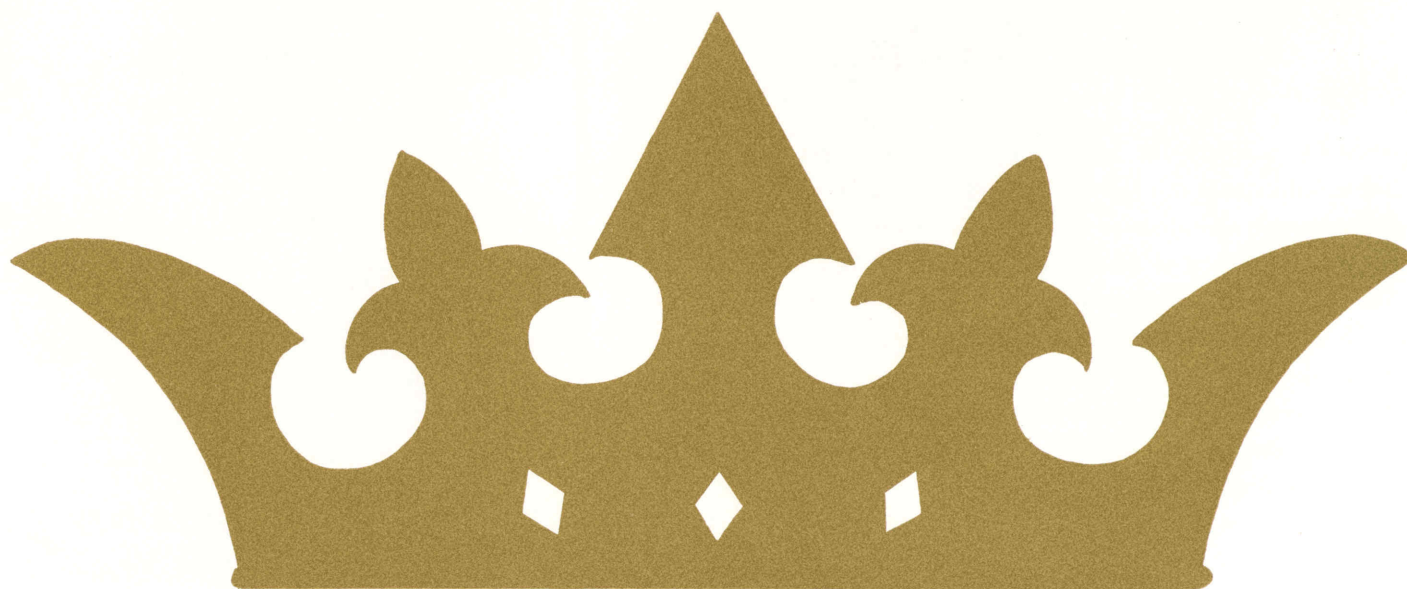




DELTA INAUGURATES *Royal Service* FLIGHTS

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.

