

## Precious Assistance

- *Alas, even so wondrous an experience as travel has its little complications.*
- *And so we come to your friend and ours, your travel agent. It is his business to take especial care of your pleasure, whatever your pleasure is. Sightseeing, car rental, traveler's checks, almost anything.*
- *So be it: see your travel agent, and your way shall be smoothed in a dozen ways.*



**AIR-INDIA**  
the Airline that  
treats you like  
a maharajah!







# (WELCOME) Namaste

We mean to  
detain you only  
a moment,  
to tell you  
what it is you will  
find here:

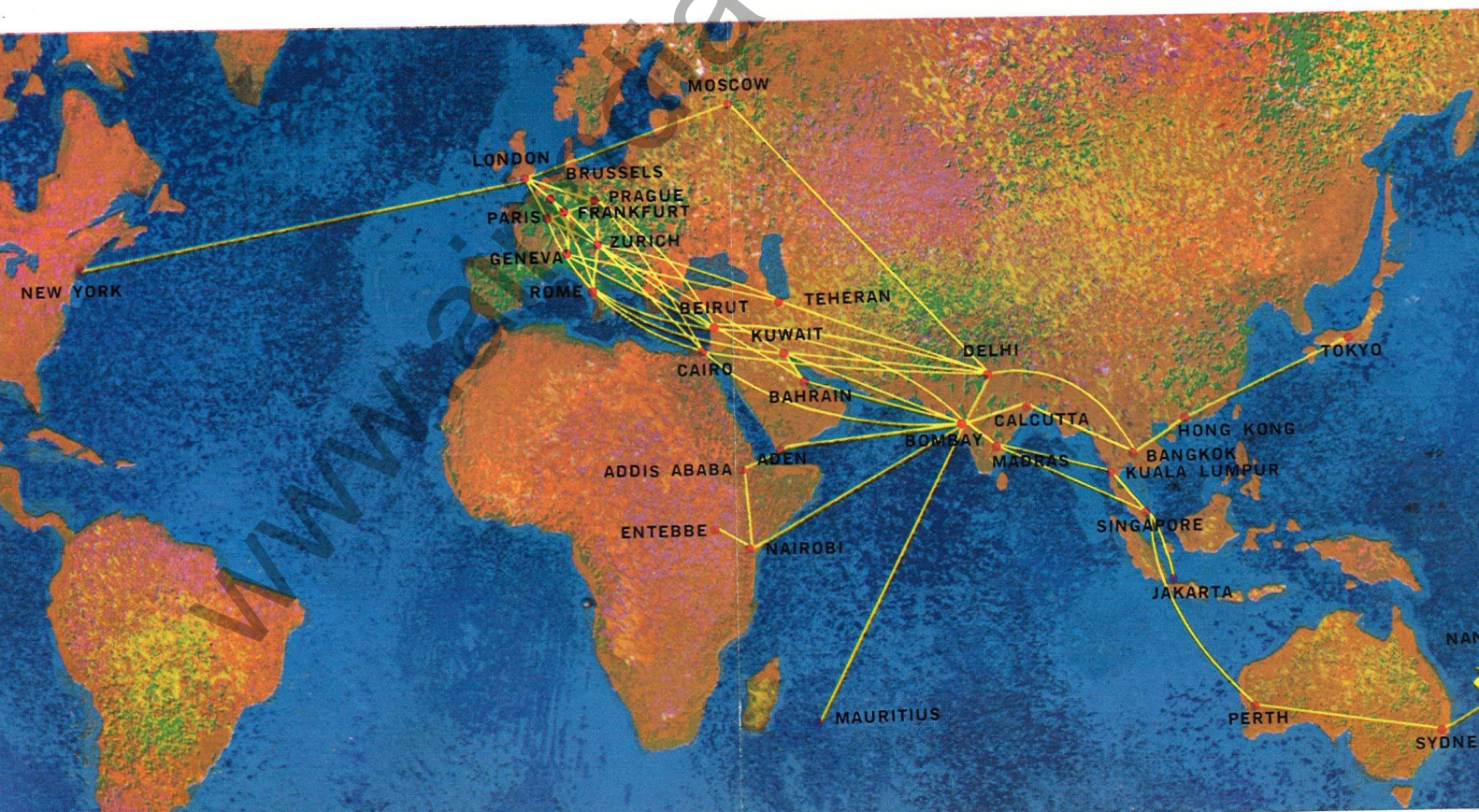
- An age, as old  
as the Punjab and  
the Himalayas  
and the Ganges.
- A generosity  
of spirit and kindliness  
of temperament.
- A culture, rich in  
the gentle  
traditions of  
the East.
- You see? It  
took only a moment.

**"NAMASTE." WELCOME  
TO AIR-INDIA.  
THE AIRLINE THAT  
TREATS YOU  
LIKE A MAHARAJAH.**





## The Airline That Treats You Like A Maharajah





# YOU ARE IN ANOTHER WORLD, even as you fly to London or half-way 'round the world.

To truly understand what it means to be treated like a maharajah, there is hardly any substitute for flying with us.

Nevertheless, in poor words alone, we shall try to explain.

Our journeys began in 1930, with the first solo flight from London to India. Ever so humbly, with two tiny planes and a staff of three, we proceeded to give India its first commercial air service.

It was 1960 before we came to America, to begin Air-India's New York-to-London flights. By then we were streaking, in sleek, modern jets, to five continents. The one thing about us that remained old-fashioned was the way we feel about you.

But begin your own journey, in the Air-India lounge at Kennedy Airport. Indian art and sculpture surround you, Indian warmth and hospitality attend to your smallest wish.

Come aboard your Boeing 707 jetliner, with its exotic Indian decor: drawings of dancers and bejeweled elephants, seats of gold to softest green.

Your sari-clad hostess moves gracefully about the cabin, visiting upon you the softest of

Indian smiles. You begin to know, as thousands before you, what it means to be treated like a maharajah.

Dinner will be Continental or Indian, deliciously prepared and tastefully served. Soon to be topped off with a restful night's sleep, dreaming wonderful dreams of London in the morning.

Having come this far, you may wish to go farther. And so do we, as you will quickly see on the map at the left.

Of course, flying to so many places, it behooves us to have offices in so many places. 17 in the United States, Canada, Mexico and South America, 79 in the rest of the world.



It is our fondest wish  
to fill your every visit with  
charm and courtesy.

Some  
earthbound pleasures, in  
the Air-India lounge  
at Kennedy Airport.



Our most excellent pilots shall  
bring you back, in the same  
happy spirits as you leave.

Far be it from us to draw  
attention from this delightful  
scene. But aren't you just about  
ready to fly somewhere?







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