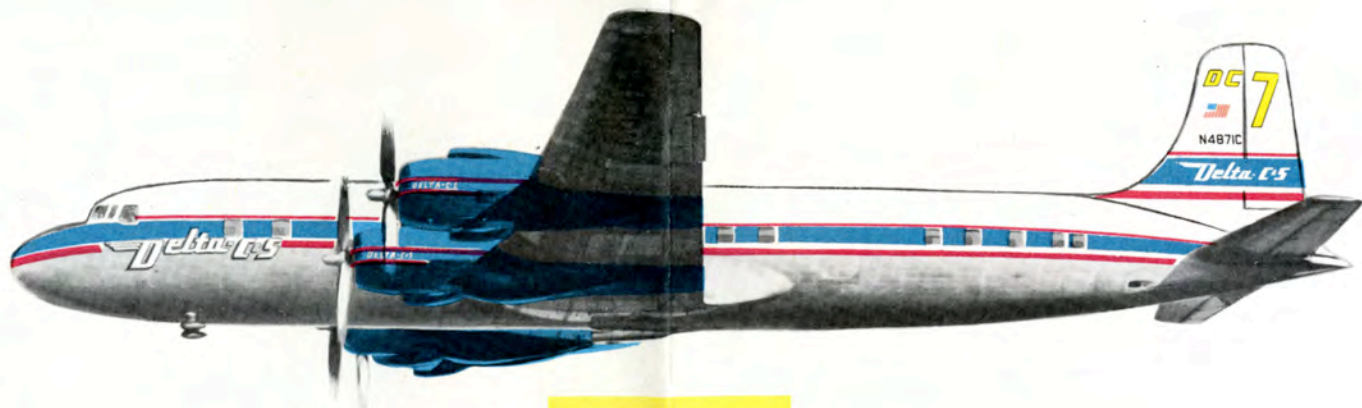


**Ride like Royalty in
America's Fastest Airliner**



DELTA-C&S AIR LINES



RIDE LIKE ROYALTY IN THE

Faster by far, the Douglas DC-7 is establishing new travel standards to and through the South on Delta-C&S. With a top speed of 410 mph and cruising at 365 mph, the DC-7 is 25 to 30 mph faster than comparable aircraft.

This undisputed master of America's skies was ordered by Delta-C&S while in the design stage, making it possible for the company to provide this superior service months ahead of competing airlines over most routes.



AMERICA'S FASTEST AIRLINER

The Delta-C&S fleet of 10 DC-7's cost \$17,500,000, yet this incomparable luxury airliner is available to Delta-C&S passengers at the same standard fares.

Finer in every way, the DC-7 offers many new conveniences. New design seating is more comfortable than ever before. Perfected air conditioning not only humidifies and completely changes air every three minutes, but cools independently on the ground as well. Radiant heating warms walls and floors to



Main cabin, all seats in pairs.



Sky lounge at rear of cabin.

eliminate drafts and cold sides. The rich interior is custom-tailored in fabrics, leather and paneling to a millionaire's taste.

Cabin pressurization is effective to a higher altitude than ever before, insuring at 25,000 feet a comfortable cabin pressure equivalent to only 8,000 feet.

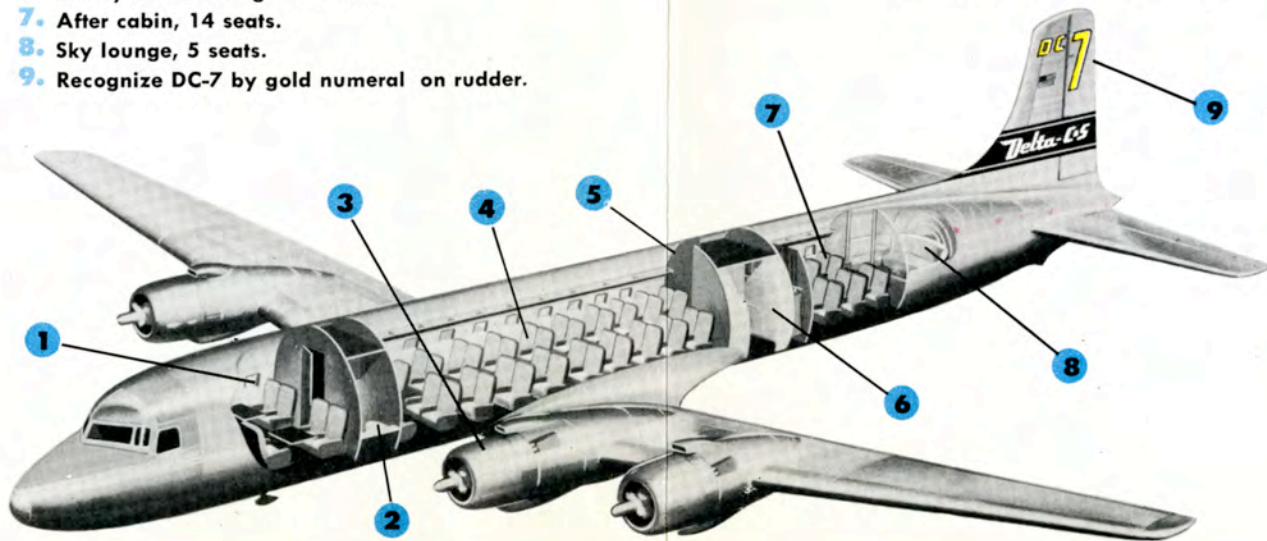
Exhaust noise is substantially reduced by passing through power-recovery turbines. Coupled with new cabin sound-proofing this makes the DC-7 the quietest large plane ever manufactured.

Resembling the DC-6 in general, the DC-7 is longer, 53 mph faster and carries 69 seats in pairs* in a cabin spacious enough for 88. New engines give it a tremendous range of more than 4,000 miles.

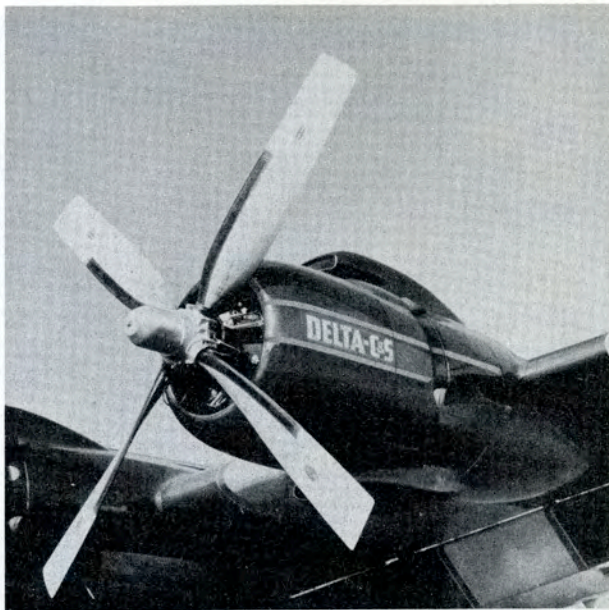
**Sky lounge has 5 seats.*

FEATURES OF THE NEW DC-7

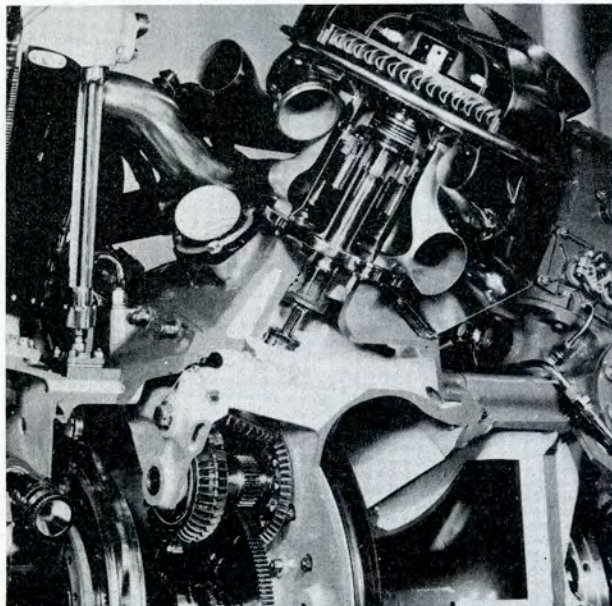
1. Double-foursome, forward Sky Room.
2. Two lavatories forward.
3. Wright Turbo-Compound engines, 3250 HP each.
4. Main cabin amidships, 42 seats.
5. Coat rack opposite entrance.
6. Galley for steaming hot meals.
7. After cabin, 14 seats.
8. Sky lounge, 5 seats.
9. Recognize DC-7 by gold numeral on rudder.



Spacious double-foursome Sky Room.



Four bladed propellers \$10,000 each.



New type engines cost \$72,000 each.



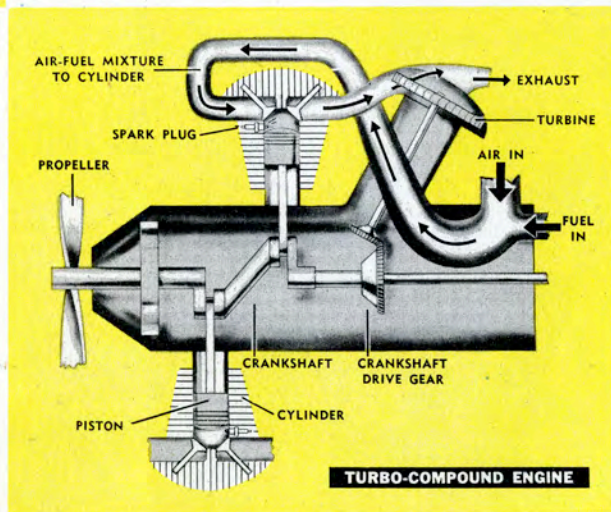
13,000 Horsepower

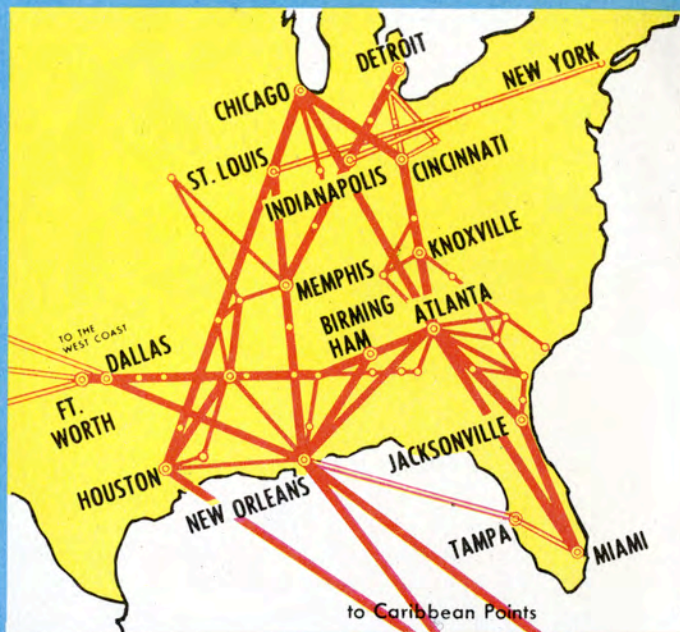
Aircraft engine designers have always avoided using auto-type exhaust mufflers in order to achieve maximum power. Now the Wright Turbo-Compound engine harnesses the exhaust, incidentally reduces noise drastically, and recovers otherwise lost energy.

Individual cylinder exhaust is funnelled into three turbine wheels which are geared to the rear of the crankshaft. The velocity of the exhaust spins the turbines without creating back-pressure and approximately 20% more total power is developed to the crankshaft.

This power principal has been proven by hundreds of thousands of flight hours in U.S. military planes.

To transmit the 3250 HP from each engine to the air requires a broad, four-bladed propeller, making this new power unit easily distinguishable.





How DC-7 Cuts Time To and Thru the South

Following are typical flight times which will be available on Delta-C&S routes as increasing DC-7 deliveries are made.

Chicago to Miami	3 hr. 40 min.	Atlanta to New Orleans .	1 hr. 36 min.
" " Atlanta	2 hr. 1 min.	" " Miami	2 hr. 3 min.
" " New Orleans	2 hr. 47 min.	Cincinnati to Atlanta . .	1 hr. 25 min.
St. Louis to Houston	2 hr. 18 min.	" " Miami	3 hr. 3 min.
		New Orleans to Dallas .	1 hr. 39 min.

Delta-C&S is proud to be the first to offer this greatly improved DC-7 service over the heart of America.



General Offices: Atlanta, Ga.