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B.O.A.C. offers air travellers a regular schedule of fast and frequent First and Tourist Class Services to and from the principal cities of 51 countries on all six continents: Europe; Canada and the U.S.A.; the Caribbean and South America; East, West, Central and South Africa; Egypt and the Middle East; India, Pakistan and Ceylon; Burma, Singapore and Thailand; Hong Kong, Indonesia, Japan and Australia.

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Flying is the simplest way of travelling about the world, but you will find the specialised knowledge and services of the Travel Agent invaluable. No amount of travel experience can replace his expert advice and assistance. Whenever and wherever you fly, consult the local B.O.A.C. Appointed Agent – he is there to help you.

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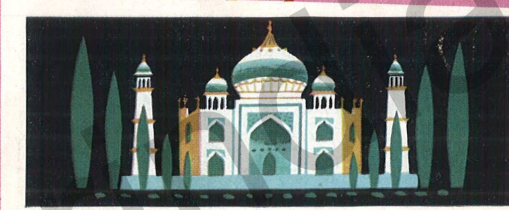
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India-Ceylon

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FLY TO India-Ceylon BY B.O.A.C.

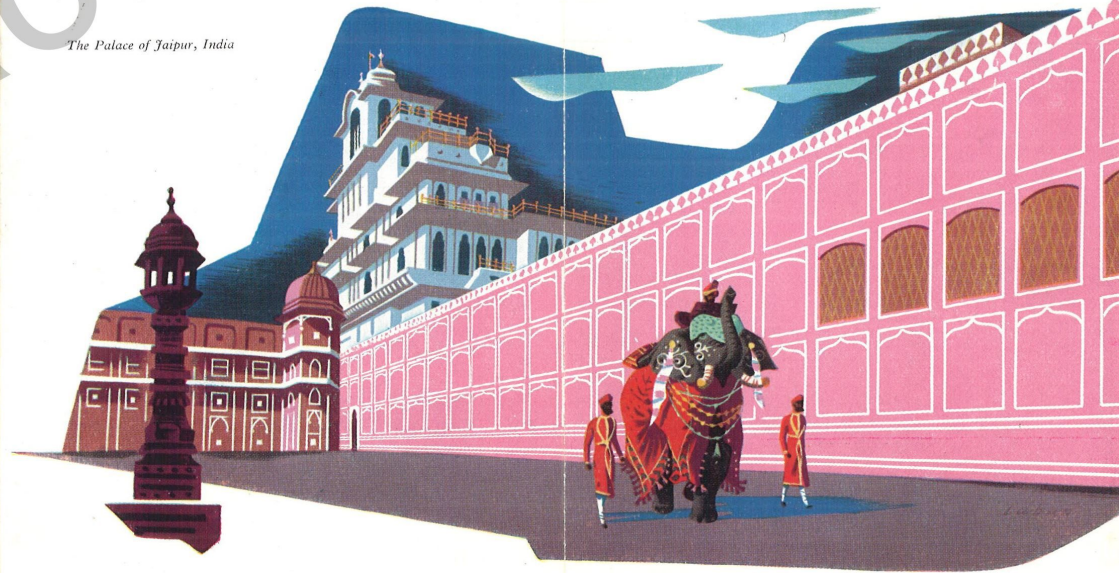
ONCE SURRENDER to the fascinations of these two great countries of the East and you'll want to return again and again. For here are some of the world's masterpieces of art and architecture – the magnificent heritage of centuries-old cultures and traditions.

Scattered throughout the vast expanse of India and in the Northern plains of Ceylon are the fabulous palaces and temples of bygone days – some seemingly untouched by time, others whose splendour in ruin is even more beautiful and impressive. In contrast

to this background of antiquity stand the great modern cities – New Delhi, Bombay, Calcutta, Madras, Colombo . . . with their fine public buildings, busy thoroughfares,

luxury hotels and prosperous business houses – symbols of the industrial and economic development which is taking place in these historic countries. Courteous, charming and friendly, the peoples of India and Ceylon welcome you to their hospitable shores, happy to entertain you, proud to share your enthusiasm for the delights of their lovely lands.

The Palace of Jaipur, India



India-Ceylon

FLY THERE BY B.O.A.C

INDIA, in the language of politics, is a single country. But to think of India as one country in anything *except* political terms is apt to be misleading. Her frontier, by land and sea, is over 7,000 miles long; within it you find climate, scenery and vegetation fully as diverse as those of Europe; people and customs, too – the population is over 350,000,000 strong and speaks 250 different languages – more, if you count the many dialects. You could spend a lifetime exploring India and never fear for a moment that you would run out of new things to see. High up on your list, of course, would be the Taj Mahal, called the supreme achievement of Indian architecture:

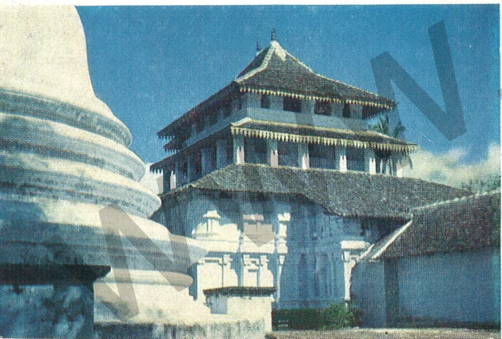
it stands reflected in a lake – dazzling white marble, covered with arabesques and precious stones; the burial place of Shah Jahan's favourite wife. Then, the Golden Temple of the Sikhs at Amritsar; and the Ajanta Caves – temples dating from before the birth of Christ; the white, almost translucent marble Diwan-i-Khas at Delhi; Akhbar's capital of Fatehpur Sikri; the pink stucco of Jaipur; the Jain temples at Calcutta . . . the charm of Rajput paintings, the amazing skill of Hindu sculpture . . . pilgrims bathing in the sacred Ganges at Banaras; the festival of Diwali . . . silks, brocades, embroideries; gold and silver; ivory, lacquer and precious stones; Indian music, Indian singing, Indian dancing . . . and, of course, all the sports of Europe. . . . What a lot of reasons there are for going to India!

CEYLON – “the Pearl of the East”, “the Isle of Delight” – how many terms of praise there are and how right that this should be so! Of what Nature can provide, Ceylon really has everything – golden beaches fringed with palm trees, coral lagoons,

Buddhist Shrine, Ceylon



The Birla Temple, New Delhi, India



The Temple of the Sacred Tooth, Kandy, Ceylon

mountains and hills, the lush luxuriance of tropical flowers – orchids, red rhododendrons and ribbon ferns . . . mongoose, porcupine, dugong . . . sunbirds, bulbuls, paroquets. . . . Go to fabulous Polonnaruwa and Anuradhapura, for centuries completely deserted and surrendered to the jungle – now places of pilgrimage. See the splendid baths, temples and dagobas of these “lost cities” and the thousand granite pillars which once supported the magnificent Brazen Palace, an edifice of nine storeys roofed with shimmering bronze. Climb the 2,000 steps of Mihintale; marvel at the 400-foot mass of sheer granite which is the impregnable fortress of Sigiriya. See the Temple of the Sacred Tooth at Kandy; watch the Kandy Perahera, with its procession of 51 gorgeously caparisoned elephants; feel the enchantment of the Kandyan drummers and dancers. Take your ease on the high plateau of Nuwara Eliya, famous for its “health-resort” climate . . . go sailing, fishing, swimming, racing; play golf, hunt big game . . . and try, if you can, to think of a place with more or more varied attractions.



The lower-deck lounge on a Luxury "Monarch"



Lunch aboard a "Coronet" Service

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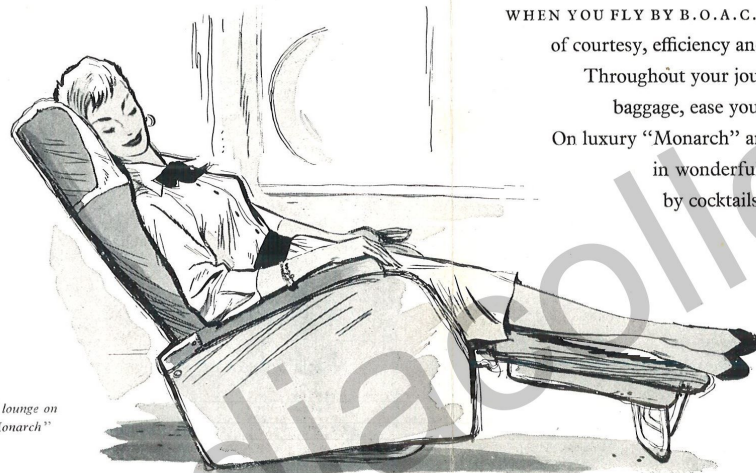
takes good care of you

WHEN YOU FLY BY B.O.A.C., you enjoy a standard of service famous the world over – a blend of courtesy, efficiency and friendliness with genuine concern for your well-being.

Throughout your journey, B.O.A.C. staff are always at hand, to take charge of your baggage, ease your way through the few formalities and, in flight, to anticipate your every wish. On luxury "Monarch" and "Majestic" Services you enjoy complete comfort and relaxation in wonderfully spacious surroundings. The cuisine is superb and the meals are preceded by cocktails, served with a choice of selected wines and rounded off by liqueurs.

Drinks from the well-stocked bar and light refreshments can be ordered at any time, while passenger amenities include books, magazines, newspapers, writing paper and playing cards. "Coronet" Tourist Class Services are operated to exactly the same standards of efficiency as First Class Services and the airliners in which you fly are maintained with the same scrupulous care and operated by the same competent and experienced aircrews.

Appetising meals and light refreshments, included in the cost of your ticket, are served in flight by the cabin staff and drinks at moderate prices are available. Fly by "Monarch" and "Majestic" Services for luxury air travel at its finest, by "Coronet" Tourist Services for unsurpassed value for money.



The B.O.A.C. "Slumberette"

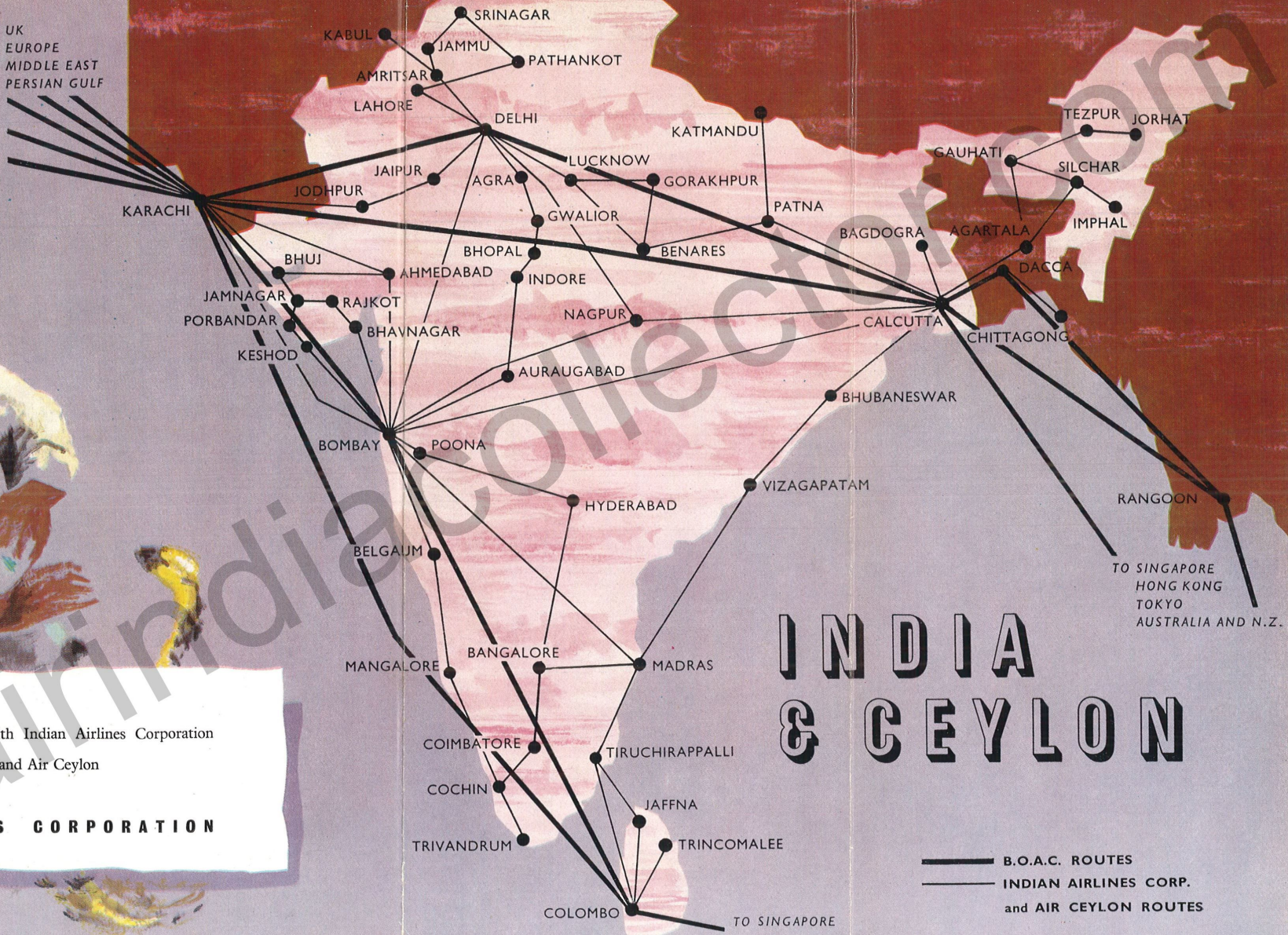
The Speedbird Fleet

THE BRITANNIA turbo-propeller airliner – the fastest, quietest and most spacious in the world – will come into service on B.O.A.C. routes during 1956. Progressively replacing the famous Constellation and Argonaut airliners, Britannias will provide "Majestic" Luxury and "Coronet" Tourist Class Services between Britain and Africa, and between Britain, the Middle East, the Far East and Australia. Magnificent double-decked Stratocruisers, with lower-deck lounge and sleeper accommodation on First Class Services, will continue to operate "Monarch" and "Majestic" Luxury Services and "Coronet" Tourist Class Services across the Atlantic.





TO UK
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PERSIAN GULF



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and Air Ceylon

BRITISH OVERSEAS AIRWAYS CORPORATION

INDIA & CEYLON

— B.O.A.C. ROUTES
— INDIAN AIRLINES CORP. and AIR CEYLON ROUTES

TO SINGAPORE
HONG KONG
TOKYO
AUSTRALIA AND N.Z.