

The New Highway in the Air




**AERIAL
TRAVEL**
for
BUSINESS
or
PLEASURE

Preliminary Announcement by

THOS. COOK & SON

(F. H. COOK and E. E. COOK)

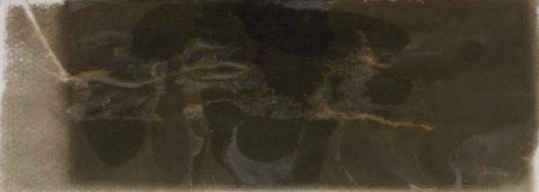
Chief Office: LUDGATE CIRCUS, LONDON, E.C.4



*Aerial Travel
for
Business
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THE story of the development of transport from the days of the pack-horse to the present time is as interesting as any in the annals of Progress. Nothing has been so wonderfully revolutionized as locomotion. Science itself has made no greater strides than is seen in the methods of travelling obtaining now and, say, a hundred years ago; and for more than three-quarters of that period THOS. COOK & SON have been engaged in popularizing and in devising facilities for utilizing each new development as it appeared.

The latest development and most wonderful revolution of all is the Aeroplane, which is about



to take its place as a recognized method of locomotion and transit for travellers. Although for the moment, and probably for some little time to come, civilian flying for long journeys will be more or less limited, we are issuing this preliminary brochure now to announce that we act as the official

PASSENGER AGENTS FOR
THE PRINCIPAL COMPANIES
OPERATING AERIAL LINES

in the same way as we act in that capacity for the chief Railway and Steamship Lines of the world.

Aerial Travel is, of course, in its infancy, but most people already recognize that for transit purposes its possibilities are boundless. In an address at Queen's Hall, Mr. J. A. Whitehead dealt with the various fields of utility open to the aeroplane, and with reference to its possibilities for travel said, "Space will be annihilated, and the cities of the world brought within the reach of all. There will be an hourly service between London and Paris, so that it will be possible to journey there, to transact business, to lunch in comfort, and return in time to attend to the correspondence that has accumulated in the office during the day. If we feel in need of a change we shall be able to start out for Venice to feed the pigeons of St. Mark's, to fly off to Norway to witness the

spectacle of the Midnight Sun, or to spend the week-end in Cairo."

This was not mere rhetoric, as the world will shortly realize. The science of aeronautics has already advanced so far that one is as safe to-day in the air as on the railway, on the sea or in a motor-car on the road. People marvel less to-day at the flight of the Atlantic than they did when Bleriot flew the Channel with his monoplane, yet to-day the Channel is a mere ditch over which the aviator flies in the ordinary course of his work. In March last, one Handley Page machine alone carried over 700 passengers between England and France.

Particulars of the Services to Continental and other cities will be given in a future edition of this brochure, also of more extended tours by aeroplane as soon as the necessary arrangements with the connecting aerial lines abroad have been completed.

A beginning in civilian flying was made, however, at Easter, when we were able to insert in the London newspapers the first advertisement in this country of tickets for public trips by aeroplane. It was a lowly enough commencement—less than half-an-hour's trip for a couple of guineas. But seeing that the future of the aeroplane seems to be as illimitable as the medium through which it

moves, who can say what that trip may not be the harbinger of in aerial travel? Who dreamed in 1841, when Thomas Cook ran his first trip of twelve miles for the more lowly sum of one shilling, of what *that* trip, was destined to be the forerunner?

The *Times* seems to have had something of that sort in mind, for it paid us the unique compliment of directing its readers' attention to the announcement by a notice of its own in its personal column.

The success of those short trips on Handley Page machines at Cricklewood, when close upon a thousand passengers made the flight, shows how keen an interest the public take in aviation. Similar flights will be available for some time, as they afford those who are eager to experience the sensation of flying an opportunity to gratify their desire before embarking on a more ambitious journey.

Handley Page

May 1st, 1919.

No. 3 shows the fuselage fitted as an "aerobus." In this arrangement the whole of the fuselage is utilized as a single saloon. Windows extend the full length along both sides, and the seats are all placed facing forward on each side of a narrow central gangway. This arrangement is intended particularly for large touring parties, and enables the fullest carrying capacity of the machine to be utilized.

The Handley Page machines have already had considerable experience as passenger carriers. During hostilities they conducted a ferry service between England and France for the staff of the Royal Air Force, and since the conclusion of the Armistice they have continued the service for the conveyance of staff and Government officials in connection with the Peace Conference and other business. As already stated, one of these machines alone carried over 700 passengers between England and France during the month of March.

The passenger machines of the Grahame-White Company are also a logical development of the aeroplanes used by that Company for bombing.

No. 4 is an illustration of a machine designed to carry between London and Paris twenty-four passengers housed in comfortable compartments, and 500 lbs. of express parcels. It is driven by three 600 horse-power engines and will do the journey in less than three hours.

No. 5 shows that each compartment of this machine carries twelve passengers, six on either side of a central passage-way. The cars are fitted with side windows or port-holes, so that each passenger has a view outwards during the progress of the flight, while in front of the car, as suggested in the illustration, a small observation platform is provided from which passengers may if they wish have an excellent view on all sides.

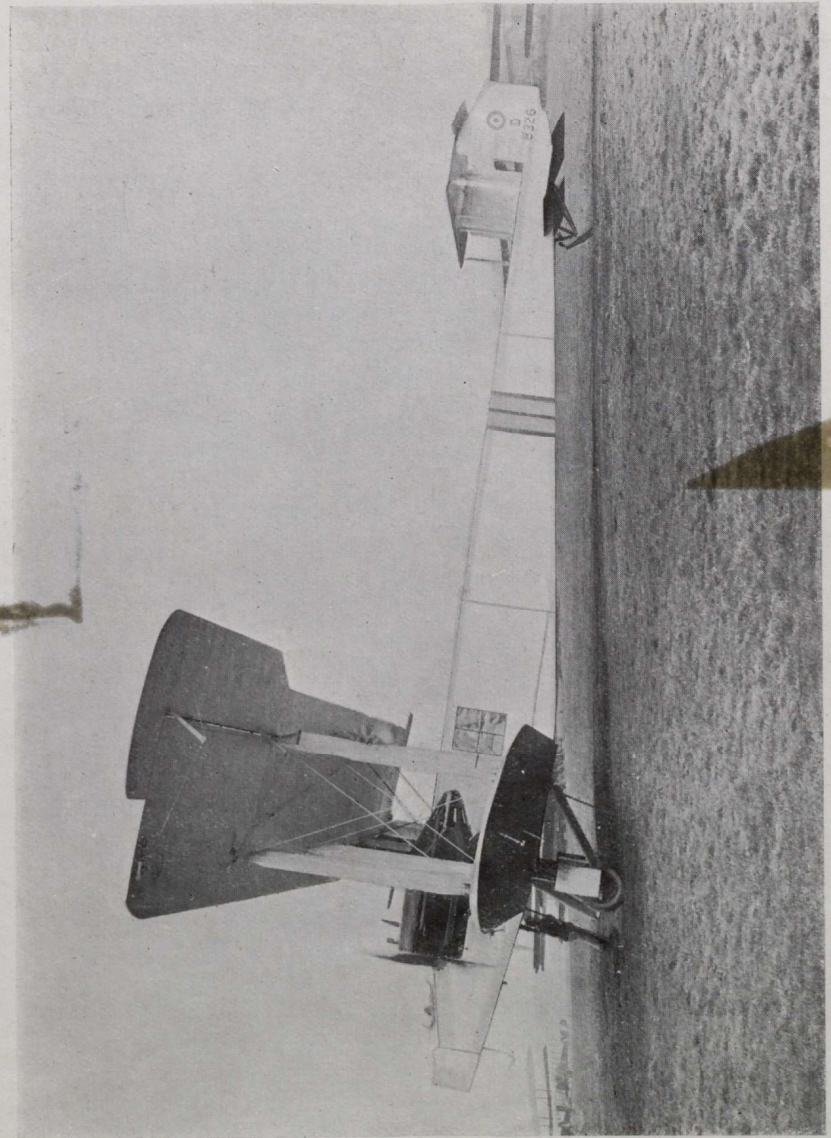
That the amenities of life may not be forgotten, even when in the air, an attendant in each of the cars will serve light refreshments en route.

No. 6 is a picture of a five-seated touring aeroplane such as appeals to those who are in the habit of being driven in their Rolls-Royce cars. The pilot is accommodated in a separate little cabin at the rear of the passengers, who have a full and uninterrupted view forward and on both sides of the machine, which is equipped with two 270 horse-power Rolls-Royce motors, giving a comfortable flying speed of eighty to one hundred miles an hour. It is an excellent machine for private touring parties of four.

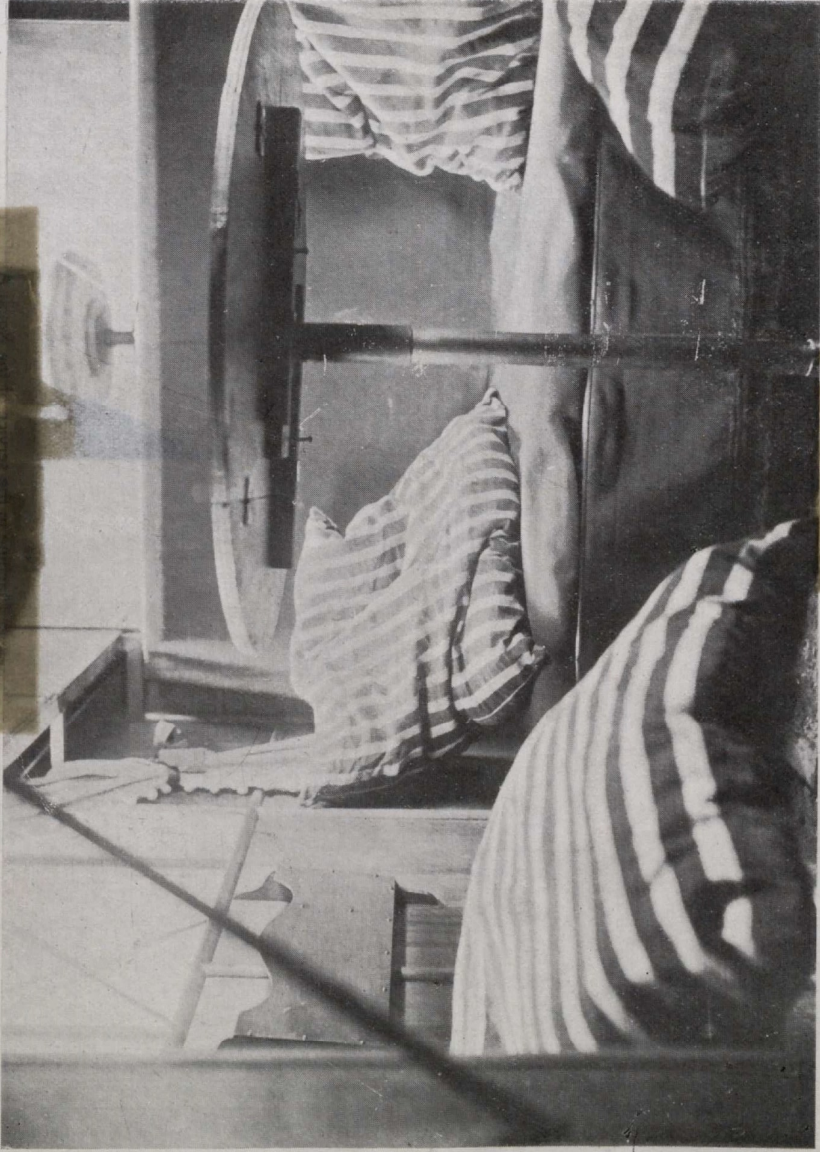
No 7 is an illustration of one of the small high-speed aeroplanes of the Aircraft Manufacturing Company, of which Mr. Holt Thomas is the Managing Director. The machines of this Company were also largely used for bombing purposes during the War, and several of them have now been converted into passenger machines, comfortably fitted for parties of various sizes up to twelve persons.

The aeroplane depicted is the very latest product of this Company. Fitted with a 360 horse-power Rolls-Royce engine, it travels at a speed of 130 miles an hour, and is capable of climbing 10,000 feet in twelve minutes. It has accommodation for two passengers and a pilot, or one passenger with pilot and 200 lbs. of baggage. The machine was designed for business purposes where rapid transit is essential.

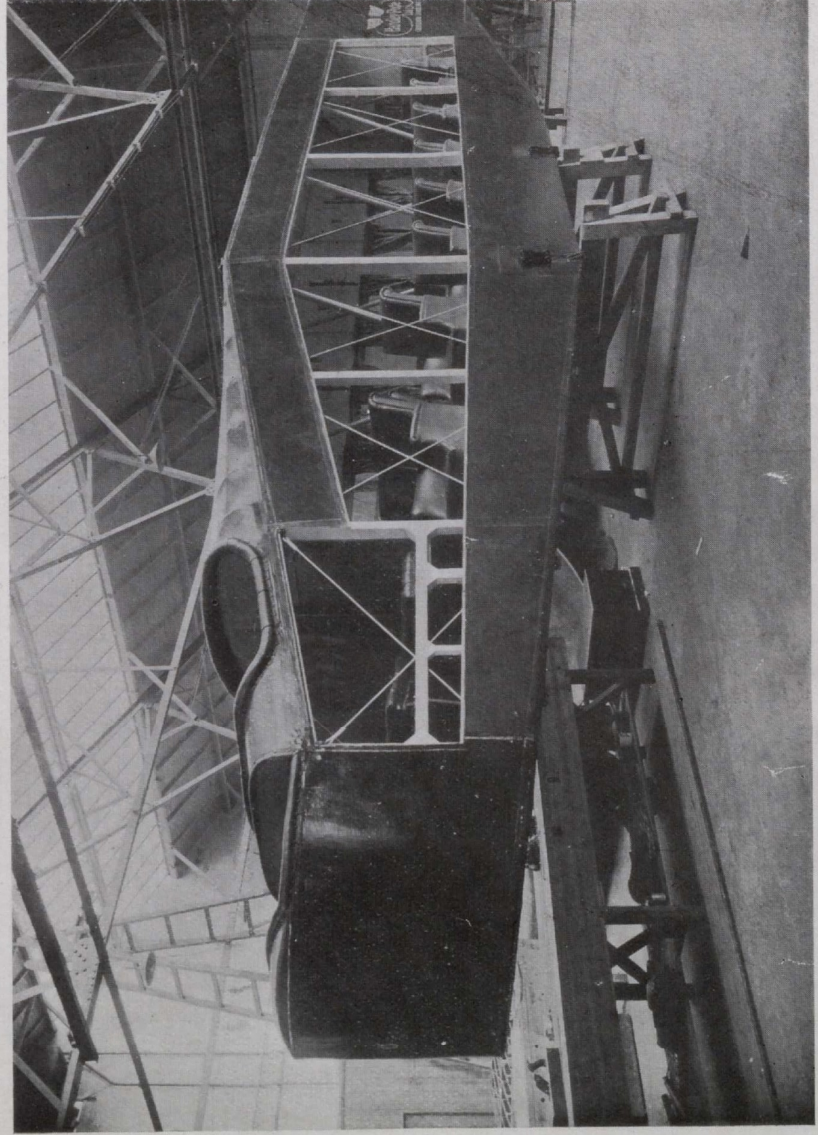
In all passenger aeroplanes the saloons and cabins are always completely enclosed and well protected with windows, so that it is unnecessary for passengers to wear special clothing, helmets or goggles.



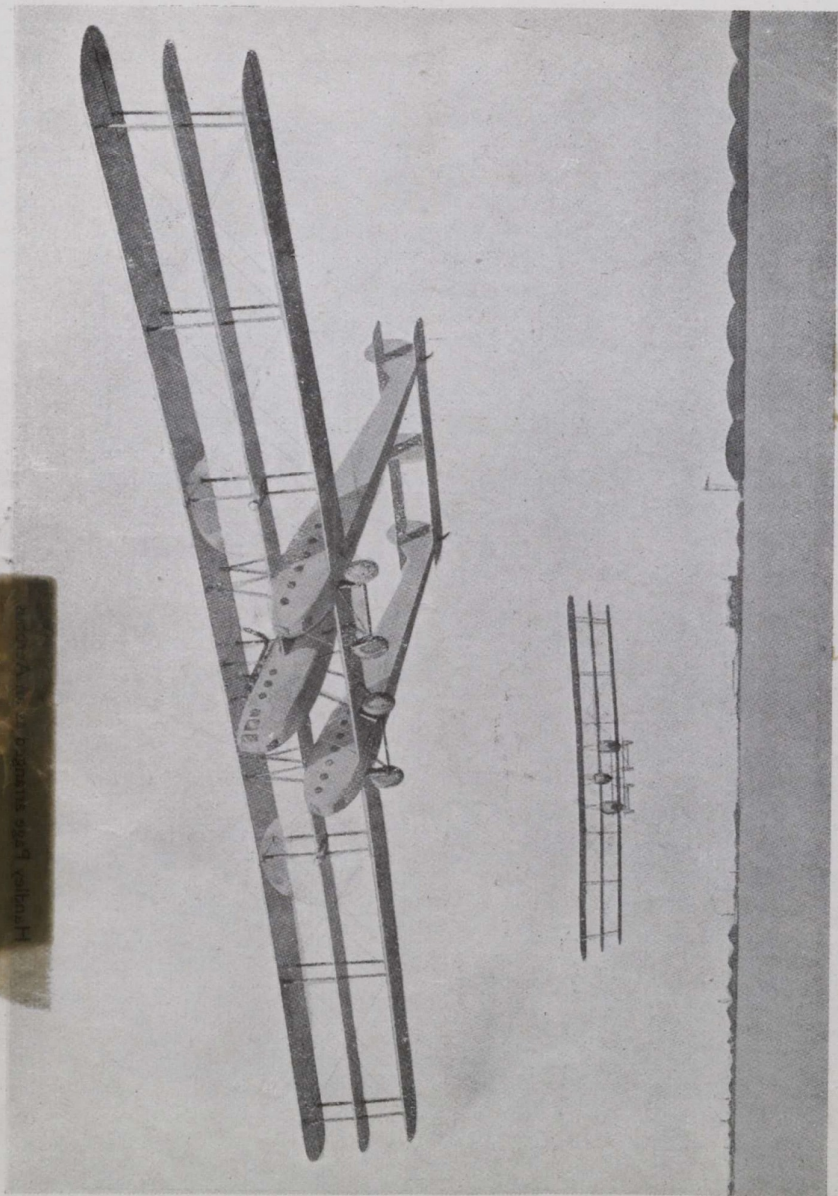
No. 1.
The "Silver Star," a Handley Page Passenger Machine in the service of the Royal Air Force, ready for flight.



No. 2.
One of the Cabins of the "Silver Star."



No. 3
The fuselage of a *Mauborgne* arranged in *Mauborgne*. Part of the near side removed to show the interior.



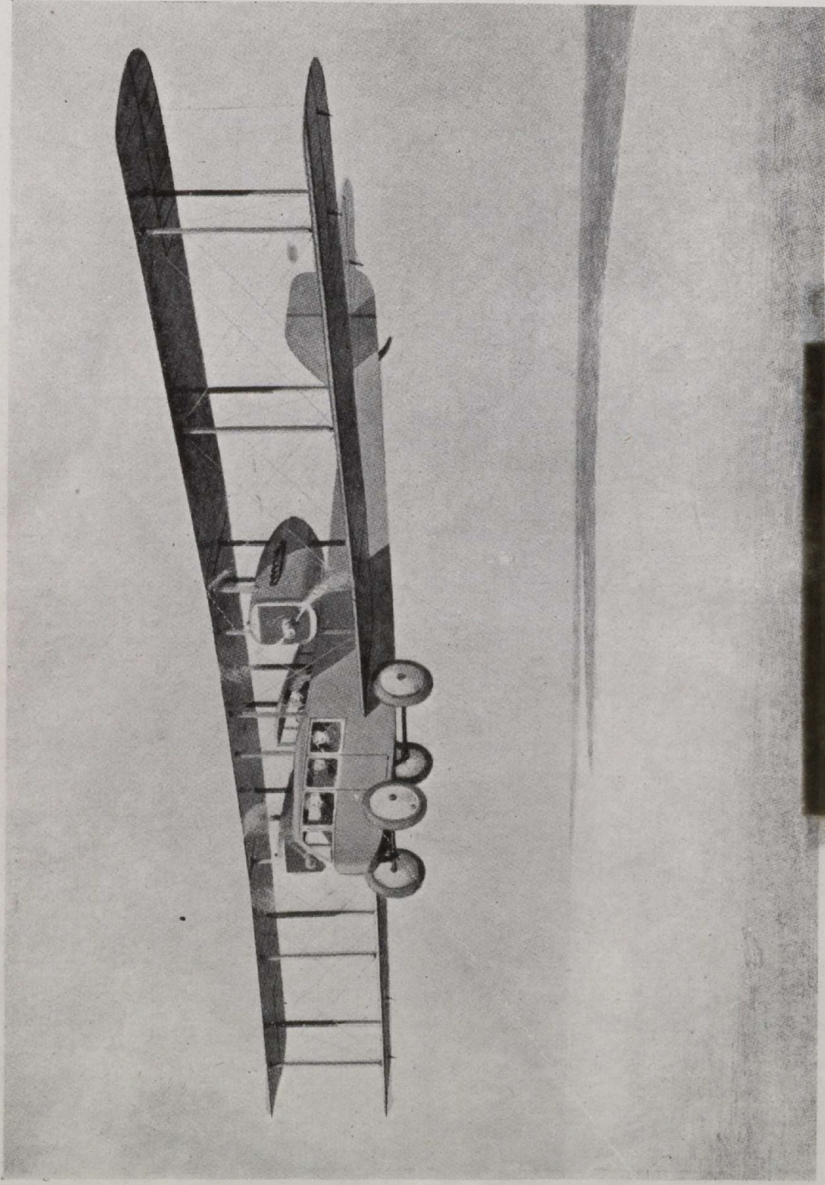
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No. 4.
A Twenty-four Seater Passenger Aeroplane of the Grahame-White Company.



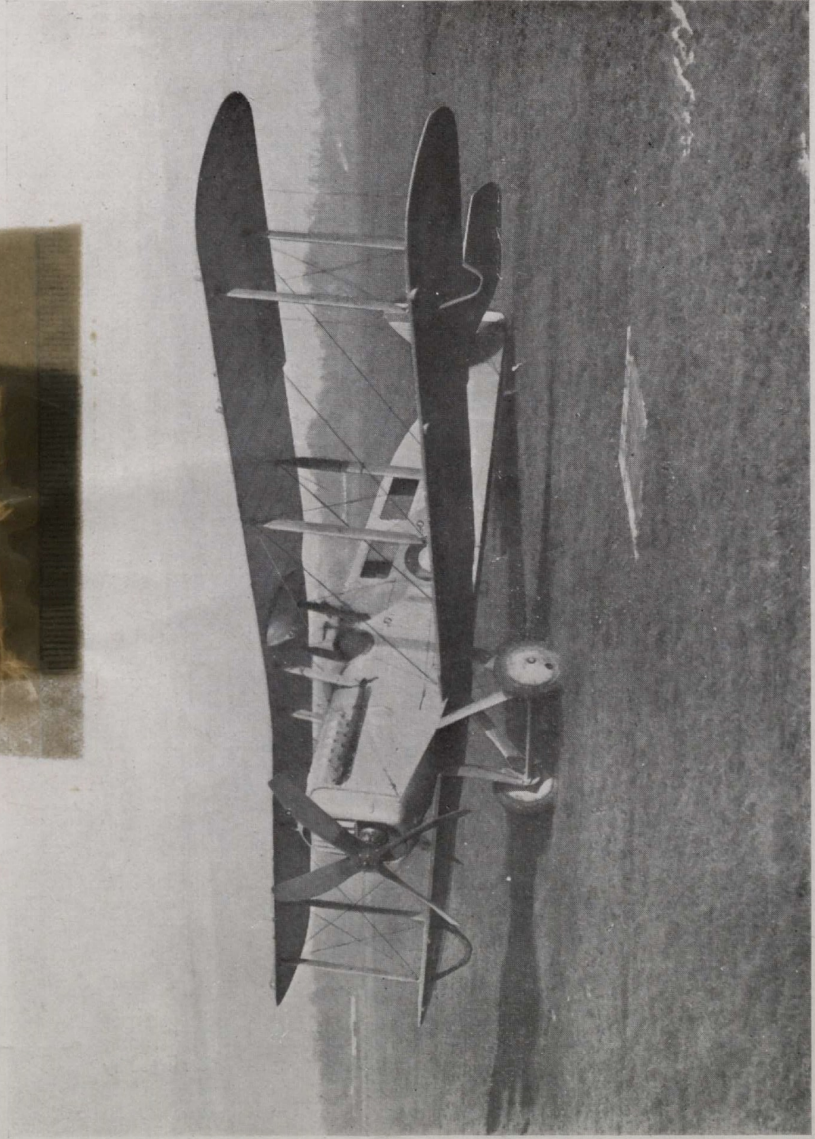
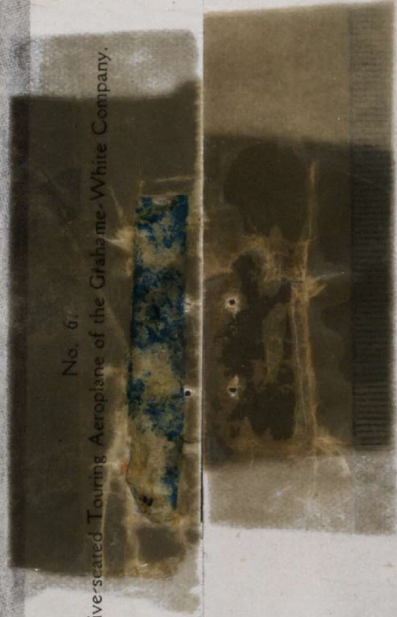
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No. 5.
View of one of the Compartments of the Grahame-White Twenty-four Seater. Each Compartment accommodates Twelve Passengers.



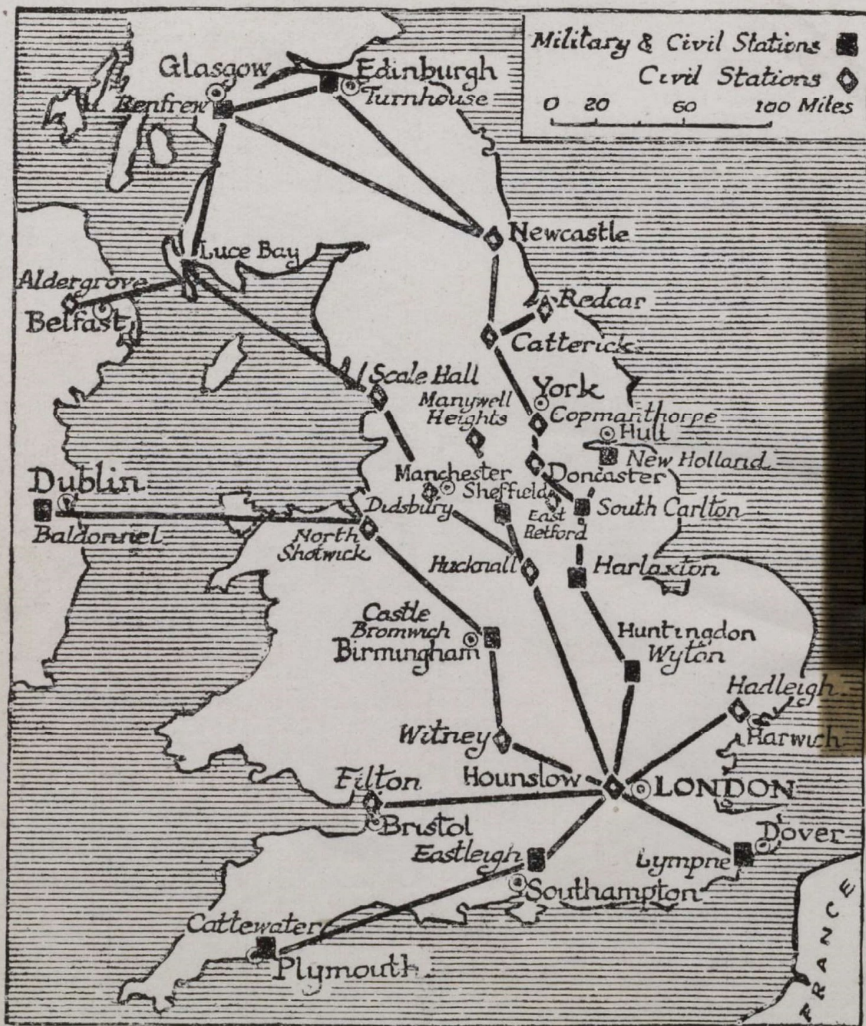
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No. 6.
A Five-seater Touring Aeroplane of the Grahame-White Company.



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No. 7.
The Aircraft Manufacturing Company's new high-speed Aeroplane for two passengers, fitted with a 360 h. p. Rolls-Royce engine.
Speed 130 miles an hour.



Map of Air Routes and Landing Places in Great Britain, as temporarily arranged by the Air Ministry for civilian flying.

OFFICES OF THOS. COOK & SON.

Chief Office: Ludgate Circus, London, E.C.4. *Telegraphic Address:*
COUPON.

LONDON BRANCH OFFICES:— *Tel. Add.*
CITY 99, Gracechurch St., E.C.3. Tourville

WEST
END 81, Cheapside
99, Leadenhall
38 and 39, Pall Mall
21, High Street, S.W.
125, Pall Mall, S.W.
Victoria St. 0-1, 10-11, 12-13

WEST END 86, Oxford St., W.1 Touravista
416, Oxford St., W.1 (Selfridge's)
W.C. Forecourt, Charing Cross Terminus,
W.C.2 [W.C.2.
Holborn, W.C.1
St. Pancras Station, N.W.1
New Road, S.E.18
1st Avenue (open from 9 a.m. till
12.30 p.m.); Russell (open from
2 p.m. till 5 p.m.); Grosvenor

PROVINCIAL OFFICES:—

BARROW-IN-FURNESS 61, Duke St. Coupon
BELFAST 47, Royal Ave. Coupon
BIRMINGHAM Stephenson Pl. Coupon
52 & 54, Corporation St. Emigration
*BLACKBURN 5, Railway Rd. Coupon
BOLTON 68, Deansgate Coupon
BRADFORD 41, Market St. Coupon
BRIGHTON 81, King's Rd. Coupon
BRISTOL 10, Clare St. Coupon
†BURNLEY 92, St. James St. Coupon
CARDIFF 2, Duke St. Coupon
†CHELSEA 365, High St. Coupon
DUBLIN 118, Grafton St. Coupon
EDINBURGH 51, Princes St. Coupon
GLASGOW 83, Buchanan St. Coupon
*GLoucester The Cross Coupon
HULL 5, Carr Lane Coupon

AMERICAN AND CANADIAN OFFICES:—

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Chief Office 245, Broadway Coupon
Branch Office 561, Fifth Ave. Coupon
BOSTON 336, Washington St. Coupon
CHICAGO 117, North Dearborn St. Coupon

CONTINENTAL AND EASTERN OFFICES:—

AMSTERDAM 10, Vijgendam Cook
Amstel Hotel
ATHENS Place de la Constitution Cook
BARCELONA 10, Calle de Fontanella Cook
BERGEN (Norway) 68, Kong Oskars Gade
Cook, Bergen
BEYROUT Nr. Hotel d'Orient Cook
BOMBAY Cook's Bldg, Hornby Rd. Coupon
BRUSSELS 41, Rue de la Madeleine Cook
CALCUTTA 9, Old Court House St. Coupon
†CANNES 5, Rue Marechal Foch Coupon
CHRISTIANIA 26, Carl J. Gade (Egerstorvet) Cook
COLOGNE 1, Dombhof Cook
COLOMBO Grand Oriental Hotel Coupon
Buildings, York St.
COPENHAGEN 26, Kongens Nytorv Cook
DELHI 4, Kasimir Gate Coupon
FLORENCE 10, Via Tornabuoni Cook
GENEVA 96, Rue du Rhone Cook
GENOA 17, 19, 21, Piazza della Merit-
diana Cook
GIBRALTAR 56, Main St. Cook
HONG KONG Desvieux Rd. Coupon
JERUSALEM David St. Cook
LANSANNE 16, Place St. François Cook
LISBON 52-54, Rua Aurea Cook
LUGERNE Schwaneplatz Cook

SOUTH AFRICAN OFFICES:—

CAPE TOWN 30, Strand St. Coupon
DURBAN Smith St. Coupon

AUSTRALASIAN OFFICES:—

AUCKLAND MELBOURNE.
OFFICES OF THOS. COOK & SONS (EGYPT), LTD.:—
ALEXANDRIA 2, Rue Fouad Premier Cook
CAIRO Nr. Shepherd's Hotel Cook

LEEDS 55, Boar Lane Coupon
LEICESTER Galloway Gate Coupon
LIVERPOOL 49, Lord St. Coupon
MANCHESTER 77, Market St. Coupon
Midland Hotel Cook's Midotel
NEWCASTLE-ON-TYNE 2, Northumberland St. (corner
of New Bridge St.) Tourist
NOTTINGHAM 16, Clumber St.
OLDHAM 110, Yorkshire St.
ROCHDALE 82, Drake St.
SHEFFIELD 31, Fargate Coupon
SOUTHAMPTON 32, Oxford St. Coupon
SUNDERLAND 13, Fawcett St.
WOLVERHAMPTON 22, Lichfield St. Coupon
YORK 38, Coney St.

LOS ANGELES. 515, South Spring St. (Alex- andria Hotel) Coupon

MONTREAL 530, St. Catherine St. West Coupon
PHILADELPHIA 225, South Broad St. Coupon
SAN FRANCISCO 53, Post St. Coupon
TORONTO 1, Traders' Bank Bldg., 65, Yonge St.

LUGANO 8, Quai Vincenzo Veia Coupon
MADRID 30, Calle del Arenal Cook
Palace Hotel
MALTA 308, Strada Reale, Valetta Cook
MANILA Manila Hotel Coupon
MARSEILLES 118, Rue Noailles Coupon
†MENTONE 22, Avenue Felix Faure Coupon
MILAN 7, Via A. Manzoni Cook
MONTREUX Arcades du National, Bon
Port Cook
NAPLES Galleria Vittoria, Via Chiaia
none
NICE 13, Promenade des Augustins Coupon
PARIS 1, Place de l'Opéra Coupon
101, Avenue des Champs
Elysees Cookelis
Compound
RANGOON Phayre St. Coupon
ROME Piazza Esedra 54, Rome (2.2) Cook
SHANGHAI 15, The Bund Coupon
STOULON 5, Place de la Liberté Coupon
VENICE Piazza del Leoncini Cook
YOKOHAMA 32, Water St. Coupon
ZURICH 2, Fraumünsterstrasse, Burkli
Platz Cook

JOHANNESBURG Sacke's Buildings, Joubert St.
Coupon

WELLINGTON, &c.

SYDNEY.

OFFICES OF THOS. COOK & SONS (EGYPT), LTD.:—

LONDON Ludgate Circus Neptis
PORT SAID Chareb Sultan Hussein Cook

* Open on Mondays, Wednesdays and Fridays only.
† Closed 31st to November.

‡ Open on Tuesdays, Thursdays and Saturdays only.
§ Open on days Orient Line steamers leave for Australia or arrive from Naples.