



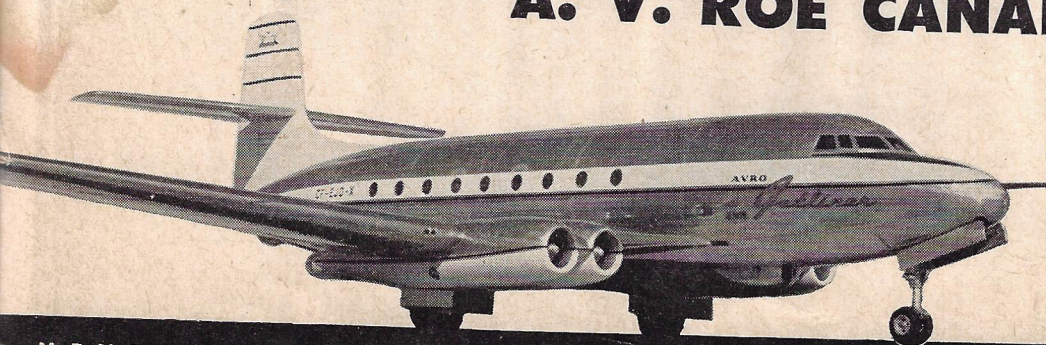
CREATED BY CANADIANS...

JUST FOUR YEARS AGO, announcing its name and objectives, AVRO Canada published its first advertisement. It was entitled "What's In The Air At Malton". Today the record-breaking Jetliner flashes a triumphant reply. Parallel with other ambitious projects AVRO brought the Jetliner from first rough designs to history-making first flight in less than four years. Today the Jetliner, a distinctive Canadian creation, begins to set the pattern of future air transport. There's plenty in the air at Malton now.

At AVRO Canada, in the design rooms, test labs, airframe and gas-turbine production bays and in test flight, more than 3,500 Canadians are working and planning to make aeronautical products *ahead* of world demand. Imaginative management and the hardheaded enthusiasm of designers, engineers and technicians have begun to realize some of the plans of four years ago . . . creating and building Canadian products to meet the challenge of the Jet Age.

A. V. ROE CANADA LIMITED

MALTON, ONTARIO



MEMBER OF THE HAWKER-SIDDELEY GROUP