

DELTA INAUGURATES

Royal Service FLIGHTS

If by some magic King Louis XVI and Marie Antoinette could be brought back to live in the twentieth century, it's probable they'd be all agog over the very notion of flying through the air in a three hundred and sixty mile an hour airliner. But once aloft they'd certainly feel at home if they were aboard one of Delta's new Royal Service flights. For the service is precisely as advertised—fit for a king, queen, or a whole regal hierarchy.

Soft music as you board—complimentary champagne in the clouds—choice of three delectable entrees at mealtime—canapes and cocktails in the afternoon—three lovely young ladies dedicated to making your flight truly an adventure in luxury: one wonders if, in their most fanciful dreams, the ladies and gentlemen of the royal courts of yesterday could have envisioned the type service made available to the airline passenger of today.

Inaugurated September 22, "Royal Service" brings a sparkling new concept of service on certain first class DC-7 flights serving Atlanta, Dallas, Philadelphia, Washington, New Orleans, New York, Houston, Baltimore, Chicago, Miami, Caracas, Havana, Montego Bay, St. Louis, and Memphis.

Royal Service begins the instant the passenger makes his first contact with the reservations agent who outlines the highlights of the new service and in-

quires which entree he desires. (He has a choice of three—steak cooked to order, Rock Cornish Hen, and—on Fridays—fish.)

At the city ticket office he gets a further preview of the princely treatment that awaits him. His ticket is given to him in a specially designed envelope bearing the symbol of Royal Service.

When he arrives at the terminal to check in, he discovers there's a special check-in position for him. And here, too, in many cities he may make his own seat selection. When the agent takes his bag it is tagged with a colorful label which reads: "Expedite Handling—Royal Service Passenger." A personable passenger service agent standing nearby explains that this means what it says. At his terminating station all bags so marked are given priority handling.

When he boards his flight our Royal Service passenger is greeted by not *two* but *three* smiling stewardesses. (An additional one has been added to help provide both the *finest* and the *swiftest* service available aboard any scheduled airline today.)

Stepping inside, his attention is caught by the sound of soft, muted background music being brought to him by the magic of Musak tape recordings—a soothing complement to

the royal motif that sets a gracious mood at the flight's very outset.

Before the flight gets underway the captain and the stewardesses have presents for the youngsters on board—Junior Captain pins for the boys—Junior Stewardess pins for the girls.

If the flight is New York bound, he's told that a copy of *Cue Magazine*, which contains a program of concerts, plays, art displays, and athletic events is available at the magazine rack on request.

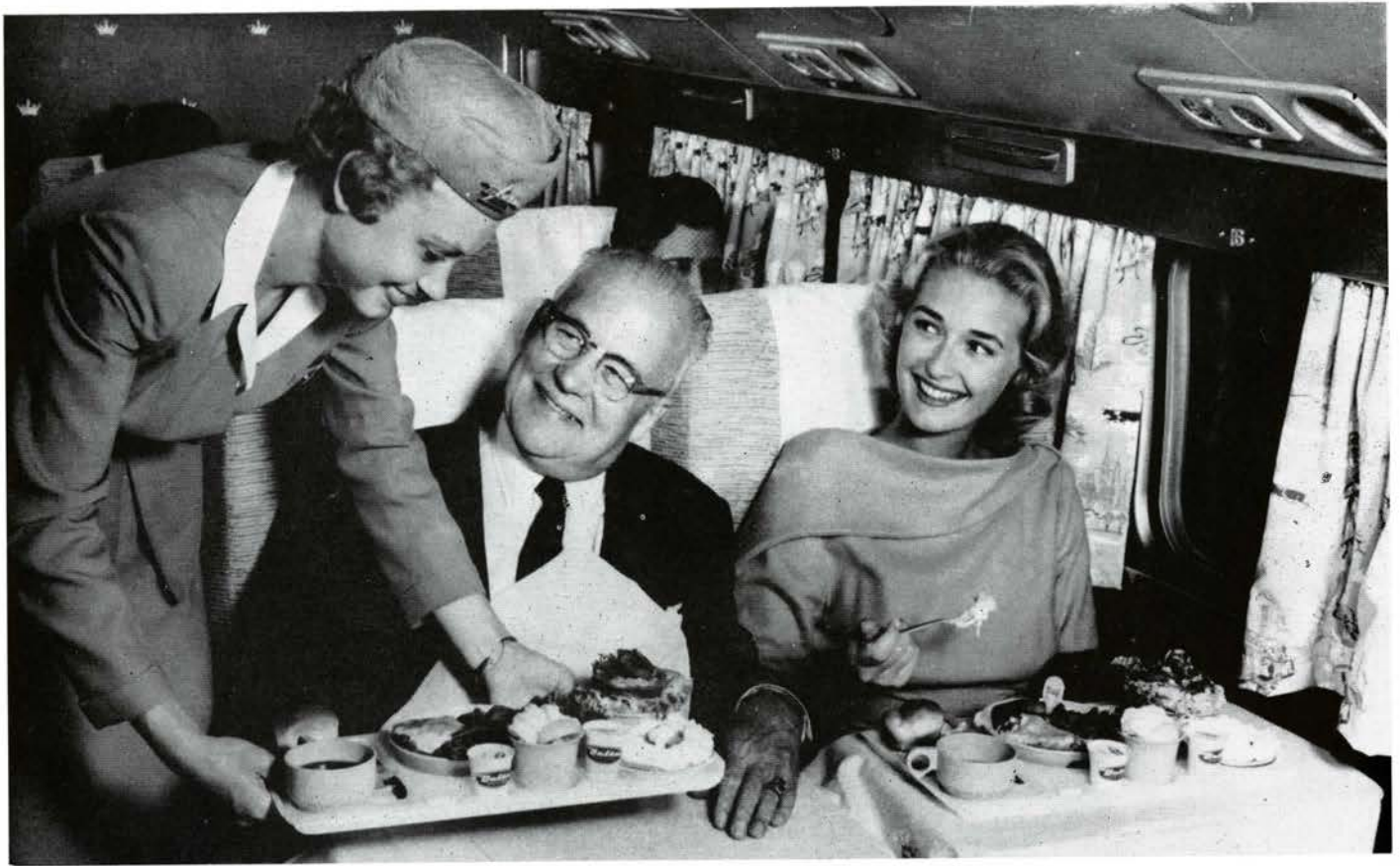
Aloft, Scotch and Bourbon highballs, Martini and Manhattan cocktails are offered at reasonable prices. They are limited to two per passenger.

Mealtime aboard Delta's Royal Service flights marks the climax to the whole program. Complimentary champagne, sparkling symbol of a festive occasion, anywhere, anytime, is served with all meals to those who desire it. And afterwards, complimentary mint and cigarette trays are passed around. On afternoon flights, mouth watering canapes, providing a final regal touch, are served with the passenger's choice of beverage.

Here then is a brand of service labeled with the Delta trademark—Royal Service, but it's certainly not limited to those of titled rank. On Delta's Royal Service Flights every passenger is a king.

SURROUNDED BY SERVICE. Delta's Royal Service passengers are attended by three stewardesses bearing delectable canapes, complimentary champagne, and choice of entree. The girls are, top, to bottom, Marion Strozier, Helen Stanley, and Nancy Finnegan.





Choice of entree—steak cooked to order, Rock Cornish Hen, and fish on appropriate meatless days, are feature attractions of Delta's Royal Service flights.

ROYAL SERVICE—Continued

"Expedite Handling—Royal Service Passenger." Agent Polly Peacock attaches colorful new label to Royal Service passenger's bags. At terminating station they will receive priority handling.

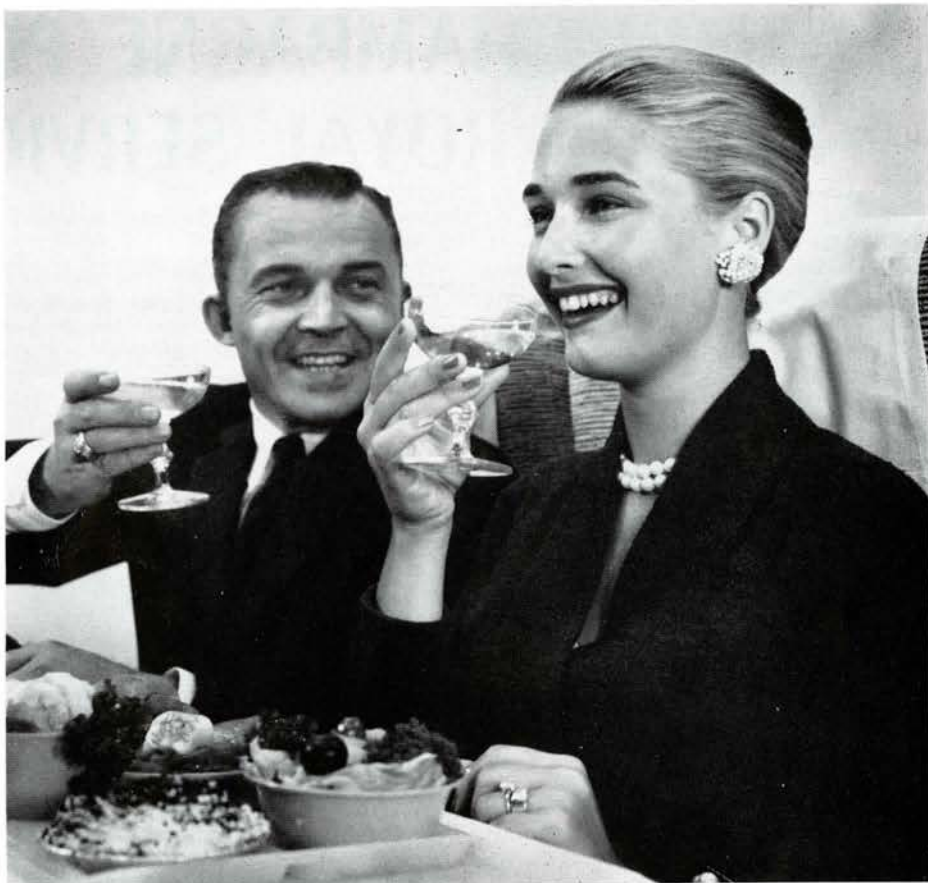


Special check-in positions have been set up for Royal Service passengers.





SERVICE Fit for a King



Complimentary champagne, symbol of a festive occasion, anywhere, anytime, is served with meals aboard all Royal Service flights.



Aboard Delta's Royal Service flights every little boy becomes a junior captain. Captain J. D. Rogers pins a set of wings on young Barry Compton, son of Delta lead mechanic J. T. Compton.

ROYAL SERVICE FLIGHTS

<i>Flight No.</i>	<i>Segments</i>
720	DAL-ATL
721	PHL-DCA-ATL-DAL
722	ATL-NYC
724	MSY-ATL-DCA-PHL
725	NYC-ATL-MSY
726	HOU-ATL-DCA-BAL
727	NYC-ATL-HOU
728	MSY-ATL-NYC
729	BAL-DCA-ATL-MSY
730	ATL-CHI
733	CHI-ATL
748	MIA-ATL-CHI
749	ATL-MIA
750	CCS-MBJ-HAV-MSY-CHI
751	CHI-MSY-HAV-MBJ-CCS
761	CHI-STL-HOU
762	HOU-MEM-CHI
770	HOU-NYC
771	NYC-HOU

And every little girl aboard a Royal Service flight flies junior stewardess wings. All excited over hers is little Margaret Compton as stewardess Ann Allen does the honors.



TAYLOR CHAMPAGNE PUTS SPARKLE IN NEW ROYAL SERVICE FLIGHTS

The champagne which Delta serves passengers aboard its new Royal Service flights would make any affair a royal occasion. For famous Taylor champagnes—the juice of the grape refined to a state of bubbly delicateness—combine the gifts of nature, the efforts of science and the art of a master blender.

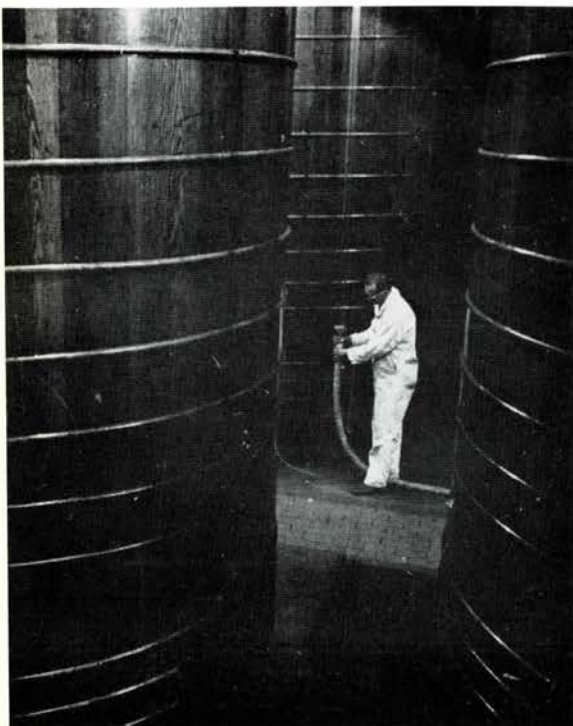
Modern wine making has come far from the small scale production methods of the old world and the early days of wine production in this country. Grape cultivation for wine making dates from about 1820 in the eastern portion of the U.S. An area in west-central New York State, known as the Finger Lakes region, rapidly became a popular growing place for wine grapes. The soil and climate were ideal to develop and cultivate grape varieties that produced fine wines. In 1880 Walter Taylor started growing grapes on the western slope of Lake Keuka, near Hammondsport, N. Y. and this was the start of the Taylor Wine Company, widely known for its high quality products.

In the wineries, bottling and shipping operations go on practically twelve months of the year. This is also true of the actual wine making, although the type of operation will vary somewhat with the season.

Starting in mid-September, when the grape crop is harvested and brought to the wineries, the grapes are crushed and the juice pressed and pumped immediately to the fermenting tanks. After the undesirable wild



Champagnes differ from still wines in that they go through a second fermentation in the bottle. The gas formed during this second process causes champagne to effervesce when opened. Each bottle is turned every day for weeks to work the sediment forward during its second fermentation into the neck of the bottle.



After proper blending, the wines are piped to these vats for the aging required to bring them to full maturity.

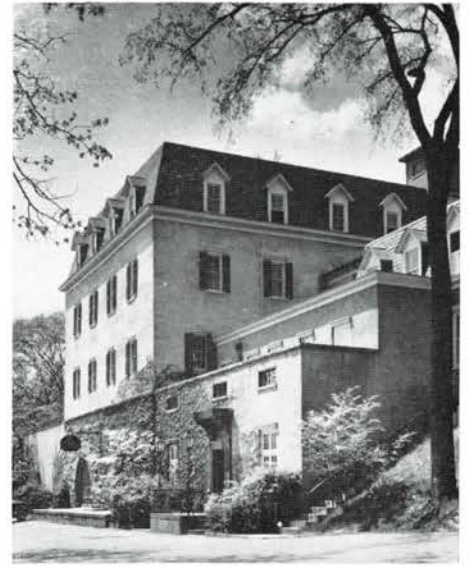


As the wine develops from day to day, it is tested constantly for the right balance of sugar, alcohol and taste.

yeast cells, always present on the grapes, have been sterilized in the fermenting tanks, the juice is inoculated with a pure yeast culture which has been carefully prepared in the winery laboratory. The fermenting juice is kept at a constant temperature until all the sugar has been converted to alcohol and the product becomes wine. It is then ready for all the winery processes such as racking, blending, chilling, filtering and aging, that are necessary before it is ready to be bottled.

There are two basic types of wine produced in the Finger Lake Region. First are the so-called "still" wines such as port, sherry, and sauterne. These are non-effervescent wines which are produced, stored and aged

This mansard roofed building is the home of the Taylor Wine Company in Hammondsport, N. Y. From the company's 550 acres of vineyards and 1500 adjoining acres come grapes which go into Taylor's line of still wines, champagnes, and sparkling burgundy. The company was established in 1880 by Walter Taylor on a seven acre tract of land.



in wooden cooperage. The other type is the effervescent or sparkling wines, the champagnes and sparkling burgundies.

The basic wines which are to become champagne, go through the same early processing as the still wines. However, it is not until these wines are bottled that the real champagne process begins. At the time of bottling, the wine is again inoculated with a pure yeast culture. This inoculation causes a secondary fermentation in the bottle which produces the effervescence in the wine. From this point until it is ready for the consumer, the clearing disgorging, piling and repiling of each bottle of champagne requires many separate hand operations.

At the Taylor Wine Company the product in various stages, from pressing, to vats, to bottling, is pumped through two-inch pyrex glass tubing. All bottles are carried through the plant one operation to another in baskets suspended from an endless belt conveyor.

Many of the vineyards in the area supplying grapes for Taylor wines are operated by vineyard specialists, but Taylor does operate grape growing areas of its own. This is a highly specialized part of the business and much of the final success of the wine depends on close control in the vineyards.

Pop goes the cork! When the sediment caused by the second fermentation in the bottle has settled in the neck, and the wine is perfectly clear, the neck of the bottle is placed in a refrigerant. This causes the sediment to freeze into an ice plug which is disgorge when the bottle is opened by the natural gas pressure built up inside the bottle.

"Royal Service" Initiates Intensive Selling Campaign

Inauguration last month of new Royal Service began one of the most intensified selling campaigns in the company's history.

From the very outset of the program, sales blitzes—or mass canvassings in certain specified zones—were held in each of the cities that would receive the new plush service. To add a dramatic touch to the champagne motif—small bottles of champagne were presented to important key contacts with major accounts. And in addition to personal

contacts by sales representatives, executive accounts agents and other reservations agents made personal telephone calls outlining the outstanding features of the new service.

And this was just the beginning. Returning home from the Royal Service Sales conference, many managers began local sales contests—giving each reservation confirmed on a "Royal Service" flight additional credit points in the scoring.

Local promotions involving window

One of the most intensive selling campaigns in Delta's history was begun last month with the initiation of "Royal Service". Promotional placards and literature advertising the new service are shown below.



displays were arranged with various firms in the cities concerned. A program of both agency and interline sales promotion involving direct mail, personal coverage, and letters was formulated. Personalized letters, too, were enclosed with all literature and Royal Service display material sent to travel agents.

Nor was the local service and line station angle overlooked. Cooperative sales promotion programs with local service carriers were put into effect. Included in this were Delta counter cards featuring the new service, tying the local carrier's flights with connecting Delta Royal Service flights. Station managers and the Line Station Sales Manager intensified their solicitations with special emphasis on Royal Service connections.

In brief, each division of the department that had a part to play in the program responded with full measure of aggressiveness, originality, and enthusiasm in an effort to make the term "Royal Service" synonymous in the traveling public's mind with luxury in air transportation.



Passenger Service Moved Swiftly To Meet Deadline

Informed last month that his department had two weeks to set the "Royal Service" wheels into motion, John Sutton, superintendent of passenger service, commented: "It probably can't be done, but we'll just do it anyway."

It was a statement typical of the good humor of the speaker, and one, too, which set the pace for the whole operation. The job *was* tremendous. But there was no reason to panic. It *could* be done.

But it took more than mere words to do it. Hours of conferences with staff members and stewardesses followed. Contacts with various equipment distributors had to be made; purchases consummated; meetings with caterers held. Seasoned stewardesses had to be checked out on the program; new girls had to be hired and trained—a thousand details attended to, and every day that passed meant the two week deadline was that much closer.

But by September 16—D-Day (Deadline Day)—when the Royal Service Sales Conference was held in Atlanta, the job was done. The tools were set in readiness, and it took neither seer nor prophet to predict they'd be put to good use.

ADVERTISING



Delta will spend close to one-half million dollars in the promotion of its "plush" Royal Service, which involves nineteen different DC-7 flights. Delta's advertising program is concentrated in seven primary cities, two secondary cities and nine supplemental cities.

The 1800 line Royal Service flight newspaper ad, shown in this issue of the *DIGEST*, in a single day in the New York area was read by more than four million people.

Delta's newspaper campaign was supplemented by millions of listeners and viewers who received the Royal Service message over radio and TV.

In addition to newspapers, radio, TV and outdoor advertising, the Royal Service program was implemented by an extensive array of printed pieces totaling over a million copies.

The No. 1 Royal Service mailing piece was sent to 103,000 individuals. The list included mailings to New York, Chicago, Washington, Atlanta, New Orleans, Houston, and Miami. Among those who received the colorful announcement were: Flying Colonels, Air Travel Card holders, travel agents, interline contacts plus names of individuals who receive Delta timetables each month, and a special list of 61,500 individuals. The second mailing will back up the initial effort and will be sent to the same list.

An unusual feature of the whole program was the short period of time given to Delta's ad agency for the preparation of the material.

The Royal Service symbol and the tentative campaign was discussed eleven working days before the first newspaper ad ran announcing the new service.

Never before has such a tremendous program been put into effect in such a short period of time. Burke Dowling Adams, Delta's ad agency, worked day and night to have everything ready for the launching on the 16th and 17th of September which was five days before the service actually began.

To give *DIGEST* readers some idea of the number of pieces of collateral material needed to set the program in

EFFECTIVE SEPT. 22



Delta announces its new DC-7

Royal Service Flights

to

ATLANTA · HOUSTON NEW ORLEANS



Three Stewardesses! Delta adds an extra stewardess on luncheon and dinner flights so you may enjoy unhurried, leisurely dining.

Special Baggage Identification! An extra tag marks a Royal Service Flight passenger's luggage for preferential handling.



Choice of Beverages! Beverage service is now available on Delta Royal Service Flights at modest cost.

Music by Muzak! Soft music welcomes you as you enter the cabin of your DC-7 Royal Service Flight. (Being progressively installed.)

Many Other Features such as a Special Airport Passenger Agent, Wings for Youngsters and Weather-avoidance Radar, make Royal Service the utmost in luxury aloft!

Plus Golden Crown DC-7's to:

**MEMPHIS · JACKSONVILLE · MIAMI
CINCINNATI · ST. LOUIS**

And "Flying Scot" Aircoaches to:

**MIAMI \$57⁰⁰ HOUSTON \$48⁰⁰ ATLANTA \$29⁰⁰
NEW ORLEANS \$39⁰⁰ SHREVEPORT \$38⁰⁰ all fares plus tax.**

**Unexcelled luxury aloft
featuring complimentary**

Champagne
with meals

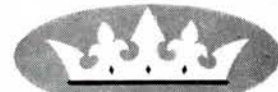
Delta crowns nearly 30 years of service by presenting certain specially-selected non-stop and express flights that provide a host of new luxuries, added conveniences and thoughtful extra services ... all at no extra fare.

Outstanding Highlights



Choice of Entrées! At reservation time, specify charcoal-broiled Tenderloin Steak (to your order!), Rock Cornish Hen, or Fish on appropriate days.

Reserved Seats! Select your seat from a cabin chart at check-in time.



Phone for immediate reservations

Financial 6-5300
Ticket Offices: 67 E. Monroe St.,
Conrad Hilton and
1649 Orrington, Evanston
or call your Travel Agent

motion, it is interesting to note that it took 206,000 mailing pieces, 244,000 timetable covers, 1,600 posters, 250,000 ticket envelopes, 25,000 stationery stickers, 300,000 expedite baggage tags, 7,000 complimentary liquor cards, 100,000 beverage order cards and in-flight mailers.

In addition to these items, Delta's ad agency had to design and supervise the production of employee lapel buttons, passenger agent badges, arrival

and departure markers, signs for gate entrances, field ticket office counter signs and a score of other items necessary to round-out such an elaborate program.

While the campaign has provided an exceptionally strong introductory program, heavy advertising will continue to plug the Royal Service flight features for a period of sixty days and thereafter will become a part of our DC-7 advertising.