

★ FOR AIR-MINDED CHAIRMEN AND DIRECTORS

Immediate action impresses your South American customers

IF AN URGENT PROBLEM arises in one of your South American markets, nothing will put matters right as effectively as a flying visit by you or one of your senior representatives. Immediate action of this sort enormously enhances prestige and goodwill with South American customers.

British South American Airways operate the most frequent, and therefore the most time-saving, service to important South American cities.

Emergency shipments — emergency treatment: B.S.A.A. give shipments of urgently needed goods — spare parts, for example, or consignments to meet seasonal sales — emergency speed of handling.

SPECIMEN FARES

From London to	Fares	
	Single	Return
Rio de Janeiro	£171 . 4	£308 . 3
São Paulo	£174 . 19	£314 . 18
Montevideo	£190 . 2	£342 . 4
Buenos Aires	£192 . 6	£346 . 3

Subject to alteration

Fast services also to Natal, Santiago, Lima, Barranquilla and the West Indies.

IT'S OFTEN CHEAPER TO SHIP GOODS BY AIR

Lower insurance charges and lower packing costs (most freight can be packed in cardboard cartons) mean that it is often cheaper to ship goods to South America by air than by sea.

Other economies are reduced warehousing costs — you need not maintain large stocks overseas, since you can deliver immediately on order — and quicker turnover, which frees working capital.

Business by Air - by

BRITISH SOUTH AMERICAN AIRWAYS

Reservations and Information, at no extra charge, from travel or freight agents, or from British South American Airways Corporation, 9/11 Albemarle Street, London, W.1 (Regent 4141).