



*It's no secret...* well, not a secret *you* can't share ...

their pleasant discovery is the habit of travelling the world in real *comfort*. By BOAC, of course. To get in on the secret, just book yourself a BOAC ticket. Step aboard a BOAC jetliner (*Comet 4* or jet-prop *Britannia*). Then relax and enjoy that "pampered" feeling which only BOAC's *personal* service can give you.

Whether you choose luxury travel or low-fare travel, it's *always* the finest value money can buy.

Once you're in the know, you'll fly BOAC every time.

*De Luxe, First Class, Tourist and Economy Class services. Consult your local BOAC Appointed Travel Agent or any BOAC office.*

ALL OVER THE WORLD

**B·O·A·C**

TAKES GOOD CARE OF YOU



B R I T I S H O V E R S E A S A I R W A Y S C O R P O R A T I O N