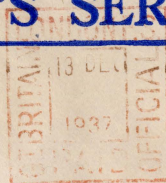
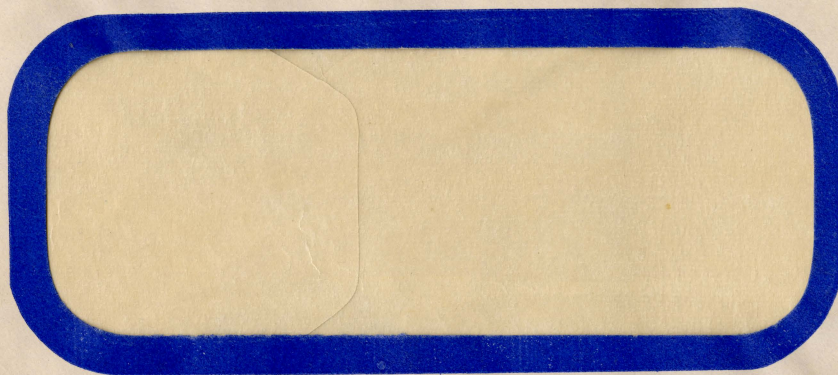


ON HIS MAJESTY'S SERVICE



BRITISH INDUSTRIES FAIR
1938 FEB TO MAR
21 4
LONDON & BIRMINGHAM



If undelivered return to
Department of Overseas Trade,
(British Industries Fair),
35, Old Queen Street,
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Useful
INFORMATION

FOR INTENDING
VISITORS TO THE

**BRITISH
INDUSTRIES
FAIR**

1938

LONDON

Feb. 21 - Mar. 4

BIRMINGHAM

Feb. 21 - Mar. 4

Pr. 119/37. L.P.

The World-wide Organization of THOS. COOK & SON, LTD.

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125, Pall Mall, S.W.1 ('Phone: Whitehall 1911)	Allotments
Simpson (Piccadilly), Ltd., 203-206, Piccadilly, W.1 ('Phone: Grosvenor 4000)	—
10, Sloane Street, S.W.1 ('Phone: Sloane 4190)	Sloanocook
21, High Street, Kensington, W.8 ('Phone: Western 1083)	Viandante
210, Church Street, Notting Hill Gate, W.8 ('Phone: Bayswater 3223)	Nothilcook
15a, Orchard Street, W.1 ('Phone: Welbeck 1273-4)	—
86, Oxford Street, W.1 ('Phone: Museum 2805-6)	Touravista
122, High Holborn, W.C.1 ('Phone: Holborn 4217)	—
Australia House, Aldwych, W.C.2 ('Phone: Temple Bar 9097)	—
377, Strand (opposite Savoy Hotel), W.C.2 ('Phone: Temple Bar 8773)	Agstrancoo
Charing Cross Station (Strand) Forecourt, W.C.2 ('Phone: Whitehall 9154)	—
Ludgate Circus (108, Fleet Street), E.C.4 ('Phones: Central 2166, 2167 and 2168—the latter for Banking business)	Tourocooks
81, Cheapside, E.C.2 ('Phone: Metropolitan 2047)	Cookbook
98-99, Gracechurch Street, E.C.3 ('Phone: Mansion House 4466)	Tourelle
100, Leadenhall Street, E.C.3 ('Phone: Avenue 5741)	Leadecook
30, Mincing Lane, E.C.3 ('Phone: Mansion House 0613)	—
Salisbury House, London Wall, E.C.2 ('Phone: Metropolitan 7447)	Cookanko
Euston Road (front of St. Pancras Station), N.W.1 ('Phone: Terminus 3463)	—

Also in the following Hotels:—

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GREAT BRITAIN AND IRELAND—continued.

	Tele. Add.
BIRMINGHAM.—124, New Street ('Phone: 1257/9 Midland)	Coupon
BLACKBURN.—5, Railway Road ('Phone: 5970)	—
BOLTON.—9, Victoria Square ('Phone: 169)	—
BOURNEMOUTH.—67, Old Christchurch Road ('Phone: 4808)	Coupon
BRADFORD.—19, Market Street ('Phone: 8144)	Coupon
BRIGHTON.—Bostel House, West Street ('Phone: 4363)	Coupon
BRISTOL.—23, Baldwin Street ('Phone: 21725)	Coupon
BURNLEY.—16, Standish Street ('Phone: 2633)	—
CARDIFF.—28, High Street ('Phone: 1256)	Coupon
CHELTENHAM.—21, Promenade ('Phone: 2455)	Coupon
DUBLIN.—118, Grafton Street ('Phone: 21306)	Coupon
EASTBOURNE.—15, Terminus Road ('Phone: 2531)	Coupon
EDINBURGH.—54, Princes Street ('Phone: 25152/3)	Coupon
GLASGOW.—83, Buchanan Street ('Phone: Glasgow Central 7505-6); also in Central Hotel	Coupon
GLOUCESTER.—51, Eastgate Street ('Phone: 2037)	Coupon
HANLEY (STOKE-ON-TRENT).—8, Fountain Sq. ('Phone: Stoke-on-Trent 2855)	Coupon
HULL.—5 Carr Lane ('Phone: 35309)	Coupon
LEEDS.—55, Boar Lane ('Phone: 29071)	Coupon
LEICESTER.—Gallowtree Gate ('Phone: 20268-9)	Coupon
LIVERPOOL.—49, Lord Street ('Phones: Bank 5040-41-42 for Travel business; 151 for Banking and Exchange; 5388 for Baggage business)	Coupon
MANCHESTER.—79, Market Street ('Phone: Deansgate 3082)	Coupon
14, Oxford Street ('Phone: Central 3186-7)	Cookbook
Victoria Bridge (opp. Cathedral) ('Phone: Blackfriars 1733)	—
Midland Hotel ('Phone: Central 3186-7)	Cooks Midotel
NEWCASTLE-ON-TYNE.—2, Northumberland Street ('Phone: 22464-5)	Tourist
NORWICH.—46, London Street ('Phone: 2762)	—
NOTTINGHAM.—16, Clumber Street ('Phone: 40371-2)	Coupon
OLDHAM.—110, Yorkshire Street ('Phone: Main 4137)	—
PLYMOUTH.—16, George Street ('Phone: 4324)	—
Also at Millbay Pier.	Coupon
PORTSMOUTH.—60, Elm Grove, Southsea ('Phone: Portsmouth 6948)	Coupon
ROCHDALE.—55, Drake Street ('Phone: 2835)	—
SHEFFIELD.—31, Fargate ('Phone: 22930)	Coupon
SOUTHAMPTON.—186, Above Bar Street (not for Baggage business). ('Phone: 6291-2)	Coupon
31, Oxford Street (Banking and Baggage—'Phone: 3802)	Coupon
SUNDERLAND.—56, Fawcett Street ('Phone: 56191)	—
TILBURY.—Thos. Cook & Son (Bankers) Ltd. (Banking and Exchange only). ('Phone: Tilbury 363)	—
WOLVERHAMPTON.—32, Lichfield Street ('Phone: 23063)	Coupon
YORK.—38, Coney Street ('Phone: 2486)	—

FRANCE

AIX-LES-BAINS.—Square du Temple de Diane. (Summer only)	Sleeping
Agence Générale, E. Caola and S. Jarrier, 2, Rue Davat. (Winter only)	Generagenc
AMIENS.—29, Rue de la République	Sleeping
BIARRITZ.—1, Villa Larralde	Sleeping
BORDEAUX.—28-30, Cours de l'Intendance	Sleeping
and Place Gabriel (Palais de la Bourse)	—
CAEN.—124, Rue St. Jean	Sleeping
CANNES.—1, Promenade de la Croisette	Sleeping
CHAMONIX.—Avenue de la Gare (June 15—Oct. 1 and Dec. 15—Feb. 15)	Sleeping
CLERMONT-FERRAND.—42, Avenue des Etats Unis	Sleeping
DIJON.—3, Place Darcy	Sleeping

FRANCE—continued.

	Tele. Add.
JUAN-LES-PINS.—Banca Commerciale Italiana, Boulevard Wilson (July 1—Sept. 30 only.)	Sleeping
LE TOUQUET.—Casino de la Forêt (June 8—Sept. 30 only.)	Sleeping
LILLE.—78, Rue Nationale	Sleeping
LOURDES.—Bureau International des Pelerinages, 61, Rue de la Grotte. (Summer only.)	Sleehip
LYONS.—105, Rue de l'Hotel de Ville	Sleeping
Bureau du Nouvelliste, 14, Rue de la Charité	Nouvelliste
Information Office in Terminus Hotel.	—
MARSEILLES.—67, La Canebière	Sleeping
Ticket Office in Gare St. Charles	—
Bureau Marseillais de Voyages, 20, La Canebière	Marsleep
MENTONE.—22, Av. Felix Faure	Sleeping
MONTE CARLO.—Avenue de Monte Carlo	Sleeping
MULHOUSE.—4, Rue du Sauvage	Sleeping
NANTES.—6, Place Royale	Sleeping
NICE.—5, Promenade des Anglais	Sleeping
Ticket Offices, 13, Place Masséna, and in Station	Massleep
PARIS.—2, Place de la Madeleine	Coupon
14, Boulevard des Capucines (Hotel Scribe)	Sleeping
118, Avenue des Champs-Élysées	Champsleep
Hotel Moderne, 8 bis, Place de la République	Repsleep
62, Rue du Bac	Gausleep
21, Boulevard Haussmann	Extecomexe
Ticket Offices: Grand Hotel; Gares de l'Est, du Nord, d'Orsay, de Lyon	—
ST. ETIENNE.—12, Rue Gérentet	Sleeping
SAINT-JEAN DE LUZ.—82, Rue Gambetta. (Summer only.)	Sleeping
STRASBOURG.—30, Place Kléber	Sleeping
TOULON.—25, Avenue Vauban. (Only open on days Orient Liners leave or arrive)	Sleeping
TOULOUSE.—42 bis, Rue d'Alsace Lorraine	Sleeping
TOURS.—76, Rue Nationale	Sleeping
VICHY.—At the Casino (May—Oct. 15 only.)	Sleeping

GERMANY

BERLIN.—35, Unter den Linden	Cook
40, Unter den Linden, N.W.7	Sleeping
17, Kurfurstendamm	Zoosleep
COLOGNE.—1, Domhof	Cook
Ticket Office in Central Station	Wagolits
FRANKFURT-ON-MAIN.—27, Kaiserstrasse	Cook
HAMBURG.—Cook's Special Correspondents: Weltreisebureau Union G.m.b.H., 7, Alsterdam	Coupon
MUNICH.—Cook's Special Correspondents: Amtliches Bayerisches Reisebureau, 12, Ritter von Epp-Platz	Weltreisen

ITALY

ABBAZIA.—Bagno Savoia, Corso Vittorio Emanuele III. (Summer only.)	Sleeping
BRINDISI.—Hotel International	Sleeping
FLORENCE.—7, Via Tornabuoni. Ticket Office in New Station	Sleeping
GENOA.—Palais de l'Hotel Colombia, Via Balbi (Casella Postale 438)	Sleeping
Maritime Station (tickets only, on arrival and departure of steamers)	—
MILAN.—6, Via Manzoni	Sleeping
And in Station	—
NAPLES.—19-22, Via Partenope	Sleeping
Ticket Office in Station.	—
PALERMO.—445-449, Via Roma	Sleeping
ROME.—9-11, Via Vittorio Veneto	Cook
93 Piazza San-Silvestro	Sleeping
SAN REMO.—2, Via Vittorio Emanuele	Sleeping

ITALY—continued.

TAORMINA.—108, Corso Umberto (Winter only.)	Sleeping
TRIESTE.—Piazza Unità 2	Sleeping
Gare Maritime (on arrival of steamers)	—
TURIN.—2, Via S. Teresa	Sleeping
VENICE.—Piazzetta dei Leoncini (P.O. Box 760)	Sleeping
VENTIMIGLIA.—Kiosk in Station	—

SWITZERLAND

BASLE.—6, Centralbahnplatz	Sleeping
Aeschenvorstadt 71 (Shipping and Forwarding only.)	Cook
BERNE.—2, Spitalgasse	Sleeping
GENEVA.—4, Rue du Mont-Blanc	Sleeping
Ticket Office in Gare de Cornavin.	—
INTERLAKEN.—Höheweg	Sleeping
LAUSANNE.—2, Avenue du Theatre	Sleeping
Office in the Station.	—
LUCERNE.—1, Haldenstrasse	Sleeping
LUGANO.—27, Quai Vincenzo Vela	Sleeping
MONTREUX.—Arcades du National, Bon Port (C.P. 284)	Sleeping
ST. MORITZ.—Hauptstrasse, 56	Sleeping
Ticket Office in the Suvretta House	—
ZURICH.—42, Bahnhofstrasse	Sleeping
And Central Station	—

AUSTRIA AND HUNGARY

BUDAPEST.—6, Vaczi Utca, Budapest IV	Sleeping
INNSBRUCK.—Hotel Tyrol	Sleeping
VIENNA.—Kärntnering, 11	Sleeping

BELGIUM

ANTWERP.—3, Place Teniers	Sleeping
BLANKENBERGHE.—Casino Municipal, Digue de Mer (June 1—Sept. 15 only.)	Sleeping
BRUSSELS.—17, Place de Brouckère	Sleeping
"Au Bon Marché"	Bonsleep
155, Rue de la Loi	Resleep
GHENT.—30, Place d'Armes	Sleeping
KNOCKE-SUR-MER/LE ZOUTE.—115, Digue de Mer. (June 8—Sept. 15 only.)	Sleeping
LIEGE.—19, Rue du Pont d'Avroy	Sleeping
NAMUR.—19, Rue de Bruxelles	Sleeping
OSTEND.—43, Promenade Albert I (June 1—Sept. 30 only.)	Sleeping

CZECHOSLOVAKIA

CARLSBAD (KARLOVY VARY).—16, Muhlbrunnenstrasse	Sleeping
PRAGUE.—26, Prikopy	Sleeping

HOLLAND

AMSTERDAM.—10, Vijgendam, Amsterdam C.	Sleeping
Amstel Hotel	—
THE HAGUE.—17, Hoogstraat	Sleeping

NORWAY, SWEDEN, AND DENMARK

COPENHAGEN.—1, Vesterbrogade, Palais de l'Industrie	Sleeping
Office in the Central Station (Kiosk G.)	—
Ticket Office in the Hotel d'Angleterre, Kongens Nytorv, 34	Angsleep
OSLO.—Continental Building, 24-26, Stortingsgaten (P.O. Box 745)	Sleeping
STOCKHOLM.—16, Gustav Adolfs Torg	Sleeping

Being desirous of visiting the British Industries Fair in London and/or Birmingham, will you please give me information upon the following points:—

Date	Cost of journey from	Single fare £	; Return fare £	Steamer	Period
	to				
				Rail	
				Bedrooms required	
				Grade of Hotel	
				Hotel Accommodation	
				Specify here any other requirements	

PLEASE WRITE CLEARLY

POLAND

CRACOW.—12, Rue Slawkowska	Sleeping	Tele. Add.
GDYNIA.—7, Rue Pierackiego	Sleeping	
KATOWICE.—9, Rue Dyrekcyjnie	Sleeping	
LODZ.—68, Rue Piotrowska	Sleeping	
LWOW.—15, Place Halicky	Sleeping	
POZNAN.—12, Bronislawa Pierackiego ..	Sleeping	
STOLPCE.—In the Station	Sleeping	
WARSAW.—Hotel Bristol; Krakowskie Przedmiescie, 42-44	Sleeping	
Kiosk in the Principal Station	—	

SPAIN AND PORTUGAL

ALGECIRAS.—Puerto	Sleeping
BARCELONA.—8-10, Paseo de Gracia	Sleeping
BILBAO.—8, Calle Hurtado de Amezaga ..	Sleeping
ESTORIL.—Estoril Parc	Sleeping
GRANADA.—5, Plaza Nueva	Sleeping
IRUN.—Ticket Office in the Station	—
LISBON.—87c, Rua do Carmo	Sleeping
Quay (tickets only, on arrival of steamers) ..	—
MADRID.—27, Calle de Alcalá	Sleeping
Palace Hotel	—
MALAGA.—20, Calle de Strachan	Sleeping
OPORTO.—Palacio da Nacional, Praca da Liberdade ..	Sleeping
PALMA.—5-7, Plaza de la Constitucion ..	Sleeping
SAN SEBASTIAN.—2, Calle Andia	Sleeping
SEVILLE.—12, Avenida de la Libertad ..	Sleeping
VALENCIA.—Av. Nicolas Salmeron 7	Sleeping
VIGO.—46, Calle Policarpo Sanz	Sleeping

YUGOSLAVIA, ROUMANIA, BULGARIA, TURKEY (EUROPEAN) AND GREECE

ANKARA.—49, Anafartalar Djadessi	Sleeping
ARAD.—Palatul Minoritilor, Bulevardul Regina Maria ..	Sleeping
ATHENS.—7, Place de la Constitution	Sleeping
BEOGRAD (Belgrade).—1, Rue Kolarceva	Sleeping
Ticket Office in the Station	—
BRASOV.—61, Strada R. Carol I	Sleeping
BUCHAREST.—Calea Victoriei No. 39	Sleeping
177, Calea Grivitei	Grivasleep
23, Strada Lipsicani	Lipscasleep
CERNAUTI.—1, Str. Iancu Flondor	Sleeping
CHISINAU.—Bulevardul Regele II, No. 69 ..	Sleeping
CLUJ.—18, Piata Unirei	Sleeping
CONSTANTZA.—11, Piata Independentei ..	Sleeping
CRAIOVA.—Calea Unirei, 54	Sleeping
GALATZ.—38, Strada Domneasca	Sleeping
ISTANBUL.—Galata: Köprübasi	Sleeping
Ticket Office: 259, Istiklal Djadessi, Beyoglu ..	—
JASSY.—1, Piata Unirei	Sleeping
ORADEA-MARE.—2, Bulev. Regele Ferdinand ..	Sleeping
PLOESTI.—6, Strada M. Cogalniceanu	Sleeping
SALONIKA.—1, Rue Roi Constantin	Sleeping
SIBIU.—13, Strada Regina Maria	Sleeping
SOFIA.—Kniaz Boris 2	Sleeping
TIMISOARA.—Bulevardul Regele Ferdinand, Pal. "Banicle Banatene Unite"	Sleeping
VARNA.—8, Boulevard Slivnitsa	Sleeping
ZAGREB.—Jelatchitchev Trg., 13	Sleeping
Ticket Office in the Station	—

LATVIA, LITHUANIA AND ESTONIA

KAUNAS (Kovno).—56, Laisvies Allee	Sleeping
RIGA.—Kalku Iela 1	Sleeping
Ticket Office in the Station	—
TALLINN (Reval).—Mundi 1, Raekojaplats ..	Sleeping

GIBRALTAR AND MALTA

GIBRALTAR.—56, Main Street (P.O. Box 190) ..	Cook	Tele. Add.
MALTA.—25, Strada Mezzodi, Valletta	Cook	

ASIA

PALESTINE, SYRIA, IRAQ AND PERSIA

JERUSALEM.—Julian's Way (P.O. Box 593) ..	Coupon
HAIFA.—Allenby Street (P.O. Box 273) ..	Coupon
ALEPPO.—Rue Gul Ab	Sleeping
BEIRUT.—Rue Allenby (B.P. 85)	Sleeping
BAGHDAD.—Al Rashid Street (opposite Maude Bridge) (P.O. Box 12)	Coupon
TEHRAN.—Avenue Ferdowsi 76-79	Wagolits

INDIA, BURMA, CEYLON AND MALAYA

BOMBAY.—Hornby Road (P.O. Box 46)	Coupon
Also at Taj Mahal Hotel	—
CALCUTTA.—4, Dalhousie Sq. East (P.O. Box 26) ..	Coupon
COLOMBO.—Lloyds Building, Prince Street ..	Coupon
DELHI.—4, Kashmir Gate	Coupon
LAHORE.—46, The Mall (P.O. Box 179)	Coupon
MADRAS.—4-5, First Line Beach, George Town ..	Coupon
RANGOON.—102, Phayre Street (P.O. Box 78) ..	Coupon
SIMLA.—The Mall (P.O. Box 8)	Coupon
SINGAPORE.—39, Robinson Road	Coupon

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HONG KONG.—Queen's Building (opposite Star Ferry Pier) (P.O. Box 38)	Coupon
KOBE.—Oriental Hotel (P.O. Box 398)	Coupon
PEIPING (PEKING).—Grand Hotel de Pekin	Coupon
SHANGHAI.—119, Nanking Road (P.O. Box 519) ..	Coupon
TIENTSIN.—63, Victoria Road	Coupon

MANCHUKUO

HARBIN (Kharbine).—	
Harbin Pristane, 60, Kitaiskaya Street	Sleeping
Harbin New Town, 6, Soongary Pr.	Sleeping
Harbin Foudziadine, 15, Glavnaya Street	—
Kiosk in the Station	—
MANCHOULI.—In the Station	Sleeping

AFRICA

EGYPT AND THE SUDAN

ALEXANDRIA.—2, Rue Fouad I (P.O. Box 185) ..	Cook
At the Station	Wagolits
ASWAN.—Grand Aswan Hotel (Winter only) ..	Cook
Sudan Government Railways Building	Wagolits
CAIRO.—Near Shepherd's Hotel	Cook
Shepherd's Building	Sleeping
KHARTOUM.—Grand Hotel (Winter only)	—
LUXOR.—Near Winter Palace Hotel (Winter only) ..	Wagolits
At the Station	Cook
PORT SAID.—15, Rue Sultan Hussein	—

ALGERIA, MOROCCO, TUNISIA

ALGIERS.—61, Rue d'Isly	Sleeping
CONSTANTINE.—13, Rue Georges Clemenceau ..	Sleeping
ORAN.—Place de la Bastille (Immeuble Melenotte) ..	Sleeping
CASABLANCA.—Rue de l'Horloge	Sleeping
FEZ.—122, Boulevard Poeymirau	Sleeping
OUJDJA.—Ticket Office in Hotel Terminus, Nouvelle Ville	—
RABAT.—In the Station (Ville)	Sleeping

ALGERIA, MOROCCO, TUNISIA—continued.

TANGIER.—Rue du Statut (Consulat Général de France) ..	Sleeping	Tele. Add.
Ticket Office on Wharf	—	
TUNIS.—65, Avenue Jules Ferry	Sleeping	

ANGOLA AND THE BELGIAN CONGO

LOBITO.—Post Box 187	Wagolits
ELISABETHVILLE.—Avenue Royale (P.O. Box 146) ..	Sleeping

KENYA COLONY

MOMBASA.—Opposite Klindini Post Office (Box 515) ..	Coupon
NAIROBI.—Stanley House, Hardinge Street (Box 1241) ..	Coupon

SOUTH AFRICA

CAPE TOWN.—30, Strand Street (Box 12)	Coupon
BULAWAYO.—Lorho House, Main Street (Box 961) ..	Coupon
DURBAN.—Mercury Lane, West Street (Box 33)	Coupon
JOHANNESBURG.—Corner of Fox and Loveday Streets (P.O. Box 4569)	Coupon
SALISBURY.—Stanley House, Stanley Avenue	Coupon

NORTH & SOUTH AMERICA

CANADA AND THE UNITED STATES

MONTREAL.—1455, Union Avenue	Coupon
TORONTO.—68, King Street West	Coupon
VANCOUVER (B.C.).—554, Granville Street	Coupon
BALTIMORE (Md.).—395, N. Charles Street	Coupon
BOSTON.—360, Boylston Street	Coupon
CHICAGO.—350, North Michigan Avenue	Coupon
Also in Drake Hotel	—
LOS ANGELES.—520, West 6th Street	Coupon
NEW YORK.—587, Fifth Avenue	Coupon
221, Broadway	Cooktravel
Waldorf-Astoria Hotel	Cookwaldof
PHILADELPHIA.—1735, Chestnut Street	Coupon
PITTSBURGH (Pa.).—Union Trust Building, Arcade (No. 145)	Coupon
SAN FRANCISCO.—318, Stockton Street	Coupon
WASHINGTON (D.C.).—812, Fifteenth Street, N.W. ..	Coupon

MEXICO

MEXICO CITY.—1, Avenida F. Madero	Wagolits
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SOUTH AMERICA

BUENOS AIRES (ARGENTINA).—602, Florida	Wagolits
LIMA (PERU).—Jiron Union 801	Wagolits
RIO DE JANEIRO (BRAZIL).—52, Avenida Rio Branco ..	Wagolits
SANTIAGO (CHILE).—1058, Agostinas	Wagolits

AUSTRALIA & NEW ZEALAND

AUSTRALIA

ADELAIDE.—National Mutual Building, 91, King William Street	Coupon
BRISBANE.—Hibernian Building, Adelaide Street ..	Coupon
MELBOURNE.—269, Collins Street	Coupon
PERTH.—22, Forest Place (Box L, 907)	Coupon
SYDNEY.—National Mutual Building, 350 George Street (3590S)	Coupon

NEW ZEALAND

AUCKLAND.—N.Z. Insurance Co.'s Buildings, Queen Street, C.I. (Box 24)	Coupon
CHRISTCHURCH.—150, Hereford Street (Box 648) ..	Coupon
WELLINGTON.—Corner of Featherston and Hunter Streets, C.I. (Box 1661)	Coupon