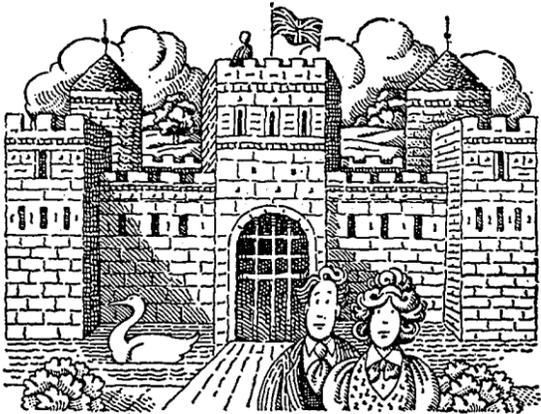


525 Castles & Palaces, \$15. Bed & Breakfast, \$13. Changing the Guard, free. Ploughman's lunch, \$1.95. 2 Magna Cartas, free.

That's what makes Britain great.



Mighty castles for mighty little.

If you've been saving up for a trip to Britain, here's good news. You can stop saving and start packing. Because you can vacation in Britain for a lot less than you might think. In fact, many of the major attractions in Britain are not just inexpensive, but free.

In addition to its many values, Britain gives you something that money can't buy—2,000 years of history.

Imagine spending the night in a 500-year-old inn (The New Inn, Pembridge, Herefordshire, for example). Or visiting a fortress dating back to 1097 (the Tower of London). Or standing where William the Conqueror stood. Or where Shakespeare wrote. Or where Thomas à Becket worshipped.

Low-cost lodging.

Even in this day and age you can still find decent accommodations in London for as little as \$35 (double), if you don't mind sharing a bathroom. And that price includes Continental



Bed & Breakfast. Good & Cheap.

breakfast. Send the coupon at the right for a list of 32 hotels offering these budget accommodations.

If you're travelling through the countryside, you'll find many charming inns. You'll also find B&B. That's Bed & Breakfast. You'll see it on signs outside homes and farmhouses all over Britain. It means that inside you can get a comfortable bed and a good breakfast for about \$13 a person.

In Scotland or Wales, you can rent a 3-bedroom furnished cottage for only \$173 a week for your whole family. That's less than \$25 a night.

Eating inexpensively.

At a typical London pub, a ploughman's lunch of bread, Cheddar cheese and pickled onions will run you about \$1.95, including a half-pint of beer. The hot dish of the day might cost you a trifle more. For dinner, have a heaping plate of fish and chips for about \$4.

In the countryside, the prices are even lower.

Back in London you might want to see a play. Seats can be had for around \$5. Compare that to Broadway.

Free sights that are priceless.

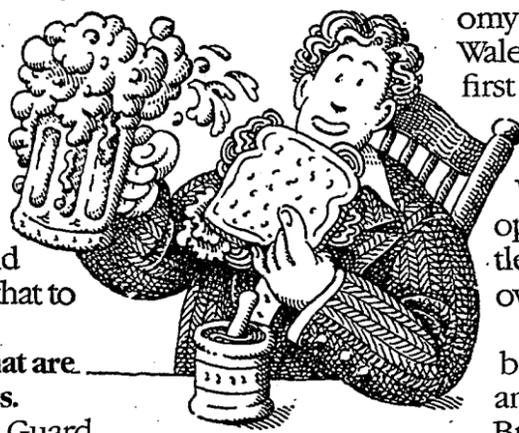
Changing the Guard, the Houses of Parliament, Portobello Road and Petticoat Lane, the British Museum (which has two of the four existing Magna Cartas, among other wonders), Westminster Abbey, the National and Tate Galleries, Hyde Park. All free.

Of course, some attractions do cost money. Admission to the Royal Botanical Gardens at Kew is 12¢.

Shopping for values.

Shetland pullovers are currently around \$15. A Marks and Spencer raincoat is \$54.

And at London's famous outdoor markets and flea markets all you need is a little money and a bit of savvy. You can strike a terrific bargain with a peddler on anything from antiques to zithers. The brochures we're offering have lots of shopping hints.



Fill up for \$1.95.

The low cost of getting around.

Travel London by tube (subway). Everybody does. It's quiet, convenient, comfortable and economical. So are the famous double-decker buses. A \$3 ticket bought from one of London Transport's offices will take you all over town. For \$3.50

you can take a 20-mile sight-seeing tour.

British Rail has some great deals on wheels with BritRail Passes. One plan allows you seven days of unlimited economy class travel in England, Scotland and Wales for just \$85. Senior citizens can travel first class for the same price.

And if you're thinking of travelling around, by all means buy an "Open-to-View" ticket from your travel agent. It opens the doors to more than 525 castles, stately homes and historic sites all over Britain. For just \$15.

To learn more, send for our free brochures. They're packed with values, and they'll help assure that your visit to Britain adds up to a trip that's memorable and affordable.



\$3 takes you high and low.



British Tourist Authority, c/o-17
Box 2900, Grand Central Station,
New York, NY 10017

Please send me your free "great value" brochures.

Name _____
(Please print clearly)

Address _____

City _____ State _____ Zip _____

BRITAIN
ENGLAND SCOTLAND WALES