

SAS CITY PORTRAITS

London

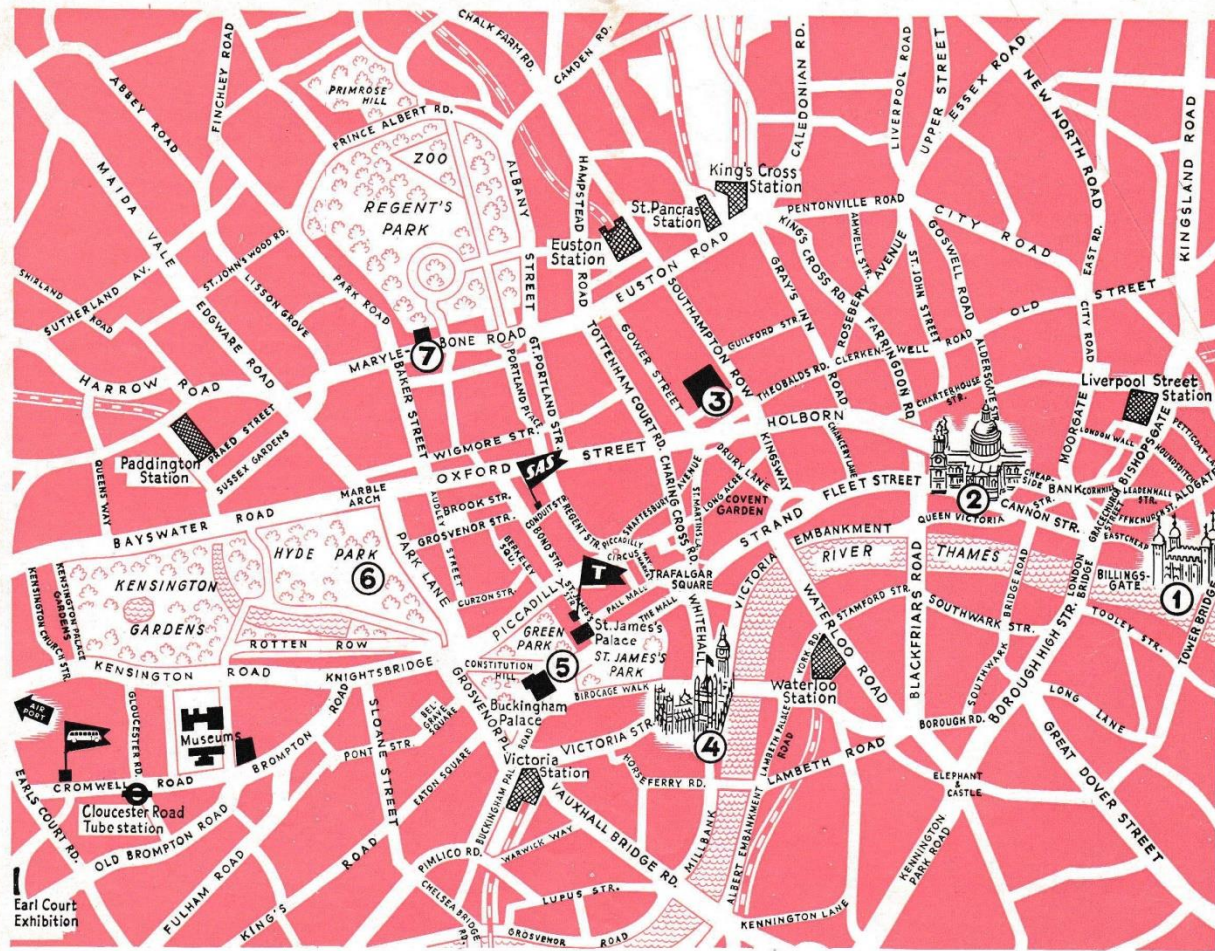
SAS



Houses of Parliament
with Big Ben



SCANDINAVIAN AIRLINES SYSTEM



Key to the Map:

1. The Tower of London
 2. St. Paul's Cathedral
 3. British Museum
 4. Houses of Parliament and Westminster Abbey.
 5. Buckingham Palace
 6. Hyde Park
 7. Madame Tussaud's
- T** SAS Ticket Office, SAS House, 52 Conduit Street, W.1. Phone REGent 6777.
- A** West London Air Terminal (departure point for coaches to the airports), Cromwell Road, S.W.5. Phone FRObisher 4224. Bus No. 74 passes the entrance. Nearest underground station: Gloucester Road.
- I** The Tourist Information Center of the British Travel & Holidays Association: 64-65 St. James's Street, Piccadilly, S.W.1. Phone MAYfair 9191.
- Also: Australia House, Strand, W.C.2. Phone TEMple Bar 2060.

One Hour's Walk Around London

Start at Piccadilly Circus. Walk West along Piccadilly passing shops such as Simpsons, Fortnum and Mason on your left and Burlington House, where the Royal Academy holds its summer exhibition of paintings each year. Turn left, into St. James's Street. As you walk downhill, note the palatial offices, luxurious limousines, old bowfronted shops. Cross Pall Mall with its many exclusive clubs and pause to admire St. James's Palace in mellowed brick.

Cross the tree-lined Mall and continue directly into St. James's Park. From the bridge across the lake you will have a view through the trees of Buckingham Palace to the West and the white turrets of Whitehall Palace to the East; turn half left beside the lake and you will leave the Park at the corner of Great George Street which leads to Westminster; to your right is the Abbey and St. Margaret's, facing you the Houses of Parliament.

Turn left up Whitehall, and in ten minutes you have passed the Horse Guards and are in Trafalgar Square with Nelson's Monument, The National Gallery and St. Martin's-in-the-Fields Church; turn left from Trafalgar Square into Cockspur Street, turn right into Haymarket with its theaters and at the top of a little hill you are back at Piccadilly Circus.

LONDON

Earth has not anything to show more fair — so wrote Wordsworth of London; and today London is fairer still, though perhaps the city's greatest claim to fame is its spirit, its resilience and good humor, its facility for blending tradition and change.

London traces its beginnings to before the Roman invasions 2,000 years ago. From prehistoric times, the Thames estuary was the principal gateway into England from the Continent. London grew at the lowest bridgeable point on the river and from here Roman roads radiated across Britain. Pillaged many times by raiders from across the North Sea, London was reformed by Alfred, the Saxon king, and finally received, a charter from William after the Norman conquest, a blessing reinforced by the building of the White Tower, which still stands. In the Middle Ages, fire and pestilence stalked the city many times, the King's English was established over rival dialects; trade and commerce flourished; the kingdom became more tightly knit and a beginning was hammered out to civil liberties and the parliamentary system. The golden age of Elizabeth I laid the foundation of Empire and overseas wealth, which reached its height in the 18th and 19th centuries and today is reflected in the architectural heritage of London.

Though vast, London is a complex interweaving of communities that have quite separate and well defined characteristics. Banking, shipping, insurance and trading are concentrated in the City. Westminster is the seat of government. Artists congregate in Chelsea. Mayfair, no longer the exclusive preserve of Society,



admits the advertising agent and public relations man — also the major airlines! The literary coteries of Bloomsbury give way to an expanding University.

The effect, wherever you may be, is one of intimacy, almost of village or small town life, an illusion in many cases enhanced by little, narrow streets. This coupled with the advantages of a great metropolis — its theaters, concerts, museums, exhibitions, shops, its focus and stimulus to life in all its variety — explains London's especial charm. London too is a city which breathes. You can walk for miles through parks and tree-lined squares where the grass is always green and the flower borders a blaze of color from early spring to late autumn. Color also is the keynote of ceremonial London, from the Changing of the Guard to the Lord Mayor's Show, the State Opening of Parliament or garden parties at Buckingham Palace — all in all, a gay city, a city in which you can feel at home.

Your first hour in London

SAS has flown you to magnificent new London Central Airport, about 15 miles from the center of the City. SAS airport staff and special service representatives will see you to the Immigration and Customs Hall. Now is your chance to exchange your money, as you will find the bank just outside the Customs Hall. Having made your way down the appropriate escalator, you claim your luggage as you leave the building. If you are on the airport bus to the new West London Air Terminal (fare: five shillings), tell the porters and they will see your luggage is loaded on the bus.

The journey to the West London Air Terminal takes approximately 45 minutes. There are plenty of taxis to take you to your hotel or other destination.

The nearest Underground Station is *Gloucester Road*, about 500 yards from the Terminal and from here you can get a tube train to Piccadilly and the hub of London. Bus 74 passes the Terminal and this will take you to Knightsbridge and Marble Arch. For further details, see map.

A word about money: 1 pound (£1) is equal to US \$2.80. There are 20 shillings to a pound and 12 pence to a shilling. You may get a coin for 2 shillings and 6 pence called "half-a-crown", but don't expect to see a "crown" — there is no such coin in use today.

If you are flying on from London by SAS, one of the first things to do after your arrival is to reconfirm your onward reservation by informing SAS of the reservation you hold and your intention to use the space previously reserved for you.

Hotels

The best hotels, such as Claridges, the Savoy, Ritz, Berkeley, the Dorchester, are known in every corner of the world for their luxury and service. Many excellent hotels, as for instance the Westbury and Grosvenor

House, cost from £4 10s per person per night. At the Cumberland, Park Lane, Mount Royal, the Washington and similar hotels, prices run from £2 5s per person per night. Hundreds of very reasonable hotels and boarding houses charge from £1 10s for a room without private bath. London hotels tend to be heavily booked at all times of the year, and especially when fairs or conventions are going on, so make reservation in advance. London Hotel Information Service is at 88 Brook Street, W.1, MAYfair 5414.

Travelers taking electric irons, radios, etc., should ensure that they can be used on British voltages, generally 200—250 volts A.C., 50 cycles. Notices are usually displayed in a few areas where D.C. is used. Many leading hotels will, on request, supply adaptors for electric razors.

Restaurants

You can find every conceivable kind of restaurant in London and the top restaurants are among the very best in the world.

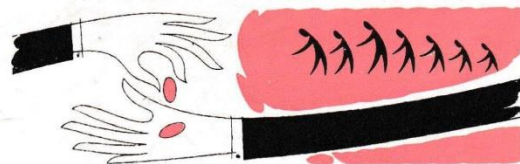
Taking a geographical cross-section of London from Chelsea through the West End and Soho to the City, you can dine excellently for £1 10s a head, not including wines and service, at the following restaurants: Chez Luba, 116 Draycott Avenue, S.W. 3 (Russian and Mid-European); George and Dragon, 256 Brompton Road, S.W. 3 (Austrian); La Popote, 3 Walton St., S.W. 3 (Continental cuisine); Au Père de Nico, 10 Lincoln St., S.W. 3 (French & Italian); L'Écu de France, 109 Jermyn St., S.W. 1 (French); Overton's 5 St. James' St., S.W. 1, and 4 Victoria Buildings, S.W. 1 (famous for sea food); Caprice, Arlington St., S.W. 1 (Continental cuisine); Wheeler's, 19 Old Compton St., W. 1 (oysters, shellfish & continental cuisine); Coq d'Or, Stratton St., W. 1 (French); Chateaubriand Restaurant, Mayfair Hotel, Berkeley St., W. 1; The Guinea, 30 Bruton Place, W. 1; Kettner's, 29 Romilly St., W. 1; Vendôme, 20 Dover St., W. 1; Scott's, 18 Coventry St., W. 1 (renowned for shell fish); Gen-



naro's, 44 Dean St., W. 1 (the oldest Italian restaurant in Soho); Casa Pepe, 52 Dean St., W. 1 (Spanish & South American); La Popote d'Argent, 13 Thayer St., W. 1; Wheeler's Antoine, 40 Charlotte St., W. 1 (French); The Ivy, 1 West St., W.C. 2 (favorite with theatrical crowd); Savoy Grill, Savoy Hotel, Strand, W.C. 2; Simpson's, The Strand, W.C. 2 (old English fare).

You can eat well for less than 10s at the speciality restaurants — Wimpey, Bacon & Egg, Grill & Cheese, Chicken Fayre — of the Lyons Corner Houses, Marble Arch, Oxford St., Strand and Coventry St.

For luncheon, we would recommend the department stores — Simpsons and Fortnum & Masons, both in Piccadilly; Verreys, 233 Regent St., W. 1; and in the City the famous Cheshire Cheese, 145 Fleet St., E.C. 4 and Pimm's, 42 Threadneedle St., E.C. 2. Many local pubs also offer good lunches and are well patronized by businessmen. For afternoon tea — an old English institution — try such excellent pastry shops as Floris Bakeries, 24 Brewer St., W. 1 (also good for lunch); the Tea Centre, Regent St., S.W. 1. Times and customs change, however; London now boasts a whole bevy of espresso coffee shops with modern decor, open from early morning till late at night and therefore equally good for a mid-morning coffee or after-theater snack.



Tipping

There are no fixed rules, but at hotels and restaurants you should give 10 %—15 % and never less than sixpence. For portage, you normally pay 1s for the first suitcase and 6d for each additional piece. Taxi drivers except not less than 6d on fares up to 2 shillings and 6 pence (2/6), and a larger tip when the driver has given you special service (e.g. helped with luggage). At some hotels a service charge is always added to the bill.



Transportation

Transport facilities are excellent and operate approximately from 5:30 AM to midnight with a skeleton service thereafter. The underground of London (subway to American tourists) is fabulous. The big doubledecker buses seemingly everywhere. London taxi fares are 1s 9d for the first 3/5ths., of a mile and 3d for each succeeding fifth of a mile. For each additional passenger after the first, 6d extra is charged, and between midnight and 6 AM this charge is 1s. For any journey over 6 miles, the fare is subject to agreement between the driver and the hirer. Thus there is no fixed rate for the taxi journey from London Airport to central London. Between £2.—.— and £2.5s.0d. is suggested as reasonable, but this will depend on individual circumstances.

In summer there are regular boat services on the river Thames.

The SAS Car Hire Service provides you with a car, drive-yourself or chauffeur-driven. Drive-yourself arrangements are cheap and popular — great fun to drive that amazingly compact and roomy "little" Austin, Ford Anglia or Ford Consul. All traffic in Britain keeps to the left.

Sights

On your first visit to London you'll probably want to take a motor coach sightseeing tour, perhaps the half-day tour which includes St. Paul's and the Tower of London at 11s 6d.

Some of London's interesting sights (keyed to the map) are listed below:

(1) The Tower of London was started by William the Conqueror in about 1078, and contains a portion of the Roman Wall which is still visible. Tower Green is the site of the scaffold where many executions took place, including Anne Boleyn's. Ravens can be seen about the Tower Green — it is said that when they leave the Tower, the British Empire will come to an end, hence their wings are clipped. The Wakefield Tower houses the Crown Jewels, the Coronation Crown, swords of state

and the principal sceptre with the largest cut diamond in the world. In the White Tower is a collection of weapons of historical interest. Admission 10:00 AM to 5:30 PM (October—March 10:00 AM to 4:00 PM). Sundays during the summer season 2:00 PM to 5:00 PM.

- (2) St. Paul's Cathedral was Christopher Wren's greatest contribution to glorious England. Built to replace the Cathedral burnt in the Great Fire of 1666, this beautiful, graceful baroque church is the permanent resting place of such great Englishmen as Wellington and Nelson. See the Whispering Gallery, and the outside Stone Gallery from which you have a fine view. If you can climb still higher, visit also the Golden Gallery. From here the view over the city is really superb. Nearby is London Bridge with a view of the busy port of London.
- (3) British Museum (subway or underground station: Tottenham Court Road or Holborn). One of the richest and most interesting museums in the world, noted for its Egyptology sections, the Elgin marbles, the Rosetta Stone, print rooms, reading room and library. A halfday is not too long in this treasure house.
- (4) Westminster — The Houses of Parliament, a magnificent building, crowned by the lofty "Big Ben" clock tower, fronts on the River Thames. The Houses of Parliament are open to the public on Saturdays between 10:00 AM and 4:30 PM if neither House is sitting. Westminster Abbey is more closely connected with the British Royal family than any other building in London. With only two exceptions, English kings and queens have been crowned here since the days of William the Conqueror, and many of them are buried within its walls. See in Westminster Abbey the magnificent chapel of Henry VII, the Coronation Chair and the famous Stone of Scone. The broad thoroughfare of Whitehall leads past the Cenotaph, commemorating the dead of two world wars, to Trafalgar Square and Nelson's column. Downing Street runs somewhat inconspicuously alongside the Foreign Office to No. 10, the Prime-Minister's residence.
- (5) Changing the Guard is one of the chief attractions for children and adults alike. During the summer months the Guard is changed at Buckingham Palace, while in winter the ceremony is sometimes held at St. James's Palace. In both cases it takes place at 10:15 AM. The days are liable to vary, but call MAYfair 9191 for information. Changing the Guard at Horse Guards, Whitehall, can be seen on weekdays at 11:00 AM, on Sundays at 10:00 AM.
- (6) Hyde Park — 361 acres in area, is separated from beautiful Kensington Gardens only by a dividing road, so that the two together form virtually a single expanse. Here are many attractions for tourists, especially the leatherlunged orators at Speaker's Corner, debating the "ifs" and "buts" of the world.



- (7) Madame Tussaud's, the world famous wax museum, is located in Marylebone Road next to Baker Street Station, not far from Regent's Park. Admission is from 10.00 AM to 7.00 PM. In winter except at weekends the museum closes at 6:00 PM.

The National Gallery in Trafalgar Square contains one of the finest collections of world renowned masterpieces and is particularly strong in Italian and Dutch paintings. The Tate Gallery in Millbank possesses a unique collection of the pre-Raphaelites and contemporary British painters, as well as the most representative collection in Europe of late 19th century and early 20th century French paintings.

A really unique institution is the Teletourist Service. For information on the principal events of the day in London call ASK 9211. If using a call box, dial "0" first and ask operator for number. The weather forecast for London can be obtained by calling WEA 2211.



Excursion Possibilities

An hour's drive from London in any direction will bring you into the heart of the typical English countryside. There are many beautiful and historic country mansions within a radius of about thirty miles of London. These include Albury Par House, Clandon Park, Hatfield House, Knole, Loseley House, and Penshurst Place.

Hampton Court, some 12 miles from London, can be reached by car, rail or boat. It is a fascinating red-brick palace, dating from the 16th and 17th centuries. You will see fine art collections and magnificent gardens, including a puzzling maze.

Windsor Castle is located 22 miles from London. This superb and massive pile of battlemented towers and terraces has been the residence of English kings and queens for over 800 years. Facing Windsor across the River Thames is the most famous school in the world, Eton College, founded by Henry VI in 1440. Windsor can be reached by car, Green Line coaches and trains

departing from Paddington and Waterloo Stations. For fuller enjoyment of the beautiful English countryside, or even a drive up to Scotland, call on the SAS Car Hire Service and take advantage of a dependable car, excellent roads and low rental costs. Ask SAS for details.

Shopping

While shopping in London can be as diverse and far flung as you care to make it, and treasures can be found almost anywhere, the better department stores and exclusive shops are to be found in two main areas — the West End, bounded roughly by Regent Street, Oxford Street, Bond Street and Piccadilly, and secondly, Knightsbridge.

London is noted for men's tailoring, ladies' coats and tailored suits, country clothes and sportswear, knitwear, haberdashery, leather goods, fine linen, china, porcelain, crystal, silver and pewter, jewelry, gin and whisky.

A stiff purchase tax is charged on most luxury items and overseas visitors should inquire about special concessions whereby, on presentation of their passports, goods to a value of £5 or more may be bought tax free. Since this involves shipment direct to the airport or to the visitor's home address, it is advisable to shop at least 48 hours before departure, if you wish to avoid the tax.

Some of the best-known department stores are Harrods, Knightsbridge; Simpson, Piccadilly; Swan & Edgar, Piccadilly Circus; Liberty, Regent St.; Dickens & Jones, Regent St.; Debenham & Freebody, Wigmore St.; John Lewis, Oxford St.; Selfridges, Oxford St. Besides the department stores, Aquascutum, Austin Reed and Jaeger of Regent Street carry a wide selection of men's and women's clothing, as do also a great many smaller speciality stores. For haberdashery and jewelry, shop in Burlington Arcade, a century old covered walk from Piccadilly to Burlington Gardens. You will find the most exclusive shops of all in Bond Street.

If you are looking for antiques, try the shops in Chelsea or on Fridays, the open-air Caledonian Market. Petticoat Lane (Middlesex Street, E. 1), the East End's famous street market, is open on Sunday mornings. Shopping hours in the West End are from 9:00 AM to 5:30 PM, Saturdays to 1:00 PM. Most shops in the Regent Street-Oxford Street area remain open until 7:00 PM on Thursdays. In the suburbs, shops close early on either Wednesdays or Thursdays.

Entertainment and Night Life

With over fifty theaters, London offers the greatest variety in entertainment. Tickets are reasonably priced (between 5 shillings and £1 5s) and your hotel porter will be able to advise you as to where to get them. If you missed them on their world-wide tours, now is your chance to see the Royal Ballet (formerly Sadler's Wells Ballet) at the Royal Opera House, Covent Garden, and the Old Vic Company in their own theater, as well as the resident opera companies at Covent Garden or Sadler's Wells Theater.

Recitals and concerts are given in the acoustically perfect Royal Festival Hall, and in the somewhat less ideal Albert Hall. London boasts five permanent symphony orchestras, and the "season" extends through most of the year.

London is, of course, well equipped with motion picture theaters where English, American and other films are shown.

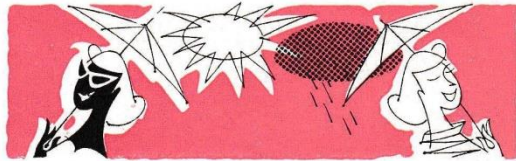


For the gay and young, London provides such plush nightspots as the Caprice and Churchill's Club in Bond Street. Don't be surprised if you find breakfast served in early morning hours — on the house! Others are the Embassy Club, Astor, Pigalle, Quaglinos, Edmundo Ros Club, Gargoyle, New Bagatelle, Stork Room, Latin Quarter, Aristocrat. For jazz, the Humphrey Lyttleton Club in Oxford Street. In some cases it may be necessary to join a supper club in order to conform to London licensing regulations, but fees are nominal.

A visit to London wouldn't be complete without a visit to one of the thousands of bars, commonly called "pubs". Here Londoners swap views on life, over tankards of wonderful, strong beer.

Climate and Clothing

Great Britain and Northern Ireland have an agreeable climate. Not only in summer, but in spring and autumn as well, the weather is mild, though at times blessed with "a bit of rain". The average temperature in sum-



mer is about 60°F (16°C), in winter 40°F (4°C). Dial WEATHER 2211 for late weather forecasts. In winter a topcoat with inner lining is perfect. In spring and fall a raincoat comes in handy — a good buy in London! Formal dress for evening wear is not essential, though more worn in London than elsewhere. You may hire evening dress and accessories at reasonable rates. Dry cleaning and laundry establishments tend to be slow, so allow a few days, or ask for rush service.

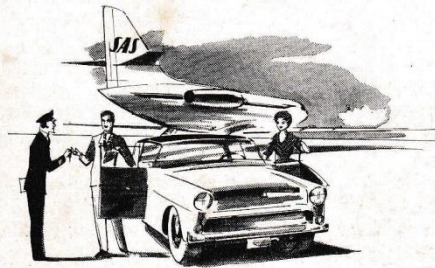
Sport

The major events near London are the Derby and the Oaks at Epsom early in June and Ascot week later in the month. The Lawn Tennis Championships at the end of June and beginning of July make Wimbledon known throughout the world. In rowing, the Oxford and Cambridge boat race, usually held on the second Saturday before Easter, not only fills the towpath along the Thames with spectators but results in rivalries far beyond the confines of the two universities. Henley Royal Regatta at the beginning of July brings oarsmen from all over the world to this most beautiful stretch of the river.



Public Holidays

In England, Wales and Northern Ireland: Good Friday, Easter Monday, Whit Monday, first Monday in August, Christmas Day and Boxing Day (first day after Christmas).



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