

— THE IDEAL HOLIDAY

The "Eastern Counties" tours detailed in the following pages are designed to provide the maximum amount of pleasure and sightseeing in a short holiday. No attempt is made to cram overmuch travel into the available time, but a balanced programme offering a wonderful variety of scenery and entertainment is given. Tourists are also given adequate time to arrange additional outings to their own particular liking.

The routes of the tours are most carefully selected by experienced men, and the first-class hotels are chosen for their proven comfort, reliable service and for the excellence of their fare.

Study the tours described, make your selection and book as early as you can. Accommodation is limited!

THE EASTERN COUNTIES TOURING COACH

The main part of your holiday is spent in the coach itself. It is thus important that you should know as much as

possible about the care that is taken to ensure your comfort *en route*.

The coaches are specially designed and built for touring, the latest scientific springing and giant pneumatic tyres ensure smooth riding. Sunshine roofs provide adequate but non-draughty ventilation; roomy armchair seats allow for the longest legs. Ashtrays, luggage racks, rugs, etc., are all supplied for the convenience of passengers. The colour scheme of the coach is restful and, most important of all are the wide-vision windows and glass observation panels which ensure every passenger having a clear view of the country through which they pass.

The drivers are selected and specially trained men. They are skilled in safe driving, courteous and helpful. They are used to the work and know how to ensure maximum pleasure from the holiday for every passenger.