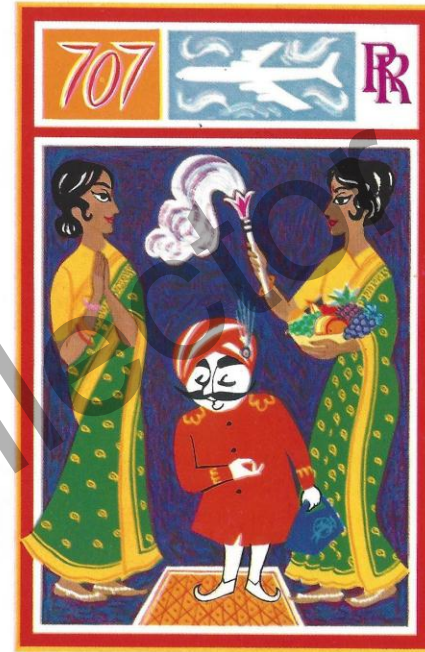




magically, you are a Maharajah...

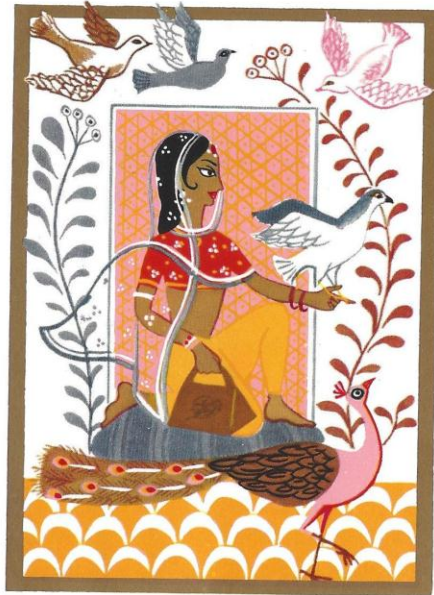
fly AIR-India



...and  
magically, you are a Maharajah

We must admit it is not strictly true that each passenger who boards AIR-INDIA is individually showered with emeralds, or even rose-petals . . . though it is easy to get that impression from the more starry-eyed travelers who have known us. ♪ For we *do* treat every passenger like a maharajah. ♪ We are, we must confess, proud of our unique Eastern tradition of service; proud, too, that our symbol of the maharajah is affectionately recognized by travelers the world over. ♪ But to us, dear passenger—the maharajah is *you*. ♪ ♪ ♪ ♪ ♪ ♪ ♪





## Ancient and modern LORE

Fascinating though it would be to trace our history several thousand years back to the ancient Indian art of kite-flying, time also flies and we hesitate to detain you. Besides, our own beginnings thirty years ago are romantic enough in themselves. AIR-INDIA was born of dreams and daring; its history began with a flight as spectacularly important to the East as Mr. Lindbergh's flight was to the West. This was the first solo flight from London to India, undertaken in 1930 by Mr. J.R.D. Tata. Beginning with two tiny planes and a staff grandly totaling three, and blithely ignoring the fact that there were no such luxuries as airports, runways or radio service in



those early days, Tata gave India its first commercial air service. From its first mail flight from Karachi to Bombay...to the spanning of a vast continent...to its present-day services extending to Five Continents, AIR-INDIA's history covers thirty years of remarkable achievement. Thirty years of dependable service, skill and experience. Yet with all of today's glittering jet-borne efficiency, we remain incurably romantic about one thing: our passengers. We beg you therefore to remember that our tradition includes the pampering of many maharajahs...and please forgive us if we spoil you for any other mode of travel.





the 707,  
the Rolls-Royce,  
and You

As befits a maharajah, we offer you the most wondrous gift of travel since the legendary (though drafty) flying carpet. ✎ AIR-INDIA's Boeing 707 Intercontinental Rolls-Royce Jets are mighty with superlatives. ✎ The Boeing 707, *most proven jet airliner ever to enter service*, cruises effortlessly at 600 mph—almost the speed of sound! ✎ Its Rolls-Royce By-Pass engines are giants of 60,000 pounds thrust and are top-rated for precision and dependability. Never before have you experienced a flight so incredibly smooth and enjoyable. ✎ Cruising tranquilly high above the weather, with no vibration and no noise, you feel as comfortable and relaxed as you would in your own living room...except that the scenery is far more intriguing! ✎ ✎ ✎ ✎ ✎







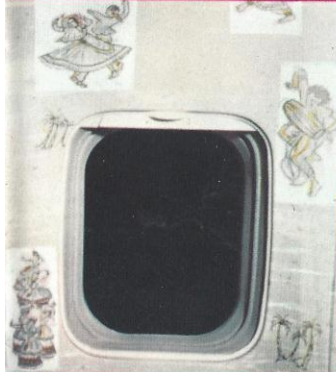
We bow  
you into  
our  
Boeing...





## Elephants and Dancing Girls

Your cabin interior reflects the magical beauty of India... with exquisite drawings of dancers and bejeweled elephants adorning the walls... and a lavish warmth of rich Eastern colors and textures all about you!



Economy Class

## Choose your color!

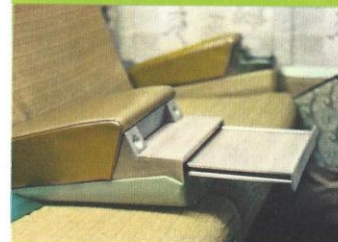
No drab uniformity here... seats alternate their colors from muted gold to softest green in delightful contrast. Unique? Yes. But simply another evidence of our regard for your personal taste.



## Relax... dream sweetly!

A cloud-soft headrest... a silken pillow... the cushioned comfort of your Economy chair invites you to relax. You'll find plenty of aisle-room too... should you care to take a leisurely stroll at 30,000 feet!

Delightfully unexpected touches: the hidden writing tray that slides forth from a golden armrest. The richly covered folder of colorful (and complimentary) stationery. The ashtray at your fingertips... the countless other "comfortable" extras!



## The Elegant Extras *in First Class*

## Service at arm's length

Overhead, your own personal service unit combines an individual reading light, air-vent, speaker-system amplifier, and call-button in one convenient location. Use it to your heart's content... yours to command, ours to obey!



## First Class hospitality...



### Indian- Style

You'll find the arts of Eastern hospitality are as lavish as they are imaginative. As the cocktail hour approaches, so does your white-coated steward, wheeling a glittering cart that abounds with the world's finest liquors. Your hostess offers a tray of exotic hors d'oeuvres, and you sip...talk...perhaps stroll down the aisle for a look at the view. Then dinner—a celebration in itself! Start with delectable Indian tidbits, followed by a superb menu of Continental cuisine and fine wines...desserts, cheeses, liqueurs, and brimming baskets of fresh fruits. As you relax deliciously, muse on what magic it is to wine and dine in the colorful atmosphere of an Indian festival—miles above the world!









First Class service

What makes the world-weary traveler brighten so happily aboard AIR-INDIA? What makes the most timid traveler blossom and bloom? Far be it from us to give away our trade secrets. The simple truth is that we Easterners traditionally love to entertain, and the more thoughtful touches of service we can devise for your pleasure, the happier we are. Are you tired? Hot and cold towels are at your fingertips for freshening up. Footsore? Doff your shoes for a complimentary pair of soft woolen shoe-socks. Sleepy? Your hostess appears with eyeshades, and a warm blanket bearing the insignia of the maharajah. In short, our most cherished ambition is to anticipate your every need.



Let us assure you that all this pleasant pampering is not restricted to your hours in flight. From the moment you step to the ticket counter, in any AIR-INDIA office in the world, you'll find us bending over backward (we are exceptionally limber) to meet your every travel need. Not only in the matter of your reservations and itinerary, but in countless other ways—from chaperoning an unaccompanied child, to visa and passport information, to the care and feeding of your pets—we're there for the sole purpose of smoothing your journey and also your brow. If it appears to you that this is an open invitation to take advantage of us—you're right.



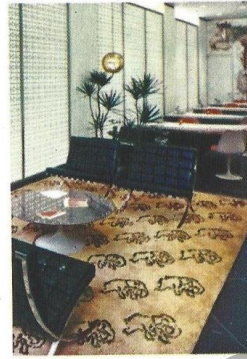


In a few  
short hours...  
the world  
IS  
YOURS  
!

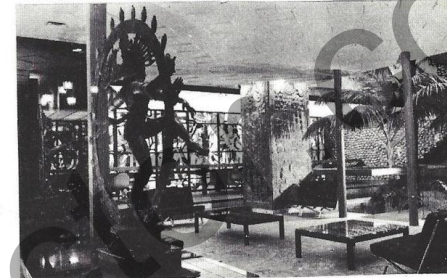
A hundred years ago, an Indian maharajah with his entourage might have traveled from Delhi to Bombay at roughly (very roughly) five elephant-miles per hour, or a total of 24 days for the journey. Today, AIR-INDIA spans a comparable distance in 110 minutes by jet! Wherever in the world you want to go, you can fly more lavishly and more swiftly than any maharajah, with or without caravan. AIR-INDIA jets you from NEW YORK to LONDON in a fabulous 6 hrs. 35 mts. flying time. From NEW YORK to ROME ...9 hrs. 25 mts. From NEW YORK to CALCUTTA...a total of 19 hrs. 35 mts. From BOMBAY to TOKYO in 10 hrs. 20 mts. Check the map... AIR-INDIA flies you wherever you want to go with modern jet speed and fabulous luxury!

*Here are Our Major AIR-INDIA offices...*  
*There are more than 70 throughout the world*

New York City, U.S.A.



Paris, France



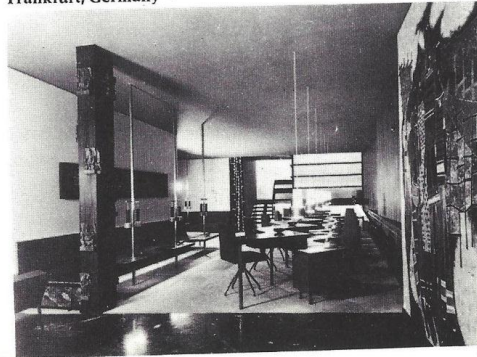
London, England



Tokyo, Japan



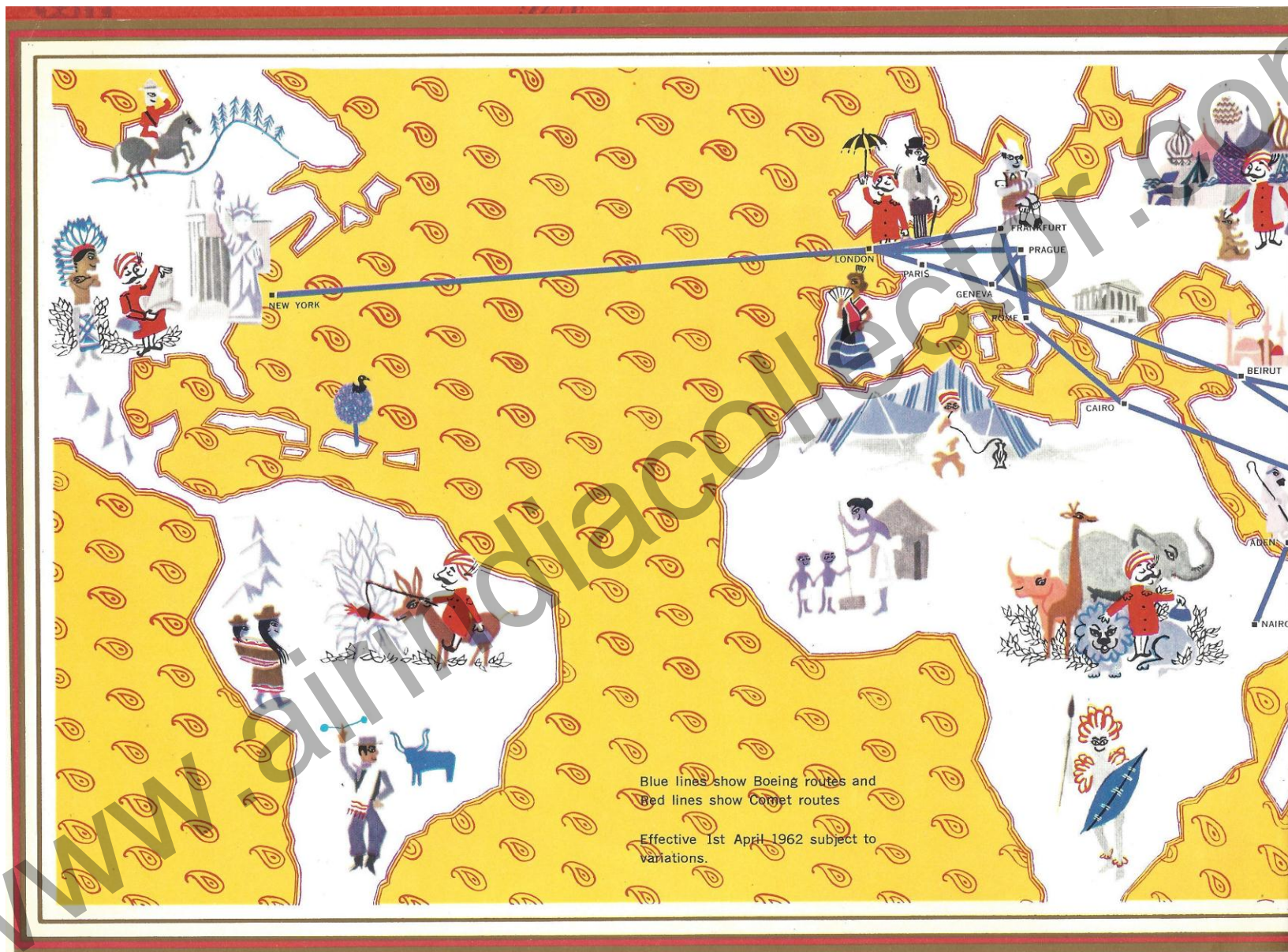
Frankfurt, Germany



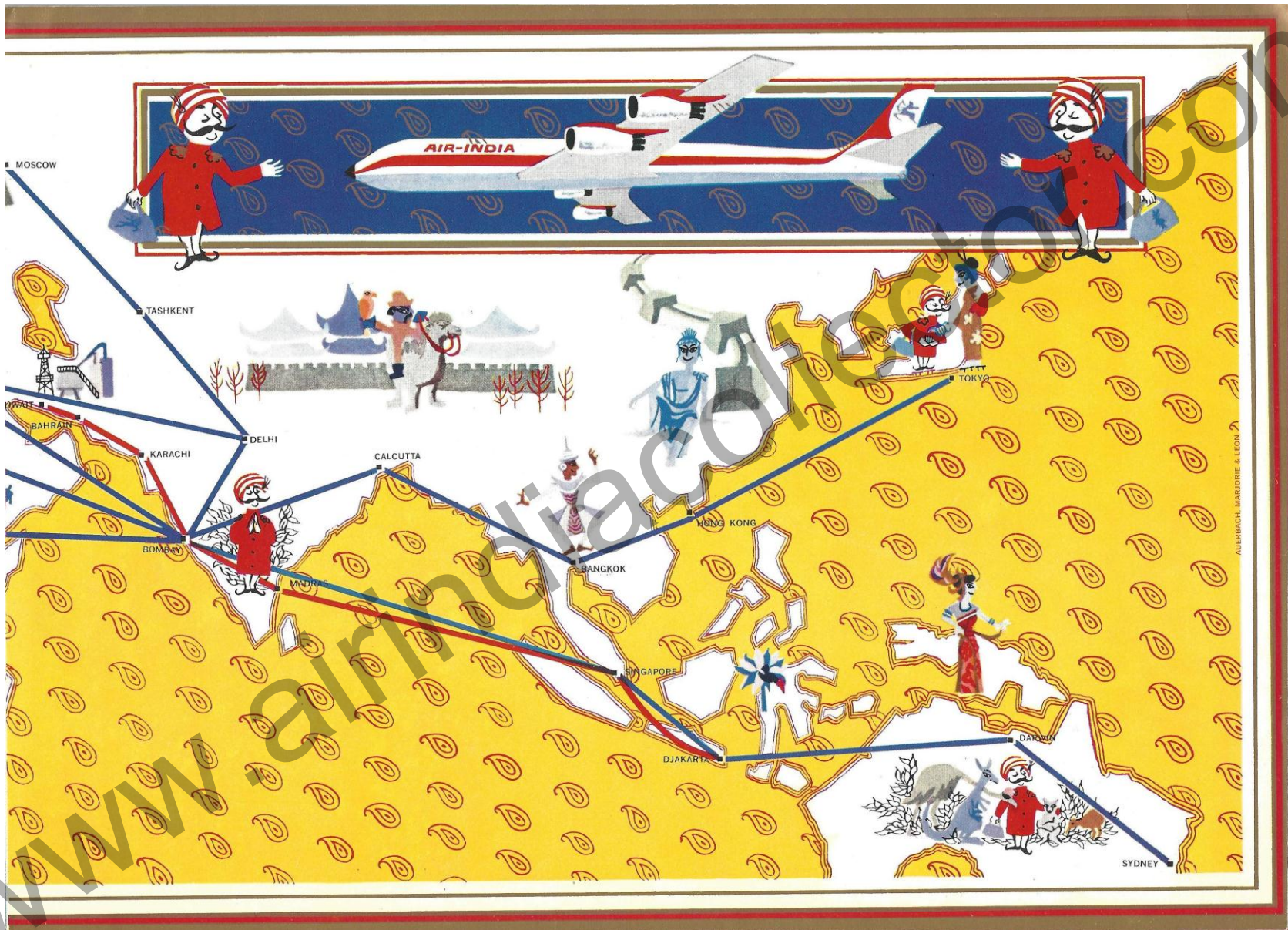
Bombay, India















A Proud Record...

### OUR CREWS AND MAINTENANCE

In ability, experience and skilled precision, AIR-INDIA's pilots not only meet but exceed some of the most exacting requirements in the world. Many of them are Air Force veterans with outstanding flying records. All have a minimum of ten years' experience in propeller and jet aircraft, over routes that link five continents. Pilots of Boeing 707 Jets received their initial training under the supervision of the Boeing Airplane Company in the U.S. At its engineering and maintenance base at Santa Cruz, Bombay, AIR-INDIA has installed a million-dollar Boeing flight simulator, the only one of its kind in Asia. Here you will also find maintenance, servicing and testing taking place on the aircraft of U.S. and European flag carriers, as well as those of AIR-INDIA.



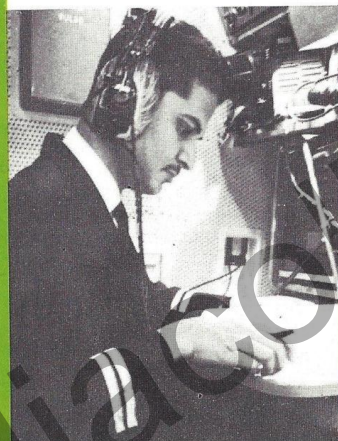
## Your Flight Captain



With a minimum of 10 years flying experience in all types of aircraft, every AIR-INDIA captain is a skilled veteran, hand-picked for his ability to meet the most exacting standards demanded by any airline in the world.

## Your Flight Engineer

His job: to tabulate and report every detail of electrical and mechanical data... weather conditions, temperature, pressurization and air conditioning. As the Captain's "right hand," he keeps constant check and control on every facet of operation.



Master of pinpoint accuracy at high speed, your navigator combines highly-trained alertness with vast technical knowledge. With the world's most modern equipment at his fingertips, he charts your course surely and swiftly to destination.

## Your Navigator

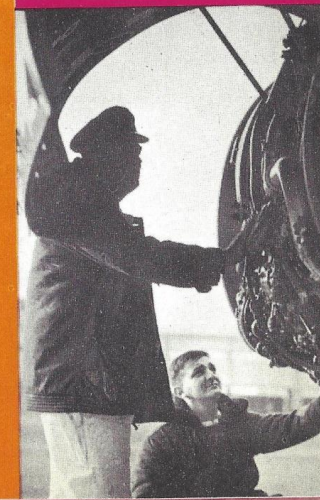


## Your Purser and Hostess

Whether it's in serving your meals and refreshments, or providing the gracious amenities of extra service... their sole concern is your well-being and comfort. Efficiency is only one of their talents... you'll find them charming, friendly, and informative as well.

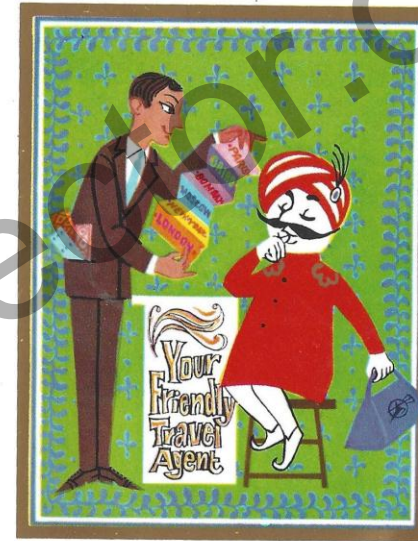
## Your Ground Crew

Each member of this crew is an engineering specialist in his particular field... engines, navigational instruments, hydraulics... every phase of the aircraft. Before your plane takes off, every detail of its operation is thoroughly checked by these experts for perfect performance.









IT IS WRITTEN:  
Professionals plan  
Better trips



One of the most exhilarating and enlightening experiences in the world is a consultation with a professional travel agent, and we recommend it heartily. (For one thing, he can tell you about AIR-INDIA in glowing terms which modesty forbids us to use about ourselves.) But most important, he can give you invaluable advice on every aspect of your trip: hotels, sightseeing, shopping, customs, clothes, costs—all taking into account your own personal tastes and budget. He can offer you a fascinating variety of guided tours, or plan your individual trip so thoroughly as to leave you happily free from care. And so we say—wherever you go—see your travel agent first.

We await you  
with open hearts

Are your eyes bright with anticipation?   
Your pulse quickening with the prospect  
of undiscovered delights?  Then do,  
we entreat you, say the words that will make  
us the happiest airline in the world.   
(A soft murmur of "reservations please"  
will suffice.)  From this moment on,  
we'll live for the prospect of introducing you  
to AIR-INDIA in person...of demonstrating  
that jet-age efficiency and old-world  
charm can be happily combined...and of  
proving that we are, indeed...

the airline that treats you  
like a Maharajah





## World-Wide Offices... with doors open wide

<b>ADEN</b> Esplanade Road, Crater	<b>GREECE</b> Athens 4, Jan Smuts Street	<b>KUWAIT</b> c/o Alghanim Travel Agencies, P.O. Box 81	<b>THAILAND</b> Bangkok Thoresen Building, Suriwongse Road
<b>ARABIAN GULF</b> Bahrain Yatmeen's Bldg., Al-Khalifa Road	<b>HONG KONG</b> Fu House, 7 D Ice House St.	<b>LEBANON</b> Beirut c/o M/s. Hitti Freres Beirut Parliament Square Rue Arts and Metiers	<b>UGANDA</b> Kampala 87 Kampala Road
<b>AUSTRIA</b> Vienna Room No. 336/339, Opernring 1	<b>INDIA</b> Ahmedabad Cama Hotel, Khanpur Road. Bangalore 20 h, Mahatma Gandhi Road Bombay New India Assurance Bldg. Mahatoma Gandhi Road, Fort Calcutta 4 Dalhousie Sq. East Coimbatore India House, Trichy Road Jamshedpur C/Monument Rd. Jorhat Club Road Jullundur 1, Pucca Bagh Market Kanpur Bungalow No. 4, J.C., Rayon Rd. Madras Agurchand Mansion, Mount Road New Delhi No. 1, Scindia House, Janpath Rourkela Sector III, B 11	<b>MALAYA</b> Kuala Lumpur 105-E, Ampang Rd. <b>NEW ZEALAND</b> Auckland Commerce Street	<b>U.S.S.R.</b> Moscow c/o Aeroflot Tashkent c/o Aeroflot, 18, Pushkinskaya Street
<b>AUSTRALIA</b> Adelaide Hooker House, 31 King William Str. Darwin Box 545 P.O. Melbourne 408/410, Collins Street Sydney French Bank Building, 12 Castlereagh Street	<b>INDONESIA</b> Djakarta Hotel Duta Indonesia, Djalan Modjopahit	<b>PAKISTAN</b> Karachi Metropole Hotel	<b>U.A.R.</b> Alexandria 20 rue Toussoun Cairo c. Talaat Harb Str. Damascus c/o M/s. Hitti Khoury Freres, Al Nasr Street
<b>BELGIUM</b> Brussels 56, Ravenstein	<b>ITALY</b> Milan Piazza Diaz, 5 Rome Via Barberini 63	<b>PHILIPPINES</b> Manila Manila Hotel	<b>UNITED KINGDOM</b> Birmingham 105 Colmore Row Glasgow 62 Buchanan Street Leeds Onward Chambers, 3/4 East Parade London 17/18 New Bond Street Manchester 32, Deansgate
<b>CANADA</b> Toronto Prudential Bldg.	<b>JAPAN</b> Osaka 310 Umeda Building Tokyo Hibiya Mitsui Building	<b>POLAND</b> Warsaw Hotel Bristol, ul. Krakowskie Przedmiescie 42/44	<b>U.S.A.</b> Chicago, Ill. Room 207, Champlain Bldg. Cleveland, O. Room 1342, Hanna Building, Euclid Avenue and East 14th Street Dallas, Tex. Mercantile Continental Bldg., Suite 722 Commerce Street Los Angeles, Cal. 543 South Olive St. New York, N.Y. 410 Park Ave., N.Y. 22 Philadelphia, Pa. Room 736, 6 Penn Center Plaza Washington, D.C. Suite 504, 1001 Connecticut Ave., N.W.
<b>CEYLON</b> Colombo No. 34, Y.M.B.A. Building, Main Street	<b>JORDAN</b> Amman Salt Road. Jerusalem Taziz Building, Port Said St.	<b>SINGAPORE</b> Adelphi Hotel Building, Coleman Street	
<b>CZECHOSLOVAKIA</b> Prague 20 Na Prikopech	<b>KENYA</b> Nairobi Lugard House, Government Road	<b>SOUTH AFRICA</b> Durban 65/66 Salisbury House 332/338 Smith Street	
<b>FIJI ISLANDS</b> Suva Victoria Arcade		<b>SOUTH RHODESIA</b> Salisbury 508/9/10 Mercury House, Gordon Avenue	
<b>FRANCE</b> Paris 1, Rue Auber Place de l'Opera Paris		<b>SWEDEN</b> Stockholm Naravagen 7	
<b>GERMANY</b> Dusseldorf Berliner Allee 43 Frankfurt Kaiserstrasse 77 Hamburg Alter Wall 10 Stuttgart Konigsstrasse 33		<b>SWITZERLAND</b> Geneva 7, rue de Chantepoulet Zurich Bahnhofstrasse 1	

see your Travel Agent

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