

Your Palace in the Sky



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*Heville
got his by*

AIR-INDIA

BOEING 707



**Devised for
your delight**

SPLENDOUR . . . splendour of size; of sure, smooth swiftness never known before—this splendour we achieved for you when we chose the mighty Boeing. And, for your supreme flight, delight, we transformed her, with love and discriminating care, into a palace beautiful—*your* palace in the sky.

Waiting your arrival, waiting for the moment when she will soar with you to the calm, azure stratosphere . . . your Boeing reveals her size and graceful lines. And, as you enter the wide, welcoming door . . . walk the carpeted aisle . . . you imbibe her graciousness—her generous length and breadth . . . a palace indeed, where over a hundred honoured guests relax in oriental luxury.

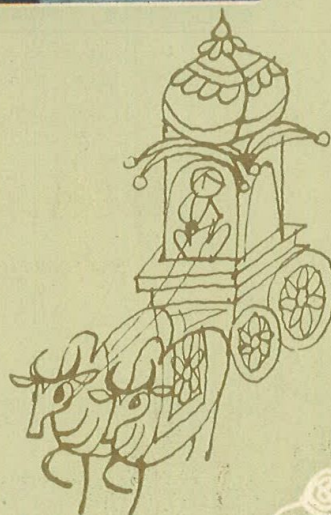




Beauty clad in beauty

Soft, harmonious colour schemes . . . luxurious fabrics . . . chosen to provide an atmosphere both charming and restful. On the panels by your window, dance figures representing the four great schools of Indian dance. Across bulkheads and all along the galley, journey blushing bridegrooms atop gaily-caparisoned elephants as vividly reproduced in 15th century Jain paintings of marriage processions. Also shown are figures of temples and early modes of transport.

Soft radiance filters through the cove lights, shines from the centre dome . . . to be subdued to a mellow glow as twilight draws a cloak across the skies . . . to merge into twinkling stars against midnight blue—happy reminder that you are indeed flying through the stratosphere.





Cabin crew

...explain the easy working of your Passenger Service Unit ... unique to your Boeing. Placed just below the higher than usual hatrack it is easily adjustable so that it is always exactly where you want it. Here are your individual reading light; adjustable fresh air outlet; the button that summons your cabin attendants; the illuminated "No Smoking and Fasten Seat Belts" sign; an emergency oxygen mask, provided for unlikely contingency; and the cabin address speaker over which your Captain announces from time to time points of interest about your flight.



Passenger amenities

Also provided for the convenience of First Class passengers are eye-mask, sleeper socks, toilet kits, hand-fans . . .

A letter—a note to catch a thought . . . writing paper and envelopes are yours at will . . . and we are happy to act as a post office in the sky, forward your mail from the next stopover.



Your wide, wide armchair cushions you in comfort; a touch of the button on the outside arm, and it reclines for your relaxation. And stretch your legs on the footrest beneath the armchair. Broader arm-rests mean extra comfort. A table for your glass... for the book you lay down to watch the panorama around—just such a table slides forward from the centre arm of your chair... complementing the sliding, built-in ashtray on the outside arm.

For Economy Class passengers, too, the restful pleasure of wide chairs... the bliss of extra elbow space... the foot-pampering comfort of deep pile carpeting.

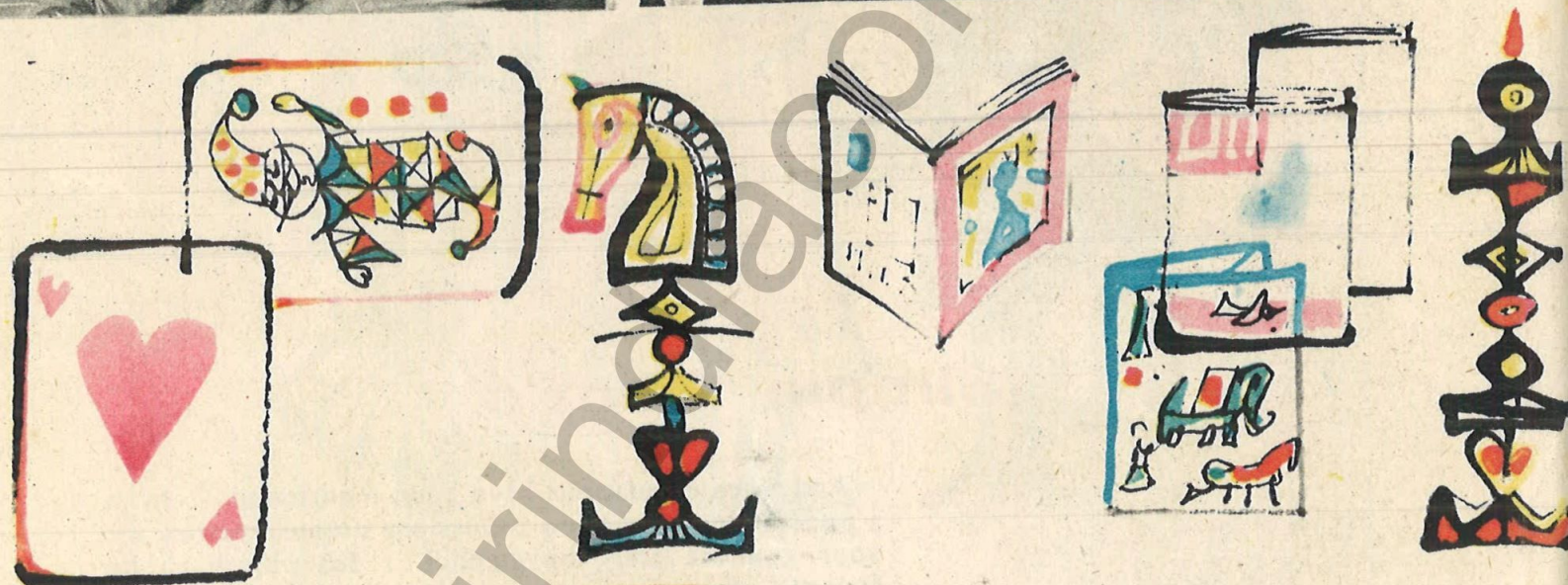
**Relax in
luxury**





Courtiers in flight

Swift and light of foot, deft of hand . . . your attendants in the sky . . . your hostesses, and pursers. Their one desire—your perfect pleasure.



For your leisure

For a game of cards, or the sheer pleasure of building a card palace in the stratosphere, your cabin attendants will provide the packs.

A thousand miles speed by... as you scan the contents of your personal Literature Folder, the newspaper or magazine chosen to your taste.

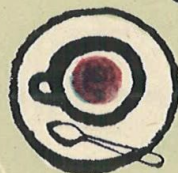
In traditional manner



The soft strains of music, muted, harmonious, float through the cabin. Your purser, in jacket of handloom silk; your hostess in specially-designed sari, bring you the Menu Cards . . . your choice of apéritif.

Western cuisine of the highest order . . . dishes with a subtle Indian flavouring . . . vegetarian delicacies, such as we alone know how to prepare . . . served on gleaming plates, with crisp napery, fine glassware, adding to the flavour of each delectable dish—served with a deft, unhurried courteousness, reminder that graciousness is very much a way of life with us.

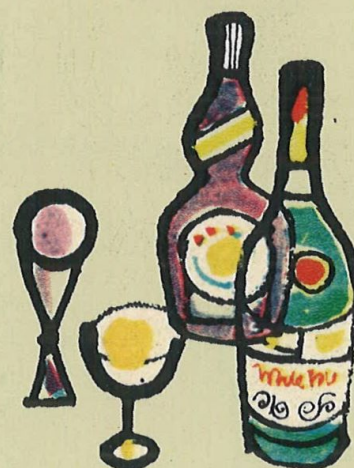




On the house...

Choice wines and spirits, from the world's most famous cellars—International regulations permit us to serve them without charge to First Class passengers. Economy Class passengers are pleasantly surprised by the moderate, tax-free prices charged.

A cup of steaming, freshly-made coffee . . . of choicest blend tea . . . a glass of fruit or tomato juice . . . sandwiches . . . all are yours for the asking.



Our favourite passengers

For the use of our youthful jet travellers . . . carry-cots, feeding bottles, Ostermilk and a wide range of tinned baby foods—the specially-trained hostess brings everything required, prepares special meals from our supply . . . or your own. Blankets and pillows . . . for you and your children . . . a soft-voiced 'Goodnight', 'Sweet Dreams' . . . and a gentle watchfulness that ensures your undisturbed slumbers.

There are special arrangements for children in the toilets . . . also disposable nappies, baby powder and other requisites.

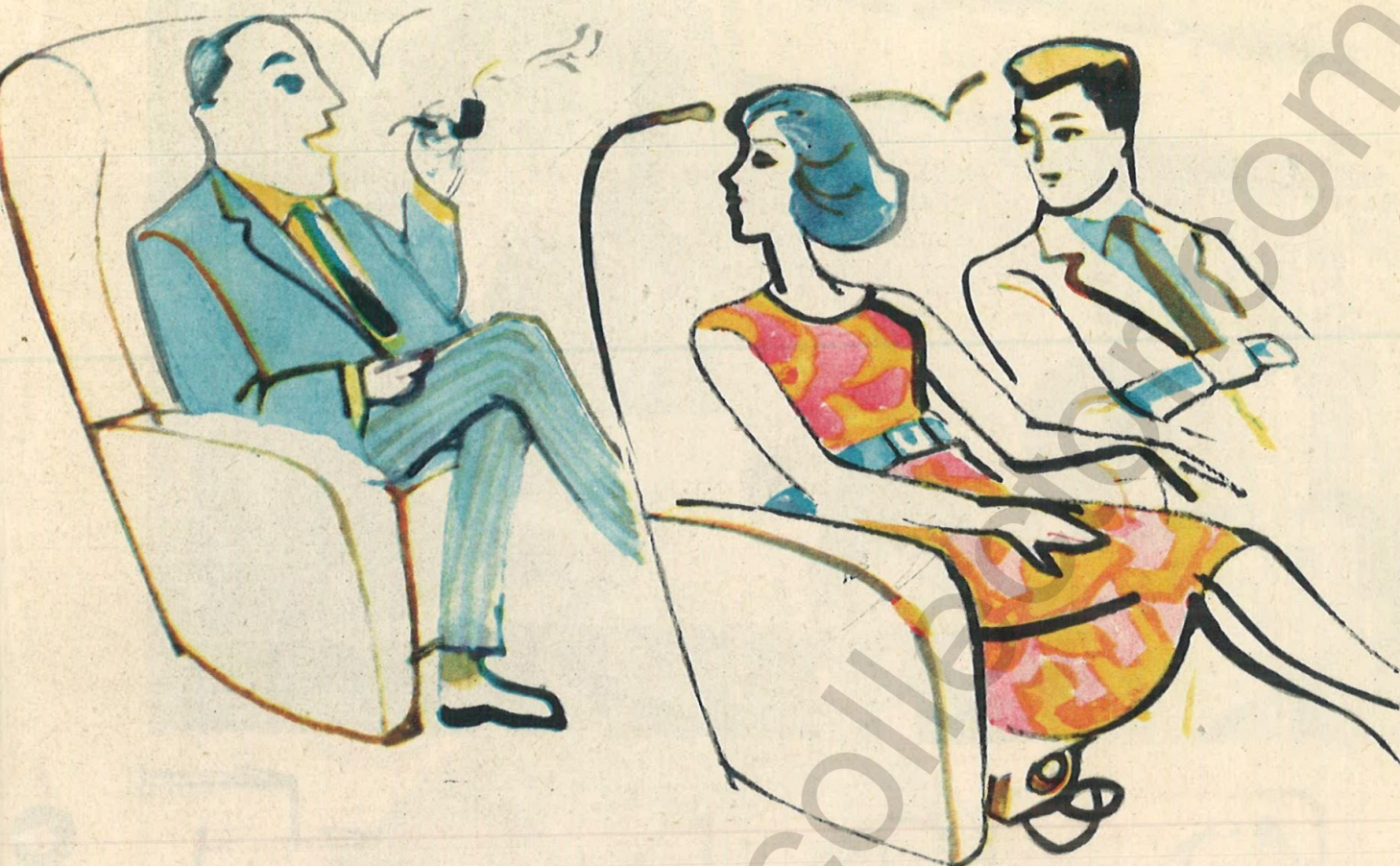
For wakeful hours and older children . . . a wide selection of time-passing games, comics and storybooks . . . and a 'Viewmaster' with colour slides.



Boutique in flight

For sale . . . tax-free—souvenirs of your flight, unique colourful Indian handicrafts; cigarettes, French perfumes and liquor (except across the Atlantic for Economy Class passengers) from our wide selection. Your cabin attendants advise you on customs and other regulations at stopovers and your country of destination.

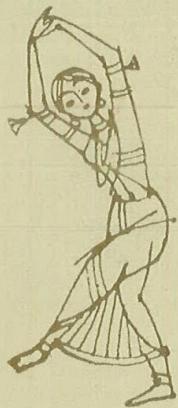
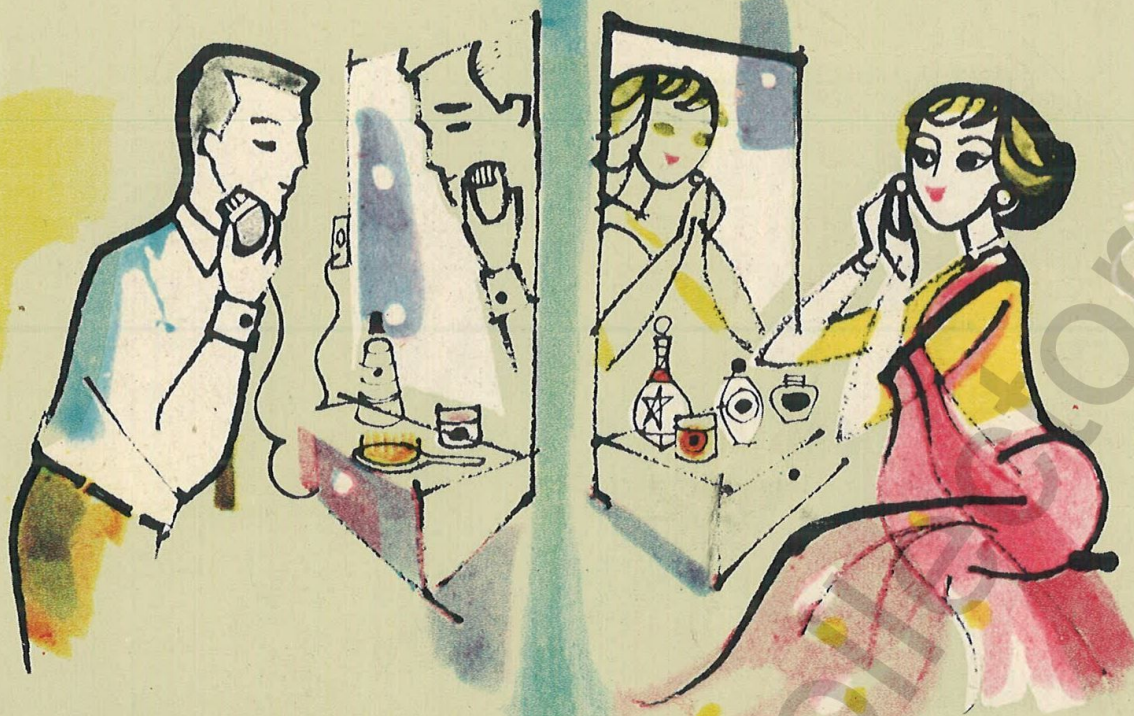




Simple 'Dont's'

And since regulations have been mentioned . . . even a palace must have a few ! Ours are simple, entirely for your comfort and convenience . . . seat belts to be fastened when the Captain requests, no smoking when the sign goes up . . . smoking at other times to be preferably cigarettes only, and overnight bags, cameras and other hand luggage to be placed on the floor beside seats.

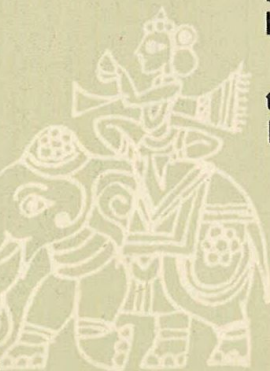
You are also requested not to operate any radio receivers in the aircraft.



Within the cloakrooms

For the use of our lady passengers . . . Elizabeth Arden beauty preparations, face tissues, combs, brushes, hairclips and safety pins.

For the use of gentlemen, . . . a full range of Old Spice toiletries, power points for electric razor (115 volts DC) . . . and the razor itself.





We hope that you had a pleasant
flight and we will have the privilege
of flying you with us again!