

# What makes discriminating operators prefer the Herald?



*powerful performance?*



*speedy ground-handling?*



*passenger appeal?*



*short-field capability?*



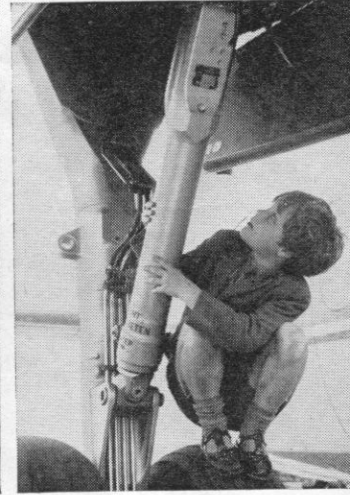
*low fuel-consumption?*



*56-seat capacity?*



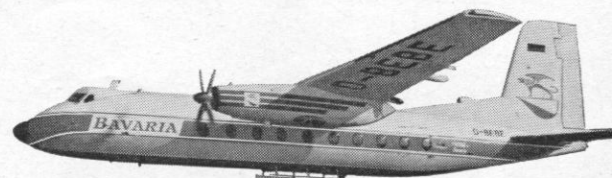
*easy handling-qualities?*



*servicing simplicity?*

The Herald is certainly popular with operators on all these counts. But you won't find the vital feature on the aircraft itself. Look in the airline's counting-house! Economics! . . . That's where the Herald scores over every other aircraft on busy regional services. Low basic price, lowest seat-mile-cost, outstanding operational versatility, high serviceability-record and a progressive-overhaul schedule—all these combine to make the Herald today's most profitable airliner for short/medium routes. It pays to choose Heralds!

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# Herald