, Store Street, Manchester, M60 9AJ, tel. 228 2141.

Excursions

As a base from which to tour Britain's beautiful countryside, Manchester is, in fact, unequalled. The superb mountain scenery of the Lake District and Snowdonia – both National Park areas – are only 60 to 75 miles away; most of your journey to the Lakes is along the M6 motorway.

Many of England's history-steeped cities are within easy reach, too: Chester with its fascinating, narrow streets of black and white half-timbered buildings, and York – both medieval walled cities. A little further away, though no more than an easy day's return drive, are Coventry with its magni-



ificent modern Cathedral, Lincoln, and Shakespeare's birthplace Stratford-on-Avon.

Full details of tours and transport from the Publicity and Information Office, Town Hall, Albert Square or the Information Office, County Hall (E7), Piccadilly Gardens.

If you enjoy wandering among the many splendors of aristocratic life in the past, pay a visit to some of the forty stately homes, all within a 50-mile journey of Manchester. They are listed and described in an annual booklet of the Corporation's Publicity Office.

Not quite an excursion, but further out than the city center are the five branch galleries of the City Art Gallery.

Heaton Hall, Heaton Park, approximately 4½ miles (7½ km) north of the center on the A665. Georgian house with pictures, furniture, ceramics, silver and glass collections. Transport: 62 bus from Albert Square, 35 Cannon Street, 73 Salford, Victoria. Admission free.

Queen's Park Gallery, Harpurhey, about 2½ miles (4 km) north of the center on the A664. Everything to do with the history of the Manchester Regiment and 14th/20th King's Hussars.

Buses 8, 17, 60, 138, 163-4, 167 (Cannon Street); 122 (Piccadilly); 121 (Chorlton Street).

Platt Hall, Platt Fields, approximately 2½ miles (4 km) south of city center on A34. A Georgian house erected in 1764 and housing the first ever Gallery of English costumes. Admission free.

Buses 148, 40, 47, 140-143 (Piccadilly); 41-46, 48-49 (Royal Exchange).

Fletcher Moss Museum. Formerly the Old Parsonage, approximately 4 miles (6 km) south of city center on A34. This is an early 19th-century house in a lovely garden housing a fine collection of English watercolors. While there, an opportunity can be taken to visit **St. James's Church**, nearby, built in the early 13th century. The churchyard was consecrated in 1352 so that victims of the plague, raging at that time, could be buried there instead of being taken into Manchester to the parish church. Admission free.

Buses 42, 45 (Royal Exchange); 148, 140, 141 (Piccadilly).

Wythenshawe Hall, Wythenshawe Park, approximately 7 miles (11 km) south of city center on A5103. A half-timbered manor house in Wythenshawe Park, part of which is used as an art gallery of pictures, furniture, mainly from the 17th century, Royal Lancastrian pottery, and prints and relics of Man-



chester's history. About 2 miles (3 km) further south is **Manchester Airport**, along the M56. This modern, municipally-owned airport, is Britain's second busiest. There is an excellent restaurant, grillroom and refreshment bars.

Buses 41, 102, 115 (Royal Exchange); 40, 99, 100, 101, 103-111, 116 (Piccadilly).

Manchester Museum, Oxford Road, approximately 1½ miles (2½ km) south of city center on A34. Owned by the Manchester University. There are large collections of rocks, minerals and fossils, plants and animals and the works of man from many countries in modern and ancient times. Admission free.

Buses 41/49 (Royal Exchange); 148, 40, 47, 141-3 (Piccadilly).

Entertainment and night life

In recent years, Manchester has laid justifiable claim to becoming Britain's "Clubland". For a modest membership fee, you can join one of the many luxuriously appointed clubs . . . dine and wine to the talents of top rate artists and international cabaret stars. Most of these clubs serve food and drink until an hour or two past midnight.

Musically, Manchester plays it "with feeling" - and often. Throughout the season (which lasts most of the year), the Hallé Orchestra, made famous by the late Sir John Barbirolli - plays in the Free Trade Hall and on the platform of the Friends' Meeting House, Mount Street, instrumentalists and singers of world repute perform to audiences at the long-established and popular Tuesday Mid-day series of concerts. The orchestra of the Royal Manchester College of Music - the only such Royal College outside London incidentally - also makes frequent contributions to the city's serious musical program.

If your tastes run along lighter lines, you will soon discover that the city bounces seven nights a week to jazz, folk and "pop" groups in pub, club and cellar.

The publication "What's on in Manchester" can be of great help in planning your leisure time in the most entertaining way. You can get it by visiting the Publicity and Information Office in the Town Hall or you can write for a copy. The National Theater is very active with productions of both theater and ballet, and with such names as Fonteyn, Wells, Seymour and Beriosova appearing on the program.

The Sadler's Wells Opera is another frequent visitor to Manchester with many great artists appearing.

If you find yourself without a copy of "What's on in Manchester" the following list of theater and cinema addresses should be useful:

Theaters

The Opera House (A6)
Quay St., Manchester, 3.

Palace Theatre (E7)
Oxford St., Manchester, 3.

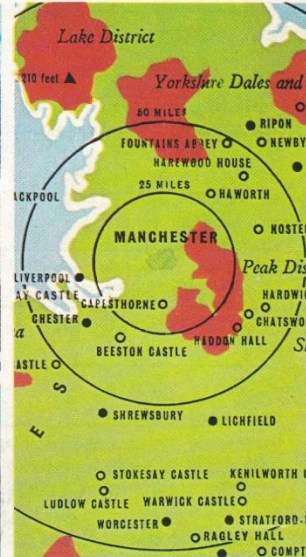
Library Theatre (D7)

Central Library, St. Peter's Sq.,
Manchester, 2.

Forum Theatre (off map)
The Forum, Wythenshawe,
Manchester, 22.

Manchester

The exciting centre of a beautiful region



MANCHESTER AIRPORT ... developing fast ... 5 million passengers annually by early 1980s ... 100,000 tons freight annually by 1975. New pier built for giant jets ...

A strategic airport at the centre of a historic region ... with five of Britain's ten national parks within easy reach ... a catchment area of 4½ million people ... the freight-way for the world's largest industrial area ...

Manchester International Airport

