



lower investment....higher income

There is one important man in every airline organization who is reserving his enthusiasm for *jetflight*. He nods approvingly at the Jetliner's smooth lines. He looks forward to air travel from which noise and vibration have disappeared. He knows that the speed and safety and serene luxury of *jetflight* are going to attract more passengers. But he is the comptroller. He wants to see the figures before he cheers.

The designers at AVRO Canada had

comptrollers and accountants in mind when they planned the Jetliner. Now, after long and arduous testing of the Jetliner's operation they have some figures that will interest the men who study the profit angle.

Far smaller requirements of spares and stores, less maintenance time, more passengers per flight, more flights per week . . . these are the indications that can be seen in the Jetliner's potential. Detailed studies of Jetliner operation are available.

*The AVRO Jetliner—
America's First Jet Transport*



A. V. ROE CANADA LIMITED

MALTON, ONTARIO

MEMBER OF THE HAWKER SIDDELEY GROUP