



Caravelle

FLY **Alitalia**
ITALY'S WORLD AIRLINE

Boeing 747

FLY **Alitalia**
ITALY'S WORLD AIRLINE



Alitalia oggi.

Alitalia è oggi una delle più grandi linee aeree internazionali. Proiettata nel futuro com'è necessario a una compagnia che vuol essere ogni giorno più moderna e più efficiente. I nuovi colori dei nostri aerei sono solo il primo segno di tutto quello che Alitalia sta facendo per mantenersi all'avanguardia. Ci fa piacere farvelo sapere, proprio ora che volate con noi. Fra non molto lo sapranno tutti.

Alitalia heute.

Alitalia gehoert zu den grossen Fluggesellschaften in der Welt. Sie plant fuer die Zukunft. Wie jede Gesellschaft, die den Wunsch hat, mit jedem Tag noch moderner, noch leistungsfaehtiger zu sein. Die neuen Farben unserer Maschinen bedeuten nur einen ersten Schritt auf diesem Weg nach vorn. Ihnen wollten wir es schon heute sagen. Waehrend Sie mit uns fliegen. Bald schon wird es jeder wissen.

Alitalia today.

Today, Alitalia is one of the largest international airlines. Looking towards the future, as any company that aims to be more modern and more efficient every day. The new colours of our aircraft are only the first sign of everything Alitalia is doing to set the new pace. We thought we would like to tell you about it now, while you are flying with us. Soon everyone will know.

Alitalia hoy.

Alitalia es hoy una de las más grandes líneas aéreas internacionales. Con vistas hacia el futuro como es necesario en una compañía que quiere ser cada día más moderna y más eficiente. Los nuevos colores de nuestros aviones es solamente el primer signo de todo lo que Alitalia está haciendo por mantenerse al día. Nos alegra hacerselo saber, sobre todo ahora que vuelan con nosotros. Dentro de poco lo sabrán todos.

Alitalia aujourd'hui.

Alitalia est aujourd'hui une des plus grandes lignes aériennes internationales. Alitalia travaille dans le futur, comme le doit une compagnie qui veut être chaque jour plus moderne, plus efficace. Les nouvelles couleurs de nos avions ne sont que le premier signe de tout ce que Alitalia est en train de faire afin d'être toujours à l'avant-garde. Nous sommes heureux de vous le faire savoir, alors que vous volez avec nous. Bientôt, tout le monde le saura.

Hoje Alitalia.

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Douglas DC-8/62

FLY **Alitalia**
ITALY'S WORLD AIRLINE



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Douglas DC-9/30

FLY **Alitalia**
ITALY'S WORLD AIRLINE



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On May 1, 1969, Alitalia, headquartered in Rome, after reviewing major design firms in Italy, England and the United States, selected Walter Landor Associates, the San Francisco-based industrial designers, to develop a new visual communications system. On October 25, 1969, the first Alitalia airliners bearing the new look departed from Italy for New York.

The simulated photograph here is a preview of Alitalia's new 747's scheduled for worldwide service early in 1970.



Introducing the new look for Alitalia
by **WALTER LANDOR ASSOCIATES / INDUSTRIAL DESIGNERS** San Francisco





Stiamo rinnovando il volto della nostra compagnia: ed abbiamo incominciato dalla A.

Dalla prima lettera dell'alfabeto, dalla prima lettera di « Alitalia ». Tutta la nostra flotta, i DC8, DC9, Caravelle, ed i nuovissimi Boeing 747 porteranno da domani questo nuovo simbolo nei 66 Paesi di cinque continenti verso cui voliamo ogni giorno.



We're giving a new outlook to our airline: and we started right from the A.

From the first letter of the alphabet, from the first letter of « Alitalia ».

From now on, all our aircraft, DC8s, DC9s, Caravelles and the very latest Boeing 747s will carry this new symbol. Into the 66 countries of the 5 continents we fly to every day.



Alitalia fait peau neuve.

En commençant par A.

La première lettre de l'alphabet. Bientôt, toute notre flotte, DC8, DC9, Caravelles et les tout derniers Boeing 747, porteront ce nouveau symbole dans les 66 Pays des 5 continents vers les quels nous volons chaque jour.



Wir geben unserer Fluggesellschaft ein neues Gesicht und haben beim A damit angefangen.

Beim ersten Buchstaben im Alphabet, beim ersten Buchstaben in « Alitalia ». Morgen schon tragen unsere Maschinen die DC8, die DC9, die Caravelle und die allerneuesten Boeing 747 dieses neue Symbol in 66 Laender der 5 Kontinente.



Estamos dando una nueva perspectiva a nuestra compañía. Y hemos empezado desde la A.

De la primera letra del abecedario, de la primera letra de « Alitalia ».

Toda nuestra flota, los DC8, DC9, Caravelle, y los nuevos Boeing 747 llevarán desde mañana este nuevo símbolo, en los 66 países de los cinco continentes hacia los que volamos todos los días.



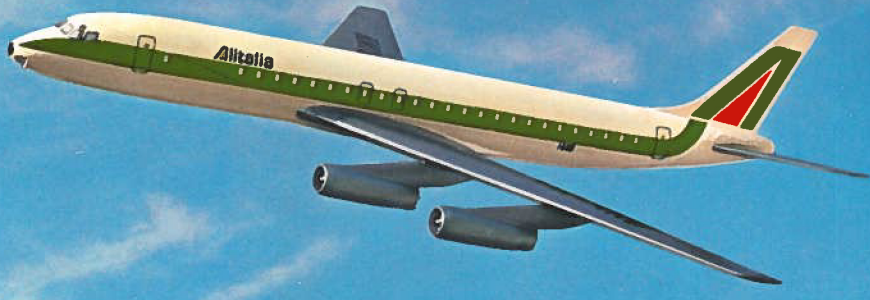
Damos uma nova perspectiva á nossa companhia.

E começámos pelo A.

Desde a primeira letra do alfabeto, desde a primeira letra de « Alitalia ».

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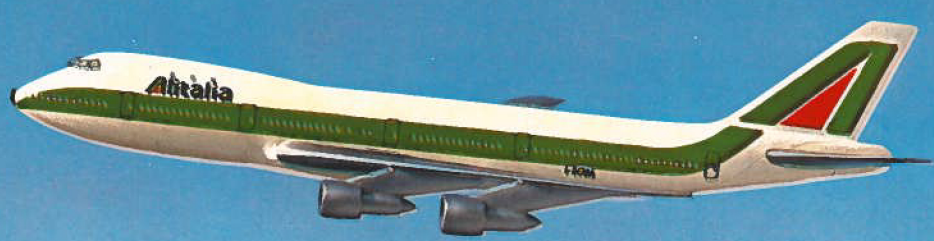
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Em breve todos o saberão.



C'è qualcosa di grosso in aria...
(ed anche i vostri amici
devono saperlo).
There's something big in the air...
(and your friends should know
about it too).
Il y a du nouveau dans l'air...
(faites-le savoir à vos amis).
Grosse Dinge liegen in der Luft...
(und ihre Freunde sollten es
auch erfahren).
Hay algo grande en el aire...
(Y también sus amigos
deben saberlo).
Algo grande há no ar...
(E também os seus amigos
devem sabê-lo).



Arti Grafiche Marchesi - Roma

Douglas DC-8/62



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Douglas DC-9/30



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Caravelle



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Boeing 747



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WINGED ARROW



Alitalia

fortnightly review

October 1969

Year II - No. 7



Dear Colleagues,

As you are well aware, one of the principal objectives of our work is to ensure continuity of development, both in response to the stimuli of technological progress and to meet the growing requirements that the public has the right to expect in the improvement of our services, which must at all times be characterized by safety, efficiency, punctuality and courtesy.

In striving continually to achieve something better, to maintain our present and future position of competitiveness among the world's major airlines, during this past year we have redoubled our efforts, accelerating the pace of progress, to adapt ourselves to the new dimensions of air transport in the seventies.

You will have observed that many innovations have been introduced and you will know that many others are in the course of implementation. Indeed, it is thanks to you, to your rapid assimilation of this spirit of modernization and to your ready and extremely effective collaboration, that the first half-year of 1969 already shows an important increase in our sales, and I am taking this opportunity to express my congratulations to you all.

In the context of the work of reorganization completed during the past year, the modernization of our image has been one of the most important operations. The first contact that the public has with our Company is generally visual, and is influenced by the way in which Alitalia is projected. It is therefore necessary that the public receives an immediate impression of a modern organization, one that is always up to date with the times, and one that at the same

time conveys the dynamic of a major world airline and of an Italy that is technologically advanced.

Today, we represent one of the highlights of the new Italy which, as the second largest exporter of the E.E.C.,

I have no doubts about this and I am confident that now, more than ever, you will be equal to the task and that you will collaborate fully with me in facing this new and exciting challenge.

MARCELLO MAINETTI



Comandante Marcello Mainetti, Deputy-General Manager Sales and Traffic, in a still from the film produced to illustrate the new-look Alitalia.

is maintaining the parity of its currency in the face of devaluations by other leading European countries: the Italy of FIAT, the Italy of Olivetti, the Italy of the large steel mills of IRI, etc.

All this we intend to demonstrate, above all, with our new image, and then through everything that you do in all your dealings with the public: your efforts must therefore before consistent with this image. Indeed, no matter how attractive and successful the new image may be, it will have no impact and will lose all its significance unless also this large family that is Alitalia succeeds in acquiring a new look, modern, aggressive and efficient.



HOW THE NEW VISUAL IMAGE WAS CREATED

Peter McDonald

The story of Alitalia's new visual image starts in Rome, in March 1969. As spokesman of Walter Landor Associates, I discussed the matter with your General Management on the occasion of the introduction of the firm that was to become your new advertising agency, CPV.

The first question that we asked ourselves in seeking a new image for your Company was this: "What are the special features, the particular appeal, of an airline, and what are the differences seen through the eyes of a stylist?" At first glance it would seem that all airlines must appear much about the same as one another: similar aircraft, with the same speed and range, carrying the same kind of load, with the same operating costs, identical ticket prices and identical pilot training: international regulations govern flight operation, maintenance, landing procedures. With all these common denominators, how can the airlines have different characteristics? Clearly, the differences are to be found only in the remaining factors. So we divided these factors into three groups: those that are constant, and that can only be influenced at the top level; those that are semi-constant, such as national characteristics; and the third group, consisting of those factors that are completely within the control



The Walter Landor headquarters, located on a specially converted ferryboat, moored in the bay of San Francisco. Above: a meeting of the team that created the new visual image of our Company.

of an airline, such as the conception of service, individual approach, original emphases. These factors can be inflexible and controlled, or they can be personalized and more cordial, and, if combined with national characteristics, can also create entirely original images.

It is not enough just to display names and symbols everywhere, even though symbolism may be the vehicle that unites all the perceptive senses; there exists a vast range of relationships between symbolism and a new image, but it is virtually impos-

● CONTINUED ON PAGE 4

SEPTEMBER TRAFFIC

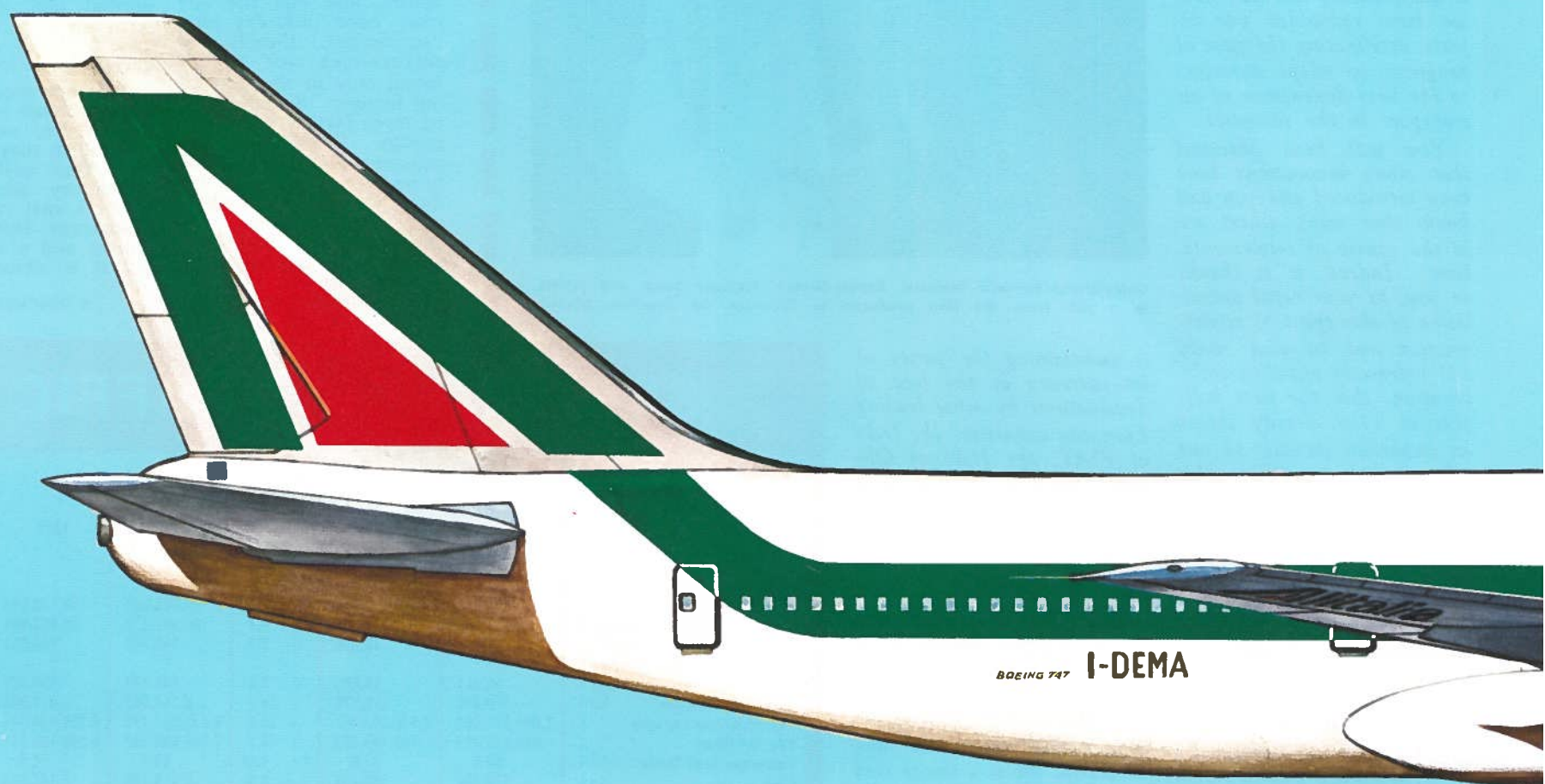
	SEPTEMBER		Variation 1968-1969 %	Progressive		Variation 1968-1969 %
	1968	1969		1968	1969	
Km flown	10,014,936	10,960,118	+ 9.4	80,343,942	88,730,890	+ 10.4
Km flow (including charters)	10,072,875	10,994,225	+ 9.1	80,968,433	88,903,965	+ 9.8
Hours flown block-to-block	18,133	18,804	+ 3.7	148,288	154,052	+ 3.9
Hours flown block to block (including charters)	18,211	18,866	+ 3.6	149,137	154,327	+ 3.5
Revenue passenger N°	470,632	559,175	+ 18.8	3,254,957	3,871,503	+ 18.9
Passenger/Km capacity	1,069,511,554	1,238,543,482	+ 15.8	8,435,238,793	9,759,184,644	+ 15.6
Pax/Km flown	648,619,057	763,447,323	+ 17.7	7,519,589,397	5,295,100,743	+ 17.1
Passenger load factor %	60.6	61.6	(+ 1.0)	53.6	54.8	(+ 0.7)
Mail Kg	574,664	567,286	- 1.3	5,014,105	5,142,024	+ 2.6
Mail ton/km flown	1,450,366	1,517,382	+ 4.6	12,510,299	13,582,492	+ 8.6
Freight ton/km flown	15,274,527	19,231,471	+ 25.9	122,046,548	184,792,132	+ 51.4
Payload capacity ton/km	136,834,238	153,357,639	+ 12.1	1,068,284,403	1,232,623,473	+ 15.3
Total ton/km flown	75,100,675	89,459,189	+ 19.1	541,320,244	674,934,122	+ 24.7
Load factor %	54.9	58.3	(+ 3.4)	50.7	54.8	(+ 4.1)
Mail flights payload capacity ton/km	1,432,820	1,404,132	- 2.0	12,698,117	11,665,680	- 8.1



Our chart shows all the various types of aircraft of the Alitalia fleet, painted in the new colours. It truly is a new fleet!

Alongside, we show the Company's new dynamic symbol, a symbol with unlimited possibilities for adaptation to any form of advertising or promotional media. A stylized A, which represents not only the initial letter of Alitalia's name, but also the synonym of quality. The letter A is the first in the alphabet of almost every language, in almost every country. Through this symbol, which appears also on the tail fin of the aircraft, we wish to indicate the type of service that we intend to offer to the public: a quality service. In other words, we intend to lead.

You will find this symbol in every other visual presentation of our Company, harmonizing perfectly with the logotype, the new written emblem of Alitalia. We have sought in this way to create a new means of communication which, combined with our advertising effort, will make the maximum contribution to the achievement of a common objective: firmly to establish the new Alitalia image on world markets.

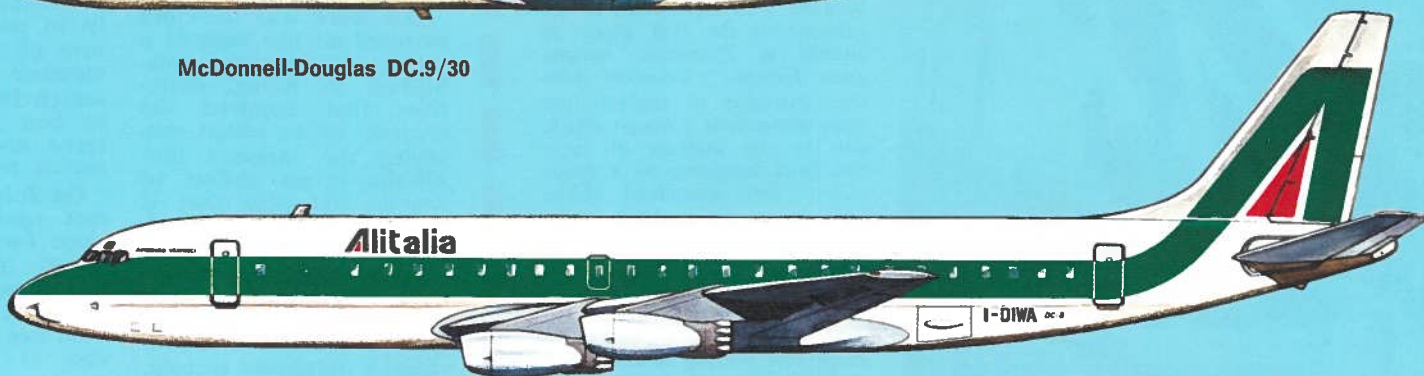




Sud Aviation « Caravelle »



McDonnell-Douglas DC-9/30



McDonnell-Douglas DC-8/43



McDonnell-Douglas DC-8/62

Boeing 747 « Superjet »



THE THREE-DIMENSIONAL LOOK

Just for paint and thinners alone the DC.8 has cost nearly US\$ 500: the DC.9 just over half that figure, without taking into account labour costs, use of equipment and the "out-of-service" factor. In all, 485 lbs of paint for the larger aircraft and 265 lbs for the smallest, reducing when dry-finished to about 120 lbs in

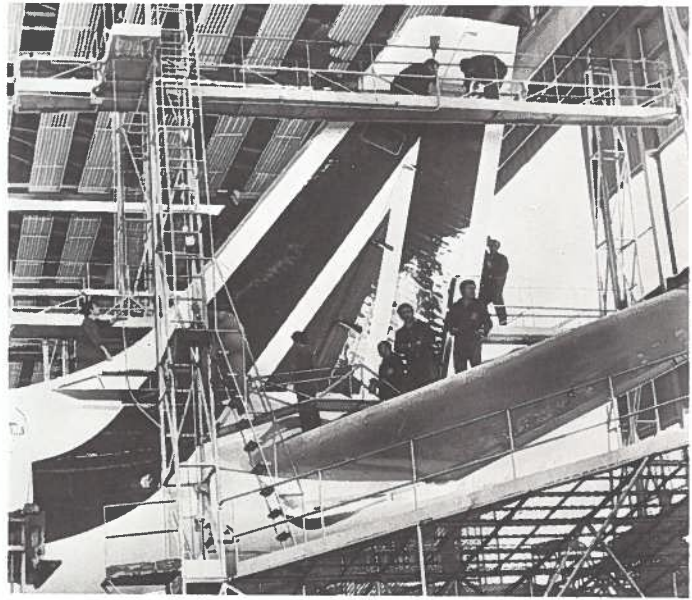
specialists at Fiumicino, who the technical offices to carry out the definitive checks, a kind of air bridge was created between Amsterdam and Rome: a bridge that, in the course of one day, enabled the technicians to achieve the blend giving the desired shade, to produce it in the quantity required, and to were getting not a little concerned.

finished with the appearance of a sparkling bright aircraft: but as soon as he realized that in talking about it he might detract from the merits of others, he suddenly remembered something, jumped on his bike and went back to work.

His chief virtue was... linguistic: in the sense that, without having any knowledge of American, he succeeded in discussing such things as perspectives, tangents, arcs, with a person whose only Italian perhaps amounted to "ciao". Colonnelli and Rodney McKnew, the Walter Lander designer assigned with supervision of the painting of the first group of aircraft at Fiumicino, became great friends. Between them they managed to convert into three dimensions a design which, due to the shortage of time, had been conceived on a single plane: they assembled things and then disassembled them, they painted things and then stripped them of their paint, until the effect was just as required by the designers.

Giovanni Veneroso knows all about this assembling and disassembling: he is foreman of the team that works in the painting booths, for the decoration of removable surfaces, of the inner panels, everything that can be stripped and taken out of the aircraft. Another person with a fascinating story is Luigi Fusi: he is head of the Furnishing and Fittings section, responsible for both interior and exterior decor of aircraft. He is the man who has to prepare the definitive painting designs for the aircraft still carrying the old colours, and he also has to prepare the painting plans, worked out to the last millimetre, to be sent to Douglas and Boeing, so that they can deliver at least some of the aircraft on order ready-painted in the new colours.

VITTORIO MILITANO



The skilled workers who covered the night shift under the supervision of Sig. Tenuta are Santolamazza, Sagulo, Pasquariello, Bianchino, Napoli, Caracciolo, Lelli, Aguzzetti. The members of the day shift were Colonnelli, Battel, Cesari, Martufi, Modesti, Morono, Assogna, D'Ilario, Felice, Pallara, Guidaldi, Cecchini. Our photograph shows the painting of a DC.8.

the case of the former and to about 65 lbs in the case of the latter.

These are some of the vital statistics of the repainting of the first aircraft that will bear the new look of the Company, the "Alitalia '70" colours. But only some, and they do not take into account the work of those who have translated the new image into "paint". It all started with the Equipment Office of the Research and Planning Division (although "started" is not quite the word for a task that involves the collaboration throughout of other Offices). Dott. Fontani, graduate in chemistry and employed in the "Special Materials" section, had to select the most suitable paint from the many types on the market. Then there was the problem of ascertaining the actual surface-area to be painted, so as to calculate the minimum requirement of paint to be procured as soon as possible (as ever, time was pressing!). The paint was to be supplied from Holland, and what with the succession of meetings between deliver it on time to the

For it was they, the painters, who were to embark on a kind of race against time, working long day and night shifts, at night under foreman Vittorio Tenuta, and by day supervised by one of the specialists, Giovanni Colonnelli, who has been with Alitalia for eleven years. Colonnelli is modest by nature, but was clearly pleased to recount the story of this enterprise, which started on the day when they opened the drums of paint and

From left: Luigi Fusi, head of Furnishings section; Ugo Innamorati, head of the protective treatment squad, and Bruno Fontani, of the "Special Materials" section, in conversation with V. Militano.



WEEKLY FIGURES 22-28 september 1969 (provisional)

Traffic

Passengers 116,148
Freight kg 1,984,942

Last year:

Passengers 100,463
Freight kg 1,617,131

How the new visual image was created

● CONTINUED FROM PAGE 1

sible to identify individual cause and effect.

Our work was therefore oriented on the basis of a series of objectives established in Rome, objectives that required the creation of an image conveying the message that Alitalia is an airline, of course; but also that it operates at the intercontinental level, that it is one of the world's largest airlines; an international, but not impersonal, organization; a Company that provides a complete service; a Company that reflects the new Italy. This approach was adopted so as to eliminate any possibility of creating a stereotyped image, and to combat the notion of Alitalia as an exclusively Italian airline, created for Italians.

As to the limitations of our work, for a project of this magnitude and importance they were much fewer than one might suspect: one was the shortage of time imposed by the impending arrival of the B.747s. We were in fact required to deliver the approved design for the external markings by no later than August 25th, if the aircraft were to be ready for delivery by May 1970.

In the course of our work there also emerged the need to project into the future the series of past and present successes of Alitalia, without losing continuity. Moreover, it was necessary that the new look should not conflict with the existing symbols and colours, especially as the switchover to the new markings would take some time.

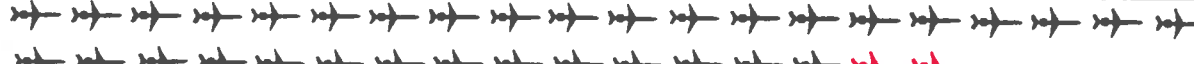
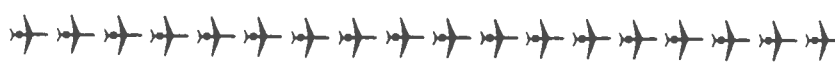
The volume of survey material mounted daily: various designs were developed for research purposes; qualitative interviews were conducted with

specially-selected groups of men, women, travel agents, holiday travel journalists, to enable our experts fully to understand the nature of the problem. A member of Alitalia's Research Division even went to San Francisco to observe and study our research methods.

On July 8th the experts met again in San Francisco for an exchange of views. At this stage we had already examined, studied and developed more than two hundred symbols and at least a similar number of logotypes: in addition, we had designed and painted the exteriors of more than fifty models of the B.747. In Rome, on July 22nd, we presented three definitive designs to members of Alitalia's Marketing Management, which was responsible for examination of our work. One of these designs was particularly recommended, and was accepted for presentation to the Chairman of the Board of Directors, who gave his official approval on August 7th.

We have borne in mind that Alitalia is an international airline, one of the largest, among the leaders as regards technology and efficiency. It is an airline that, from the global and international viewpoint, possesses the requisites for air travel of the future, and yet retains its essentially Italian origins. The new symbol is seen clearly on the tail fin, and the word "Alitalia" is represented in a clear and modern graphic line, capable of creating optimum impact, located immediately beneath the "hump" of the B.747. Look, too, how the new symbol has been adapted to the DC.8, to the DC.9, and to the Caravelle. This is indeed a really new fleet.

PETER McDONALD

alitalia's fleet  in service 72  on order 14	DOUGLAS DC. 8/40		13
	DOUGLAS DC. 8/62		9 (2 cargo)
	DOUGLAS DC. 9/30		36 (3 cargo)
	SUD AVIATION "CARAVELLE"		18
	BOEING 747		4
	BOEING 2707		6 (options)

WALTER LANDOR ASSOCIATES INDUSTRIAL DESIGNERS • SAN FRANCISCO



**Airline
Image Makers
are Afloat on
a Boat**

reprinted from

air travel

Airline Image-Makers Are Afloat on a Boat

By CHARLES E. DOWNIE

The trim *Klamath*, a ferryboat that once-worked San Francisco Bay, bobbed on the waters that lapped Pier 5. She sparkled in her fresh, black paint with white trim, just as though her whistle might sound and the gangplank crank up.

There were round tables and comfortable chairs on her upper deck, set among trees in boxes, and the *Klamath* had more the appearance of a Mississippi river boat ready for a cruise than what it actually is—the home of Walter Landor Associates, “experts in corporate communications” and the firm which is giving Alitalia a new look.

Original, delightful, this ferryboat, and a great place for an office if one has to work.

Creative Ideas Only

Inside there is the pleasant sensation underfoot of wall-to-wall carpeting. Gold. There is a spiral staircase. White. And the office furniture is in warm wood. Carefully-lighted examples of the most modern designs in bottles, boxes and doorknobs are displayed in wall cabinets. There is a large conference room; projection equipment is in concealed cabinets. and a

well-stocked bar is not concealed at all. The windows look out on the San Francisco-Oakland Bay Bridge, that structure which put the *Klamath* out of her natural business in the first place.

Inside in the conference room it did not seem incongruous to an observer that an airline seeking a new image would come to Walter Landor and his ferryboat crew. Here was a place pedestrian ideas would obviously not be welcome.

Actually, when Dr. Bruno Velani, “Father of Alitalia,” set about picking a firm last year to change the image of the airline he had helped found shortly after World War II, he simply wanted a top-flight company. The management consultants who had set in motion a complete reorganization of the corporate structure several years earlier, had recommended Walter Landor Associates—thus the wedding of San Francisco ferryboat and Italian airline.

Perhaps equally curious was the fact that the carrier came for advice to the one area of the world where it does not yet fly—the west coast of the United States. This is the one gap in Alitalia’s world-wide network of routes, and the company is trying hard to close it.

Peter McDonald was marketing coordinator for the project. He and his associates soon discovered that the real job was conveying to people (including some of the Alitalia’s own personnel) what a really good airline it is. He was surprised to find that it is No. 4 among carriers of the western world in length of air routes flown.

Nor was he aware that the line had jumped from the 12th biggest carrier of passengers in the transatlantic trade to sixth in the last few years, with indications it may move up even higher this year. He found that 12 other airlines send their pilots and crews to Alitalia for training and that its reputation for service is untarnished.

Technically, of course, it is as modern as possible. Its 72 planes are all quite new, and newer models, the Boeing 747 and Boeing SST, are on order or under option.

Thus the airline isn’t at fault. It’s the image. Too many people questioned by Landor and his staff gave such answers as “Alitalia? A Greek shipping line?” or “The Jewish airline?” Those who did know Alitalia thought of it as an “Italian airline for Italians.” Its red-white-green tail (colors of the Italian flag) seemed too aggressively nationalistic.

Here again the image does not reflect reality. Alitalia is run by a private corporation, but with the financial participation of the Italian government, just like Alfa-Romeo and some other Italian industries. Therefore, it is not a “flag carrier” in the same sense as, say, BOAC or JAL.

Italian Lover

“One of the objectives we developed,” said McDonald, “was to make Alitalia an expression of the new Italy, a country that is incredibly dynamic, bursting with energy and ideas, technologically advanced, yet still a deeply cultured country.”

McDonald, a tall, strongly-built Englishman with a cavalry mustache, high forehead and strong sense of humor, lived in Milan for five years and speaks Italian fluently. He still loves nothing better than a chance to be in Italy.

“We had to fight the Italian stereotype,” he admitted. “Everybody thinks of Germans as heel-clicking, beer-drinking machinists or mad scientists, something of that sort. Well, the Italian has been stereotyped as temperamental spaghetti-eating, mandolin-playing, somewhat irresponsible. This isn’t true, of course, any more than all Americans are “ugly” or Englishmen all cold and aloof. But it’s something you have to deal with because people think that way.



IMAGE-MAKERS ARE AFLOAT

“We have to make people realize that Alitalia is a modern, technologically-advanced, world-circling organization whose people are not only warm and friendly but efficient and trustworthy. That’s what we have found Alitalia to be now, but its present image does NOT reflect the reality.”

The first visible change in the line’s image is the paint on its planes. Normally this would be one of the last things to happen because a design changeover, while it might seem insignificant to the layman (“A little paint?”) is a vast undertaking with a globe-ranging company. The signs of change that hit the public’s eye must be carefully and completely worked out to suit the whole range of company equipment, and usually all this is done before anything so obvious as the painting of the planes begins.

Quick Solution Needed

But for technical reasons the first thing McDonald and the senior associate, Rodney McKnew, had to do was come up with THE symbol so that it could be painted on the tail of a B-747. What had happened was that Walter Landor Associates had been brought in on April 7, 1969, and discovered that on August 25 the tail of the airline’s first B-747 would be mounted on the airframe and balanced. In planes of another generation this would have made little difference (in fact, they wouldn’t be assembled that way), but with the gigantic 747s the five-story-high tail goes on early and must be

delicately balanced. It is something like mounting an office building so you could move it with one finger. The weight of the paint, then, would be enough to throw the tail out of kilter unless the assembly was painted before being balanced. Thus McDonald and McKnew had to come up with designs that would be accepted and ready to go before August 25.

Rod McKnew says of the process of creation, “We started from scratch and took advantage of the letters themselves. We didn’t want the result to date—not in five years, not in ten. And we wanted it to be a wordmark.

“A wordmark is a combination of a trademark and logotype. Once you are familiar with a workmark you simply see it and think of the word. We wanted them to see the wordmark and think Alitalia.

“First of all, Alitalia contains the letter A three times. In the former lettering there was nothing memorable about any of the letters. You could see the word, read it and for most people there would be no recall.

“Thus a distinctive letter A would strike home and be memorable. It could be used anywhere as you would use a trademark or logotype. We designed the rest of the lettering to reinforce the A wordmark.

“We had the chance to use a classic Roman base for our wordmark and it could have been very readable and elegant. But we decided to go for something completely modern that would give the message ‘they know their way around.’

“We used interview techniques, getting responses from carefully selected groups—travelers of all ages, travel agents, sophisticated people. The result is what you see.”

“It was a long, hot summer,” recalled McDonald, sipping a long cool drink, “but we did it.” The Italians were wonderful. They flew over here and sat down in the ferryboat to check designs out with us.” That was July 8.

“At this stage we had already examined, studied and developed more than 200 symbols, and at least a similar number of logotypes,” McDonald said.

“In addition, we had designed and printed exteriors of more than 50 models of the 747.”

Then on July 22, McDonald and his crew flew to Rome to make the presentation of three definitive designs to members of Alitalia’s marketing-management division. One, of course, was favored by the Landor Associates—and it was the one finally chosen August 7 by the board of directors.

McKnew later flew to Rome’s Fiumicino airport to supervise the first paint jobs for the planes already in operation—72 of them. The design, of course, was slightly different for each plane—13 Douglas DC-8/40s; 7 DC-8/62s; 34 DC 9/30s and 18 Sud Aviation Caravelles. Coming up are 4 B-747s and, if they get off the ground, 6 Delta-wing Boeing SSTs now on option. But McKnew made it, although his only grip on the Italian language was “Ciao” and most of Alitalia’s crew didn’t speak English.

Recognized and Respected

The McDonald group’s image-building task is far from complete at this writing. There are still designs to create for everything from letterheads and buttons on hostesses’ uniforms, to menus, napkins, dishes and trucks and tractors.

The new image is being built around the modernistic green-white-red “A” in Alitalia. It is hoped that it will become as instantly recognizable and respected as the IBM of International Business Machines.

“The old designs just didn’t reflect the tremendous progress Alitalia had made since 1947,” explained McDonald. “It was like wrapping the Kohinoor diamond in a piece of brown paper. Sure, it’s real, it’s a diamond, but who believes it? Diamonds come in velvet cases with gold clasps—everybody knows that—not in brown paper. But we’re deliberately not putting Alitalia in a velvet box with gold clasp. We’re putting it in modern design that says what it is—dynamic and technically advanced, a great and growing airline.”

at



From port to starboard: Walter Landor, Rod McKnew and Peter McDonald.

WALTER LANDOR ASSOCIATES INDUSTRIAL DESIGNERS • Ferryboat Klamath Pier 5 San Francisco Ca. 94111



Solid dark green stripe, shown here on McDonnell Douglas DC-9-30, replaces Alitalia's traditional two-tone blue stripes.

Alitalia Begins Image Change Campaign

Rome—Sweeping campaign to change the image of Alitalia from traditionally nationalistic to a more modern world-wide look has been launched with the unveiling of a newly painted McDonnell Douglas DC-9-30 and DC-8-62.

The campaign, conceived by Walter Landor Associates, a San Francisco industrial design firm, will cover every phase of Alitalia's operation which receives public exposure. All 74 of the carrier's airplanes will be repainted as will all inflight and ground service equipment.

Although Alitalia officials maintain the new image campaign is coincidental with the Italian flag carrier's recent moves on fares (AW&ST Oct. 20, p. 196), the promotion reveals a new more aggressive drive by Alitalia into world airline competition.

In the airline's push for a modern world-wide image, the traditional bow-and-arrow symbol has been removed because of its ancient connotation. It has been replaced by a green and red modernistic "A" which will appear on the complete line of Alitalia equipment and packaging.

The "A" will also appear on the vertical tail surface of Alitalia airplanes, replacing the old tricolor Italian national flag paint scheme which is considered too nationalistic for the new image. Two-tone blue fuselage stripes which have been applied to Alitalia airplanes since 1947, are being replaced by a solid dark green stripe that extends down from the leading edge of the "A" symbol on the vertical tail surface.

The entire campaign is expected to be completed in 18 months, including the repainting of all the airplanes. A special paint scheme is in the process of being devised for the airline's all-cargo aircraft.



Alitalia hostesses model new two-piece lime green suit by Italian designer Mila Schon. All of the airline's ground support equipment is being repainted in dark green with new trademark shown below on tow tractor and APU.



FRECCIA ALATA

settimanale di informazioni **Alitalia**

21 novembre 1969 - anno IX - n. 46 - sped. in abb. post. - gruppo II - nuova serie - 70%

IL PREMIO «LEONARDO DA VINCI» AL PRESIDENTE VELANI

Il premio «Leonardo da Vinci», istituito per onorare personalità che hanno particolarmente contribuito allo sviluppo dell'aviazione commerciale, è stato assegnato al nostro presidente, ingegner Bruno Velani, con la seguente motivazione: «Ha portato la Compagnia di bandiera a un rango di primissimo ordine, temperando le esigenze di economia e di sicurezza dell'esercizio del trasporto aereo con quella della più moderna attrezzatura, sia per quanto concerne la flotta, ora composta

esaminare i maggiori problemi dell'aviazione civile. L'onorevole Carenini ha affermato che il trasporto aereo è l'unica branca dei trasporti che abbia un saldo fortemente attivo nella bilancia dei pagamenti e si sviluppa di anno in anno con



L'ingegner Bruno Velani mentre riceve il premio «Leonardo da Vinci» istituito dal Centro per lo Sviluppo dei Trasporti Aerei, dal ministro dei Trasporti e dell'Aviazione Civile, on. Gaspari.

esclusivamente di aviogetti, sia per quanto concerne gli impianti e i servizi tecnici e di traffico, in Italia e all'Estero». Il premio, che è stato creato dal Centro per lo Sviluppo dei Trasporti Aerei (CSTA), è stato consegnato dal ministro dei Trasporti onorevole Gaspari, durante una cerimonia svoltasi alla Camera di Commercio di Roma, giovedì 13 novembre.

Nel corso di questa prima edizione sono stati premiati anche i ministri Taviani e Caron, l'on. Andreotti, il giudice costituzionale Fragali, il direttore dell'Aviazione Civile gen. Santini, l'ing. Gabrielli, progettista della FIAT, il dott. Fassina, presidente degli aeroporti di Milano, ed il comm. Lourier, presidente dell'Unione Giornalisti Aerospaziali Italiani (UGAI).

Dopo un breve discorso del presidente della Camera di Commercio Bertucci, ha preso la parola il presidente della CSTA onorevole Egidio Carenini. Dopo aver ricordato l'attività del Centro, l'onorevole Carenini ha illustrato il significato dei premi. E' poi passato ad

un tasso di incremento che è del nove per cento per i movimenti aerei, del 13-14 per cento per i passeggeri e del 20-25 per cento per le merci. Carenini ha anche preso in esame i problemi dell'aeroporto di Fiumicino, nel quale, rispetto al totale italiano, sono concentrati oggi il 36,5 per cento dei movimenti aerei, il 43 per cento dei passeggeri, il 42,5 per cento del traffico merci.

Ha preso poi la parola il ministro Gaspari, il quale ha sottolineato che l'aviazione civile rappresenta la proiezione verso il futuro dei sistemi di trasporto e che in questo settore l'Italia ha un ruolo di primaria importanza. Perciò, proprio nel momento in cui il traffico aereo sta subendo una enorme crescita e trasformazione — ha continuato il ministro — è bene che vengano premiati gli uomini che si sono impegnati per raggiungere questo risultato e per porre le basi dei futuri progressi.



Il 1919 può considerarsi il primo anno del trasporto aereo vero e proprio: durante il suo svolgersi, i servizi aerei nazionali e internazionali ebbero il loro inizio su basi regolari; l'idea di un'associazione fra gli operatori nacque e fu realizzata, e il 28 agosto 1919 fu firmata la prima convenzione internazionale che istituiva un ente permanente per l'amministrazione del traffico aereo.

I servizi aerei interni e internazionali nacquero simultaneamente. I francesi, che avevano già nel 1918 sperimentato un collegamento fra Nizza e Ajaccio, stavano progettando una serie di linee interne irradianti da Parigi, e l'8 febbraio 1919 la ditta Farman inviò un «aerobus» «Goliath» in volo commerciale da Parigi a Londra con un carico pagante di 11 passeggeri e il loro bagaglio. Cinque giorni più tardi, lo stesso aereo sperimentò in volo la rotta fra Parigi e Bruxelles e apparentemente questa fu considerata più promettente, perché un servizio regolare settimanale venne inaugurato il 22 marzo.

Le operazioni in Germania cominciarono il 5 agosto, con voli regolari fra Berlino e Weimar, compiuti dalla Deutsche Luft Reederei.

In Inghilterra, voli commerciali fra Londra e Parigi furono istituiti, simultaneamente il 13 luglio, dalla Aircraft Transport and Travel e dalla Handley Page Air Transport. Una settimana dopo, un aereo commerciale Handley Page volò da Londra a Bruxelles: il suo pilota era colui che poi divenne Lord Douglas of Kirtleside e presidente della BEA. La rotta Londra-Parigi fu tentata nuovamente da entrambe le compagnie inglesi e il 25 agosto il servizio per Parigi fu istituito su basi permanenti.

Il fermento del volo era dovunque. In Olanda, Danimarca, Svezia e Norvegia, compagnie di trasporti aerei si stavano formando. Prima che l'anno fosse finito, la Det Danske Luftfartsselskab effettuava voli charter in Islanda e la Svenska Lufttrafik AB esercitava una linea da Malmö a Sundsvall.

Al di là dell'Atlantico, brevi linee stavano nascendo. Servizi di pista aerea si svolgevano fra Washington e New York, Cleveland e Chicago; alla fine della buona stagione esistevano collegamenti fra Seattle e Victoria, Miami e le Bahamas, Key West e l'Avana, New York, Atlantic City e altre località vicine, e fra New Orleans e Pilotown, alla foce del Mississippi.

Costituzione della IATA

Il 25 agosto 1919, gli esponenti europei di tutta questa attività aerea si incontravano all'Aja, proprio il giorno dell'inaugurazione del servizio fra Londra e Parigi e su iniziativa del presidente della compagnia che eserciva il servizio, George Holt Thomas. Società e governi riconoscevano fin d'allora l'importanza chiave di una cooperazione interaziendale e intergovernativa. Parteciparono alla riunione 12 uomini in rappresentanza di 6 compagnie, delle quali 2 avevano cominciato i servizi, 3 li stavano organizzando e una era ancora in processo di formazione. Essi erano: Sir Sefton Branker e A.S. Baxendale, per la Aircraft Transport and Travel; Wulff e Ullidtz, in rappresentanza della compagnia danese Det Danske Luftfartsselskab A.S.; Von Rieben e Mackenthum, della Deutsche Luft Reederei; Delhi e Keilhau, per la compagnia norvegese Det Norske Luftfartrederi; Jacobson, per la svedese Svenska Lufttrafik AB; Paul May, E. Feld e Jonkheer van der Berch van Heem-

I 50 ANNI DELLA IATA

di MARIA QUILICI

stede, in rappresentanza della compagnia olandese che stavano organizzando col nome di Nederlandsche en Koloniale Luchtverkeer Maatschappij, che doveva poi divenire la KLM.

Il 28 agosto fu stipulato e firmato il primo accordo che dette vita alla vecchia IATA.

Ci si domanda, oggi, quale può essere stata la previsione da parte di questi 12 uomini dell'immenso e universale sviluppo che ha preso il trasporto aereo moderno: certamente una gran fede e probabilmente una vaga premonizione. Certo, non potevano saper bene che cosa aspettarsi, perché il trasporto aereo, figlio della guerra, era troppo nuovo, e la loro industria — se così si può chiamare — appena nata. Gli aerei bellici avevano subito o stavano subendo grandi trasformazioni, e fabbriche e industrie aeronautiche avevano, durante la guerra, addestrato migliaia di uomini alla costruzione, manutenzione e condotta delle macchine. Nell'agosto 1919, però, questi fattori, ed altri di natura professionale e politica, non avevano portato gran frutti. I chilometri volati in quel primo anno erano stati, in totale, un milione circa, i passeggeri trasportati 3.500, le merci 47.000 kg e la posta 178 kg. Oggi, le compagnie IATA compiono 1 milione di km ogni 2 ore e mettono insieme 1 milione di passeggeri ogni 10 minuti.

Il primo accordo fu assai semplice e venne trascritto a mano da Sir Sefton Branker, che poi divenne direttore dell'aviazione civile inglese.

Pochi mesi dopo, a Parigi, 27 nazioni stipularono una convenzione sotto gli auspici della Lega delle Nazioni,

● SEQUE A PAG. 3



Accanto alla testata i jet con i nuovi colori e in primo piano un trattore per lo spostamento degli aeromobili. Qui sopra il «Lancastrian», uno dei primi aerei dell'Alitalia subito dopo la guerra.

LETTERE

UNA LETTERA DA BRISBANE

Caro Direttore,

facciamo seguito alla nostra del 6 ottobre 1969, con la quale vi abbiamo trasmesso una breve nota illustrativa dell'inaugurazione della nostra nuova Agenzia, per allegare alla presente copia della lettera pervenutaci da una professoressa della High School Kelvin Grange Training College di Brisbane.

AGENZIA DI BRISBANE

E questa è la lettera:
Egr. Sig. Knafelz,
sono una professoressa dell'Istituto Artistico appartenente al Kelvin Grange Training College di Brisbane. Oggi, con due miei amici, anch'essi professori, sono passata davanti alla vostra Agenzia di Elisabeth Street. Dato che, come artisti siamo particolarmente sensibili ai disegni che vediamo, siamo stati molto impressionati e piacevolmente sorpresi nel vedere la qualità delle

decorazioni esposte in questa Agenzia.

Chiedendo informazioni circa l'illustrazione del materiale adottato, ci è stato indicato il Suo indirizzo con l'assicurazione che Lei potrà essere in grado di aiutarci.

Lei può capire quali difficoltà si incontrino nel procurarsi del buon materiale, essenziale per l'insegnamento dell'arte in tutti i suoi aspetti. Naturalmente ci sono innumerevoli libri, ma le illustrazioni che essi offrono non danno agli studenti australiani una completa possibilità di apprezzare il mondo dei grandi maestri, pittori, scultori e architetti.

Quello che abbiamo potuto ammirare nella vostra Agenzia è magnifico e pensiamo quanto potrebbe essere di aiuto per gli studenti della High School.

Le saremmo molto grati se potesse inviarci, se possibile, un po' di questo materiale o almeno informazioni su come potremmo procurarcelo.

Sperando che questo non Le sia di grande disturbo, Le invio i migliori saluti.

Brisbane, 17-X-1969

MISS CHRISSE RICHARDS



VOLO INAUGURALE TRIESTE-ROMA DEL NUOVO JET DC.9 ATI

Sulla Trieste-Roma e su altre tre linee aeree nazionali gestite dall'ATI, è entrato in servizio, il 1° novembre, un jet DC.9 che ha una disponibilità giornaliera di 105 posti. Si tratta — come ha detto il sindaco di Trieste, ing. Spaccini,

che ha partecipato al volo inaugurale — di un «salto di qualità» nel settore dei collegamenti aerei del Friuli-Venezia Giulia, l'inizio di un nuovo cammino verso il potenziamento di tutti i servizi di trasporto (non soltanto aerei ma anche stradali, ferroviari e marittimi).

Con il jet DC.9 il tempo di volo (partenza da Ronchi alle 7,20 e arrivo a Roma alle 8,20; dalla capitale alle 21 e arrivo a Ronchi alle 22) è stato ridotto di mezz'ora: il moderno bireattore raggiungendo una velocità di crociera di 920 km/h.

Il 1° novembre, 70 passeggeri paganti hanno volato da Ronchi a Roma, assieme a trentacinque invitati, tra autorità e rappresentanti della Regione. Al volo inaugurale hanno partecipato: rag. Salvatore Varisco, assessore regionale ai Trasporti; sig.ra Etorina Varisco; ing. Marcello Spaccini, sindaco di Trieste; sig.ra Laura Spaccini; dott. Bruno Chientaroli, presidente Amministrazione Provinciale di Gorizia; avv. Enzo Maria Gioffrè, vice presidente Amministrazione Provinciale di Udine; comm. dott. Alfredo Moresi, segretario generale Amministrazione Provinciale di Trieste; comm. dott. E.D. Rustia Traine, in rappresentanza della Camera di Commercio di Trieste; rag. Giovanni Grassilli, in rappresentanza della Camera di Commercio di Gorizia; dott. Giovanni Marocco, in rappresentanza dell'Azienda di Soggiorno di Grado; rag. Carlo Salvini, in rappresentanza del Comune di Grado; rag. Giuseppe

Renzi, in rappresentanza della Risparmio di Trieste; ing. Gianni Bartoli, presidente Friuli-Venezia Giulia; Lloyd Triestino; sig. Clarin, in rappresentanza der; dott. Anzio Capacciolo, Servizio Trasporti Regione Venezia Giulia; dott. Vittorio, dirigente Assessorato Turismo Friuli-Venezia Giulia; Giulio Rotteri, funzionario Friuli-Venezia Giulia; sig. Fulvio Fumiccolo; sig. Francesco de Il Messaggero Veneto; Italo Cattaruzza, de Il no; sig. Riccardo Meneghetti, l'ANSA; sig. Paolo Paolo, l'Agenzia Italia; gr. uff. Gerolomich, amministratore della Società Flli; sig. Paolo Urbani, in rappresentanza della CIT; sig. Francesco, rappresentanza dell'UTAT; rio Del Franco, in rappresentanza della RIBI; geom. Danilo, vice presidente del Consorzio porto Giuliano; sig. Sergi, consigliere del Consorzio porto Giuliano; ass. Attili, consigliere del Consorzio porto Giuliano.

Gli ospiti erano accompagnati dal direttore commerciale del tor Pierluigi Borgna; da sentante Alitalia per le zie, signor Cacciotti; cidente del Consorzio Aeroportuale, professor Osvaldo. Roma, gli ospiti sono stati dal dirigente dell'Alitalia, lio Del Monte, capo servizi partecipazioni Azionarie.

A NEW YORK CON L'ALITALIA GLI ALBERGATORI TOSCANI



L'Associazione Toscana Albergatori ha realizzato un viaggio negli Stati Uniti al quale hanno aderito 138 proprietari e direttori di albergo di tutte le città della regione. A tre anni dall'alluvione del novembre 1966, gli albergatori hanno portato ai colleghi americani un messaggio di gratitudine per gli aiuti ricevuti e per l'apporto dato dal turismo statunitense alla ripresa della Toscana dopo la tragedia. Sono stati, inoltre, studiati con gli operatori di New York i termini per una fattiva collaborazione ed un incremento del turismo nel nostro Paese. Nella foto, il gruppo all'aeroporto di San Giusto si accinge ad imbarcarsi sul DC.8 dell'Alitalia che lo porterà a New York senza scalo in appena otto ore di volo. L'aereo reca già i nuovi simboli e colori della nostra Compagnia.

DATI DELLA SETTIMANA dal 20/10 al 26/10/'69 (provvisori)

Trasportati

Passeggeri	91.498
Merci	kg 2.077.396

■ L'anno scorso:

Passeggeri	73.937
Merci	kg 1.397.297

IL 22 OTTOBRE l'ambasciatore d'Italia a Vienna, Sua Eccellenza Duccl, ha consegnato al dottor Francesco Jereb,



sovrintendente di Zona Europa Orientale della nostra Compagnia le Insegne di Commendatore dell'Ordine «Al merito della Repubblica Italiana», conferitegli dal presidente della Repubblica, on. Saragat.



Nella foto a sinistra, il dott. Del Monte, capo servizio Partecipazioni Azionarie Compagnia, mentre si intrattiene con un gruppo di invitati al volo inaugurale.

IL DC.8 CON I NUOVI COLORI A MADRID. Il sovrintendente della Penisola Iberica (nella foto) accompagnato dal capo Scalo di Madrid, ha fatto gli onori di casa, invitando il direttore ed il vice direttore dell'aeroporto a congratularsi con il comandante.



ANNA MOFFO, alla partenza da Roma per New York. La nota soprano si fermerà negli Stati Uniti per una serie di spettacoli.



TELEX TELEX TELEX

UN GRUPPO DI AGENTI DI VIAGGIO degli Stati Uniti sono stati invitati nel Sud Africa dalla Satour, Sar, Saa e Alitalia. Le tappe della visita sono state: Pretoria - Città del Capo - Londra - Durban - Johannesburg. Al viaggio hanno partecipato: Mr. G. Korenchen, New Ulm Travel, New Ulm, Minnesota; Mr. W. Sturm, Lindstrom Travel, Rockford, Illinois; Miss Wanda Snyder, Whaton Travel, Wheaton, Illinois; Mrs. I. Arnsdorf, Vega International Travel, Chicago; Mr. D. Preble, Fleetwood Travel, La Grange, Illinois; Miss J. Rider, Berry World Travel, Kansas City, Missouri; Mr. Rob Garza, Bon Voyage Travel, Chicago; Mrs. M. Krigel, Captain Kidd Travel, Kansas City, Missouri; Mr. F. Norden, Travel Service Corporation, Chicago; Mr. G. Montanarella, Tour Conductor; Miss Dorcas Fitzgerald, The Travelcade, Chicago; Mr. T. Middleton, World Wide Travel, Aurora, Illinois; Mrs. Ann Green, Sante Travel, St. Louis, Missouri; Miss Pat Bleakley, Cartan Travel, Chicago; Mr. Warren Nortley, Dayton Travel Service, Minnesota; Miss S. Doig, W.H. Henrey Travel, Chicago; Mr. A. Joubert, Tour Conductor; Mr. Esterhuizen S.A.R.

NELL'ARCO che va dal 25 ottobre al 15 novembre, l'ATI ha ricevuto cinque nuovi aeromobili, con una media di circa due aeromobili a settimana, cioè tre aeromobili



IL GRUPPO DI 75 industriali di Prato, al rientro in Italia da Greenville (USA), dove si sono recati in occasione della Mostra della Macchina Tessile, accompagnati dal nostro rappresentante, dott. Zanchini di Castiglionchio.



I COMPONENTI DELLA COMMISSIONE DI STUDI dell'Assessorato all'Agricoltura della Regione Sarda in partenza per Tokyo e Manila.



NELLA FOTO, il 34° DC.9 Alitalia entrato in linea regolarmente nei giorni scorsi.



CON UN VOLO ALITALIA, è giunto a Roma, per l'incontro di sabato 22 novembre con Nino Benvenuti, il pugile Luis Rodriguez, che nel corso della sua brillante carriera ha vinto 96 volte su 104 match disputati.

IL GRUPPO DEGLI INTERLINERS (nella foto), vincitori del «contest» 1969 alla partenza all'aeroporto di Bombay.



Douglas DC.9, di cui i primi due sono entrati in regolare servizio di linea il 1° novembre, e due nuovi Fokker F.27, che saranno utilizzati per i collegamenti Bari-Roma e Bari-Taranto. A fine 1969, dunque, la flotta dell'ATI si compone di: 4 Douglas DC.9 e 13 Fokker F.27.

LA KINGDOM OF LYBIA AIRLINES («KLA») ha cambiato denominazione in LYBIAN ARAB AIRLINES.

UN GRUPPO DEGLI AGENTI DI VIAGGIO della Calabria invitati a un «Educational Trip» tenutosi a Roma. Nella foto, gli agenti di viaggio prima della partenza, a Roma. Gli invitati sono stati ricevuti dal signor Eddy Mattiolo in rappresentanza della Direzione Italia. I partecipanti al corso erano: Elida Biavati, Ubaldo Maruca, Davide Giglio, Franco Rubino, Franco Commisso, Vinicio Trozzo, Giovanni Pitigolo, Sergio Salzano.



I 50 anni della IATA

● SEGUE DA PAG. 1

molto simile alla convenzione che dette vita all'OACI nel 1944, a Chicago. Questa convenzione, come quella OACI, regolamentò un accordo intergovernativo sulle questioni riguardanti l'aviazione civile: essa istituiva una commissione internazionale per la navigazione aerea, denominata ICAN, e il corpo amministrativo relativo. L'ICAN fu veramente il progenitore dell'OACI.

E' interessante notare che la vecchia IATA non aveva inizialmente né cercava di avere alcuna autorità per quanto riguardava le tariffe, probabilmente perché in quel tempo le linee aeree avevano più il carattere di collegamenti che di servizi in concorrenza. Ciò non toglie che si sfiorassero alcuni problemi fondamentali per lo scambio internazionale di persone e cose; uno dei primi sforzi, per esempio, fu l'introduzione di orari internazionali collegati, per facilitare i viaggi; ci si occupò dei

bagagli e degli orari, soprattutto per quanto riguardava la data di inizio e fine del periodo estivo. Fu pure dedicata molta attenzione alla standardizzazione delle procedure contabili e ai problemi legali.

Sebbene la vecchia IATA avesse a che fare soprattutto col traffico e le materie commerciali, non passò molto tempo che si cominciarono ad esaminare e discutere anche problemi tecnici. Fra le prime questioni ad essere studiate, furono la meteorologia, i voli notturni, i segnali a terra per gli aeromobili, e così via. Anche l'ICAN cominciò a muoversi nell'area della standardizzazione tecnica e uno dei suoi primi passi fu quello della uniformità del raccordo sugli aerei per il rifornimento, al quale seguirono il senso di rotazione dei motori, il diametro dell'asse delle eliche, ecc.

Alla fine del 1920, fu istituita una apposita commissione IATA per le questioni tecniche: questioni che oggi sembrano elementari, ma che costituirono i primi passi nell'edificazione dello imponente edificio degli standard tec-

nici di oggi. Un altro importante problema era quello delle telecomunicazioni. Ai primi del 1930, IATA e ICAN combatterono spalla a spalla per proteggere le frequenze radio richieste per l'aviazione dagli appetiti della radio-diffusione commerciale. La vecchia IATA aveva un altro problema che sussiste anche oggi: quello della semplificazione delle procedure di frontiera e di tutte le esagerazioni burocratiche applicate al traffico aereo internazionale.

Nei tempi della vecchia IATA, l'Associazione era formata quasi esclusivamente da vettori europei. L'aviazione era già bene sviluppata in Nord America, ma si trattava di servizi interni, non essendo ancora abbastanza sviluppata la tecnologia da permettere viaggi transatlantici; e le compagnie americane possedevano un organo associativo loro proprio. Soltanto nel 1938 venne eletto il primo membro americano: la Pan American. Lo scoppio della guerra impedì che si tenesse a New York il primo General Meeting della IATA presieduto da Juan Trippe, pre-

sidente della PAA, come era in programma.

Durante la guerra

Agli inizi della sua costituzione, la IATA aveva istituito un piccolo ufficio all'Aja. Poco dopo lo scoppio della guerra, l'Olanda fu occupata e l'ufficio centrale IATA rimase tagliato fuori; con grandi sforzi si riuscì però a tenerlo in vita e anche a salvare il capitale dell'Associazione, che era allora di 50.000 fiorini. Nel 1943, il dott. Goedhuis, direttore generale della IATA, riuscì a fuggire a Londra e a raggiungere il governo olandese in esilio. Lì, nei più neri giorni della guerra, i rappresentanti delle compagnie IATA, i Paesi di molti dei quali erano occupati, discussero e progettarono l'avvenire dell'associazione dopo la guerra.

(1. continua)

Per gentile concessione di «Alata internazionale»

LONDRA CAPITALE DELLA POP MUSIC



Ogni Paese ha i suoi clichés. Ci sono ancora molti turisti che, appena messo piede in Italia, si aspettano legioni di mandolinisti ad ogni angolo di strada e si meravigliano di constatare che gli italiani non si cibano soltanto di spa-

ghetti. Chi sbarca per la prima volta all'aeroporto di Londra spesso arriva col bagaglio dei soliti luoghi comuni sull'Inghilterra: gente vestita solo in bombetta e calzoncini a righe, cucina cattiva per non dire pessima dappertutto e, naturalmente, la tradizionale nebbia dal primo gennaio al trentuno dicembre. Le cose non stanno proprio così, anche se a Londra si può capitare in un ristorante poco raccomandabile, vedere passanti vestiti in un certo modo e arrivare con la nebbia. Io, che in Inghilterra ci vado parecchie volte l'anno, debbo dire che il più delle volte sono arrivato (e partito) con tempo buono, spesso ottimo e che in fatto di ristoranti trovo Londra capace di soddisfare i gusti più difficili. Bisogna sapere dove si va, come in tutto il resto del mondo. Un altro cliché sull'Inghilterra, riguarda la vita notturna. Molti hanno l'impressione (forse per averlo vagamente sentito dire) che dopo le cinque del pomeriggio Londra come città cessa di esistere, diventa una specie di cimitero silenzioso. L'origine di questa falsa credenza è evidente: i negozi chiudono alle diciassette o, al massimo, alle diciassette e

trenta (meno pochi che, a turno, in certi giorni della settimana rimangono aperti un po' di più) e per conseguenza le grandi arterie si svuotano. La gente se ne va a casa, molti addirittura nei sobborghi o in cittadine vicine (i cosiddetti *commuters*, da noi si chiamano «pendolari»). E' proprio allora, tuttavia, che si prepara la vita notturna della metropoli, quella che fa capo ai grandi *clubs* dove si cena, si balla, si beve e, soprattutto, si ascolta un po' di musica. Mi riferisco qui alla *pop music*, la musica leggera, di cui Londra può davvero considerarsi una Mecca.

Altro che città morta! Come in tanti altri settori, Londra deve accontentare una popolazione di dieci milioni di individui eminentemente cosmopolita. Supponiamo che chi legge in questo momento queste righe voglia ascoltare della buona musica. Bisogna che sappia dove andare, altrimenti rischia di perdersi nella consultazione di una delle tante guide settimanali dello spettacolo, che lo metterà nella difficoltà di scegliere tra centinaia di alternative.

Se vi piace un po' di tutto, cioè uno spettacolo musicale variato, andate diretti al «Marquee» (90 Wardour Street) e non sbaglierete. Il programma cambia settimanalmente, ma è sempre di altissimo livello e i prezzi sono accessibili più o meno a tutti. Se invece preferite un jazz tradizionale di classe, come prima scelta avete il «100 Club» (si chiama così perché si trova al n. 100 Oxford Street), mentre un *Rhythm and Blues* ottimo troverete il venerdì e il sabato poco lontano dal «Marquee», cioè all'«All Nighter», che, fedele al suo nome, resta aperto sino alle sei e trenta del mattino. Ma supponiamo che vogliate accoppiare il jazz degli Anni Venti e Trenta a ritmi più moderni: in questo caso vi consiglio il «Ken Colyer Club» (10-11 Great Newport Street) dal mercoledì al sabato. Il *Music Hall*, delizia dei nostri nonni, sta tornando di moda un po' dappertutto: uno dei tanti locali dove potrete trovarvi bene senza spendere troppo è il «Kensington» (tutti i giorni) che per di più è famoso anche per ospitare i migliori nomi del mondo jazzistico

classico. Il «Kensington» è in Holland Street.

A questo punto mi sembra di sentire qualcuno che chiede: «E il jazz d'avanguardia?». Ebbene, qui veramente Londra, insieme a New York, rappresenta la cucina mondiale. Non credo esagerato affermare che l'Inghilterra ha superato persino gli Stati Uniti: il più pagato cantante è attualmente il gallese Tom Jones e nessun complesso ha mai uguagliato la fama degli ormai leggendari Beatles. Il cacciatore di suoni nuovi troverà pane per i suoi denti (e orecchi) al «Ronnie Scott Club» (47 Frith Street). Se non volete spostarvi troppo e visitare più d'un locale, vi consiglierò di portarvi con un mezzo di trasporto qualsiasi alla già menzionata Wardour Street che possiede un gran numero di locali fra i quali scegliere, guidati dal vostro stesso istinto e dai nomi che vedrete annunciati fuori. A Wardour Street al numero 33-37 c'è, per esempio, un posto che a me personalmente è rimasto simpatico perché vi si può andare a qualsiasi ora, vestiti come si vuole. Resta aperto tutta la notte e, oltre a darvi modo di ballare (in questo caso funziona da «discoteca»), vi offre anche la possibilità di tenervi in forza per le fa-

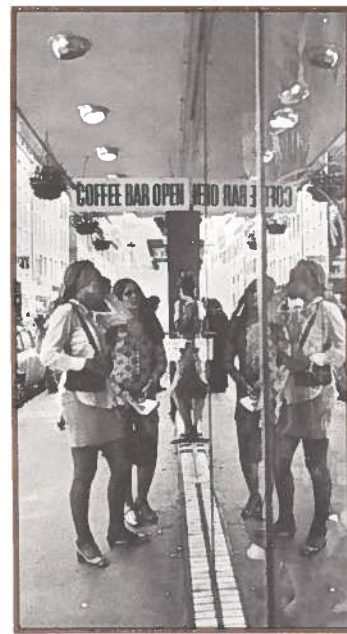
tiche dello *shake* con un ottimo *barbecue*, che sarebbe l'arrosto alla brace.

Molti dei locali suddetti sono *clubs*, cioè per esservi ammessi bisogna munirsi di una tessera personale che costa generalmente pochi scellini e che vi garantisce l'ingresso per un anno. E' un sistema che va prendendo piede anche in altre metropoli e che ha dato buoni risultati. Per evitare perdite di tempo, il turista può associarsi al «Clubman's Club» (35 Albemarle Street, Mayfair, Londra W.1, telefono HYD 5933): con 6 ghinee, cioè circa diecimila lire, questa organizzazione vi fornisce una tessera che vi dà libero accesso a tutti i principali *clubs* londinesi e a quelli delle altre città del Regno Unito, da Aberdeen in Scozia, sul Mare del Nord, a Plymouth sulla Manica, in tutto oltre 400 *clubs*. Conviene valersi della possibilità anche se la visita in Inghilterra durerà poco.

Concludendo: lungi da essere una «città morta», Londra vi offre il campionario di musica leggera più vasto del mondo.

RENZO NISSIM

Renzo Nissim, il noto esperto di musica leggera ci ha inviato da Londra questa corrispondenza.



Londra offre il campionario di musica leggera più vasto del mondo.



I NUOVI UFFICI DELLO SCALO MERCI DI ORLY

sono entrati in funzione il 1° ottobre, mentre il magazzino è tuttora in costruzione e sarà consegnato all'Alitalia il 15 dicembre.

Il personale della Compagnia comprende un primo nucleo di 15 impiegati sotto la direzione di un capo scalo merci e verrà convenientemente rafforzato dopo la consegna del magazzino.

Parigi è servita da 5 voli settimanali misti per l'import e l'export e da voli tutto-cargo per l'export.

Tutto il traffico sia delle merci in arrivo, sia delle merci in partenza, viene curato interamente dal personale Alitalia. L'handling è attualmente ancora affidato all'Air France, ma l'Alitalia lo gestirà in proprio non appena pronto il magazzino.

Il traffico merci sulla direttrice Italia-Parigi è aumentato nel 1968 del 12,3% rispetto al 1967, passando da 637.079 kg a 1.016.673 kg nel 1968. L'incremento percentuale del primo semestre 1969 è stato del 13% rispetto all'intero anno 1968, con 784.864 kg. Sulla direttrice Francia-Italia il traffico merci è aumentato nel 1968 del 14,2% rispetto al 1967, passando da 879.672 kg a 1.171.613 kg; nel primo semestre 1969 si è registrato un incremento del 13,2% rispetto all'intero anno 1968 con 803.479 kg.

Ein Amerikaner aus München in Hamburg

Hamburg (rd) – Walter Lander Associates, Beratungsunternehmen für Marketing, Kommunikation und Design, eröffnete am 11. Juni 1974 seine neue Niederlassung in Hamburg. Die Firma hat ihren

Walter Lander erklärte zum Start seines neuen Unternehmens in der Bundesrepublik: „Deutsche Geschäftsleute wachsen aus ihrer bisherigen Praxis der Kommunikation heraus. Sie haben die Bedeutung professioneller Hilfe bei der Planung und Entwicklung gezielter und umfassender Kommunikationsstrategien erkannt. Die Fülle unserer Erfahrungen in vielen Märkten der Welt, einschließlich Westeuropa, qualifiziert uns besonders, unsere hochentwickelten Spezialkenntnisse auch für deutsche Unternehmen einzusetzen. Unser Angebot umfaßt die Entwicklung von Corporate Identity-Programmen, Marktforschung, Produktentwicklung, Verpackungsgestaltung und alle damit zusammenhängenden Arbeitsgebiete.“

Die Hamburger Niederlassung wird geleitet von Klaus M. Püllmann, der bereits in den Disziplinen Public Relations, Marketing und Werbung tätig war. Über die Partner auf der anderen Seite des deut-

schen Schreibtisches schweigen sich die „Neu-Hamburger“ zur Zeit noch aus.

General-Stützpunkt der Walter Lander Associates ist ein umgebautes Fährgboot, die „Klamath“, die an der Pier 5 im Hafen von San Francisco liegt. Mit der Wahl dieses Platzes zeigt Lander seine Arbeits- und seine Lebensphilosophie. Er bewahrte die umgebaute und verschönerte Fähre und gewann gleichzeitig 7000 qm Fläche für moderne Büro- und Studioräume.

Der aus München stammende Lander begann seine Karriere in London als Mitbegründer des ersten Unternehmens für Industriedesign in England. Heute gehört das Unternehmen zu den größten seiner Art in den Vereinigten Staaten. Trotzdem ist Lander bestrebt, die persönliche Arbeitsatmosphäre einer kleineren Firma zu erhalten. Seiner Meinung nach wirkt sich dies vor allem bei der Analyse sämtlicher notwendiger visueller Kommunikationsfaktoren bei Verpackungsgestaltungen und

Hauptsitz in San Francisco und arbeitet in New York, Rom, Paris, Mexico City, Tokio und Sydney mit eigenen Niederlassungen.

Markenentwicklungen aus. Auf der Fähre befinden sich umfangreiche Einrichtungen für visuelle Untersuchungen. Dazu gehört ein ca. 500 qm großer Supermarkt, der dazu dient, die Leitungsfähigkeit von Verpackungen unter realen Bedingungen darzustellen. Die Reaktionen der Käufer werden durch Beobachtung ihres Verhaltens im „Supermarkt-Labor“ erforscht.

Walter Lander zur internationalen Zusammenarbeit: „Wir bemühen uns, gemeinsame Elemente visueller Reaktionen in den verschiedenen Ländern zu finden und ebenso den kulturellen Background eines Landes bei unserer Design-

Arbeit zu berücksichtigen, anstatt ein international vereinheitlichtes Design anzubieten.“

Eines der Spezialgebiete der Lander Associates ist die „Corporate Identity“. Über diesen wichtigen Bestandteil moderner Unternehmens-PR sagte Klaus M. Püllmann in einem Artikel für die Fachzeitschrift „PR“:

„...die Corporate Identity ist die Gesamtheit aller permanenten optischen Erscheinungsmerkmale, mit denen ein Unternehmen, eine Unternehmensgruppe, ein Verband oder eine Institution sich in der Öffentlichkeit verschiedenen Zielgruppen präsentiert.

Firmennamen, Firmen-

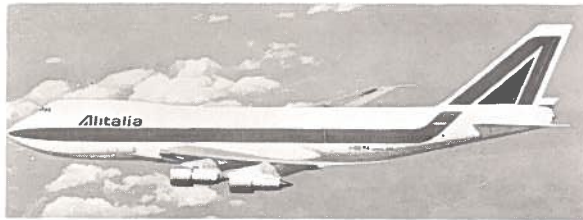


Walter Lander

symbol oder -symbole zählen ebenso dazu wie das Formularwesen, der Fuhrpark sowie die Innen- und Außenarchitektur. Für den Ruf und Bekanntheitsgrad eines Unternehmens ist ein geschlossenes, einheitlich ausgerichtetes (aber nicht uniformes), visuell optimiertes Firmenbild von entscheidender Bedeutung. Die Problemstellung ist natürlich von Fall zu Fall verschieden und kann nur schwer miteinander verglichen werden. Das derzeitige Erscheinungsbild vieler Unternehmen ist längst nicht mehr Ausdruck dessen, was das Unternehmen heute darstellt.

Aber auch für zukünftige Entwicklungen ist die Corporate Identity von entscheidender Bedeutung. Die miteinander konkurrierenden Waren und Dienstleistungen werden einander immer ähnlicher. Unternehmen müssen also um so mehr auf ihre ‚Identität‘ achten. Erst recht dann, wenn es sich um Unternehmen handelt, die in Deutschland gut bekannt sind, die man aber im Ausland weniger kennt. Mit einer Corporate Identity können europäische Unternehmen vor allem den US-Giganten, die dieses wirksame Instrument ja bereits gut kennen, wirksamer begegnen. Der zunehmende Trend zu Kooperation, Konzentration und Diversifikation ist ein weiteres Argument für eine wirksame Corporate Identity. Dieser Trend führt häufig dazu, daß Unternehmen, deren Corporate Identity in der Vergangenheit vielleicht einmal stimmte, immer ‚geichtsloser‘ werden ...“

„...eine Corporate Identity ist auf keinen Fall ein Mittel, schlechte Dinge besser zu machen. Sie macht Dinge sichtbarer und wird somit zu einem zweischneidigen Schwert: Positive Entwicklungen oder bereits zufriedenstellende Zustände wird die Corporate Identity noch unterstreichen. Das gleiche gilt jedoch auch im umgekehrten Fall. Die Corporate Identity ist ein Katalysator für Veränderungen. Sie ist kein Ersatz für eine unzureichende Unternehmensführung.“



Beispiel für „Corporate Identity“

WW & WW

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Zeitung für Marketing und Kommunikation

w&v Nr. 25 / 21. Juni 1974



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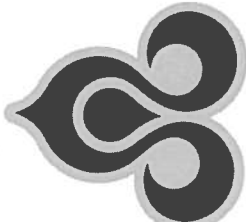
airfair

THE AUTHORITY ON INTERLINE TRAVEL

Alitalia 

USAIR

IBERIA 

 **Thai**

**SINGAPORE
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AIRCAL

Giving "PERSONALITY" to Airlines

Airlines are not soft drinks. So it follows that airline tickets cannot be marketed in the same way Cokes are sold. Yet the brains behind Coca-Cola's marketing program are also devising ways to sell — not airline tickets — but the airlines themselves.

Few industries generate as much market visibility as travel and transportation. Yet the air traveler does not necessarily perceive a great difference among various competitors. Given that airlines use similar planes, are governed by the same rules and regulations, often fly identical routes and charge comparable prices, each has to really communicate with the people it serves by making the right kind of impression.

With increasing competition in the airline industry, making a distinctive impression on the public and projecting a positive image of "who you are and what you are doing" have become pivotal marketing considerations. And increasingly, airline management is

looking to consultants in the marketing field to help devise and communicate a "personality" for airlines.

Landor Associates, a San Francisco-based international marketing design firm, has worked with such major airlines as Alitalia, Iberia, Hawaiian Air, Singapore Airlines, Thai International, USAir and Air California to help them develop an identification system and to present that identity to the public. Other Landor clients include Coca-Cola, Philip Morris, Polaroid and Universal Studios.

Says John Diefenbach, president of Landor Associates, "Airlines serve some 75,000 people every day, moving them safely and comfortably to all parts of the world. A formal, well-organized system of identification is essential, as traveling customers really 'live' with the airline — using its silverware, soap and stationery, and seeing its signs, tickets and staff. Everywhere the passengers look, the

company is on display.

"A carefully fashioned consistency of expression in all forms of visual communication gives the airline's message far greater impact and durability," emphasizes Diefenbach.

The most noticeable use of an identification system is on the aircraft itself (both inside and out); then the message extends to ticket counters, trucks and all printed materials. Ideally, a continuity in advertising is also developed for optimum market penetration.

Landor's philosophy is that a strong identification system can serve as an invaluable strategic tool in conveying the kind of individuality necessary to compete in both domestic and world markets. But there are intangible benefits which are no less important. Among these are increased employee morale and motivation (which derive from the pride of being part of a distinctive entity), and a higher rate of productivity.

Positioning, USAir As a National Carrier



The second key element in creating an identity, positioning, involves knowing your competition and taking advantage of the way target audiences perceive your field of business and your place within the industry.

For example, two years ago Allegheny, although the sixth largest U.S. carrier in terms of passengers carried, was perceived as being relatively small. Two successful mergers (with Lake Central and Mohawk), a growing jet fleet and a route structure that had

passed far beyond the geographical boundaries of the Alleghenies meant the existing name and overall identity no longer fit the airline. Although Allegheny was making its way out of the regional carriers class, travelers didn't realize it.

Along with Allegheny management, Landor felt that a complete repositioning was necessary to accurately reflect the airline's national size and scope, and thereby connote largeness and leadership.

The name was changed to USAir, following an exhaustive search, evaluation and testing process. Featuring a bold red and white color scheme, the new graphic identity was gradually introduced on aircraft, ground vehicles, signage (more than 17,000 signs in 80 cities), over 1,000 telephone listings, and printed materials such as stationery, boarding passes and baggage tags (a total of 250 items). Everything from a three-quarter-inch employee service pin to a 100-foot reservations center neon sign was affected.

An ad campaign with the slogan, "Allegheny to USAir — there is a change in the air," expressed the transformation, which was officially announced on October 28, 1979.

The subdued though powerful identity brought almost immediate benefits in terms of increased passenger traffic and employee morale, with the company reporting an operating revenue increase of 38 percent for the first seven months of 1980.

Hawaiian Airlines Projects an "Exotic" Personality



Three elements must be considered in the development of any identity program: personality, positioning and permanence.

Hawaiian Airlines, which makes up to 150 intra-island flights a day, and provides necessarily minimal in-flight service, has very special communications requirements. To bring personality to this airline, Landor decided to reflect the essence of Hawaii itself, and — because of the substantial tourist traffic — focused on the exotic, lush character of the islands in its visual approach.

Since many of the airline's passengers are islanders who use its services regularly, the program was also designed with immutable good taste to project the corporation's stature as a major factor in Hawaiian business and industry.

The heart of the system — a colorfully fresh Pualani ("flower of the sky") symbol — combines Hawaii's state flower, the red hibiscus, with an abstraction of a beautiful island girl's profile. This is featured on the tail of the white-painted aircraft, with two vibrant "flight sweeps" curving dra-

matically from the center of the fuselage. A special wordmark, or logo-type, was also created which, with or without the Pualani symbol, assists arriving passengers in identifying Hawaiian Airlines when transferring from mainland carriers to intra-island flights.

The goal of the design solution was to make the airline not only highly visible but actually synonymous with travel in the islands. And, as with each airline client, turning these concepts into realities involves Landor's technical, as well as creative and marketing, expertise.

Landor staff members develop graphic elements applicable to a variety of aircraft; then they work with engineers on aircraft paint weight and color fastness, wind resistance factors and technical limitations in paint and film decal application.

Fabric weight, durability and soil hiding capabilities are considered when cabin interiors are designed. And psychological considerations, such as creating a restful and soothing atmosphere, are equally important. Landor always tries to create a visual link, through color and design, between the aircraft interior and exterior, and — where applicable — extends this unity to other facilities such as ticket offices and passenger waiting areas.

Alitalia Projects an International Stance



In addition to personality and positioning, the third element of the triad crucial to corporate success is permanence, defined as the commitment to long-term growth that reinforces a company's durability and reliability.

Conveying this long-range visibility is integral to each and every Landor design program. John Diefenbach likes to use as an example the enduring identity created for Alitalia, which "looks as good and works as well now

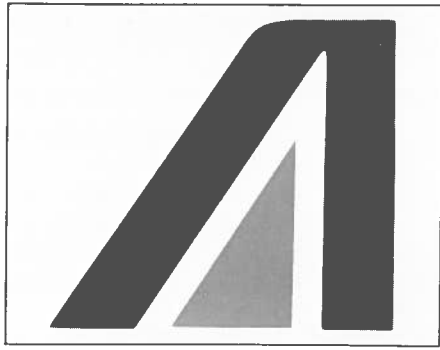
as it did when introduced in 1969."

Alitalia — like USAir — suffered from a misperception of its scope of operations. Although ranked fourth among the western world's carriers in length of air routes flown, and sixth largest in transatlantic passengers carried, Alitalia was viewed as a small, old-fashioned domestic carrier — in essence, an "Italian airline for Italians."

Clearly an identification system was needed that eliminated these negative attributes, and repositioned Alitalia by successfully projecting not only an up-to-date national image, but a strong international one as well.

Landor used a four-phase formula to determine current perceptions of the airline and to assess Alitalia's communications effectiveness both from the "inside out" and from the "outside in." Ticket agents, travel representatives and customers were all interviewed. This helped company management establish marketing strategies which would continue to be applicable as needs and fields of activity changed through the years.

A stylized "A" became the major component of the new identity. Inspired by Italy's national colors, a distinctive red, white and green color



Continued from page 45

scheme was implemented in the logotype and throughout the system, on a wide variety of cargo and passenger aircraft. The result was a communications system which not only improved visual impact and provided consis-

cy, but which also generated increased enthusiasm on the part of the staff, and reduced costs for such items as printed material.

Aircraft, as well as signage, business forms and even headquarters buildings, are all elements that represent an enduring commitment, and for this reason Landor terms them "permanent media."

Diefenbach points out the advantages to using these permanent communicators to convey corporate messages, particularly today, when advertising costs have skyrocketed.

The Alitalia program, with its utilization of permanent media to project a long-term marketing stance, has proven highly successful. Today, Alitalia is regarded as a major global carrier, offering advanced technological capabilities and thoroughly professional personnel.

Long-Term Benefits for Repositioned Airlines

The new identities for these three airlines — Hawaiian's reflecting a destination, USAir's imparting a national rather than a regional impression, and Alitalia's projecting an international as opposed to a national scope — reflect the benefits of a well-organized, consistent visual identification system in the carrier's overall marketing schemes.

"Today, more than ever before, a real need exists to commit to an individualistic and enduring stance in which the consumer will believe, says Diefenbach. "Transportation involves more than a ride on a 747, or a ferryboat commute. It is serving people, with comfort, reliability and safety, and an attention to detail that unites every phase of a journey." □

LANDOR ASSOCIATES

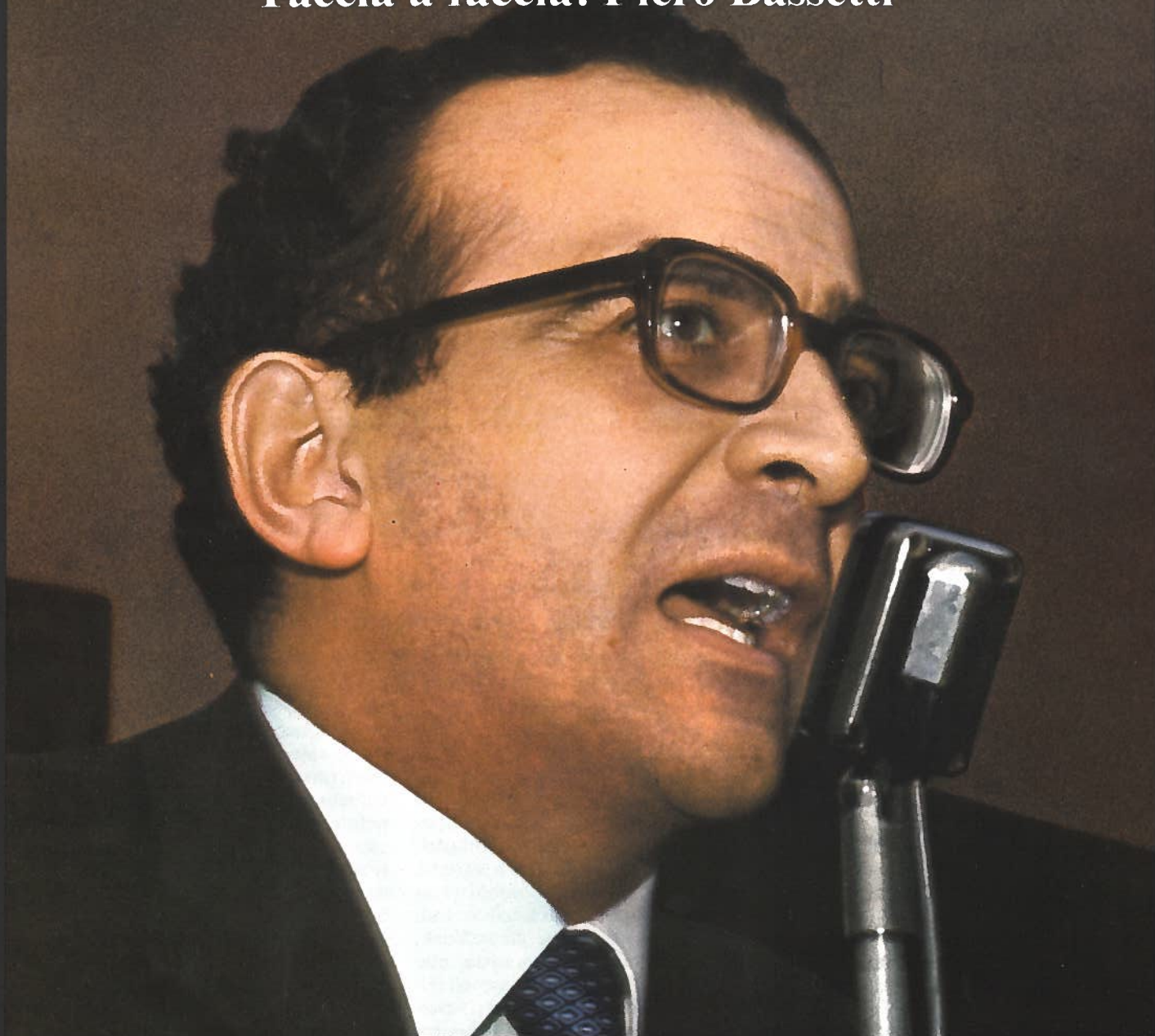
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espansione

Anche in Italia l'industriale entra in politica

Faccia a faccia: Piero Bassetti



La Olivetti salva l'Underwood e viceversa

Alitalia, vestito nuovo per gli anni '80



**Decolla il nuovo Boeing 747 Alitalia - nasce la nuova immagine Alitalia.
Un fatto dettato da precise ragioni di marketing.
Per riempire il colosso ci vuole anche una nuova immagine.**

L'Alitalia è entrata in una nuova era - quella del *jumbo jet*, il nuovo gigante dell'aria, vera balena del cielo in confronto ai sottili jet del passato.

L'arrivo del *jumbo* ha fatto un po' di terremoto. Tra i cambiamenti, non ultima la ristrutturazione completa - il nuovo «trucco», si potrebbe dire - che l'Alitalia ha dato alla sua immagine. È scomparso il vecchio timone tricolore, sostituito con un disegno completamente nuovo, moderno. Le hostess hanno una nuova divisa, nuovissima è quella delle hostess a terra: tutte e due sono state disegnate per la prima volta da Mila Schön.

L'Alitalia aveva veramente bi-

sogno di un'immagine nuova, quella degli anni '80. Le sue dimensioni sono cambiate: lo dimostra anche la recentissima notizia dell'accordo fra l'Italia e gli Usa, in base al quale la nostra compagnia potrà toccare anche Filadelfia, Washington, Detroit e uno scalo sulla costa occidentale (Los Angeles o San Francisco) e non dovrà più limitarsi a New York, Boston e Chicago. L'accordo, che pone fine alla «guerra dei cieli» fra l'Italia e gli Stati Uniti, permette di aprire una nuova rotta di circumnavigazione del globo. Anche nel quadro di questo tipo di rinnovamento rientra la necessità di una nuova immagine dell'Alitalia.

Interi gruppi di ricercatori e di dirigenti hanno lavorato per mesi, approfondendo problemi, confrontando idee e opponendo soluzioni spesso molto diverse prima di decidere quale doveva essere questa immagine. Il confronto delle idee è diventato una battaglia durata più di tre anni. Se è vero che il Boeing 747 ha svolto il ruolo di catalizzatore nell'operazione rinnovamento, bisogna anche dire che esisteva da anni un lavoro preparatorio. In sintesi, i rinnovatori sostenevano che di fronte allo sviluppo della compagnia, la vecchia linea grafica ed i suoi simboli, efficaci e coerenti quando erano nati, erano diventati assolutamente insufficien-

ti, anzi, negativi, perché limitavano l'immagine dell'Alitalia in quella di una compagnia di bandiera soltanto nazionale.

Sono ragioni di questo genere, strettamente legate allo sviluppo delle aziende, quelle che di solito rendono necessario il cambio del marchio e della linea stilistica. Nel caso della RCA (Radio Corporation of America), per esempio, il cambio del marchio, che era vecchio di 66 anni, coincise con l'entrata in carica del suo nuovo presidente, Robert W. Sarnoff, nel 1968. Egli riteneva che, per un'impresa che produce 12.000 prodotti differenti, sarebbe stato molto importante abbandonare un simbolo che la caratterizzava negativamente, limitandola al solo settore delle radiocomunicazioni.

Più o meno simili le ragioni che quattro anni fa hanno indotto la Montecatini ad abbandonare l'alambicco - per 80 anni simbolo della produzione chimica - per un nuovo marchio, al quale è stata poi semplicemente aggiunta un'E al momento della fusione con la Edison. Analoghe ragioni di marketing hanno avuto la Birra Dreher, l'Autobianchi, la Rhodiatoce e altre società che in questi anni hanno cercato una nuova rappresentazione grafica.

Novità e personalità

La storia del rinnovamento stilistico dell'Alitalia è abbastanza epica, e garibaldina nei tempi di realizzazione, da meritare di essere raccontata. Fabrizio Serena, direttore del marketing, era assolutamente certo che fosse indispensabile e improrogabile cambiare marchio e linea stilistica. Non è stato però facile convincere il consiglio di amministrazione, una parte del quale era sentimentalmente legata alla vecchia linea, che indubbiamente aveva avuto nel passato una sua funzione positiva. Inoltre, gli oppositori ponevano l'accento sul fattore «continuità»: e anche questo è un aspetto importante per un'azienda come l'Alitalia.

Serena, tuttavia, basava le sue ragioni anche sui risultati concreti delle ricerche di mercato. L'imperativo è vendere: vendere sempre di più. L'Alitalia ha avuto un continuo incremento annuo di passeggeri: 10% nel 1966, 12% nel 1967, 13% nel 1968 (anno in cui si svolsero le fasi conclusive della discussione per il rinnovo

stilistico), 20% nel 1969. Cifre del genere non sono state uguagliate da nessun concorrente: non è facile mantenerle. Bisogna tener presente che, mentre metà dei passeggeri sono italiani, l'altra metà è composta da cittadini di tutto il mondo. Era necessario conoscere l'orientamento di questi ultimi e ciò che la concorrenza poteva fare nei loro confronti.

I risultati delle ricerche non sono stati rasserrenanti. Si scoprì, per esempio, che all'estero la gente trova difficoltà a pronunciare il nome Alitalia e lo confonde con El Al, quello della compagnia di bandiera israeliana. Molti, inoltre, credono che l'Alitalia gestisca solo le linee nazionali, ignorando, a meno di una diretta esperienza di volo, che la sua rete è internazionale. Nella mente di molti, l'Alitalia veniva anche associata meccanicamente allo stereotipo dell'italiano simpatico ma inefficiente.

Non è detto che i colori della bandiera italiana aiutino di per sé a vendere biglietti a New York. Su che cosa può basarsi, allora, la scelta dell'Alitalia piuttosto che di un'altra compagnia? Gli aerei sono gli stessi, uguali le comodità e l'efficienza. Rimangono aperti alla competizione pochissimi fattori: la «personalizzazione» di una società aerea, la qualità dei servizi. E sono appunto queste le cose che debbono essere espresse al pubblico in modo molto chiaro e con uno stile di alta qualità.

Il vecchio simbolo e l'insieme della linea grafica, secondo Serena, non esprimevano questi contenuti, o per lo meno non in modo sufficientemente efficace. Non risultava chiaro che l'Alitalia è diventata una compagnia internazionale, al sesto posto per numero di passeggeri e merci trasportate, al quarto per quantità di rotte servite, e con una flotta tutta di jet.

Trovare il giusto equilibrio tra rinnovamento e valori da conservare era, però, una faccenda complessa. Tutti erano d'accordo nel riconoscere che, se è vero che la bandiera italiana non aiuta a vendere biglietti a New York, d'altra parte è vero anche che l'Alitalia deve continuare ad apparire come italiana, come rappresentante di un paese tecnicamente avanzato e nello stesso tempo ricco di valori caratteristici, che sono poi quelli che differenziano i suoi servizi da quelli di altre nazioni.

A poco a poco il consiglio di

amministrazione si trovò d'accordo su questi argomenti. Serena racconta che la spinta determinante venne data dal Boeing 747, il *jumbo jet* che nella primavera del 1970 ha potenziato la flotta Alitalia. Tutti, infatti, compresero che il Boeing 747 sarebbe stato tradito se fosse stata conservata la vecchia immagine: l'arco con freccia e la vecchia scritta non risultavano abbastanza «forti».

Il rinnovamento radicale

La decisione di un rinnovamento radicale di tutto il settore «comunicazioni» venne infine presa nei primissimi giorni del 1969. Da un po' di tempo si parlava di riorganizzare anche la pubblicità e alcune grosse agenzie cominciavano a preparare progetti per l'amministrazione del budget pubblicitario Alitalia. Venne indetta una gara e, tra le sei agenzie internazionali con sede anche in Italia che concorsero, la scelta cadde sulla CPV Italiana, affiliata al gruppo Colman Prentis & Varley di Londra.

«Presentando il nostro programma» racconta Sergio Mosetti, vicedirettore generale della CPV italiana «indicammo il rinnovamento stilistico come una cosa che si doveva assolutamente fare e che avrebbe condizionato il nostro interesse ad occuparci della pubblicità Alitalia. Il marchio, disegnato 12 anni fa, era invecchiato, ed era del tutto insufficiente a rappresentare la nuova struttura e la nuova immagine dell'azienda.»

La CPV aveva già scelto come partner per questo lavoro la Walter Landor Associates di San Francisco, uno studio grafico e di design particolarmente attivo nello studio di marchi, diretto da Peter McDonald, che la CPV conosceva già molto bene. La Walter Landor è stata l'ideatrice di nuove linee grafiche per la Bank of America, la Chartered Bank of London e molte altre società di livello internazionale. Per la qualità dei suoi clienti e del lavoro fatto, i suoi grafici vengono considerati negli Stati Uniti tra i migliori a livello internazionale.

Parlando oggi, a cose fatte, con Serena, con Mosetti e con McDonald (intervistato a San Francisco per *Espansione* da Stanford Erickson), si trova un aspetto ricorrente: il discorso è stato unitario fin dall'inizio, in comune ac-

cordo fra i tre. Aggiunge Serena: « Noi avevamo studiato con molta attenzione quello che volevamo e quello che non volevamo. Ora, con la collaborazione del nostro nuovo servizio "Sviluppo del prodotto", si doveva arrivare a pochi punti vincolanti, espressi in modo molto preciso e sintetico. Questi punti li abbiamo discussi anche con gli specialisti del design, che sarebbero poi diventati nostri collaboratori ».

Poche righe raccolgono la conclusione di tutto il lavoro fatto (indagini di mercato, test, ricerche, discussioni in consiglio): l'Alitalia è una compagnia aerea di forza internazionale ma non impersonale; essa offre un servizio totale, che è espressione della nuova Italia; l'immagine grafica deve dare l'idea di un continuo sviluppo, senza però rinnegare il passato, e costituire un'immagine durevole senza essere di gusto troppo spinto; deve essere eliminato lo stereotipo di una compagnia unicamente italiana, sia per superare l'esterofilia degli italiani stessi, sia per vincere, all'estero, alcuni luoghi comuni legati all'idea di *italiano*, come l'imprecisione, l'improvvisazione, la disorganizzazione.

Per McDonald questi punti erano vincolanti e chiari, ma non sufficienti. Un'altra cosa era per lui molto importante: avere numerosi colloqui con il *top management* Alitalia per conoscere a fondo quale immagine della compagnia avessero i dirigenti e tradurla poi nella sua visione di *designer*. « Dal momento che oggi molti fattori sono comuni tra le compagnie aeree » spiega McDonald « il *design* diventa sempre più importante come incentivo di vendita, se riesce ad illustrare i fattori particolari. Perciò ho dovuto conoscere a fondo l'impostazione dei dirigenti dell'Alitalia ».

La corsa contro il tempo

Ed ecco la cronaca dei fatti, come si sono svolti, a tappe forzate perché il tempo a disposizione era pochissimo. Il contratto Alitalia-Walter Landor viene firmato il 7 aprile 1969, Boeing ha bisogno dei disegni per dipingere il *jumbo* entro il 25 agosto. Si vola avanti e indietro fra i due continenti (« Sempre su Alitalia » dice McDonald « perché è buona regola adoperare quello che si sta disegnando »). A San Francisco,



Fabrizio Serena, direttore del marketing Alitalia, è stato il più diretto e vivace sostenitore del rinnovo stilistico della compagnia.

dove è andato un membro del reparto ricerche dell'Alitalia, si preparano modelli, si fanno test di controllo. È in questo periodo che la Landor propone di sacrificare arco e freccia del vecchio simbolo: e la cosa viene accettata con un po' di riluttanza da parte di alcuni dirigenti dell'Alitalia, mentre tutti sono d'accordo sul concentrare l'attenzione sulla lettera « A », stilizzandola e collegandola alla forma di un timone.

In poche settimane vengono studiati e disegnati 200 simboli e dipinti più di 50 modellini del Boeing 747. Ancora si adoperano i test, e anche altre tecniche più raffinate, per cogliere la migliore percezione della scritta « Alitalia ». « È la cosa più importante » dice McDonald. « Spesso la connotazione più giusta è quella più chiara, ma anche più banale. E allora bisogna aggiungere qualcosa che ecciti l'immaginazione. »

Graficamente, si trattava di raggiungere i seguenti obiettivi: — una forma semplice e funzionale, moderna (la gente ama volare su linee moderne); — una forma flessibile: la nuova linea doveva servire non solo per gli aerei, ma anche per gli equipaggiamenti a terra, per le insegne, la pubblicità e le comunicazioni aziendali;

— una forma non ermetica, ma leggibile al primo colpo d'occhio.

Prima selezione a San Francisco: si cominciano a scegliere tre bozzetti; uno più tradizionale, uno intermedio, uno molto avanzato. Il 22 luglio riunione a Roma del marketing Alitalia: presentate le tre alternative, Landor racco-

manda la più avanzata. Il 7 agosto presentazione al consiglio di amministrazione: tutti sono d'accordo sul modello più avanzato. Il 25 agosto, entro il tempo stabilito, i grafici della Landor volano a Seattle, dove ha sede la Boeing, per consegnare i disegni. E si comincia a dipingere il *jumbo*.

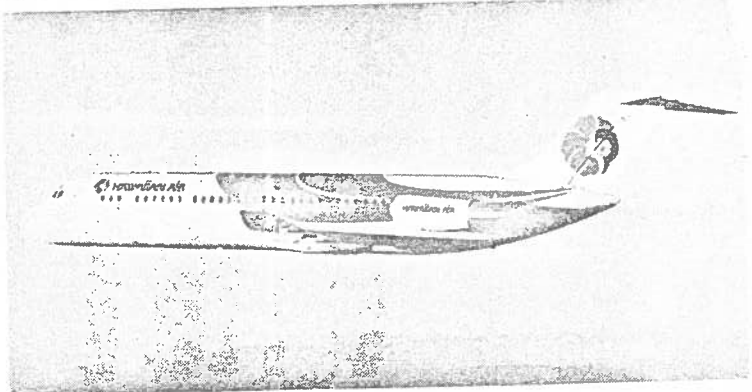
Naturalmente, non solo il *jumbo* doveva nascere con i colori nuovi: a poco a poco doveva essere ridipinta tutta la flotta. « A questo punto » bisognava fare un preciso programma economico di realizzazione » dice Fabrizio Serena. « O tutto a tamburo battente, o aspettare una cadenza a tempo lento, il che voleva dire metterci tre anni e mezzo. Si è scelta una via di mezzo, che garantisce il cambio integrale entro la primavera del 1971. »

E i costi? La parola ancora a Serena: « L'importante per noi è che per l'operazione *rinnovamento* non si debba ricorrere a stanziamenti straordinari: tutto avviene all'interno della nostra divisione marketing. Quasi tutte le spese per il rinnovo stilistico rientrano in quelle della normale manutenzione; di solito gli aerei vengono dipinti ogni due anni, e anche le divise nuove sostituiscono quelle vecchie con un giro normale. Rimane la spesa per la decisione stessa, e cioè quella per la consulenza. Ma è una scelta che noi abbiamo fatto, orientando in questo senso una parte del bilancio della nostra divisione. In altre parole: l'attività commerciale ha scelto e deciso questa spesa. E io credo che sia stato un buon investimento ».

FEB 22 1974

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553



Hawaiian Air's new corporate identity is reflected in its aircraft.

Hawaii Report is prepared
by TW Destinations Editor
Henry Magenheim.

**Hawaiian Air's logo
designed to express
character of islands**

SAN FRANCISCO — Hawaiian Air's new graphic identity was created so that the carrier could better express the character of the islands, according to the industrial design firm of Walter Landor Associates.

Because Hawaiian is a local airline, the graphics did not have to be as conservative as those considered for international airlines, a Landor spokesman said. The choice of colors and symbols, therefore, were more flamboyant.

The central element in the logo is the state flower of Hawaii, the hibiscus. Superimposed on the flower is the profile of an island girl wearing a magenta hibiscus in her deep purple hair. The symbol appears on the tail of the airline's 10 all-white DC-9s, and is repeated at the aircrafts' front entrance as a greeting.

In addition, two colorful flightsweeps curve from the center of the fuselage and taper to the tail of the aircraft. The interiors of the jets also have a new look.

The carrier recently shortened its name from Hawaiian Airlines to Hawaiian Air as part of the new identity system.

Tourists make up 65% of the airline's traffic. The remaining customers are residents of the islands.

41-76 INDUSTRIAL
DESIGN
10 TI. YR. 14.000

MAR 1974

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41-76 INDUSTRIAL
DESIGN
10 TI. YR. 14.000

MAR 1974

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Appointed

John L. Benty as director of corporate design, RCA Corporation, New York, NY....

David G. Berryman as manager of graphics/packaging design at Industrial Design Affiliates, Beverly Hills, Ca....

✓ Pierre Chaslin as representative for France for Walter Landor Associates, San Francisco, Ca....

Arnold Friedman as coordinator of the design area of the Department of Art at the University of Massachusetts, Amherst, Ma....

Retained 553

BBDM, Chicago, Ill., by Youth for Understanding, an international high school student exchange program for its identity programs and general literature, and by the Chicago District of Holiday Inns for graphics, advertising and publicity....

Gart Urban Associates, Coral Gables, Fl., by Boca Herera Resort Development Corporation for design of a symbol and signature for Costa Serena, a 660 acre resort in Puerto Rico....

Kiviat/Rappoport by Atelier International for a showroom design....

✓ Walter Landor Associates, San Francisco, Ca., by The San Francisco Public Utilities Commission for a new identification program for the city's municipal railway....

George Nelson, New York, NY, by the New York Merchandise Mart for design of restaurant and private luncheon club....

The Journal of Commerce

AND COMMERCIAL

NEW YORK, WEDNESDAY, NOVEMBER 5, 1980

Airlines Undergo Redesign to Transform Old Images

By ANITA SCHRODT
Journal of Commerce Staff

Alitalia has its special red and green "A"; Thai Airways has an exotic Bangkok look; Hawaiian Air Lines has its hibiscus and "Pualani," and USAir has a new name.

These and other airlines have undergone major changes in their images in the past decade, recognizing a need to bring their corporate images in line with the actual services they are performing.

An airline looking for a new image is likely to wind up talking to San Francisco-based Landor Associates, a graphic design firm which re-imaged Alitalia a decade ago and then went on to create new images for Singapore Airlines, Iberia Airlines, Thai Airways International, Hawaiian Airlines, Allegeny Commuters, and USAir, which underwent the most radical change of all when it dropped the name Allegheny Airlines last year.

\$1.5 Million for Advertising

USAir spent about \$3.5 million to break away from the Allegheny image. About \$1.5 million of that financed advertising and promotion to broadcast the name change alone, according to USAir officials.

"In a regulated industry, the only thing that separates the competitors is that constant image out there in front of everybody. By and large, the service and the product is much the same," said Anthony A. Pearson, director of Landor's New York office.

"We can't make a bad product look good but we can

make a good product look better," he said.

USAir delayed implementing the actual design change and new name for more than a year after Landor completed its work, awaiting airline deregulation and the opportunities it presented to expand its geographic route system to fit the new national name.

USAir also embarked on a tough program to upgrade its customer service, fleet training and other internal performance standards.

In some cases, such as USAir, the airline seeks a new image that suggests bigness, safety, responsible service. "Allegheny was a great name for its time, but it's hard to market it in Tuscon," said a USAir executive.

An Image of Romance

In other cases — Hawaiian Air Lines and Thai Airways are two examples — the airline wants to shift from an all-business image to one with more romance, uniqueness, or a suggestion of its destination.

While the airline obviously finds flaws in its old image — Allegheny may have tired of the "Agony Airlines" barbs, "you do want to hold onto the equity the airline has already built up," Mr. Pearson said.

Landor executives and airline officials also noted that a new image usually has beneficial internal effects — boosting the pride and esprit de corps of the airline's workers — as well as externally changing the public's perception of the company.

Sometimes the airline

adopts the new image overnight; sometimes over a period of two or three years. For the airline, it means repainting aircraft, baggage carts, redesigning airport gates and lounges, new letterheads, perhaps new aircraft interiors and flight attendants' uniforms.

To provide consistent incorporation of the design throughout the airline, Landor publishes for its client a guidebook up to two inches thick to show how to apply the new image and design to everything from huge aircraft fuselages and tails with moving parts to airport lounges to company letterhead.

New Planes Prompt Move

Frequently the arrival of new planes into an airline's fleet will prompt the move to a new image, according to Landor's staff. Italy's flag airline Alitalia began considering an image change with its first order of wide-bodied 747s 10 years ago.

"Alitalia wanted to get away from that classic romantic, volatile Italian image. It wanted the airline to look efficient, on time, safe," recalled Rodney McKnew, Landor executive vice president who worked on the Alitalia program.

Landor came up with the long green fuselage stripe extending into a stylized green and red "A" covering almost the entire tail of Alitalia's jets.

"One of the best things about that design is the way you can extract the 'A' which has since become Alitalia's

familiar company logo," Mr. Pearson said.

Spain's national airline, Iberia, wanted to update its image, adding more drama, he said. Landor responded with a sweeping stripe in shades of red crossing over the top and down the sides of the fuselage. With Iberia, Landor faced a problem common to many government owned airlines — it was restricted to national colors and, to some degree, national emblems.

Traditional Spanish Crown

"Iberia has a modern government, but it also has its royalty," Mr. Pearson recalled. Hence, within the field of color of the modernized "IB" on the tail is the traditional Spanish crown.

Singapore Airlines had to have a new image; it was a new airline, the creation of the split of Malaysian-Singapore Airlines.

"SIA was willing to accept something more exotic. Singapore is basically a Chinese city, though, and there wasn't a lot of natural visual heritage we could lean on for symbolism unique to Singapore," Mr. McKnew recalled. Landor keyed the new image to bold color — gold and black, with a bold gold bird on the tail.

When Landor tackled Thai Airways International about four years ago, the designers assumed they could tap a wealth of symbolic heritage, but found that almost every local symbol had religious meaning and an attendant religious taboo prohibiting its use as a commercial design.

Also, many of the symbols were common to other parts of Indonesia, Mr. McKnew said.

'Destination Fascination'

The final design was geared toward "destination fascination" — the attempt to convey the spirit of the destination in the airline's image — and was achieved by shifting from conventional block lettering to lettering more oriental in spirit and by inventing a new symbol with the flavor of the East to dominate aircraft tails, all carried out in shades of gold, maroon and red. Exotic new flight attendant uniforms were designed; the airline tagged one special passenger service the "royal orchid service."

Mr. McKnew described Hawaiian Air Lines as a "hard working little airline" which wanted its passengers — most of them island-hopping after traveling to Hawaii on a larger trunk airline — to have special memories of their brief trips aboard the local carrier.

Its old image was relatively nondescript. "the airline could have been flying out of Omaha," said Richard Young, Landor vice president.

Studies showed that more than 65 percent of Hawaiian's passengers on its some 150 DC-9 flights daily were visitors to Hawaii, he said.

"It was possible for us to be more flamboyant, more holiday-like, because the airline didn't have to look like a substantial national carrier," Mr. McKnew recalled. About

seven years ago Landor gave Hawaiian a bold bright orange and red "flight sweep" of color across the top of its aircraft fuselages and put the state flower, a red hibiscus, and the face of a beautiful Hawaiian woman on the tails.

The airline dubbed named the woman "Pualani" (meaning "flower of the sky," according to Mr. Young) and then found a model to use in advertising promotions to carry out the theme.

Challenge to Designers

Most Landor designers — the firm has about a dozen who are considered specialists in the airline image area — view the larger airlines as a more difficult challenge than the smaller airlines, primarily because a larger airline is likely to have a wider range of aircraft types and ground equipment to which the design must be adaptable.

However, when Landor tackled Allegheny Commuters at the same time it was working on the USAir change, it found a small airline with big airline challenges. The commuter airlines, a collection of several small operators working under the Allegheny auspices, presented a big airline range of various plane types, routes, and equipment. The solution turned out to be a maroon and gold stripe (gold suggesting quality) with an "A" stylized to represent motion.

Yet to be seen is Landor's latest work for Air California, which has not yet released its new image to the public.



Thai



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Alitalia



UNA AEROLINEA INDEFINIDA: LA RUTA A LA UBICACION CORRECTA

“¿Alitalia? ¿Una compañía naviera griega?”... “¿La línea aérea israelita?” **Problema:** Bastante evidente, considerando que éstos son comentarios de los mismos consumidores. Incluso los viajeros más experimentados no estaban al corriente de la verdadera importancia de Alitalia, ni del gran alcance de sus vuelos internacionales. En resumen, sus técnicas de comunicación proyectaban la imagen de “una línea aérea italiana para italianos.”

Una sagaz dirección encargó a Landor Associates la creación de un nuevo sistema de identificación, más apropiado para las grandes posibilidades de la empresa. **Solución:** Una innovación en las técnicas de comunicación de mercado en la industria de las líneas aéreas.

Con base en las investigaciones, fue creado un audaz y moderno distintivo comercial.

Constituyendo un sistema total de identificación, este símbolo asegura no sólo un fuerte impacto visual, sino que también produce la sensación de una moderna capacidad tecnológica, completa seguridad y pleno desenvolvimiento internacional. Un sistema severamente controlado que, junto con los nuevos elementos del diseño, produce una imagen totalmente unificada, reconocida al instante por los clientes primarios de Alitalia. **Resultado:** Una compañía de vuelo correctamente situada como una de las mayores del mundo.

Para información detallada sobre este distintivo programa de identificación corporativa, favor de ver al reverso.

En el cuarto lugar entre las compañías aéreas del mundo occidental en cuanto a extensión de rutas de vuelo, Alitalia constituye un factor de primera importancia dentro de su propia industria y de gran impacto en la economía europea.

A pesar de estas extraordinarias realidades, Alitalia era objeto de poco reconocimiento entre muchos usuarios de sus servicios. Daba la impresión de ser simplemente una pequeña compañía nacional de transportes, pasada de moda, poco eficiente y, sobre todo, carente de los adelantos tecnológicos. La dirección de la empresa decidió que, con vistas al desarrollo futuro y una mayor rentabilidad de la misma, o incluso para mantener su posición actual, era necesario eliminar esta imagen negativa.

Habiendo seleccionado a Landor Associates por su renombre internacional, Alitalia contrató a esta firma para la investigación y el desarrollo de un adecuado sistema de comunicación mercadotécnica.

Investigación y Desarrollo

Se hicieron profundas encuestas con el mismo personal de Alitalia, así como con pasajeros habituales y potenciales, personal de agencias de viajes y muchos otros clientes. Posteriormente, ejecutivos de Alitalia y Landor revisaron, en numerosas reuniones de planificación, los resultados de la investigación, estableciendo objetivos con relación a la verdadera identidad de la empresa. Las directrices finales presentaban un cometido verdaderamente desafiante.

Para empezar, había que contar con numerosas limitaciones. El mantener cierta continuidad era absolutamente necesario para efectuar una transición uniforme. Un factor de gran importancia era la necesidad de destruir los lazos de unión entre Alitalia y una fascinante, pero poco digna de confianza, imagen de la vieja Italia, y poner el acento sobre su función en la "nueva" Italia, igual a la de Ferrari, Olivetti, Fiat y otras mundialmente famosas empresas italianas.

Además, era imprescindible que el nuevo sistema de identificación proyectara no sólo una moderna imagen nacional, sino también un fuerte carácter internacional. La compañía necesitaba reflejar sus famosas características italianas y, al mismo tiempo, subrayar el carácter global de sus operaciones.

Un difícil cometido

Establecer una Nueva Identidad

Landor creó el singular símbolo gráfico "A", el cual se convirtió en elemento principal del nuevo concepto

de identificación. Este se desarrolló en un logotipo, formando la nueva firma comercial de la empresa. Sin embargo, el símbolo fue específicamente diseñado para trabajar con igual eficacia tanto independientemente como en unión del logotipo.

Basándose en los colores nacionales, se escogió un esquema rojo, blanco y verde para utilizarse a través del sistema. Estos colores corporativos aparecen en todos los aviones, incluyendo los de carga. La flota misma planteó otro grave problema para el diseño, dado que todos los elementos gráficos tenían que ser perfectamente adaptables a una gran variedad de modelos de aviones, incluidos los 747, los Caravelles, los DC-8, DC-9, y DC-10.

Un Sistema Total

Además de los aviones, en la etapa de desarrollo del sistema todas las expresiones visuales de la compañía fueron sometidas a un severo examen: uniformes, artículos de servicio durante el vuelo, instalaciones, equipos de tierra y muchas más.

Una vez que el nuevo sistema fue finalizado, las indicaciones para el tratamiento de todos estos elementos se incorporaron en un manual bilingüe para utilizarse en más de treinta países. En esta forma se proporcionaban a la empresa los medios para asegurar la requerida uniformidad en todos sus campos de operaciones.

De acuerdo con la necesidad de proyectar las características nacionales de Alitalia, además de las globales, la identificación gráfica ideada por Landor Associates se concretó en una intencional dualidad. La "A" de Alitalia, que constituía al mismo tiempo su distintivo, fue especialmente diseñada para ser altamente agresiva, no sólo para lograr máxima visibilidad, sino también para simbolizar el espíritu vibrante de los italianos.

Por el contrario, muchos elementos individuales — uniformes y ciertos artículos utilizados en el servicio de vuelo, por ejemplo — son decididamente tradicionales. Esto ayuda a Alitalia a conservar su posición en el mercado como una competente línea aérea internacional.

La creatividad de este programa de identificación de la empresa ha demostrado ser altamente eficaz. Hoy en día, Alitalia está justamente considerada por sus clientes como una de las mayores compañías de transporte, digna de confianza y capaz de ofrecer los grandes avances tecnológicos, con un personal verdaderamente profesional.

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JANUARY 1976

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AIRFAIR January 1976

This Month . . . Happy Birthday to You! *Airfair* enters its sixth year of publishing a monthly interline magazine for you—not quite a Bicentennial but still significant we feel in helping make your airline employment more fun and meaningful. Instead of sending birthday cards we would like to ask those of you who have not already done so to return your Airfair Interline Survey form on page 37 of the December issue . . . During the year 1976 we have many new features planned but we need your views and suggestions as to how we may best serve your interline and travel needs. So please send in your survey form immediately and help be a part of the exciting year ahead . . . Talk about excitement! The special interline tour section in this issue is causing just that with those who have looked through this fantastic selection of tours. Most include air transportation and booking is so easy—with the exception of trying to decide which one to take . . . This issue also includes an update on the airlines' tour and fare programs for airline employees. See these beginning on page 28. Between both of the above you won't have any excuse that you don't hear about these things, so start packing now . . . Our cover story features Vail, Colorado, and lovely Continental Airlines' stewardess Kay Manternach. Kay owns a condominium apartment there so you just can't get better interline information than that. President Ford has added to the popularity of Vail with his well-publicized visits there but it has been an in-spot with the beautiful people for a long time . . . Regular *Airfair* Correspondent, Norm Sklarewitz, tells us all about Amsterdam in a feature story beginning on page 38. Norm updates our traditional view of Amsterdam's canals and wooden shoes with information on what he terms "the unofficial youth capital of Europe" . . . Sue Fleishman, much-publicized travel writer and an *Airfair* favorite for many years, describes the attractions awaiting us in French Polynesia, specifically Tahiti and New Caledonia. Sue describes Papeete as "a story book spot with modern amenities," a mind-picture sure to attract many of us during the coming year . . . Our "Industry In-Depth" department gives interliners an inside perspective of several recent airline "corporate image" changes. Alitalia, Allegheny, Hawaiian Air, Singapore Airlines and Thai International all retained Landor Associates to accomplish the necessary identity programs they desired. Beginning on page 62 you will see that an airline's overall identity goes much further than the striping on its aircraft or its logo . . . The Vancouver Interline Club is featured in "Interline Insider" as a true success story and may give other interline clubs new enthusiasm in the year ahead . . . Looking for certain destination stories in past issues of *Airfair*? The Airfair Index on page 67 will save you a lot of time and make your personal file of *Airfair* seem like a travel encyclopedia . . . But, before you get all comfortable with this issue, please be sure to complete the Airfair Interline Survey from your December issue and return it. Thanks, and have a good birthday!



Sue Fleishman

Norm Sklarewitz

Kay Manternach

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letters



Royal Treatment On Interline Tour

We just came home from Japan and Hong Kong. We took the 7 day/6 night tour of Japan and 4 day-3 night Hong Kong package.

We just couldn't settle back to everyday life without thanking you for making this trip an unforgettable one. We were treated royally everywhere we went. We felt completely at ease because everything was taken care of for us and everything was timed perfectly. We want to compliment you on a job well done. We will always remember this vacation and recommend your tours highly.

Erwin & Kaethe Eckstein
The Bronx, New York

At Home in San Francisco

I notice a lot of letters from your subscribers, telling of the good and the bad in traveling, so I thought I would drop you a note to that effect.

At our Transair Christmas party last year, we won a pass for two via United Airlines anywhere in the continental United States, so we chose San Francisco, and went there (via Toronto) on October 8. United was just wonderful to us, especially as we were on standby-by and on the trip there and back we had to wait only once for the next plane. They are good people!

But we had a disappointment in San Francisco. We had written for reservations to the Sir Francis Drake, which according to our Discount Guide, we could get for \$26 a night. First of all, they said they couldn't give us our interline rate, then told us we could stay only one night on account of a doctor's convention in the city. So we stayed one night, which cost us \$49.83, then we checked out the following morning. We went to the Canterbury Hotel, which is a most delightful place. They accepted our interline card and we had the room for \$20 per night. Plus the fact that not only were the people charming and friendly, but a lovely restaurant right next door—Lehr's Greenhouse. It was a great place and we enjoyed it so much. San Francisco itself is just great and we would like to go back again. We thoroughly enjoyed our stay there.

W.H. Budworth
Transair
Winnipeg, Canada

Career Adjustment Almost in Order

A copy of the June 1975 issue of your magazine which contained an article about Holland River Line was forwarded to me from our New York representatives.

The article is excellent and I thank you for it.

However, my main reason for writing is to congratulate you on the excellent quality of your magazine. The special features are both mouthwatering and informative. So much so that, if I did not happen to like the job I am doing, I would be sorely tempted to move into the airline business just so I could take advantage of the marvelous trips that appear in your pages. Here's wishing you future success—keep smiling.

Peter W. Gibney
Holland River Line
Rotterdam

Fly/Drive New Zealand Saves on Time

I just recently took the Pan Am Fly/Drive New Zealand tour. It was fantastic. I didn't waste a minute and didn't have to wait anywhere. The cars were excellent and the service also. Sure hope the individual departures are continued in '76 as this is about the only way some of us can utilize your tours.

Virginia Collins
Western Airlines
Los Angeles

A Note to Air-necdotes

In the September 1975 issue of *Airfair* your Air-necdotes column states that Air New England enjoys the distinction of being the first airline in 25 years to be granted certification. (CAB certificated it as a local service operator in January, 1975.)

In March, 1972, Wright Airlines was granted certification, that would make Air New England the first carrier in approximately three years and Wright Air Lines the first in approximately 22 years.

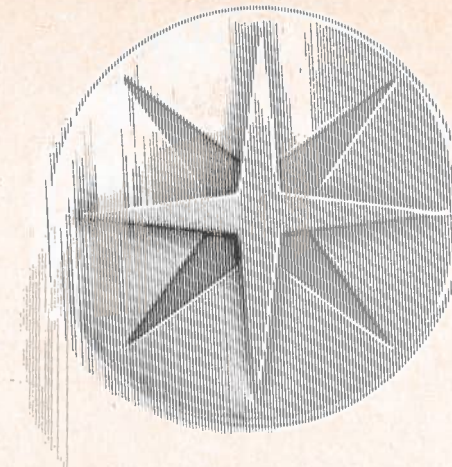
Wright Air Lines is not well known to a large portion of the airline industry and we would greatly appreciate a correction or some type of recognition in one of your future columns.

Wright Air Lines is the only Cleveland-based certified air carrier, and has service to Detroit, Michigan and Columbus, Ohio.

Harry W. Beemiller
Vice-President Marketing
Wright Air Lines
Cleveland, Ohio

Ed.: We apologize, and thank you for enlightening all our interline readers on the certification of your distinguished airline and its route system.

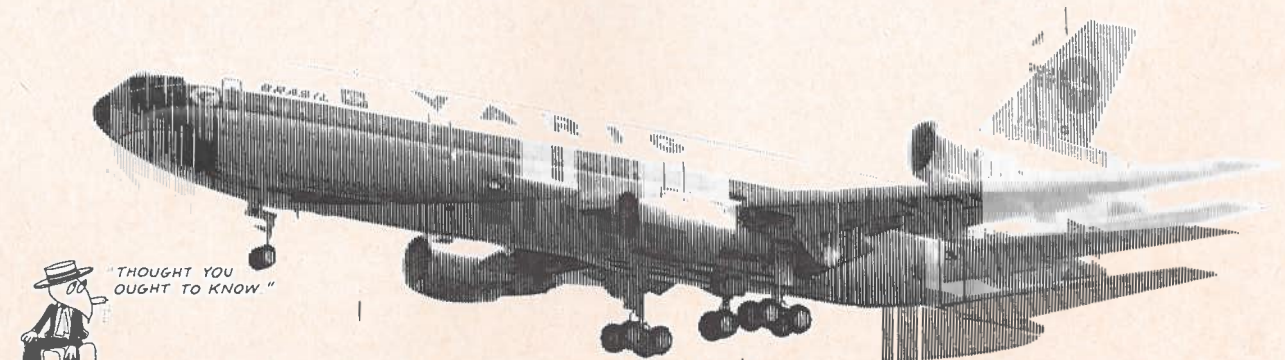
AIRFAIR January 1976



The biggest
airline
in the U.S.
is United Air Lines.

The biggest
airline
in western Europe
is British Airways.

The biggest
airline
in South America
is Varig.



Brasil means business. Varig means Brasil.

VAI



by Kay Mantemach



Photos courtesy of Continental Airlines



This neatly manicured ski resort, nestled in the pristine Rockies an easy two hours' drive from Denver, has been called everything from instant Bavaria to the Texas Alps, or more recently by some of the electronic newsfolk, the Western White House.

Some harsher Vail critics, however, reserve modern colloquial clichés like "plasticity" to describe this bustling community . . . it is not just a ski resort, as it boasts a church, school, et al. plus a year-round population.

Vail has always seemed to get more than its fair share of national attention long before a skiing congressman named Gerald Ford, a regular on the Vail ski slopes, made it big at the White House.

Prior to Vail being sort of synonymous with President Ford, other notables found Vail's slopes to their liking and brought it international fame. Jackie Kennedy Onassis, Cary Grant, writer Irwin Shaw, Jill St. John, Robert Redford (he's making a television special in Vail this Spring) and Clint Eastwood come back every year to carve out their own powder.

Occasionally referred to as Colorado's answer to European ski resorts, the architecture (Alpine-style) in Vail or (French motif) Vail/Lionshead certainly makes it one of the most attractive communities in the Rockies whether you're a skier or not. The buildings blend with the natural environment of the surrounding pine and aspen covered countryside. Vail and Lionshead have been pedestrianized, curtailing auto use as much as possible, and a mini-type bus carts skiers and visitors around free.

While Vail's Tyrolean ambience has embroiled its critics in heated discussions on "plasticity" the important fact that slips by unnoticed is that the resort has 10 square miles of terrific skiing terrain served by 14 chair lifts and two Swiss-style gondolas, making it the largest single skiing complex in North America.

Despite the jetset or affluent image that's been projected over the years, you don't need to be a millionaire to spend a week or more here. And the fact that it's a favorite for the wealthy and famous, just makes people watching on the



"Skiers Pub" on Continental's flights to Denver and the Pacific Northwest is the pre-ski gathering spot for interliners.



Photo courtesy of Continental Airlines

about the author

Vail is more than a resort . . . it's a community, complete with clinic, post office, church, schools . . . everything necessary for the 1500 permanent residents who call it home. That's one reason Kay Manternach, a hostess for Continental, lives there.

Kay admits that her love for skiing originally brought her to Vail, "I stayed because I like Vail as a community. When you think about it, resort people work with the traveling public just like airline personnel. We all have experienced the same rewards and frustrations in serving the traveler. I feel very comfortable with resort people . . . we have one important thing in common—liking people!"

The five foot, two inch blonde spent her early years growing up in Denver, moved to Illinois for a few years, returning to Denver as a dental assistant. "One day a fellow from Continental's personnel department came in for a check-up. Armed with a needle in one hand and a

drill in the other, I politely asked him for a job—what could he say?"

Kay received her wings 10 years ago. After making several trips on the "Viet Nam Special" from '67-'69, she helped form Continental's ski team in the winter of 1970. "I've been skiing since I was 10 years old—it seemed the natural thing to do. Airline employees had been skiing against each other for some time—a formalized program seemed appropriate." As a result of these early efforts, Continental now sends its ski team to a racing camp every December where the members are coached by Jon Bowerman, former U.S. Olympic Women's coach. "We now have a race schedule that includes at least one major race a month against other airline employee teams," Kay stated. "We race in dual slalom, dual giant slalom, and downhill events."

In 1973, Kay decided to make Vail her home and purchased a one bedroom condominium in the Antlers Lodge.

When we asked the Los Angeles-based stewardess about the muting necessary in her job, characteristically said, "Simple! Three times a month I drive the hundred miles to Denver on I state 70, catch a hop direct to and from there I fly my eight trips to Honolulu. Since Continental into Denver from just about everywhere, I could be based in El Paso, Houston, Chicago, or Seattle living in Vail is just as convenient." This feeling is apparently shared by other airline personnel. Joe a United Airlines Captain, also lives in Vail and commutes to home base. Craig Cambria, T pilot, based in San Francisco, shares a Vail condominium with Steve Friedman of Delta Airlines of Chicago. They think it's great.

Kay has become a quasi-sponsor for Vail in addition to her regular duties with airline by appearing on television and radio appearances. "After all, I find easy to talk about Vail—it's my home."



Making Connections and Dining Out

Getting there and getting around Vail is convenient, too. This Bavarian-style resort is only 105 miles from Denver, which is served by Continental Airlines and several other major carriers. Or you can fly to Eagle and take a cab into Vail. There are many direct buses from Denver airport. Rental cars can be dropped off in Vail but actually, you don't need an automobile here. Free shuttlebuses operate from 7:30 a.m. to 10:30 p.m. Most of the better-known ski lodges and restaurants are located in town.

Vail is worth visiting just for the dining experience. It has gourmet-style restaurants and nightclubs all within walking distance of your ski lodge. Greek, Austrian, German, French, Mexican, Japanese and good old American food give this cosmopolitan resort's eateries a truly international flavor.



Airline Week in April

The ski season at Vail is long. It begins usually on November 21 and runs through April 25. The last week is devoted to airline week, which is the tenth season that Vail has sponsored this event. Throughout the season, Vail has a variety of activities and races and March 6 through 7, are the dates for its annual winterfest celebration.



On Skis or Off

For the non-skier, Vail not only abounds with the usual shopping and apres ski activities, but makes sure the non-skier has a chance to see those panoramic views that only the skier is privy to at other resorts. If you don't feel like skiing, you can ride up on the gondolas and see the Gore mountain range (named

after a British Lord who hunted here) across the valley and other scenic vistas from mid-Vail.

Vail hostesses, in green and yellow uniforms, patrol the mountain or are found in the lift line area assisting skiers with lift tickets, lift line control (the lifts have an uphill capacity of 18,500 skiers per hour) and provide answers on snow conditions, directions and a multitude of other questions. From time to time, they are credited with placating impatient skiers in the lift lines with piping hot coffee.



A Resort for All Seasons

Ski bum, beginner, intermediate, hot-dogger, people watcher, apres ski expert, Vail has enough for all. And if you would like to visit the area but snowy mountain scenes you prefer to see on a picture postcard, try Vail in Summer. The Rockies transform into a wonderland of activities when the ski slopes turn green and the gurgling streams cascade pleasantly down the mountain.

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All travel is economy class positive space, Monday through Thursday, and space available on Friday, Saturday and Sunday.

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SKI colorado's slopes

ARAPAHOE BASIN

At Arapahoe Basin a massive bowl catches snow early and holds it late; so there's plenty of powder from early November to mid-June.

ASPEN

A real ski playground for the beginner or expert alike because Aspen has trails to match your skills. Flash down carefully groomed runs of chilled powder and sharpen your skiing skills. There are 300 instructors to assist you and plenty of dash-and-dazzle nightlife when you leave the slopes.

Aspen offers you the highest vertical rise in Colorado (3,800 feet) and over 500 miles of skiing on packed runs, deep powder bowls, tree-lined trails, and mile-wide slopes. Choose from four great resorts: Aspen Highlands, Aspen Mountain, Buttermilk/Tiehack, and Snowmass; or ski them all. Facilities are generally in operation from November through April.

BRECKENRIDGE

Here's the personality of a colorful gold-mining town, yet it's a major skiing headquarters. Ski two full mountains here where the average snowfall is over 250 inches. Enjoy 38 miles of well-groomed slopes and lots of other snow-time activities like skating, snowmobiling and sleigh rides.

Trails for the beginner, intermediate, and advanced skier are found at Breckenridge, where the vertical drop is 1,900 feet and the season lasts from November to April.

BROADMOOR

Ski Broadmoor boasts an expert ski school and night skiing; the main slope is 3,000 feet long with a drop of 600 feet. The season is from December through March.

KEYSTONE

Just 70 convenient miles from Denver, Keystone has crisp and clear mornings, and a great view of the Snake River Valley, Lake Dillon and a big chunk of the Continental Divide. Keystone has 35 miles of lovingly tender trails and a brand-new lodge and village for your full-time enjoyment!

LOVELAND

Loveland Basin and Valley has been selected as the proposed site for the slalom and giant slalom events of the 1976 Olympics. The area offers a blend of sophisticated skiing facilities, a variety of terrain, high altitude skiing above timberline, and big bowls. Abundant snowfall assures excellent skiing from October through May.

SNOWMASS

Located in the heart of the Colorado Rockies, Snowmass boasts spectacular scenery. One of the big attractions here is famous Big Burn, a half-mile wide ski slope that is every skier's dream. There are 1000 acres of runs for every type of skier, some even 3½ miles long. A fantastic experience is Snowmass!

Colorado promises you more snow and warmer sun than most skiers dare dream of. Hundreds of miles of fluffy powder, deep pack, and inviting corn snow, all sparkling in the brilliance of the Western sun. Snow and sunshine—it's a combination you can't beat. Unless you add variety of terrain, and Colorado has that, too. Mile-wide slopes, tree-lined trails, deep powder bowls, everything from a beginner's snowplow to an expert's wedeln, everything to make you want to ski Colorado.

STEAMBOAT

Here's the skiing environment of the Old West and evidence of Steamboat's western heritage is everywhere. Even the ski instructors wear cowboy hats! This magnificent 7000 acre ski resort features light, dry "champagne powder" snow, short lift lines, and a ski school with 75 instructors.

Steamboat is known for its champagne powder snow and all-round great skiing. Varied trails, a vertical drop of 3,550 feet, and a season lasting from mid-November to mid-April account for the resort's popularity.

WINTER PARK

It was an old railroad construction camp before it became a premier ski resort, and Winter Park skiers enjoy the beautiful slopes near the famed Moffat Mine tunnel. Close to Denver, it has mile after mile of long slopes for all the skiing fun you deserve and is picture-pretty.

Winter Park is a fine family area with ample slopes for instruction and practice and with seven jumping hills. There are 34 runs and trails of up to two miles in length. The season is from mid-December to mid-April.

FOR INFORMATION:

For a complete listing of Colorado's great resorts and for detailed ski information, contact:
Division of Commerce and Development
600 State Capitol Annex
Denver, Colorado 80203

air-necdotes

by Joe Weber

Did You Know That . . .

■ NAL's last Lockheed Lodestar (14 passenger-280 MPH) scheduled passenger flight was on March 21, 1959, on a trip from Key West to Miami.

■ Most pilots who are engaged in smuggling marijuana, fly Constellations (Connies), B-25's, Lockheed Lodestars and WW11 planes with ample cargo space and long range. According to a director of the Federal Drug Enforcement Agency, the bombers carry pot in the bomb bays, then if the pilot suspects trouble, he dumps the stuff or just passes low over the delivery area and drops it out of the bomb bay, without landing. (Approx. 150 plane-loads of marijuana are smuggled into the U.S. daily by these WW11 aircraft, according to FDEA officials.)

■ "Sleep In" service has recently been provided by KLM as an experiment for 747/DC-10 passengers. A 4 times hourly, 12-minute talk by a physician, expert in techniques of yoga is piped over one of the carrier's stereo music channels. (The 12 minute program is said to put passengers to sleep.)

■ A DC-10 uses approx. 12,690 gallons of fuel on a flight from LAX-HNL.

■ "Millionaires' Vacation on a Piggy Bank Budget," was a promotion slogan that National Airlines used in 1947 to promote New York-Miami traffic on its newly-acquired DC-6 aircraft.

■ A hamster named Dales got lose from its owner on a Northwest Orient DC-10 recently, on a flight from Newark to Seattle. The brown and white hamster ran through the cabin and over the feet of passengers who let out muffled screams. It was eventually captured by a stewardess. The capture was announced on the plane's PA system, followed by applause from the relieved passengers.

■ The recent 4th anniversary of American Airlines' inauguration of DC-10 service uncovered the fact that AA's 25 plane, DC-10 fleet has flown more than 10.7 billion revenue passenger miles during the 4 years. (More than twice the amount flown by the DC-3 during its 12 years with AA.)

■ Qantas means—Queensland and Northern Territory Aerial Services. (Qantas started service in 1922.)

■ TWA once had the slogan—"The Lindbergh Line."

■ Northwest Orient Airlines once employed an "organist" aboard its Boeing Stratocruisers.

■ Mohawk, now merged with Allegheny, once had what it called "Gas-light-Service," on a DC-3 with stewardesses dressed up like Gay Nineties dance-hall gals who served free beer, cheese and pretzels.

■ The CF6 engine on DC-10's and A300's recently passed the 3 million hours of service mark.

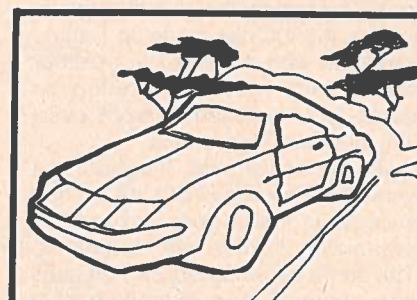
■ American Airlines' original "Flagship Service" got its name because after the aircraft touched down and was taxiing up to the gate, the co-pilot would hang a blue pennant, on a staff, outside the cockpit window. (Showmanship, it was called.)

■ Another fast time was recorded recently by a British Airways Concorde when it flew from Singapore-Melbourne in 3 hrs. and 37 min., a distance of 3,852 miles. (7 hrs. and 15 min. is the subsonic time.)

■ "Jaws" T-shirts were seen recently being worn by EAL's cargo personnel in Atlanta. They hope to stimulate ATL's "belly" freight sales. (There are a lot of hungry bellies to feed: aircraft ones, that is!)

■ During a recent power failure, which placed the whole airport in total darkness, passenger check-in was completed for an American Airlines flight from Ontario, California (ONT) to Dallas-Ft. Worth (DFW) with the help of the aircraft's landing lights which were turned on by the cockpit crew, and the positioning of ground service vehicles so that the headlights shined into the terminal.

■ According to the Kansas City Star, progress in transportation is continuous—now it is possible for an airline to be just as broke as a railroad.



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Los Angeles, California 90045

INSIDER



by Jack Gregory

INTERLINE

What makes an interline club great?
Size, management, social events or responsibility to the interline fraternity?

Well, really, it's all those things and more.

Ask any active interliner, and chances are you'll find that the one club with all those ingredients has left an indelible mark on the industry: Vancouver Interline Club (VIC).

The largest and most active club in North America, with more than 1,800 members, the VIC is represented by its peripatetic members at interline events and gatherings in all corners of the globe.

In the past few years the club's popularity and reputation has snowballed due, no doubt, in part to its now-famous concoction called "Moose Milk." The club's slogan, "Moose Milk Is Great," serves as a constant reminder and encouragement to members and visiting interliners to take up the cup and drink. As many have found out, it's a potent drink and has been known to talk back the next day.

The recipe for Moose Milk is a closely guarded secret, but you can taste the real item at any VIC function. As one initiate put it, "Moose Milk goes down smoothly, but sneaks up on you with quite a whallop!" To promote the club through its slogan, the VIC has made up T-shirts imprinted with the head of a rather sad looking moose, suffering no doubt (you guessed it) from over-indulgence in Moose Milk.

On the social side, the club is a smashing success. But its unique success is that it goes beyond just organizing parties and functions. The same *esprit de corps* that goes into planning and executing club meetings, trips, parties, etc. is applied to furthering the travel industry, promoting the airlines and interline partnerships.

Club President, Jim Lim (JAL), says there's no easy formula for a growing, successful interline club, "The social functions, trips and passes all help, but what you need more than anything else is good, energetic management."

"With our club there are no conflicts," Jim emphasized. "We all pitch



Interliner Sherri Hockman (Continental Airlines hostess) is a firm believer in the power of moose milk. If you have any doubts, ask the moose. It's made Vancouver Interline Club great.

in and make it work and have a terrific time along the way, making the Vancouver Interline Club a going concern."

"We are, naturally, awfully proud of our efforts and innovations at VIC and we don't neglect to let everyone know about it, including airline management," quips Lim.

Lim feels it's important to keep airline management abreast of all the club's activities and programs. After all, the basic support and sponsorship comes from the airlines, so management should see what return they're getting for their investment in time and money. The club accomplishes this by mailing a monthly newsletter to all airline executives in the Vancouver area, publishing news of important coming events, lauding airlines that helped with prizes and other sponsorships, thus keeping communication lines open between the club's officers and industry management.

The club is as innovative when it comes to business as it is with pleasure activities. It has extended membership to the local Avis account executive for the travel industry. During meetings this puts a lot of key airline public contact personnel in direct

touch with Avis, over a glass of Moose Milk, of course, and certainly helps pave the way for stronger connections and greater knowledge of each other's operations.

Another unique idea evolved by VIC is feeding the club's monthly activities into Air Canada and CP Air's computerized reservations system. Employees can easily get club information by calling the airlines.

While there's a strong emphasis on letting management know that interline clubs are a built-in marketing tool, Lim notes that the club does not shirk off any type of community involvement.

Lim himself, not really enamored of athletic pursuits, ran ten and one half miles (was it the Moose Milk?) for \$150, in a "Miles for Millions" program sponsored by a local charity. He got \$10 for showing up and \$2 a mile from each of his sponsors.

VIC's past queen, Ivy Dunn, led the way in a giant telethon for handicapped children in Vancouver.

Tom Hammond, Pacific Western sales rep, a "sort-of-officer-at-large," for the club and one of its most vociferous boosters, likes the

fact that it's an open secret that the success of the club is not going unnoticed by airline management.

"We have been approached by several different airlines, including U.S. domestic, and some international carriers," said Hammond with a wry grin, "who would like to put their names on the list to sponsor us. It's very flattering, and rewarding and it makes you feel even more proud of your club, to think that some airline executives see it the way we do: a good way to market "our" product.

The Vancouver club began officially about ten years ago. Before that, there was an informal type of club, with meetings being held as far back as 1952, but not on a regular basis.

While the club's been growing and progressing rapidly over the past five years, 1975 has been the best to date. After trying for several years, and coming in a close second, the VIC contestant at the Miss Airlines International Pageant in Miami, Leila Sourati, walked off with the crown last spring.

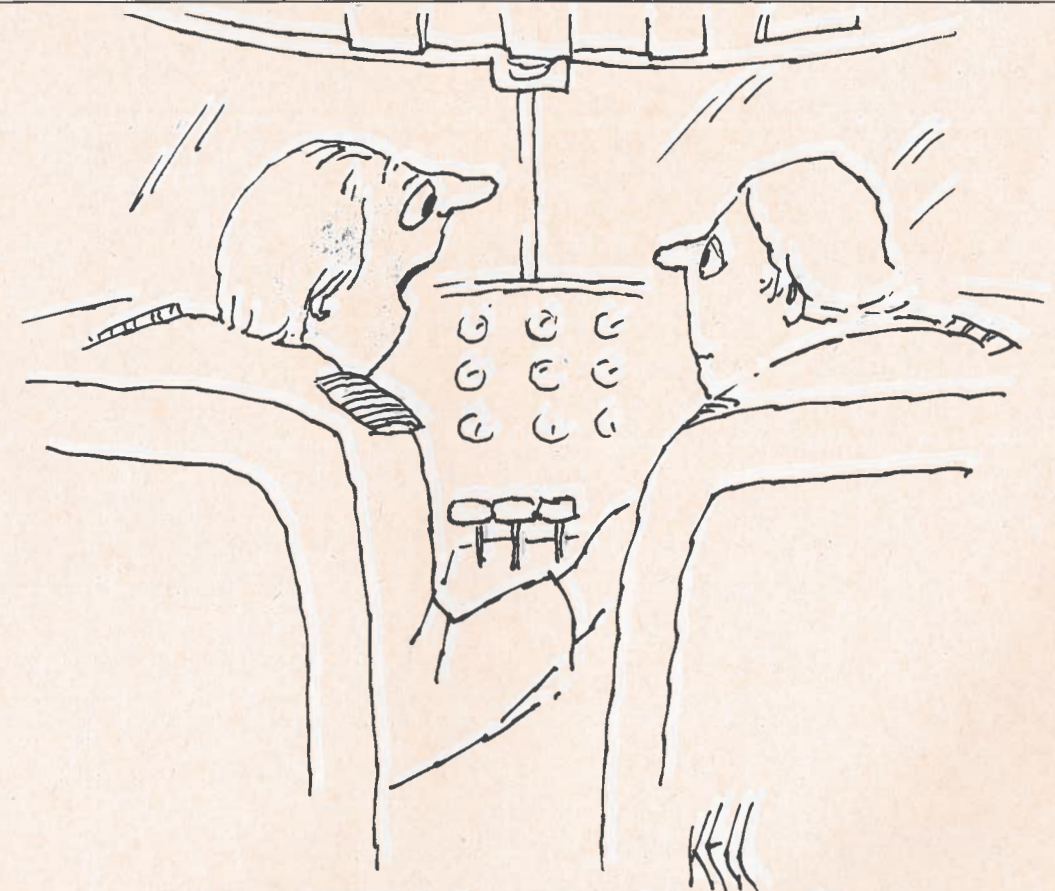
And, to prove to female interline members that the club was not chau-

vinistic, VIC became the first to choose Mr. Vancouver, Greg Weavers, to represent the club at all special interline events.

The most important milestone for the club in 1975 was when it became the largest in North America. (Los Angeles Interline Club is second.) A rather impressive record from its humble start with 200 members, it now tops 1800.

The club is particularly proud of its annual "Springfest." The fourth one's coming up March 18-21. This is becoming such a popular event with interliners, that last year a couple who met at the previous "Springfest" used the 1975 gathering as their honeymoon package, according to Lim.

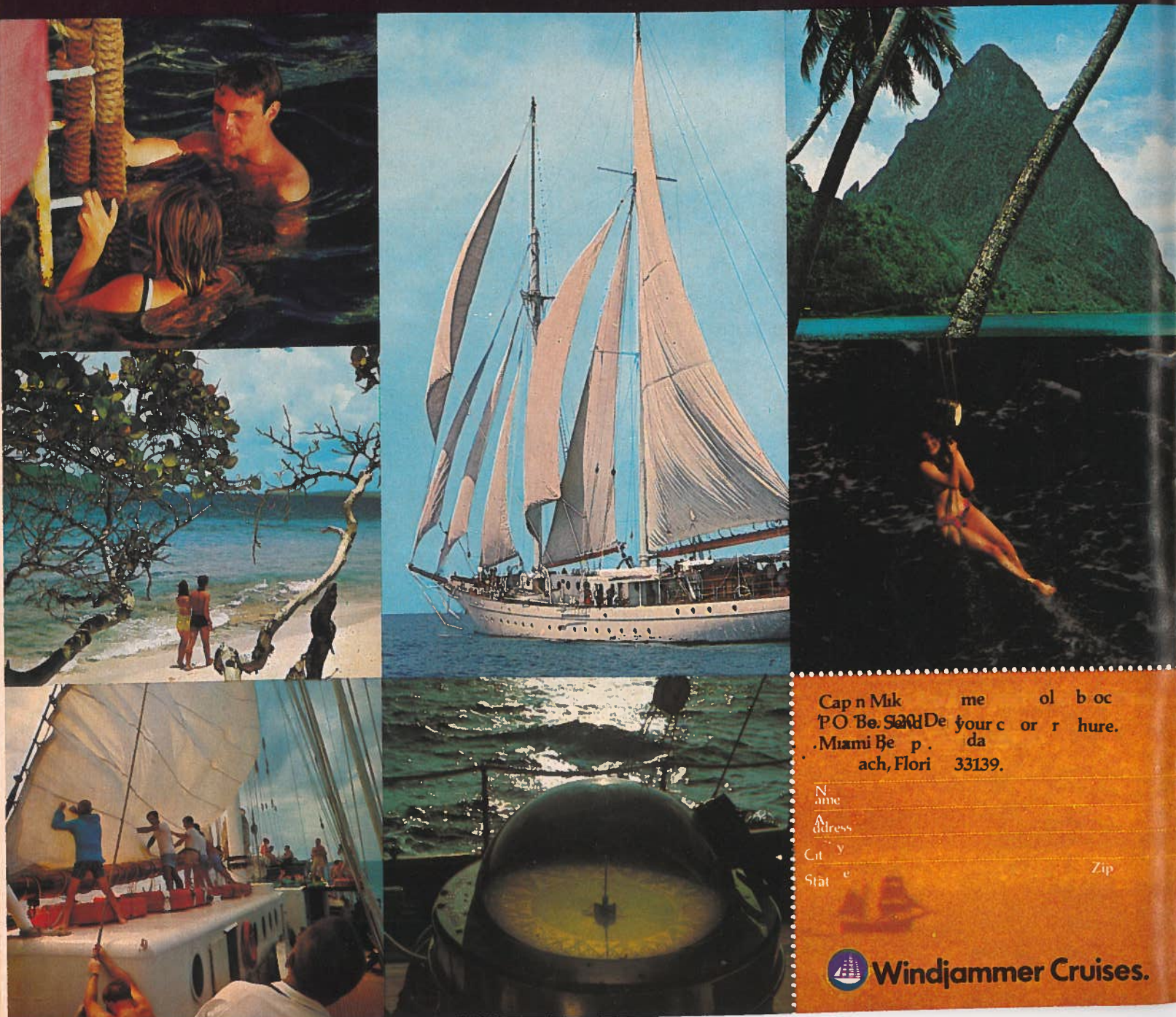
He said that for \$55, which includes the official Moose Milk T-shirt, and meals, interliners can enjoy three and a half fun-filled days in Vancouver with the VIC playing host to a variety of activities and tours of the city. The event ends on a Sunday and Lim suggests that everyone attend his Moose Milk Farewell—and find that flying has never been as easy before.



"I'm not doing this for the money, you know . . . merely for the fame and glory."

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 English Antigua. French Martinique. Beautiful schooner.
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 Sunbathing. Skindiving. Boasun's chair ride. Great grub.
 Great grog. Limbo. Goombay. Golden moons. Beach parties.
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 OFFICIAL INTERLINE MAGAZINE

PRESENTS



WINTER 1975-76 INTERLINE TOURS

Exclusively For Airline Employees And Their Families

Featuring The Best Tours Of:

- Airfair Interline Travel Service
- Pan Am's World Tours
- Pan Am's "World of Weekenders"
- Interline International

CRUISES • CITY PACKAGES • MOTOR COACH TOURS • SAFARIS • SKIN DIVING • SKIING

airfair

INTERLINE TOURS FOR WINTER 1975-76

Airfair presents in this issue interline tours for the Winter 1975-76 period. Join with more than 10,000 other airline employees and their families in what is undoubtedly the largest combination of tours and departures ever offered. Go on your own or go with a group—you have a choice that has never been bigger or better.

To help you better understand and use the following tour information, we here present a brief description of the several different types of tours shown:

■ **Interline Travel Service Tours**—For those who wish to "go on your own" rather than as part of an interline or other group. Interline Travel Service offers interliners a selection of cruises, motor coach tours and camera safaris at special savings to airline employees. Air transportation is not included with these tours.

■ **Pan Am's World Tours**—These are quality tours operated by Pan Am for the general public and all include round-trip, reduced-rate air transportation on Pan Am for the departure cities and dates shown. Spend a week in Hawaii, tour Central America or "Fly/Drive" in Australia or New Zealand at these special interline rates.

■ **Pan Am's "World of Weekenders"**—Offering group departures which include only airline employees and their families. All of these tours have special round-trip air on Pan Am included to 7 of the major European travel destinations. These are three and four night tours available to employees of all IATA/ATC carriers and their spouses. Also available with these tours is a United Airlines Special U.S.A. Bonus from any UA city to reach your Pan Am gateway.

■ **Interline International Tours**—Specializing in group tours for airline employees and their families. All Interline International tours include reduced-rate air transportation and make traveling more fun with fellow airline employees. Choose from tours to Greece, Tunisia, Egypt and other exciting destinations—plus special tours for skin divers and skiers.

Here you have the finest selection of interline tours to choose from that have ever been assembled in one place. Make use of your special travel privileges as an airline employee through one or more of these exciting tours. And there will be more such tours each month in *Airfair* Interline Magazine—so if you or your parents don't have a subscription yet, see the special interline rates available on page 54. You won't want to miss out on any of the upcoming tours throughout 1976.

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interline travel service

EAST AFRICA

EAST AFRICAN SAFARIS GENERAL INFORMATION ON ALL SAFARIS SHOWN:

INTERLINE PERSONNEL:

Prices shown for Interline Personnel apply to employees of any international or local airline or charter air company. Spouses and other family members pay full price, with children under 6 at half-price.

PASSPORTS AND VISAS:

U.S. Citizens are required to have visas for Kenya and Tanzania. Visa applications for Kenya will be sent to you immediately upon receipt of your tour request. Tanzania visas may be obtained before your departure or at the Kenya/Tanzania border. Cost of visas are not included in the price of any tour.

VACCINATIONS OR INNOCULATIONS:

You will be required to have yellow fever, smallpox and cholera certificates.

REFUNDS:

Full refund (less \$10 handling charge) in case interliner is "bumped" from flight en route to Nairobi. No refund if client voluntarily misses meals, services or sightseeing or leaves tour of his/her own accord.

AIR TRANSPORTATION:

Air fares to and from Nairobi are not included in tour prices. The following are special round-trip air fares which may be used in conjunction with these Africa Camera Safaris:
LONDON/ROME—NAIROBI:
East African Airways Safari Fare I, \$89 from London. Round-trip space available, open to airline employees, spouses, children under 21, and parents of the airline employee whether traveling with the employee or alone. *Safari Fare II* from Rome to Nairobi, \$79. Book tours through Interline Travel Service and Safari Fare only through: East African Airways, 600 Fifth Ave., New York, NY 10019. Telephone (212) 757-2327.



COSTS INCLUDE:

■ Round-trip transfers between airport and hotel on all tours during regular business hours.

■ All accommodations throughout safaris are included on a double occupancy basis. Single supplements are not available but tour operator will arrange to find someone to share a room for persons traveling alone.

■ All meals (Full Board) throughout safaris.

■ Transportation via Volkswagen Microbus with sliding or pop-up roofs, ideal for photography, carrying 7 passengers.

■ Experienced English-speaking African driver/guide.

■ All sightseeing as indicated in the itineraries.

■ Admissions to all Game Reserves and Parks.

■ Service charges and government taxes normally added to hotel bills.

**EAST AFRICAN
KALEIDOSCOPE
9 DAYS 8 NIGHTS
\$375 Airline Employee
\$400 Spouse & Others**

TOUR CODE:
NBO 503-081

VISITS: Masai/Mara Game Reserve, Serengeti National Park, Ngorongoro Crater Reserve, Lake Manyara National Park, Amboseli Game Reserve, Kilimanjaro, Tsavo National Park.

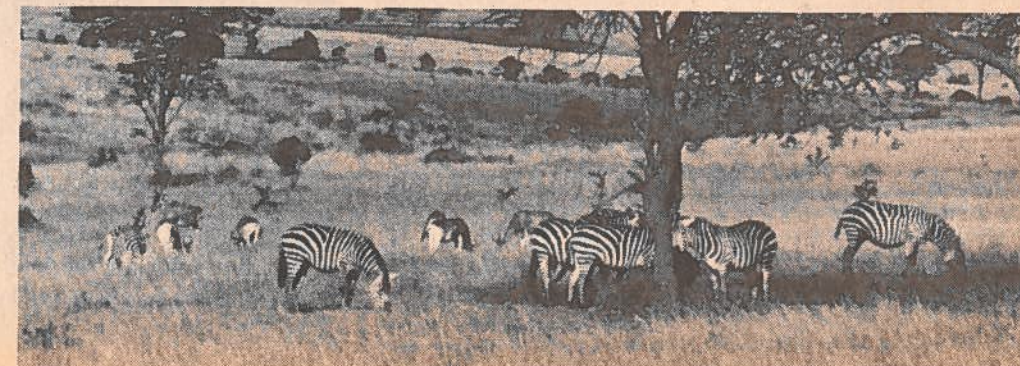
ITINERARY:

Day 1: MASAI/MARA GAME RESERVE. At 10:45 a.m. leave for Masai/Mara Game Reserve through Great Rift Valley and Narok. Overnight at Mara Serena Lodge, Keekorok Game Lodge or Governors Camp.

Day 2: SERENGETI. Before and after breakfast, game viewing in the Mara where buffalo, giraffe, prides of lion and a variety of wildlife can be seen. After lunch proceed south through park into Tanzania and the Serengeti where the most spectacular concentration of game can be found. Overnight at Lobo Lodge, Seronera Lodge or Fort Ikoma.

Day 3: NGORONGORO—OLDUVAI. After breakfast leave for Ngorongoro, passing through Olduvai Gorge, made famous by Dr. Leakey's prehistoric finds. Overnight at Wildlife Lodge, Crater Lodge or Ndutu Safari Camp.

Day 4: NGORONGORO CRATER. Half day spent exploring the



Crater floor, second largest in the world, over 100 square miles and 2,000 feet deep. Wildlife abounds in this intriguing wilderness. Return to lodge or Lake Manyara Hotel for night.

Day 5: LAKE MANYARA. Drive to Lake Manyara National Park with its varied scenery of forests, lakes, savannah and bush where over 300 species of bird life have been noted. Game is readily spotted along the lake shore and in the tropical rain forests where lions may be seen sleeping in the acacia trees. Overnight at Lake Manyara Hotel or Tarangire Tented Camp.

Day 6: AMBOSELI. After breakfast leave for Amboseli/Masai Game Reserve via the town of Arusha with its colorful Masai trading center. Overnight at Amboseli Serena Lodge, Amboseli New Lodge, Amboseli Tented Camp or Namanga River Hotel.

Day 7: KILIMANJARO—TSAVO. Early morning game run in Amboseli and then drive through lush foothills of Mount Kilimanjaro to Tsavo. Overnight at Hilton's Taita Hills or Salt Lick Game Lodges.

Day 8: TSAVO. A day to explore Tsavo National Park with its greatest concentration of elephant in the world as well as many other varieties of plains game including buffalo and lion. Overnight at Ngulia Safari Lodge, Voi Safari Lodge, Kilaguni Lodge, Hilton's Taita Hills or Salt Lick Game Lodges.

Day 9: TSAVO—NAIROBI. Continue through this vast game reserve and visit Mzima Springs where hippo and tropical fish are easily seen in the crystal clear waters of this oasis. After lunch return to Nairobi, arriving about 6:00 p.m. End of tour.

TOUR DEPARTS: Nairobi every Mon & Thurs.

EAST AFRICAN HIGHLIGHTS
6 DAYS 5 NIGHTS
\$275 Airline Employees
\$300 Spouse & Others

TOUR CODE:
NBO 503-051

VISITS: Masai/Mara Game Reserve, Serengeti National Park, Ngorongoro Crater Reserve, Lake Manyara National Park.

ITINERARY:
Days 1 thru 5: Same itinerary as the East African Kaleidoscope Safari.

Day 6: MANYARA—NAIROBI. After breakfast, leave for Nairobi, via the town of Arusha, with its col-

orful Masai trading center. Lunch provided en route. Arrive in Nairobi at approximately 6:00 p.m. End of tour.

TOUR DEPARTS: Nairobi every Mon and Thurs.

MOUNT KENYA SAFARI
6 DAYS 5 NIGHTS
\$325 Airline Employees
\$350 Spouse & Others

TOUR CODE:
NBO 503-052

VISITS: Treetops, The Ark, Mountain Lodge or Secret Valley; Samburu National Park, Meru National Park, Mount Kenya Safari Club.

ITINERARY:

DAY 1: TREETOPS, THE ARK, MOUNTAIN LODGE OR SECRET VALLEY. Leave Nairobi 9:45 a.m. Lunch in Nyeri area, then overnight at one of these lodges near Mount Kenya.

Day 2: SAMBURU. After breakfast depart for Samburu. Lunch and overnight at Samburu Lodge with game drive in afternoon to Samburu National Park.

Day 3: SAMBURU. A second night is spent at this delightful lodge with the morning and afternoon spent exploring this unique game reserve to the north of Mount Kenya.

Day 4: MERU. After breakfast continue to Meru National Park, home of Elsa, the famous "Born Free" lioness. Overnight at Meru Mulika Lodge where the nearby waterhole attracts elephant, buffalo and other fascinating game. Morning and afternoon game runs in the park.

Day 5: MOUNT KENYA SAFARI CLUB. After breakfast drive to Mount Kenya Safari Club made famous by film star William Holden. Lunch and overnight in these exquisite surroundings.

Day 6: MOUNT KENYA SAFARI CLUB—NAIROBI. After breakfast return to Nairobi at approximately 1:00 p.m. End of tour.

TOUR DEPARTS: Nairobi every Sun.

For complete booking instructions and order form for these Interline Travel Service Tours are on page 20. Tours on this page do not include air transportation.

ORIENT

JAPAN HOLIDAY
7 DAYS 6 NIGHTS
\$193 pp dbl—\$238 single

TOUR CODE: TYO-OSA
509-061.

COST INCLUDES:

- Hotel accommodations with private bath.
- All transportation, including motorcoach and Tourist-class reserved seat on "Bullet Train."
- 2 lunches.
- Sightseeing as specified in itinerary.
- Admissions to temples, shrines, museums, etc.
- Taxes and service charges.

ITINERARY:

Day 1: TOKYO. Arrive at Tokyo Int'l Airport and transfer via airport bus to your hotel in the center of Tokyo.

Day 2: TOKYO. Morning free for extra sleep and/or relaxation. Afternoon sightseeing tour of downtown Tokyo, visiting the National Diet Building, verdant

Imperial East Garden, Asakusa amusement center, and a fascinating bridal kimono show.

Day 3: TOKYO—KAMAKURA—HAKONE. Deluxe motorcoach drive to Hakone for a beautiful view of Mt. Fuji, via Kamakura to see the Great Buddha. In Hakone enjoy a cruise across placid Lake Hakone and an aerial cable car ride, and visit the Hakone Open-Air Sculpture Museum. If you prefer a lively evening, proceed to Atami Spa. Lunch at Hakone Hotel.

Day 4: HAKONE—KYOTO. Morning Drive to Atami Station to board the 130 mph "Bullet," the world's fastest train, to Kyoto. Balance of the day free.

Day 5: KYOTO—NARA—KYOTO. Day excursion to Nara, the first permanent capital of Japan, visiting Byodoin Temple, Todaiji Temple with its awesome image of Buddha, Kasuga Shrine, Deer Park and Fushimi Inari Shrine, where a mysterious Shinto dance will be performed. Lunch at Nara Hotel.

Day 6: KYOTO. Morning palace tour of the city, visiting Gold Pavilion, the Old Imperial Palace, and Nijo Castle. Afternoon free to enjoy souvenir shopping.

Day 7: KYOTO—TOKYO. Independent return to Tokyo.

TOUR BEGINS: Daily.



AIRFAIR January 1976

interline travel service

CARIBBEAN

JAPAN & INLAND SEA
11 DAYS 10 NIGHTS
\$381 pp dbl—\$457 single

TOUR CODE:
TYO-OSA 509-101

ITINERARY:

Day 1: TOKYO. Arrive at Tokyo Int'l Airport and transfer via airport bus to your hotel in the center of Tokyo.

Day 2: TOKYO. Morning free for extra sleep and/or relaxation. Afternoon sightseeing tour of downtown Tokyo, visiting the National Diet Building, verdant Imperial East Garden, Asakusa amusement center, and a fascinating bridal kimono show.

Day 3: TOKYO—NIKKO—TOKYO. A full-day excursion to Nikko, a "must-see" tourist place replete with natural and man-made beauty, including magnificent Toshogu Shrine, Lake Chuzenji and Kegon Waterfall. Lunch at Nikko Kanaya Hotel.

Day 4: TOKYO—KAMAKURA—HAKONE. Deluxe motorcoach drive to Hakone, for a beautiful view of Mt. Fuji, via Kamakura to see the Great Buddha. In Hakone enjoy a cruise across placid Lake Hakone and an aerial cable car ride, and visit the Hakone Open-Air Sculpture Museum. If you prefer a lively evening, proceed to Atami Spa. Lunch at Hakone Hotel.

Day 5: HAKONE—NAGOYA—TOBA. Morning drive to Atami Station to board the 130 mph "Bullet," the world's fastest train, to Nagoya. Then to Toba via private railway, and enjoy a delightful cruise on Toba Bay dotted with lovely pine-clad islands. Box lunch on the train.

Day 6: TOBA—KYOTO. Visits to Mikimoto Pearl Island to see how cultured pearls are grown and selected, and to Ise Jingu Shrine. Late afternoon ride via private railway to Kyoto. Seafood lunch at Toba Hotel International.

Day 7: KYOTO—NARA—KYOTO. Day excursion to Nara, the first permanent capital of Japan, visiting Byodoin Temple,

Todaiji Temple with its awesome image of Buddha, Kasuga Shrine, Deer Park and Fushimi Inari Shrine, where a mysterious Shinto dance will be performed. Lunch at Nara Hotel.

Day 8: KYOTO. Morning palace tour of the city, visiting Gold Pavilion, the Old Imperial Palace, and Nijo Castle. Afternoon free to enjoy souvenir shopping.

Day 9: KYOTO—INLAND SEA—TAKAMATSU. Morning drive to Kobe, then board a luxury ship for a cruise over the Inland Sea to Takamatsu. Afternoon sightseeing tour of Takamatsu, visiting Ritsurin Park and Yashima Plateau. Lunch on the ship.

Day 10: TAKAMATSU—OSAKA. Morning ferry to Uno and drive to Kurashiki via Washuzan Hill for a panoramic view of the Inland Sea. After visits to outstanding museums in Kurashiki, ride to Okayama to see Korakuen Garden. Late afternoon, proceed to Osaka via the 130 mph "Bullet" train. Lunch at Kurashiki Kokusai Hotel.

Day 11: OSAKA—TOKYO. Independent return to Tokyo.

COST INCLUDES:

- Hotel accommodations with private bath.
- All transportation, including motorcoach, Tourist-class reserved seat on "Bullet Train," and First-class cabins on Inland Sea ship.
- 7 lunches.
- Sightseeing as specified in itinerary.
- Admissions to temples, shrines, etc.
- Taxes and service charges.

TOUR BEGINS: Daily.

CARIBBEAN HIDE-A-WAY CRUISES
8 DAYS 7 NIGHTS
\$210 pp dbl or single share—(without private bath). \$265 pp dbl or single share—(with private bath). Single rates on request.

TOUR CODE: SJU 922-071

ELIGIBILITY: Airline employee, spouse and dependent children under 21.

ITINERARY:

Day 1: SAN JUAN. Sail in the evening.

Day 2: ST. THOMAS. Arrive in the morning. Spend time shopping at duty-free shops, swimming at white sandy beaches, or an optional tour of this pastel colored island. Sail early afternoon. (Approximate time ashore 7 hours.)

Day 3: MARTINIQUE. Arrive in the morning. Visit this charming island, known as "Little France," take an optional tour to make sure you see everything including the ruined city of St. Pierre, the "Pompeii of the New World" destroyed in 3 minutes by the eruption of Mt. Pelee in 1902. Sail late evening. (Approximate time ashore 13 hours.)

Day 4: ST. VINCENT. Arrive early morning. Optional tour of Kingstown and its surroundings. Sail at noon. (Approximate time ashore 5 hours.)

Day 5: LA GUAIRA/CARACAS. Arrive in the morning. Spend the day exploring on your own or on an optional tour of Caracas, the bustling capital of Venezuela. The cable car ride up the mountains renders a magnificent view of the entire city and its suburbs. Sail at night. (Approximate time ashore 11 hours.)

Day 6: CURACAO. Arrive in the morning. Lose yourselves in the world famous "eye-spot, buy-spot" of the Caribbean—a series of fascinating narrow streets lined with the best shops. Sail at mid-night. (Approximate time ashore

16 hours.)

Day 7: AT SEA. Cruising on the beautiful Caribbean Sea, you'll enjoy numerous activities on board your luxurious liner, or simply relax in the sun.

Day 8: SAN JUAN. Arrive in the morning.

COST INCLUDES:

- Ship-board accommodations.
- Full board meals throughout the cruise.
- Boat charges from ship to shore and return when the ship is not berthed alongside.

CRUISE DEPARTS: From San Juan: Jan. 5, 19; Feb. 2, 16; Mar. 1, 15, 29; Apr. 12, 26.

EMBARKATION: During the day of departure. Sail in the evening.

8 DAYS 7 NIGHTS
\$210 pp dbl or single share—(without private bath). \$265 pp dbl or single share—(with private bath). Single rates on request.

TOUR CODE: SJU 922-072.

ELIGIBILITY: Airline employee, spouse and dependent children under 21.

ITINERARY:

Day 1: SAN JUAN. Sail in the evening.

Day 2: ST. THOMAS. Arrive in morning. Enjoy swimming or an optional tour of this charming island. Sail late afternoon. (Approximate time ashore 5 hours.)

For complete booking instructions and order form for these Interline Travel Service tours are on page 20. Tours on this page do not include air transportation.

BOOKING INSTRUCTIONS FOR ALL INTERLINE TRAVEL SERVICE TOURS

for injury, damage, loss, accident, delay or irregularity which may be occasioned either by reason of defect in any vehicle or through the acts or default of any company or person engaged in conveying the passengers or in carrying out the arrangements of the tour. Neither AIRFAIR TRAVEL CLUB INTERLINE TRAVEL SERVICE, nor the operator can accept any responsibility for a loss or additional expense due to delay or changes in schedules or other causes. The right is re-

served to accept or retain any person as a member of any tour or to change or withdraw the tour as circumstances demand it. All rates are based on tariffs in effect at the time the tour was planned and are subject to change in the event of adjustment therein. Baggage is carried at owner's risk and baggage insurance is recommended. The issuance of tickets and/or vouchers shall be deemed to be consent to the above conditions.

IMPORTANT NOTICE REGARDING INTERLINE TRAVEL SERVICE TOUR BOOKINGS/INFORMATION

FOR INFORMATION ONLY CONCERNING INTERLINE
TRAVEL SERVICE TOURS CONTACT:

West Coast
Interline Travel Service
9800 S. Sepulveda Blvd., Suite 524
Los Angeles, California 90045
(213) 649-3579

East Coast
Interline Travel Service
116 East 30th Street
New York, NY 10016
(212) 689-4423

ALL TOUR BOOKINGS & SUBSEQUENT INQUIRIES MUST BE SENT TO THE CENTRAL BOOKING OFFICE IN NEW YORK—PHONE RESERVATIONS CANNOT BE ACCEPTED.

INTERLINE TRAVEL SERVICE TOUR REQUEST

To: INTERLINE TRAVEL SERVICE · 116 East 30th Street · New York, NY 10016 · Telephone: (212) 689-4423

Enclosed is my check payable to Interline Travel Service in the amount of US\$ _____ in full payment, including any late charges, for the following tours.

Name _____

Home Address _____

City _____ State/Prov. _____ Zip _____

Home Phone _____ Business Phone/Ext. _____

Airline _____ Position _____ Employee No. _____

Please book the following tours for me:

(1) Tour Code/Name _____

Date Tour Begins _____ Second Choice _____

Arrival Date/Airline/Flight No. _____

(2) Tour Code/Name _____

Date Tour Begins _____ Second Choice _____

Arrival Date/Airline/Flight No. _____

Total No. in Party _____ No. of rooms requested _____

Single _____ Twin _____ Double _____ Triple _____

List all names, ages and relationship to employee of all accompanying

passengers _____

☐ Enclosed is \$10 US for 12 months of Airfair Official Interline Magazine plus all of the other Airfair Travel Club benefits.

☐ I am already an Airfair subscriber.

ALTERATION AND CANCELLATION CHARGES:

All cancellations received prior to 21 days before departure, regardless of reason, will be assessed a minimum of \$10 per tour requested. Cancellations less than 21 days and "no shows" can be charged from one night's hotel up to 75% of the total tour cost, in no case less than \$10 per tour requested. There will be a charge of \$5 per tour for any changes in reservations. No refund for unused portions once tour has commenced unless agreed to previous to departure of tour.

CRUISE: Letter of ID must accompany all cruise requests including names and relationship of accompanying passengers.

PRICE CHANGES: All tour prices are based on currency exchange rates in effect on November 1, 1975 and are subject to change.

NOT INCLUDED IN COST OF TOUR: Air fares (except as indicated in itinerary); airport and other departure taxes; visa fees; excess baggage charges; transfers not specified in itinerary; optional sightseeing; beverages or meal items not indicated on itinerary; tips to guides, drivers, waitresses and on board ship; all items of a purely personal nature such as laundry, telephone calls, shopping expenses, etc.

LATE CHARGES: Four weeks' notice is required for booking. Requests received with less than this time before departure from your home will be charged \$10 per tour requested. Tours cannot be ordered less than 14 days before departure from your home.

BOOKING INSTRUCTIONS: Send with completed coupon, full price of tour plus required letters of ID to:

INTERLINE TRAVEL SERVICE
116 East 30th Street
New York, NY 10016
(212) 689-4423

Responsibility: The responsibility of AIRFAIR TRAVEL CLUB INTERLINE TRAVEL SERVICE, the operators and/or their agents is limited. They act only as agents for the passenger in regard to travel whether by railroad, private car, boat, aircraft or any other conveyance and assume no liability

(continued from previous page)

Day 3: BARBADOS. Arrive in the morning. Swim at the lovely beaches or take an optional tour from Bridgetown to see the historical sites. Ample times for shopping too! Sail late evening. (Approximate time ashore 11 hours.)

Day 4: GRENADA. Arrive in the morning. This isle of Spice boasts one of the most attractive ports in the Caribbean, St. George. Take an optional tour to see the magnificent Annadale Waterfalls and the Grand Etang Lake in the crater of an extinct volcano. Sail early afternoon. (Approximate time ashore 6 hours.)

Day 5: LA GUAIRA/CARACAS. Arrive in the morning. Spend the day exploring on your own or on an optional tour of Caracas, the bustling capital of Venezuela. The cable car ride up the mountains renders a magnificent view of the entire city and its suburbs. Sail at night. (Approximate time ashore 11 hours.)

Day 6: CURACAO. Arrive in the morning. Lose yourselves in the world famous "eye-spot, buy-spot" of the Caribbean—a series of fascinating narrow streets lined with the best shops. Sail at midnight. (Approximate time ashore 16 hours.)

Day 7: AT SEA. Cruising on the beautiful Caribbean Sea, you'll enjoy numerous activities on board your luxurious liner, or simply relax in the sun.

Day 8: SAN JUAN. Arrive in the morning.

COST INCLUDES:

■ Ship-board accommodations.

■ Full board meals throughout the cruise.

■ Boat charges from ship to shore and return when the ship is not berthed alongside.

CRUISE DEPARTS: From San Juan: Jan 12, 26; Feb 9, 23; Mar 8, 22; Apr 5, 19.

EMBARKATION: During the day of departure. Sail in the evening.

Pan Am's World CENTRAL AMERICA

GUATEMALA
8 DAYS 7 NIGHTS
From \$161 pp dbl—
\$195 single

TOUR CODE:
GUA 026-071

ELIGIBILITY:
Airline employee and spouse.

ITINERARY:

Day 1: USA—GUATEMALA. Leave from your USA departure city on your Pan Am Jet Clipper.

Day 2: GUATEMALA. Early morning departure to Chichicastenango and then stop at Lake Atitlan in the afternoon to enjoy the scenery of the area. You'll return to Guatemala City in the late afternoon. (Day of tour may vary to coincide with Mayan Market day, Sunday or Thursday, at Chichicastenango).

Day 3: GUATEMALA CITY. A half-day sightseeing tour of Guatemala City. Remainder of day free.

Day 4: GUATEMALA CITY. A full day excursion to Antigua. Return in afternoon.

Day 5 thru 7: GUATEMALA CITY. Free time to relax, play tennis, golf or take an optional tour to Tikal to visit the Mayan ruins.

Day 8: GUATEMALA CITY—USA. Transfer to the airport for your Pan Am flight home.

COST INCLUDES:

■ Round-trip economy air transportation on Pan Am, issued on a conditional space, subject to revenue demand, basis.

■ Hotel accommodations with private bath, including service charges and taxes.

■ Round-trip transfers between airport and hotel.

■ Half-day motorcoach tour of Guatemala City.

■ Full day sightseeing tour of the Mayan Market Center of Chichicastenango and volcano-ringed Lake Atitlan.



■ Full day excursion to Antigua.

■ Pan Am's World Bonus Features.

TOUR PRICES INCLUDING AIR FARE:

Class of Hotel	Share Twin	Share Triple	Single Room
Quality	\$161	\$143	\$195
First Class	\$197	\$178	\$244
Deluxe	\$212	\$188	\$271

TOUR DEPARTURE DATES:
From Washington: Every Friday.

From Miami: Every Fri. and Sat.

From Houston: Jan. 10, 24; Feb. 7, 21; Mar. 6, 20.

From Los Angeles & San Francisco: Jan. 3, 10, 17, 24, 31; Feb. 1, 7, 8, 14, 15, 21, 22, 28, 29; Mar. 6, 13, 14, 20, 27, 28.

From New York: All of the above dates shown.

COSTA RICA & GUATEMALA
8 DAYS 7 NIGHTS
\$210 pp dbl — \$259 single

SAN JOSE 3 Nights
GUATEMALA 4 Nights

TOUR CODE: SJO-GUA
026-072.

ELIGIBILITY: Airline employee and spouse.

ITINERARY:

Day 1: USA—SAN JOSE. Depart U.S.A. on Pan Am Jet clipper. You will be met on arrival by Pan Am's World Hosts and escorted to your hotel.

Day 2: SAN JOSE. A half-day sightseeing tour of San Jose to acquaint you with the city.

Day 3: SAN JOSE. At leisure to relax or explore.

Day 4: SAN JOSE—GUATEMALA CITY. Transfer to the airport for your Pan Am flight to Guatemala. On arrival you will be met and transferred to your hotel. A half-day sightseeing tour of Guatemala is planned for you.

Days 5 to 7: GUATEMALA CITY. Thursday is market day for the Mayan Indians in Chichicastenango and that's where you go for a full-day excursion that includes a visit to Lake Atitlan in the afternoon. Return to Guatemala in the evening. Balance of stay at leisure.

Day 8: GUATEMALA CITY—USA. Transfer to the airport for your return flight.

TOUR DEPARTURE DATES:

From Los Angeles & San Francisco: Jan. 3, 17, 31; Feb. 7, 14, 28; Mar. 13, 27; Apr. 10, 24; May 8, 22; Jun. 5, 19.

From New York & Miami: All dates shown above plus Jan. 10, 24; Feb. 21; Mar. 6, 20; Apr. 3, 17; May 1, 15, 29; Jun. 12, 26.

COST INCLUDES:

■ Round-trip economy air



transportation on Pan Am, issued on a conditional space, subject to revenue demand, basis.

■ Deluxe and first class accommodations with private bath, including service charges and taxes.

■ Round-trip transfers between airports and hotels.

■ Half-day sightseeing tour of San Jose.

■ Motorcoach tour of Guatemala City.

■ Full-day tour to Chichicastenango and Lake Atitlan.

■ Pan Am's World Bonus Features.

See booking instructions and order form for Pan Am's world tours on page 20. Tours on this page include air transportation as shown in itineraries.

EUROPE

MARCO POLO 15 DAYS 13 NIGHTS From \$432 pp dbl— \$523 single

ROME 4 Nights
SORRENTO 3 Nights
FLORENCE 3 Nights
VENICE 2 Nights
MILAN 1 Night

TOUR CODE:
ROM-MIL 026-131

ELIGIBILITY:
Airline employees and spouse.

ITINERARY:
Day 1: USA—ROME. Leave by Pan Am Jet Clipper in the evening.

Day 2: ROME. Morning arrival. Assistance and transfer to your hotel. Welcome dinner at Romolo restaurant.

Days 3 thru 5: ROME. Saturday morning sightseeing followed by lunch at Il Tinello. Two and a half days free to sightsee, shop or relax at your own pace. Dinner at a choice of restaurants on Sunday; Monday at the popular Coq d'Or.

Day 6: ROME—SORRENTO. Morning departure. Visit Pompeii. Dinner at the hotel.

Day 7: SORRENTO. Excursion to Capri including lunch. Evening return to Sorrento and dinner at the hotel.

Day 8: SORRENTO. Excursion to Amalfi returning via Amalfi Drive. Dinner at the hotel.

Day 9: SORRENTO—FLORENCE. Morning departure from Sorrento. Evening arrival in Florence. Dinner at the hotel.

Day 10: FLORENCE. Morning free. Afternoon sightseeing. Dinner at the hotel.

Day 11: FLORENCE. Full day excursion including lunch.

Day 12: FLORENCE—VENICE. Continue to Venice with a visit to Padua en route. Dinner at the hotel.

Day 13: VENICE. Morning sightseeing. Lunch at the hotel. Explore Venice on your own or spend the afternoon shopping.

Day 14: VENICE—MILAN. Visit Verona and Lake Garda, continu-

ing to Milan. Farewell dinner at da Costantino.

Day 15: MILAN—USA. Transfer to the airport for your flight home.

COST INCLUDES:

■ Round-trip economy air transportation on Pan Am, issued on a conditional space, subject to revenue demand, basis.

■ Hotel accommodations with private bath including service charges and taxes.

■ Round trip transfers between airport and hotel.

■ Transportation by deluxe airconditioned motorcoach.

■ Comprehensive sightseeing including tours in Rome, Capri, Florence, and Venice, plus visits to Pompeii, Amalfi, Pisa, Siena, Padua, Verona and Lake Garda.

■ Continental breakfast daily, plus 4 lunches and 8 dinners including regional specialties at typical restaurants.

■ Plus welcome get acquainted dinner at



Romolo's in Rome.

■ Plus festive farewell dinner in Milan.

■ Professional tour escort during the entire tour.

■ Use of self drive car for up to three consecutive days in Rome: you pay only for gas, mileage, optional collision insurance and taxes (except Dec 22, Jan 8, Apr 22).

■ Pan Am's World Bonus Features.

TOUR PRICES AND DEPARTURE DATES:

Depart from New York	Return from Milan	*First Class Hotel	
Thursday	Thursday		
Jan. 8	Jan. 22		
Jan. 22	Feb. 5		
Feb. 5	Feb. 19		
Feb. 19	Mar. 4	\$432	
Mar. 4	Mar. 18		
Mar. 18	Apr. 1		
Mar. 25	Apr. 8		
Apr. 8	Apr. 22		
Apr. 22	May 6	\$490	

*Tour prices based on per person-double occup. Single supplement \$91. Triple reduction (each) \$12.

MUNICH & BERLIN 9 DAYS 7 NIGHTS \$193 pp dbl—\$220 single

TOUR CODE:
MUN-BER 026-071

ELIGIBILITY:
Airline employee and spouse.



ITINERARY:

Day 1: USA—MUNICH. Leave by Pan Am Jet Clipper flight.

Day 2: MUNICH. Arrive in Munich. Assistance and transfer to your hotel.

Days 3 and 4: MUNICH. Morning guided sightseeing tour of the Capital of Bavaria, followed by one and a half days to explore the theaters, museums, art galleries and typical Bavarian beer halls. Your Pan Am World Representative will be available to assist you with your sightseeing and touring plans.

Day 5: MUNICH—BERLIN. Transfer to the airport for your flight to Berlin. Assistance and transfer to your hotel with balance of day free.

Days 6 thru 8: BERLIN. Morning guided sightseeing tour of West Berlin, followed by two and half days free to sightsee East Berlin, shop, relax. Your Pan Am World Representative will be happy to assist you with sightseeing or offer suggestions to add to your enjoyment of this modern city.

Day 9: BERLIN—USA. Transfer to the airport for your flight home.

COST INCLUDES:

■ Round-trip economy air transportation on Pan Am, issued on a conditional space, subject to revenue demand, basis.

■ Hotel accommodations with private bath including service charges and taxes.

■ Round trip transfers be-

tween airport and hotel in both Munich and Berlin.

■ Continental breakfast daily.

■ Half-day escorted sightseeing tours of Munich and Berlin.

■ Use of self-drive car for up to three consecutive days in each city; you pay only for gas, mileage, optional collision insurance and taxes. Available Nov 1 to Mar 31 only.

■ Pan Am's World Bonus Features.

TOUR DEPARTURE DATES:
From New York: Jan. 10, 24; Feb. 7, 21; Mar. 6, 20; Apr. 3, 17.

LONDON & PARIS SHOWTIME 9 DAYS 7 NIGHTS From \$198 pp dbl— \$238 single

TOUR CODE:
LON 026-078

ELIGIBILITY:
Airline employee and spouse.

COST INCLUDES:

■ Round-trip economy air transportation on Pan Am, issued on a conditional space, subject to revenue demand, basis.

■ Hotel accommodations with private bath including service charges and taxes.

■ Round-trip transfers be-

tween airports and hotels.

■ Continental breakfast daily.

■ Half-day escorted sightseeing tour of London and Paris.

■ London entertainment guide listing all current productions.

■ Two tickets to the show of your choice to be reserved upon arrival in London, subject only to availability of seats in the respective price range. (The value of the tickets may be combined or used as credit for more expensive seats.)

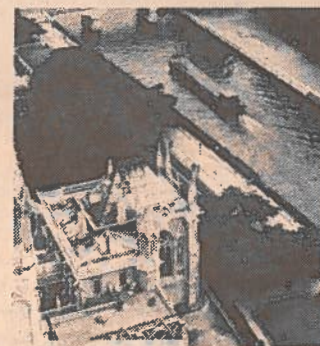
■ Theater arrangements by Keith Prowse & Co., Ltd. world's largest ticket agents and by appointment to H.M. Queen Elizabeth, the Queen Mother.

■ One ticket to the extravaganza at the famous Casino de Paris.

■ Map and pocket guide of Paris on arrival.

■ Use of self drive car for up to three days in each city, you pay only for gas, mileage, optional collision insurance and taxes (except Jan 10, Apr 17).

■ Pan Am's World Bonus Feature.



Price Categories	Quality	First Class	Deluxe
Sharing Twin			
Jan.	\$198	\$223	\$323
Feb.	\$208	\$233	\$333
Mar.	\$208	\$233	\$333
Apr.	\$223	\$263	\$383
Sharing Triple			
Jan.	\$196	\$214	\$298
Feb.	\$206	\$224	\$308
Mar.	\$206	\$224	\$308
Apr.	\$213	\$244	\$338
Single Room			
Jan.	\$238	\$286	\$398
Feb.	\$248	\$296	\$408
Mar.	\$248	\$296	\$408
Apr.	\$275	\$328	\$547

TOUR DEPARTURE DATES
From San Francisco & Seattle:
Jan. 24; Feb. 14; Mar. 27; Apr. 10, 24.

From New York & Boston: Every Sat. from January thru April, inclusive.

FLORENCE & ROME 9 DAYS 7 NIGHTS From \$140 pp dbl— \$171 single

FLORENCE 3 Nights
ROME 4 Nights

TOUR CODE:
ROM 026-071

ELIGIBILITY:
Airline employee and spouse.

ITINERARY:
Day 1: USA—ROME. Leave by Pan Am Jet Clipper.

Day 2: ROME—FLORENCE. Arrive Rome. Assistance and transfer by private motorcoach to your hotel in Florence. Balance of day at leisure.

Days 3 and 4: FLORENCE. Morning escorted tour of Florence with balance of time free to explore the great art treasures of this Renaissance city. Your Pan Am World Representative will be available to assist you with your sightseeing and touring plans.

Day 5: FLORENCE—ROME. Transfer by private motorcoach to your hotel in Rome. Balance of day at leisure.

Days 6 thru 8: ROME. Morning guided motorcoach tour of Rome, followed by two and a half days to explore this fabulous city on your own. Ask your Pan Am World Representative to help you with tour or shopping suggestions while in Rome.

Day 9: ROME—USA. Transfer to the airport for your flight home.

COST INCLUDES:
■ Round-trip economy air

transportation on Pan Am, issued on a conditional space, subject to revenue demand, basis.

■ Hotel accommodations with private bath including service charges and taxes.

■ Transportation by motorcoach to Florence and return to Rome.

■ Departure transfer between hotel and airport.

■ Continental breakfast daily.

■ Half-day sightseeing tours of Florence and Rome.

■ Use of self drive car for up to three days in Rome: you pay only for gas, mileage, optional collision insurance and taxes (except Apr 17, 24 departures).

■ Pan Am's World Bonus Features.

TOUR PRICES INCLUDING AIR FARE:

Price Categories	First Class	Deluxe
Sharing Twin		
Jan/Feb	\$140	\$195
Mar.	\$180	\$210
Apr.	\$210	\$237
Sharing Triple		
Jan/Feb	\$136	\$183
Mar.	\$176	\$198
Apr.	\$189	\$224
Single Room		
Jan/Feb	\$171	\$233
Mar.	\$200	\$255
Apr.	\$232	\$276

TOUR DEPARTURE DATES:
From New York: Jan. 17, 31; Feb. 14, 21; Mar. 6, 13, 20, 27; Apr. 3, 17, 24.

See booking instructions and order form for Pan Am's world tours on page 20. All tours on pages 22 and 23 include air transportation as shown in itineraries. Additional Pan Am's world tours are shown on page 26.

airfair shopper

NEW FROM AIRFAIR!

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- **Weights less than 4 lbs.**
- **Precision made of heavy duty solid steel—
attractive chrome finish**
- **Two E-Z rubber casters for smooth rolling,
even on stairs**
- **Easily holds two full-size suitcases, and
more—strongest personal luggage cart
made**
- **Handy elastic tie-on cord with hooks**
- **Stands 37" when extended; telescopes or
folds to compact size ... 3" x 12" x 16" ... for
easy storage**

TO ORDER: Please use the Airfair Shopper coupon on this page, and include \$1.75 to cover postage and handling.

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Apt. No. _____

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☐ Enclosed is my check in full
 ☐ Please charge my Master Charge
 ☐ Please charge my BankAmericard

Account No. _____ Expiration Date _____	SUB TOTAL 6% SALES TAX* California residents Postage & Handling TOTAL
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Signature _____

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PAN AM TRAVEL GUIDES—
THE LATEST INFORMATION FOR YOUR WORLD-WIDE TRAVELS



Pan Am's lightweight, compact guides include all the information you need to plan and enjoy your travels—the more you know beforehand the more fun you'll have when you get there!

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THE REAL CARIBBEAN. Information on all the best places for sun, fun and bargains.
(Reg \$1.95 retail) \$1.50

THE REAL LATIN AMERICA. All about the exciting things to do, see and buy in Mexico, Central America and South America.
(Reg \$1.95 retail) \$1.50

THE REAL PACIFIC, HAWAII TO HONG KONG. A fascinating guide that includes Burma, Japan, Tahiti and many more Pacific and Eastern points of adventure. (Reg \$1.95 retail) **\$1.50**

ORDERING INFORMATION:

Use the order form on this page to order your Pan Am Travel Guides. Add to the Airfair price 50¢ for each book ordered to cover postage and handling. Make check or money order payable to Airfair Shopper —California residents add 6% State Sales Tax. Please allow 3 to 4 weeks for delivery.



Now you can travel overseas and use your hair styler/dryer, coffee cup heater, hair curler/setter, electric razor, strobe, cassette, and many, many more appliances. . . . Plus, Special Low Prices for Airfair readers!

MODEL C-18 can take care of heating, non-motorized appliances up to 1,000 Watts, such as hair curler, iron, clothes steamers, coffee heaters-brewers, toasters, heating pads.

Reg. \$11.95 **Only \$9.50**
(Plus \$.75 Postage & Handling Charge)

MODEL T-11 for Motorized appliances up to 50 Watts, such as shaver, radios, calculators, cassette tape players, mouth hygiene, flash guns, strobes, rechargers.
Reg. \$11.95 **Only \$9.50**
(Plus \$.75 Postage & Handling Charge)

MODEL PL-2. Set of plug adapters which should fit most odd-shaped sockets around the world.
Reg. \$5.95 **Only \$4.50**
(Plus \$.50 Postage & Handling Charge)

MODEL TK-7. The Deluxe 7-piece Franzus Converter / Adapter Kit, including all of the above three items—everything you need to convert foreign electric power in most parts of the world to 110/120V for most of your travel appliances and equipment. Includes 4 wall adapter plugs in a handy travel case. Reg. \$26.95 **Only \$18.95**
(Plus \$1.50 Postage & Handling Charge)

MODEL VAG-1000. This 1000-watt Conair Vagabond 1000 hair dryer operates on 110 or 220 volts and weighs less than two pounds. Vagabond is easy to pack, comfortable to use and has an unbreakable housing to withstand all the punishment of travel.

Reg. \$24.50 **Only \$19.95**
(Plus \$1.50 Postage and Handling Charge)

PACIFIC

**PACIFIC
WAIKIKI
ONE-WEEKER
8 DAYS 7 NIGHTS
From \$112 per person-dbl**

TOUR CODE: HNL
026-076

ELIGIBILITY: Airline
employee and spouse.

COST INCLUDES:

■ Round-trip air transportation from West Coast to Honolulu on Pan Am.

■ Air-conditioned accommodations plus 4% Hawaii hotel tax.

■ Round-trip transfers between airport and hotel.

■ Traditional flower lei aloha greeting on arrival.

■ Welcome get together briefing the morning after arrival with full American breakfast.

■ Tour of Honolulu and Mt. Tantalus the day after arrival.

■ Pan Am "Hawaii Fancy Free" gift coupons.

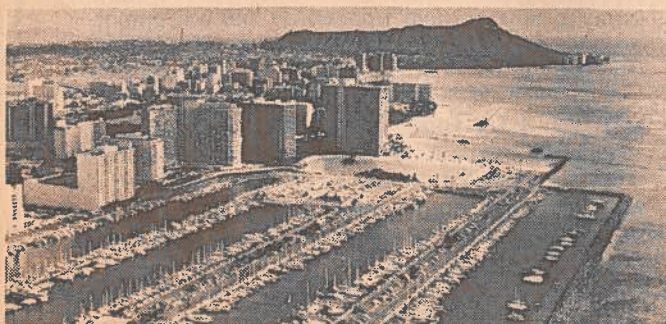
■ Pan Am's World Bonus Features.



See Booking instructions and order form for these Pan Am's world tours on page 20. Tours on this page include air transportation as shown in itineraries. See Pan Am's world tour bonus features and information on page 43.

DEPARTURE DATES AND TOUR PRICES INCLUDING AIR FARE:
From Los Angeles, San Francisco, Seattle and Portland every Mon and Sat.

	Waikiki Surf-Side	Waikiki Surf-Side	Waikiki Resort	Imperial Hawaii	Outrigger Waikiki	Royal Hawaiian
Type of Room:	Mountain View	Ocean Front			Superior	Main Building
Sharing Twin	\$112	\$117	\$126	\$144	\$178	\$185
Sharing Triple	102	107	118	132	158	165
Single Room	172	181	199	235	303	293
Sharing Quad	98	NA	113	122	148	NA



The Complete Fly & Drive Australia • New Zealand

CARS INCLUDED IN FLY/DRIVE PROGRAMS:

Ford Cortina automatic: 4 doors, 4 cylinders, seats 4. A sub-compact car similar in size to the Galant.

Ford Fairlane automatic: 4 doors, 8 cylinders (V8), seats 6 (5 with front bucket seats). Air-conditioned. Delivers about 14 miles to an Imperial gallon.

Ford Falcon automatic: 4 doors, 6 cylinders, seats up to 6 persons (5 with bucket seats). Delivers about 19 miles to an Imperial gallon.

Galant 1500 automatic: 4 doors, 4 cylinders, seats 4. A sub-compact car made by Chrysler Corporation, similar to a Dodge Colt.

Holden automatic: A General Motors product. 4 doors, 6 cylinders, seats 6. Delivers about 20 miles to an Imperial gallon.

UNLIMITED MILEAGE NEW ZEALAND FLY/DRIVE 10 DAYS 7 NIGHTS \$269 pp dbl—\$410 single

TOUR CODE: AKL
026-072

ELIGIBILITY: Airline
employee, spouse and
dependent children
under 21.

ITINERARY:

Day 1: USA. Depart the U.S. on your Pan Am Jet Clipper for Auckland.

Day 2: ENROUTE. Lose one day crossing the International

Dateline en route.

Day 3: AUCKLAND. Arrive in Auckland in the early morning. Transfer is provided to your first night's hotel.

Day 4 thru 9: NEW ZEALAND. You are free to explore New Zealand at your own pace. One car at the beginning on North Island, another car on South Island and a third when you get back to North Island, plus an unlimited mileage allowance to let you drive as much as you want without paying extra. Hotel accommodations at Travelodge and Flag Motor Inns throughout New Zealand.

Day 10: AUCKLAND—USA. Return your automobile and depart on your Pan Am Jet Clipper flight, gaining the day you lost crossing the Int'l Dateline and arrive in the USA.

COST INCLUDES:

■ Pan Am round-trip economy transportation issued on a conditional space, subject to revenue demand, basis.

■ Transfer on arrival at Auckland from the airport to your hotel.

■ Use of car of your choice during your stay in New Zealand with unlimited mileage at no additional charge.

■ Seven nights' accommodations at any Travelodge or Flag Motor Inn throughout New Zealand.

■ Road map and a Driving Guide featuring helpful hints and touring suggestions.

■ Pan Am's World Tour Bonus Features.

TOUR PRICES INCLUDING AIR FARE:

(Per Person)	1	2	*3	4
Type of Automobile Desired	Pers.	Pers.	Pers.	Pers.
Ford Cortina Auto.	\$410	\$269	\$245	\$233
Holden Automatic Sedan Ford Falcon Automatic Sedan	\$446	\$287	\$257	\$242

*For a single room for the third person add \$67 supplement.

DEPARTURE DATES: Daily except Monday and Saturday from Honolulu, Los Angeles, Portland, San Francisco and Seattle.

(Please turn to page 43.)

AIRFAIR January 1976

Western Airlines flight 796 circled Acapulco Bay as it departed from Los Angeles. The last three days were worth every peso.

At the beginning of our flight from LAX, the ever-patient Western gate agents checked the papers necessary for our International flight. As always there were some passengers without the correct papers necessary for departure. In spite of the hectic pace, the WAL gate agents handled all the paperwork and boarded all passengers for the scheduled departure time.

We, as pass riders, were given the same courteous smile all passengers received. However, there is a difference and that difference is that we represent an expense, not income, to the airline. The time required to provide a pass rider with the same service as revenue passengers does cost time and money.

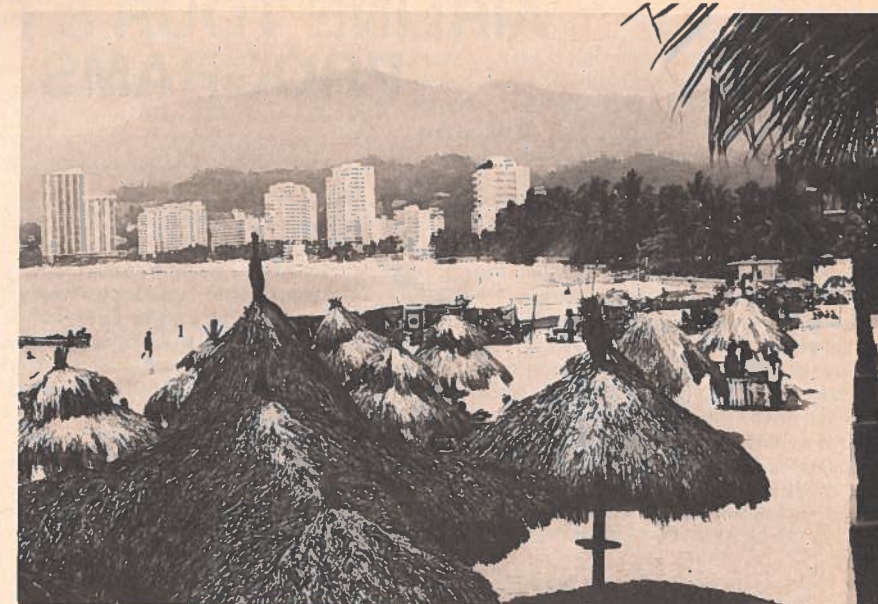
We in this industry are very fortunate that we have the privilege of reduced rate transportation anywhere in the world. So many times it has been taken for granted, mainly because of association. We, the pass riders, do not always fully appreciate all that is done on our behalf.

The privilege of our Acapulco pass started at the Western Airlines 50th Anniversary LAIC Party. After all the socializing and dancing was finished, the drawings for passes supplied to LAIC by Western were drawn. I wonder how many of the winners realize how they are a small portion of the total population that is able to receive such privileges?

Our name was drawn in conjunction with the promotion of *Airfair* magazine's campaign for new and renewed subscriptions. Less than one week before the Western LAIC Party, we had sent in our subscription to *Airfair*. That evening, when we arrived at the party, we were confronted with a sign that read, "20% Discount on a Yearly Subscription to *Airfair* Magazine if Purchased or Renewed Tonight Plus a Chance for 3 Days, 2 Nights in Acapulco."

We had a sinking feeling. Why hadn't we waited just one more week to subscribe to *Airfair*!!!

My old friend Stan MacLean, President of LAIC, came up and said hello. We explained our dilemma. He said, "Why not renew your subscription for an additional year, that way



acapulco

on a pass by Don Adams

we would save 20% on next year's rate plus have a chance for the pass." We hesitated and decided to think about it. Later in the evening, Stan asked once more if we had renewed. Time was running out. Finally, we decided, "Why not." We would subscribe next year anyway. We might as well save the 20% and put our name in the box. To our surprise, Jim Gardner, Publisher of *Airfair*, called out our name. We won!!

The hectic pace of getting it all together was upon us. With the help of such people as Brigit Tatge in Western's pass bureau and confirmation of reservations for our stay in Acapulco, thanks to Kathy Holden and the *Airfair* Staff, we had a most enjoyable journey.

Acapulco is truly the Riviera of the West. The Continental flair is present throughout the city. Dining, particularly the sea food, is truly a gourmet's delight. There are a number of exceptional restaurants. We found "Carlos 'n Charley's" one of the best.

The night life continues till dawn.

Several discos featuring rock bands are located in all parts of the city. Take your choice, they are all super.

At dusk you can watch the city lights come on while seeing the red sun go down over the Pacific. Peacocks can be heard during the evening hours.

In planning your trip, don't forget the cliff divers. They make it look so easy. The dive from 137 feet up is an outstanding sporting event and should not be overlooked.

We would like to give a special thanks to all the hardworking and dedicated people, who through such fine efforts, present great parties throughout the Interline Clubs all over the world, especially our own LAIC.

Just to give you an idea of the number of people involved with just one Pass Privilege Los Angeles Interline Club Staff; *Airfair* Magazine Staff; Western Airlines: Pass Bureau, Reservations, Gate Agents, Food Service, Mechanics, and Crew for the roundtrip; and the Hotel Staff. Well over a hundred people. We want to say thank you all. It was great!

AIRLINE TOUR & FARE PROGRAMS

Most of the IATA and ATC airlines have reciprocal agreements that offer interliners discounted rates including 75 percent space available and 50 percent positive space fares. The following fares are, for the most part, open to all airline employees and are special fares in addition to the 75 and 50 percent fares.

Be sure to check with your airline to see what the agreement is between your carrier and the one on which you wish to travel. These listings are intended as a guide only and are subject to whatever restrictions, embargoes, etc. that the airlines may apply. Check each issue of *Airfair* for monthly updates on fare and tour information.

AEROMEXICO

Fares: Area Fare II, \$99 round-trip space available from Miami to both Madrid and Paris. Available through Mar 31. Eligible for these fares are airline employees with a minimum of one year employment, spouse, unmarried dependent children under 21, and parents traveling with employee. Valid for 30 days from the date of issue and no refunds upon commencement of travel.

To apply have your immediate supervisor or Pass Bureau send a letter confirming your employment to your local Aeromexico district sales office. Include employee's complete name and position, desired routing, employee number, name and relationship of accompanying passengers, and include cashier's check or money order made payable to Aeromexico.

ALASKA AIRLINES

Tours: For information on interline tours to Alaska, contact Alaska Tour and Marketing Service, Park Place Bldg., Suite 312, Seattle WA 98101.

ANSETT

Fares: 75% space available or 50% positive space discount is offered on fares within Australia and to Papua New Guinea. Employee, spouse and dependent children under 21 are eligible.

Present airline ID and letter of verification of employment to Ansett airport manager at any major gateway. For sales and reservations employees, contact Ansett Airlines of Australia, 1 Rockefeller Plaza, Suite 1620, New York, NY 10020.

ASPEN AIRWAYS

Fares: 50% positive space or \$5.40 one-way, \$10.80 round-trip service charge space available on flights between Denver and Aspen. Not available on Sat. during ski season. All airline personnel, spouse, and dependent children are eligible. Airline ID and letter of verification of employment are required.

Apply to Aspen Airways, Hangar #5, Stapleton Int'l Airport, Denver, CO 80207, (303) 398-3745.

AUSTRIAN

Tours: Vienna Weekend, 3 days from \$58 to \$89 per person double occupancy. Salzburg Weekend, 3 days, \$73 per person double occupancy. Program available through April 15, 1976. Costs include positive space transportation from any of Austrian's European gateways, transfer from airport to hotel and return, 3 nights at hotel of your choice including breakfast and 1 city sightseeing tour.

For further information and booking instructions contact Hans Schneider, Regional Mgr NA, Austrian Airlines, 608 Fifth Ave., Suite 507, New York, NY 10020.

AVENSA

Fares: 80% discount, space available, on routes out of Caracas, except Caracas/Canaima which is 50%. Discounts are good year round except during holiday periods. Employees, spouse, children under 21 are eligible.

Apply through Avenza Interline Dept., 7 W. 57th St., New York, NY 10019, (212) 759-9136.

BAJA AIRLINES

Fares: 50% positive space discount offered from Long Beach, Calif., airport to any destination in Baja, California or Sonora, Mexico. Not valid during major holidays. Airline employee, spouse and children traveling with employee are eligible for discount.

Airline Employee, with ID may obtain discount tickets at the Baja Airlines ticket counter at 4100 Donald Douglas Drive, Long Beach, California. Telephone (213) 429-2454.

BRANIFF INTERNATIONAL

Tours: Braniff Style New Orleans, 3 days, 2 nights, \$54 per person double occupancy. Cost includes round-trip air transportation from any point on the Braniff domestic system, 2 nights at The Braniff Place Hotel on the edge of the French Quarter, sightseeing tour of the city, entrance and drink at fabulous "Top of the Mart", French Quarter carriage tour. Romantic Acapulco, 3 days, 2 nights, \$54 per person double occupancy. Cost includes round-trip air transportation from any point on the Braniff domestic system, 2 nights hotel, welcome cocktail, continental breakfast daily, Fiesta Yacht cruise, and one night's cover charge at the swinging "Nepentha Discotheque". Both tours are offered to airline employees, spouses, family members, and parents accompanying the employee.

For reservations contact Braniff Pass Bureau, P.O. Box 35001, Dallas, TX 75235.

BRITISH AIRWAYS

Fares: Interline fares to London and Bermuda are available as follows: Boston, New York, Philadelphia, Washington/London, RT-\$112; Chicago, Detroit/London, RT-\$128; Los Angeles/London, RT-\$151; Miami/London, RT-\$135; New York/Bermuda, RT-\$40. Employees of scheduled airlines based in the United States and Canada are eligible, as well as their spouses, parents and unmarried children up to, and including age 26. Children under 12 travel at half fare, children under 2 for 10%.

If your company has a reciprocal staff travel agreement with British Airways, obtain your ticket in accordance with your own company's procedures. Otherwise, write to your nearest British Airways Sales/Reservations office, using your company's letterhead, and include the following: date, name, address, position, supervisor, destination, dates of intended travel, no. of tickets requested, names of passengers, relationship to you (include ages for children), your supervisor's signature and position, your check (unless purchasing by UATP or Char-ex) made out to British Airways. Letters of authorization will only be accepted within 60 days from date of issue. If you mail in your letter you will receive your tickets by mail or your supervisor. If you pick up your tickets in person you must show one additional piece of airline identification (company ID card, current pay stub, etc.). Therefore you must pick up tickets for others traveling with you, or they must have your letter, their name must be in the letter, and they must possess adequate identification.

BRITISH AIRWAYS

Tours: Interliners' Super London Weekend. From \$21 per person, available through March 31, 1976. Land prices are combined with British Airways 80% fares: \$112 from Boston, New York, Philadelphia, or Washington, D.C.; \$128 from Chicago or Detroit; \$135 from Miami; \$151 from Los Angeles.

For brochure giving complete information and booking instructions contact Interline Department, British Airways, 245 Park Ave., New York, NY 10017, (212) 983-3113.

CZECHOSLOVAK AIRLINES

Tours: Golden Prague, \$150 per person double occupancy. Departures Apr 1, Apr 29, May 13 visiting Prague. Soviet Union and Czechoslovakia, \$300 per person double occupancy. Departure Apr 8 visiting Moscow, Leningrad and Prague. Prague and Warsaw, \$250 per person double occupancy. Departures Feb 26, Mar 25, Apr 15 visiting Prague and Warsaw. Prague and Budapest, \$250 per person double occupancy. Departures Feb 19, Mar 18, Apr 22 visiting Prague and Budapest. Prague, Athens and Island Cruise, \$250 per person double occupancy. Departures Feb 12, Apr 8 visiting Prague, Athens, and two Greek Isles. One Week Skiing, \$220 per person double occupancy. Departures Feb 5 and Mar 4 in the High Tatra Mountains of Czechoslovakia. All tours include positive space air transportation, first class hotel accommodations, 2 meals daily (3 in Soviet Union), sight-

seeing, excursions, transfers, local English speaking guide and CSA Tour Escort; some include cultural performance. Single supplement quoted on request.

For further information contact CSA, Interline Tour Department, 545 Fifth Ave., New York, NY, (212) 682-7541.

EAST AFRICAN

Fares: Safari Fare I, \$89 round-trip London/Nairobi. Safari Fare II, \$79 round-trip Rome/Nairobi. Fare are space available and valid year-round to all IATA and ATC employees based in North America, spouses, children under 21, and parents.

Apply through East African Airways, Interline Department, 600 Fifth Ave., New York, NY 10020, (212) 757-2327. Submit 2 letters of authorization on company letterhead to include position, date and itinerary of trip, names and relationship and age of all passengers. Include check or money order payable to East African Airways and allow 3 weeks for processing.

ETHIOPIAN AIRLINES

Tours: For information on interline tours contact Simba Safaris, 113 Union Blvd., Allentown, PA 18103.

FINNAIR

Tours: Helsinki and Finnish Lapland, 5 days, 4 nights, Thurs departures from New York. Russian Tour, 7 days, 6 nights, Mon departures in Oct, Thurs other months. Tours include positive space air transportation. Eligible for the Russian Tour are airline employees, spouse, dependent children under 21, parents and retired employees. Eligible for the Finnish tour are airline employees, spouse, and dependent children.

For further information contact Finnair, Interline Department, 10 East 40th St., New York, NY 10016, (212) 689-9300.

FRONTIER

Tours: Interline Excitement Packages. 3 day, 2 night tours to Big Sky of Montana, Dallas, Denver, Kansas City, St. Louis, Las Vegas, Phoenix, Salt Lake City, Tucson, Winnipeg. Tours include round-trip, space available air transportation, hotel accommodations, meals, sightseeing. Eligible are interline personnel in reservations, ticketing, and public contact positions. Also spouse and children when accompanying employee.

For brochure with complete information and booking instructions contact Buckingham Tours, 1363 S. Joliet St., Aurora, CO 80012.

IBERIA

Fares: Fanfare, \$99 round-trip, space available, economy class. Applies from Boston, Washington, Miami, New York to Madrid. Tickets are valid for three months from date of issue and travel must be completed within this period. Children under 12 \$49.50, infants under 2 \$9.50. Fares do not include \$3 US departure tax. Eligible are all US based airline employees, spouses, children under 22, parents and retired employees. Employee need not travel with family members. Fanfare is valid until further notice. Visit Spain Fare, positive space, to be used in conjunction with Fanfare tickets, \$99 for trips within Spain excluding Canary Islands and Spanish Sahara; \$149 when trips include Canary

Islands and/or Spanish Sahara.

To apply, address a letter to Iberia on company letterhead and signed by your Department Head or Interline Manager. Give full name, ID number, address, job title, dates of travel, number of tickets requested, names, ages, and relationships of all passengers. You can be ticketed at any Iberia ticket office or district sales office. Or contact Iberia, Interline Sales Department, 99-77 Queens Blvd., Rego Park, NY 11374, (212) 793-5000.

JAPAN AIR LINES

Tours: Daikoku independent tour programs. Japan Tour A, Tokyo and Kyoto, 8 days \$230 per person double occupancy. Includes half-day sightseeing tours in each city plus a free day in each for shopping. Japan & Hong Kong Tour "B", 8 days \$280 per person double occupancy. Includes 2 full days in Tokyo with a half-day sightseeing tour, and two full days in Hong Kong with a half-day sightseeing tour. Costs include positive space on JAL, economy class and sightseeing. Single supplement available at \$45. Eligible are all full-time employees of IATA and ATC carriers in North, Central and South America. Spouses and children under 21 are also eligible.

For reservations forward a letter verifying your airline employment with job title, date of employment, name and relationship of all accompanying you, and a \$100 deposit to Japan & Orient Tours, Inc., 250 E. First St., Suite 912, Los Angeles, CA 90012. Obtain reservation form from your interline manager or any JAL office.

KLM

Fares: \$75 Amsterdam Fare, space available through May 31, 1976. Round-trip from all KLM U.S. gateways to Amsterdam, \$3 US Departure Tax additional. Available to all airline employees, spouses, dependent children under 21.

Book through KLM, Interline Department, 609 Fifth Ave., New York, NY 10017, (212) 759-2400 or any regional office of KLM in the United States.

Tours: Surprising Amsterdam & Happy Holland, \$220 per person double occupancy with private bath, including positive space round-trip from New York, Chicago, Houston or Anchorage, deluxe first class hotel for 3 nights, all meals, plus 2 full-day sightseeing tours of Holland and 2 half-day tours of Amsterdam and vicinity. Cost for parents, retired employees and their spouses is \$245. Departure dates are Feb 12, 26; Mar 4, 11, 18, 25. Caribbean Cruises, 8 days all inclusive from New York on Chandris Lines Cruises SS Britanis. \$283 per person without facilities, \$493 per person in a two-bed cabin; \$338 per person in a two-berth cabin. Miami departures also available at \$330 or \$485 per person. Cost includes positive space round-trip air from New York or Miami, accommodations aboard ship for 7 nights, all meals, round trip transfers between airport and the pier in Curacao. Departure dates are Mar 27; Apr 3, 17, 24. South African Safaris: Kalahari Expedition, 15 days, \$595 per person double occupancy, departures Feb 4, 25; Mar 3. Dutch Treat: Amsterdam-South Africa, 13 days, \$465 per person double occupancy, departures Feb 13, 18; Mar 17. To each South Africa Safari add \$160 for round-trip KLM positive space air USA-AMS-JNB plus \$3 US Departure Tax.

For brochures, complete information and booking instructions contact KLM, Interline Department, 609 Fifth Ave., New York, NY 10017, (212) 759-2400.

LOS ANGELES HELICOPTER AIRLINES

Fares: \$5 fare one-way on all routes except Orange/Disneyland, \$7.50 one-way on Orange/Disneyland. All airline employees of scheduled air carriers are eligible including spouse, children under 18. Family members must accompany airline employee to be eligible.

Apply through your own pass bureau, allowing 3 weeks for processing, or request a 50% discount at Los Angeles Helicopter ticket counter by presenting your airline ID.

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AIRLINE TOUR & FARE PROGRAMS . . .

(continued from previous page)

LOT POLISH AIRLINES



Tours: *Weekend in Warsaw.* 4-day tour from Friday to Monday \$59 per person double occupancy; 3-day tour from Friday to Sunday \$49 per person double occupancy. Round-trip transportation New York-Warsaw on LOT \$79.20, space available. Departure dates from New York: Feb 5, 12, 19, 26; Mar 4, 11. Tour cost includes accommodation in Grand Hotel in Warsaw, all meals, sightseeing, transfers. Eligible are all airline employees, spouses, dependent children under 21, and parents with or without employee.

For booking information contact Lot Polish Airlines, Interline Department, 500 Fifth Ave., Suite 325, New York, NY 10036, (212) 564-8116.

LUFTHANSA



Tours: *Red Baron's Fly & Drive Germany.* Depart JFK, PHL, BOS, CHI, LAX, YYZ, YUL and Fri or Sat to Mar 31 except the period Dec 19-Jan 3. 3 day packages from \$90.40 to \$130.50 double occupancy, depending upon car category. 4 day packages from \$95.90 to \$146.00. Cost includes round-trip confirmed space economy class, a room for the first night at Frankfurt or Munich InterContinental with continental breakfast, an Avis car with unlimited mileage. Open to all reservations and sales personnel of US and Canadian domestic carriers and their spouses. *Bavarian Holiday*, \$180 per person double occupancy, \$195 single. 5 days, 4 nights departing New York Feb 25; Mar 10, 31 visiting Munich, Oberammergau and Garmisch on an Alpine excursion. *Unforgettable Berlin*, \$170 per person double occupancy, \$200 single. 5 days, 4 nights departing New York Mar 24. *Enchanting Rhine*, \$170 per person double occupancy, \$200 single, 5 days, 4 nights departing New York Mar 7, includes a day in Frankfurt, a motorcoach excursion along the Rhine with luncheon in Koblenz, and 2 nights in Cologne. Cost of these 4 night packages includes round-trip air from New York, room accommodations with bath, all meals, transfers, sightseeing and excursions by motorcoach. Open to all interliners and spouses.

For further information and application forms contact Lufthansa, Interline Department, 1640 Hempstead Turnpike, East Meadow, L.I., NY 11554, (516) 489-2020.

MALAYSIAN AIRLINE SYSTEM



Tours: *Golden Holiday.* 8 day independent tours departing from Hong Kong, Bangkok or Manila, visiting Kuala Lumpur, Singapore and Penang. Tours include positive space, economy class air and are valid to Sept. 1976 except during Apr and Aug. Eligible are full-time airline employees in sales or public contact positions, spouses, dependent children. Family members must accompany airline employee.

For further information and brochures contact any MAS office in Los Angeles, Chicago, San Francisco, or New York, or write Malaysian Airline System, Interline Department, 510 West 6th St., Los Angeles, CA 90014, (213) 627-1301.

MIDDLE EAST AIRLINES

Tours: *"Do-It-Yourself" Lebanon.* Available to sales, reservations, ground and inflight passenger service personnel with one year service and members of their family. Choose from various categories of hotels and tours and plan your own tour. Also included is round-trip, space available transportation from any point on MEA's route system to Beirut.

Obtain Interline Tour brochure from your nearest MEA sales office or contact Middle East Airlines, Interline Department, 680 Fifth Ave., New York, NY 10019, (212) 489-5400.

NEW ZEALAND NATIONAL AIRWAYS

Fares: 75% space available or 50% positive space discount is offered on NAC flights within New Zealand. Available to airline employees, spouse and dependent children. If your airline has a self-ticketing ID Agreement, ticketing can be arranged through your own Pass Bureau. If your airline has no self-ticketing agreement, send a letter of verification of employment along with details of travel and discount preferred. You will receive a letter of authority to present to NAC at point of entry in New Zealand.

For application of discount, contact New Zealand National Airways Corp., Sales Manager North America, 510 West 6th St., Suite 1017, Los Angeles, CA 90014, (213) 689-4690.

QANTAS

Tours: *Fly/Drive Australia.* 7 and 14-day independent tours of Australia include round-trip positive space economy class transportation from San Francisco or Honolulu, meeting on arrival, transfer to a hotel in Sydney for first night's stay, accommodations for your entire stay in Australia, an automatic sedan with 500 free miles. \$328.30 per person double occupancy for 7-day tour, \$450.70 per person double occupancy for 14-day tour. Other prices for 1 to 4 persons in tour. Available to airline employees, spouse and dependent children under 21. Parents are not eligible. Departures every evening from San Francisco except Fri and not available during period from Aug 23-Oct 1 and Dec 15-Jan 15. Letter of employment must accompany application. Application and reservations may be made with your nearest Qantas ticket office.

For application form contact Qantas, Interline Department, 350 Post St., San Francisco, CA 94108, (415) 445-6500.

ROYAL AIR MAROC

Tours: *Wild Moroccan Adventure,* 8 days from New York. \$238 per person double occupancy includes round-trip positive space economy air transportation, accommodations, airport transfers, breakfasts throughout, table d'Hôte dinners in Marrakech, motor coach excursion to Goulmine from Agadir, basic taxes and service charges. Departures Feb 3, 17; Mar 2, 16, 30. Tours available to all employees of scheduled airlines, spouse and dependent children. Family members must accompany airline employee.

For brochure and tour reservation form contact Sibyl Wild Travel Service, 2 Overhill, Rd., Scarsdale, NY 10583, (914) 725-0350.

SEABOARD WORLD

Cargo: For carriers with whom Seaboard has an applicable Interline Agreement, Seaboard offers a special reduced rate of 10¢ per lb., space available transportation, for household goods, personal effects and automobiles. Rate is good throughout any point in the Seaboard system.

Contact your own airline's Pass Bureau or write Seaboard World Airlines, Interline Department, Bldg. 178, JFK Int'l Airport, Jamaica, NY 11430, (212) 632-7644.

SFO HELICOPTER

Fares: 50% positive space discount is offered all full-time airline employees upon presentation of their airline ID at any SFO Helicopter ticket counter. SFO flights are from San Francisco Int'l Airport to Oakland, Emeryville, and Marin County. Spouse and dependent children under 21 are also eligible.

SIERRA PACIFIC

Fares: 50% positive space discount is offered all scheduled airline employees on Sierra Pacific routes. Present letter of verification of employment and airline ID at Sierra Pacific ticket counters at Los Angeles, Burbank, Fresno, Mammoth or Bishop, California.

SOUTHERN

Fares: \$15 round-trip, service charge transportation, offering unlimited travel on Southern's system is available to those airline employees whose airlines have pass agreements with Southern Airways. There is no limit to the number of passes under this agreement and includes travel between Southern's system cities and the Cayman Islands which they serve daily from Miami.

Contact your own airline's Pass Bureau to determine your eligibility and ticketing arrangements.

SWISSAIR

Tours: *Interline Holidays 1975-76.* 22 different tour packages for the Fall & Winter period including round-trip, positive space transportation from North America. Also available in conjunction with Swissair's interline tours are round-trip, space available, service charge passes on American Airlines from any of its cities to the Swissair gateway. Tour packages include ski packages, mini-city holidays, Drive-a-Bargain tours, Off-Beat Holidays, European Holidays, and Assorted Gems. Length of tours vary from 4 to 10 days. Eligible for the tours are scheduled airline employees and accompanying spouse.

For complete 20-page tour brochure, send a self-addressed envelope with 30¢ postage stamp to your nearest Swissair Office or to Swissair, Interline Department, 608 Fifth Ave., New York, NY 10020. Please do not call—either by phone or in person as all details have been set forth in this brochure.

TAN AIRLINES

Fares: *Maya Fare.* \$20 round-trip, space available, anywhere on TAN system. Available to sales and reservations personnel only of all airlines, and accompanying spouse. Maya Fare is not available from Jul 1-Aug 31 and Dec 15-Jan 15.

Send letter from supervisor verifying employment, giving itinerary and home address to Tan Airlines, Interline Department, P.O. Box 222, Miami Int'l Airport, Miami, FL 33148, (305) 526-4330.

TEXAS INTERNATIONAL

Tours: *Mexico Tours.* Offered on a year-round basis with you selecting the departure date and tour desired. Price of tours is 30% off the published price and for extra nights at the hotels the discount is 50% off regular rates. *Skiing Interline Tours.* Offered on a selected departure basis for Fall & Winter period. Areas included are Aspen, Vail, Steamboat, Winter Park, Keystone, Taos and Park City.

For complete information and booking instructions contact Texas International Airlines, Interline Department, P.O. Box 12788, Houston, TX 77017.

TRANS-AUSTRALIA AIRLINES

Fares: 75% space available or 50% positive space discounts on fares within Australia. Airline employee, spouse and dependent children under 21 are eligible.

Present a letter of verification of employment and position and your airline ID to any of the TAA sales offices in Australia, where tickets may be purchased. For further information contact Trans Australia Airlines, North American Sales Manager, 510 West 6th St., Suite 518, Los Angeles, CA 90014, (213) 626-2352.

TRANSWORLD AIRLINES

Fares: Trans World Eurofare interline program includes positive space travel for airline employees and eligible dependents to any of European destinations. Valid through May 15, 1976. **Eurofare 1:** \$120 per person round trip economy fare between TWA East Coast gateways and Shannon, Dublin, London, Paris, Lisbon, Madrid, Malaga, Casablanca, Santa Maria, the Azores. **Eurofare 2:** \$135 per person round trip economy fare between TWA East Coast gateways and Geneva, Zurich, Vienna, Rome, Milan. **Eurofare 3:** \$150 per person round trip, economy fare between TWA East Coast gateways and Athens, Tel Aviv, Cairo.

Prices are for transportation to and from any one destination listed above. Airport taxes and security charges are not included. You may book as many overseas stopovers as you wish at a non-refundable cost of \$15 per person for each stopover. All stopover ticketing must be completed prior to departure, and planned to coincide with TWA routings. Stopovers are on a standby basis.

Eligibility: Eurofare tickets may be purchased by the following eligible persons:

1. All TWA employees having completed six months of service and their eligible family members who are eligible for reduced rate travel.
2. Employees of airlines holding reciprocal reduced rate agreements with TWA, their spouses, dependent children under 21 and parents of employees regardless of whether carriage of parents is provided for in the agreement dependent upon employee's company policy.
3. Employees of industry-related associations, acknowledged by TWA policy, their spouses, de-

pendent children under 21 and dependent parents.

4. All airlines which are members of the National Air Transportation Association (NATA)—employee, spouse, dependent children under 21, and employee's parents.

5. Employees and eligible family members and employees' parents of certified supplemental air carriers who meet individual company reduced rate travel requirements.

Validity: Eurofares are valid for 90 days from the date the ticket is purchased and all travel must be completed by midnight of the expiration date.

Fares: Fare Conditions—Overseas based employees—same fares apply in opposite direction from point of origin to U.S. gateway city.

Exceptions: (1.) Flights to London from Chicago will cost \$135 and from Los Angeles/San Francisco to London or Paris \$150. (2.) A \$15 one-way, space available pass from any point on TWA's U.S. domestic system will be available to facilitate transportation to and from the domestic gateways. This pass may only be sold in conjunction with Eurofare Travel. No stopover allowed between Malaga and Madrid. (3.) Fares apply to economy travel. No upgrading to First Class permitted on Eurofare Travel except on the \$15 one-way, space available pass if coach is full to or from U.S. domestic gateway. (4.) Children age 2-12 are assessed 50% of the Eurofare, including domestic space available portion. Children age 2 and under are assessed 20% of the Eurofare but cannot occupy a seat. (5.) Stopover travel on TWA's intra-European routes will be permitted space available only provided passenger has paid a \$15 non-refundable fee for each stopover. Stopovers must be included in original itinerary prior to commencement of trip. (6.) Travel may include more than one EUR zone; however, fare of furthest EUR zone will be applicable.

Reservations: Passenger's "open" ticket for Eurofare will not automatically be guaranteed positive space. To obtain positive space, Eurofare passengers must contact TWA Reservations not more than 7 days prior to planned departure.

1. Only transatlantic segments will be positive space.
2. Waitlisting will not be permitted.
3. Eurofare passengers can book on any available flight within seven days of departure. If desired flights are unavailable, they may use the ticket on a space available basis.
4. Positive check in at ATO will be used to determine if passenger has valid reservation, otherwise travel will be on a space available basis.

Ticketing Procedures: Eurofare will require all other airlines to ticket their own employees. TWA will ticket its own employees and the employees of supplementals and airline-related associations which do not have authority to issue their own tickets.

VARIG

Fares: *Amigo Fare,* \$99 round-trip, space available, from New York to Rio de Janeiro and from Miami to Rio. You may combine New York departures with Miami returns and vice-versa. Amigo Fare, \$99 also available from Los Angeles to Tokyo round-trip, space available. \$3 US Departure Tax is in addition to above fares and certain embargo periods restrict travel on the Amigo Fare. The fare is not available NYC-RIO from Dec 15, Jan 15 and Feb 22-Mar 13, nor from MIA-RIO from Feb 22-Mar 13. The LAX TYO fare is not available from Jun 1-Sep 30. Eligible are airline employees, spouses and dependent children under 21. Parents are also eligible if your airline has such a reciprocal agreement with Varig.

For further information contact your airline's Pass Bureau regarding eligibility and ticketing arrangements.

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tahiti

Polynesia with a French Accent

by Sue Fleishman

Silently, sensuously, you will drift over coral shoals while fish, whose bodies were spawned from rainbows, swim within your grasp. You'll inhabit a world no aquarium can ever equal as you float in clear warm waters off beaches that are but threads of sand along Tahiti's shores.

To make dreams of paradise become reality in French Polynesia, just toss your bathing suit and coolest casuals into a flight bag and jet off to a land that's never known pollution. These islands, that are warmed by the sun and the smiles of their people, allow no tipping so service is given with friendship. In this French overseas territory you'll enjoy the best of both worlds—a Polynesian people who dance as they work—a French influence that pervades even the tiniest restaurant.

Keeping tourists happy has become Tahiti's prime industry and each of her major islands has at least one fine resort hotel. Knowing that you'd like to decide before leaving home which island would best suit your expectations, *Airfair* asked me to visit all of them, for despite their similarities, each has its own appeal.

Papeete

Hawaiians say that Papeete reminds them of Honolulu at the turn of the century. To us it's a story book spot with modern amenities. A five minute, three dollar, taxi ride from the Airport brings you to either the Maeva Beach Hotel or the Travelodge, both beautiful, on the

beach, with swimming pools and tennis. I stayed at both, and particularly enjoyed the Polynesian dancers at Travelodge on Sunday nights. But, since the hotel has no elevator, I found it a nuisance to run up and down three flights of stairs when I forgot my sunglasses. The Maeva Beach fills all your needs for a self-contained vacation. You'll always find a Tahitian floor show at either their French restaurant Gauguin or the outdoor restaurant Bougainville where you'll choose from a sumptuous buffet of Western and Tahitian delicacies. The "in-locals" swing every night but Sunday at Cafe de Paris, Maeva's popular discothèque.

The Taharaa, Tahiti's third de luxe hotel, has an exquisite setting high in the hills. However, I don't feel that its beauty outweighs the inconvenience of location, an hour from the airport and Papeete's shopping center. In addition, unless you've come to the South Pacific to swim in a pool, you have to be bused to and from the beach, not my idea of a good vacation. Rates for these three hotels start at \$40 double occupancy, based on the present rate of exchange, but interliners are given a 50% discount. Papeete's less pretentious hotels will only save you about \$5 a day and of them all, Te Puna Bel Air, on the beach between Travelodge and Maeva, offers the best location.

Unless you're willing to go Tahitian and catch your own fish, you'll find food

and drink expensive. All the goodies have to be imported and, with our dollar devaluation, beer is \$1, cocktails \$2-\$2.50, and a quart of Scotch \$10, so it's wise to buy your liquor at the duty-free shop. I found the French house wines in restaurants excellent and a fraction the price of the brands Americans are familiar with.

A superb dinner at either La Caumiere or Le Maori will cost about \$18 a person with wine, but Le Belevedere has as good a set dinner with house wine for \$9. Best of all, since they're a half-hour's

drive into the hills, Belevedere sends a car for you. Try to go at sunset to enjoy one of Tahiti's most magnificent views. Also try Le Carrousel downtown and Auberge du Pacifique on the waterfront. They both serve pleasant meals at \$5.

Only the staid and uninitiated tourists splurge on taxis in Papeete. Adventurous travelers beat inflation riding with Tahitians on "*Le Truck*" which stops at all the hotels and *anywhere* a passenger hails it. The forty cent fare will take you to most of the Island highlights, quite a savings over car rentals that start at \$27 a

day and six hour Island bus tours at \$20 a person.

Don't leave Papeete without visiting the Gauguin Museum for, while it contains none of his original paintings, it gives you a feeling of closeness with the artist. You'll read his letters which so poignantly describe his disillusionment as he futilely attempts to sell his paintings that he could never know would some day hang in the great museums of the world.

Schedule your time so that you can have lunch before two at the nearby Res-

taurant Gauguin. Everyone agrees that the charcoal broiled *Mahi Mahi* is superb and the live sharks they keep in captivity are more exciting than "Jaws".

Back in Papeete it's fun to shop for handblocked voile at Tahiti Arts, or for typically Polynesian clothes at Marie Ah You and Augustine. Peek into funny looking stores that carry Island artifacts and buy French perfumes and crystal at duty-free prices. When the shops close at five, walk into the central market opposite the wharf. Gloriously colored fish hang like clothes on a line ready to be



Photo by Sue Fleishman

new caledonia

by Sue Fleishman

More sophisticated than Papeete, more primitive than Tahiti's sister islands, New Caledonia is surrounded by a thousand miles of barrier reef, second only to the famed Great Barrier Reef of Australia. You'll glimpse its beauty from the air when UTA jets you into Noumea, a six-hour flight from Papeete.

Noumea is served by an airport 32 miles from the city, an hour's ride to your hotel on the bus that meets all international flights. It's a scenic trip over verdant mountains, on a modern freeway which passes the great nickel plant that belches smoke reminding New Caledonians that it dominates the economy of their country.

You'll want to stay at Chateau Royal one of the great UTH hotels of the South Pacific, which offers interliners a 50% reduction on rates that range from \$45 to \$52 single or \$53 to \$58 double, European plan. Decorated by Michoutouchkine, the famed artist from Vila, Chateau Royal is the gathering place for French, Chinese and Vietnamese locals as well as the businessmen of the world who fly here to deal in nickel. Three restaurants, a bar and discothèque that goes non-stop and a gala floor show that changes each night tempt you away from their casino where roulette wheels spin into the wee hours.

Small buses called "baby cars" come by the hotel every few minutes to whisk you into Noumea, a French city that Paris can never believe. Pierre Cardin and Dior have filled the boutiques that line unpaved streets, so drop into Tentation, Truc Much, and La Licorne or just browse in and out of any intriguing spot in the vicinity of Rue de Sébastopol and the park. Then, outfitted in the latest styles of the Champs Elysée drop into au Printemps department store and ride the escalator to the second floor where, in a giant supermarket you'll find gourmet cheeses, sausages and patés from around the world. Relax over an apertif or excellent \$5 dinner at Cafe de Paris which is decorated like a mod cruise ship, or try Esquinade, which features local sea food, and St. Hubert or Rustic for French cuisine. Les Deux Dragons has the best Chinese

food outside of Shanghai. When you're in the mood to splurge, try the fish soup and Grande Marnier soufflé at the Chateau Royal or Le Flamboyant, and taxi out to O'Churasco where meats are grilled on a charcoal pit.

Folies Bergère is a glass-bottomed catamaran and the only excursion with a "nite club" name that I recommend. Evenings at the local night spots too often end in dangerous brawls.

Noumea's Aquarium is unique in this world for it displays magnificent fluorescent corals and exquisite fish, set in their natural habitat. While it only has three small rooms lined with tanks, each exhibit is so fascinating that you'll be hard pressed to tear yourself away without reading the explanations of every fish and plant's life. You'll never go barefoot on a reef after seeing the rockfish exhibit and reading the warning that its spine shoots a deadly poison if it's stepped on. This Aquarium is the private foundation of Dr. and Mrs. Catala, who have personally captured and assembled this exhibit which is open every day, except Monday and Friday, from 1:30 to 5 p.m.

Calexpres, in the hotel lobby, can arrange a bus tour to show you nickel mines, dense tropical forests and coffee plantations, or drive you high into the mountains, past neat native villages, to a natural hot spring where you may bathe and enjoy luncheon. Then, from the centrally located Magenta Airport, a highlight of your trip will be to fly above the reefs of the Coral Sea to the Isle of Pines and Chateau Royal's sister hotel, Relais de Kanumera. You may go for the day or let it be your home for a vacation on an island that's seen little change in over 100 years.

To visit New Caledonia and miss the Isle of Pines is akin to being in the Garden of Eden and not tasting of the fruit. You'll find the hotel snuggled among vibrant flowers and ferns, between the bays of Kanumera and Kuto. Here, the beach of sand as white and soft as talcum powder invites you to stroll for hours, dipping now and then into the waters of the lagoon to float in an aquarium that knows no walls. Let the sun dry you so you may explore jungle trails, picking wild orchids, or climb a hill and be rewarded with a sea scape that reflects the blues,

turquoise, and violets of the reefs, while you marvel that towering native pines mingle with palm trees.

To get the true feeling of the island, one must take the land excursion. The delightful bus driver comes from Tanna in the New Hebrides and will fill you in on all local gossip and acquaint you with the island's way of life. No crops are raised commercially so everyone lives by the fish they catch and the coconuts that fall from the trees. If one member of the family works in Noumea's nickel mines, he sends home enough money to pay for his family's clothing or tin for their roof. I watched a man carve a canoe out of a single tree and asked why no one helped him. My friend said that if he built the canoe alone, he would never have to share his catch of fish.

The two tribal chiefs at Isle of Pines had warred just before I arrived, and had burned each other's homes to the ground. This got the villagers' nerves on edge so I was told to dress modestly and only enter a village if I was invited. To my great joy I was—first to the church where women used halved coconuts to polish the floor till it shone, and then to a school which, like all homes I saw, was devoid of furniture. Only an open fire pit in the center of the floor burned to cook lunch for the students. Later I watched men shinny up a palm tree for fronds to build a food preserve, and then walked by the light of a single torch through a glistening grotto of stalactites that had built up through the centuries.

Foot paths, almost hidden by tropical vegetation, lead to villages where homes and graveyards have been decorated with the colorful glass balls that have floated ashore from the nets of Japanese fishermen. This land of simplistic beauty must be visited to be believed.

Perhaps that's why the myriad activities offered at Relais de Kanumera seem out of context with the environment. But, if you stay awhile, you'll delight in using their tennis courts or zooming behind a speed boat on water skis or strapped into a brightly colored parachute. You might even catch a lobster and enjoy it for your lunch. Rates, American plan, range from \$37 to \$50 single, and \$62 to \$78 double, less a 50% discount to interliners.

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Amsterdam

A Free Spirit

by Norman Sklarewitz

This is a real twist, but the one country in Europe that we consider the very symbol of tradition turns out to be a real free spirit. That place is the Netherlands.

Sure, the Dutch are still neat as the proverbial pin. Their art and architecture mirror a solid, middle-class past. And even today, there is respect there for centuries-old tradition that is seen in several communities where residents still wear their picture book costumes.

Yet, against this background you have an up-to-the-minute land whose capital, Amsterdam, is also something of an unofficial youth capital of Europe. Literally, tens of thousands of young people from all over the world converge on the Netherlands every summer.

Waiting to cross a bridge in Amsterdam across to the Stationplein, the Central Railroad Station, I watched a steady stream of young men and women excitedly pass by. Turning to a tall Dutch traffic policeman at the intersection, I commented, "So many visitors." The officer nodded, "They all come to Amsterdam," he said. "Here, they feel welcomed."

Think about that remark and you'll learn a lot about the Dutch. It's assumed that wealthy, free-spending tourists

from abroad will be welcomed in a foreign country. But when a people makes kids with packs on their backs and others, including interliners, who travel often on limited budgets, feel right at home, then you know the hospitality is genuine.

You sense this from the minute you arrive at Schiphol Airport, a field that's literally at the crossroads of international air travel for all of West Europe. The airport was built on land that was, not too long ago, under water—a reminder of how close life in Holland remains to the sea.

Broad highways from Schiphol cut down even more the short time needed to reach all of Holland's main cities. But it's also simple to leave a modern artery and suddenly be in "old" Holland. Here you may drive along a narrow lane that edges a dike holding back the sea.

Cows graze on thick grass beside a white cottage with a steep red-gabled roof. And not far away is a real windmill. It's a pretty blasé visitor that won't thrill to such a scene.

In exciting contrast to the tranquil countryside is Amsterdam, a bustling, Continental capital. It is also very much Old World with enough quaint charm for the most confirmed romantic.

Buildings from the 17th and 18th centuries are hardly relics; they're taken for granted. Only something like the 15th century fortress at the Muntplein quali-

fies as "old" by Dutch standards.

Amsterdam, you'll quickly notice, is a city of brick homes and buildings. All for good reason. Back in 1521, wooden houses were so vulnerable to fire, that they were ordered replaced by those made of brick. The result today is a solid facade of ornately-fronted buildings with lead-laced window panes, often of colored glass, and topped with the distinctive stair-stepped gables.

Look up to the top of these three and four storied buildings and on each you'll spot a heavy piece of timber protruding. That's the "hoisting beam". If you happen to pass by when someone is moving in or out, you'll discover why most houses have such a device.

The inside stairs are narrow and go almost straight up. Carrying up anything bulky, like furniture, would be impossible because of the angle and the tight squeeze in the shallow stairways. So for centuries, the practical Dutch have just hauled their furniture up by a pulley and ropes hung from the hoisting beam.

Never underestimate the steepness of those stairs, by the way. I went to visit a friend staying in a rented room at the very top of a building on Voorburgwal. The stairs were so steep that the owner had draped a rope down so that visitors could help pull themselves up!

If you're short of money, by the way, don't overlook staying at quaint, if adventurous, pensions. They provide

clean, comfortable rooms at rates that the most penny-pinching visitor can afford. To help you find such pensions, the Netherlands National Tourist office publishes a free directory for each of its main cities that lists not only conventional hotels, but also such pensions.

These Tourist offices are found in all major Dutch cities and can be identified by an inverted triangular symbol with three V's. They are all staffed with English-speaking experts to provide answers to just about any question you can pose on the Netherlands.

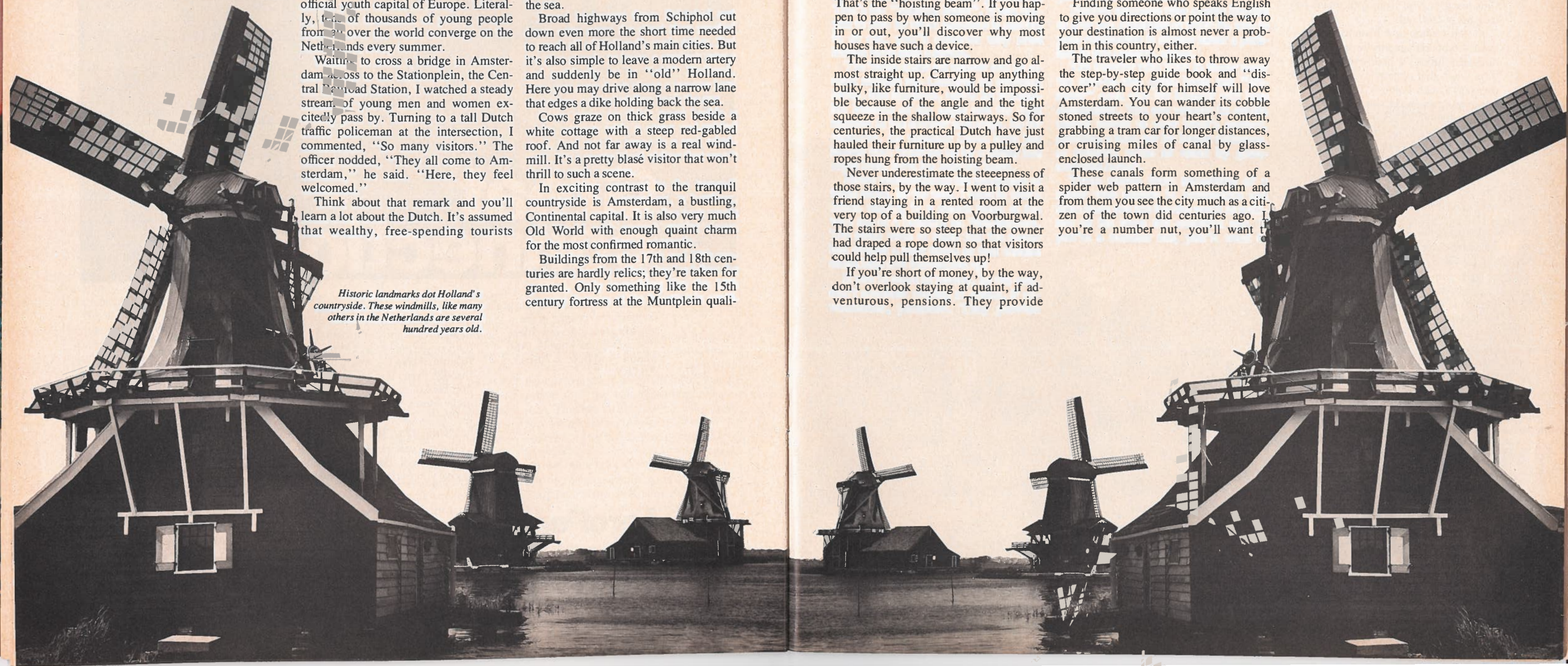
Finding someone who speaks English to give you directions or point the way to your destination is almost never a problem in this country, either.

The traveler who likes to throw away the step-by-step guide book and "discover" each city for himself will love Amsterdam. You can wander its cobblestoned streets to your heart's content, grabbing a tram car for longer distances, or cruising miles of canal by glass-enclosed launch.

These canals form something of a spider web pattern in Amsterdam and from them you see the city much as a citizen of the town did centuries ago. If you're a number nut, you'll want to

Historic landmarks dot Holland's countryside. These windmills, like many others in the Netherlands are several hundred years old.

"The unofficial youth capital of Europe."



AMSTERDAM

know that there are 800 bridges, give or take a few, in Amsterdam.

There are not only shops of every kind aboard barges tied up to the canals, but a number of old boats have been converted into private homes. As with anything that's new, there are some boat houses that are chic and expensive and others that are more in the category of crash pads. But both are taken in stride by the always tolerant Dutch.

The Dutch are also well-fed, as you'll note by just looking around. The fare of the average Dutchman may be a little on the heavy side, thanks to a national addiction to French fried potatoes, often eaten at sidewalk stands as a snack dipped in mayonnaise, or squirted with vinegar. If you're willing to let your diet slide just a bit, you'll enjoy the many restaurants of Holland.

In Amsterdam and Rotterdam, particularly, you can also try a variety of Indonesian food—a hold-over from the days when that country was part of the overseas Dutch empire. That empire is gone but spicy food from the Dutch East Indies remains.

Should restaurant prices be a concern, the Netherlands government has something special for you. There is a national feature called the Tourist Menu, a fixed price meal offered in just about every restaurant in the country. To know such a fare is offered, just look for a blue card outside with a symbol of a fork and the words "Tourist Menu". You'll get a three course meal, usually a soup or appetizer, entree and dessert for about \$3.

Along with browsing in the boutiques, department stores and more traditional markets, allow plenty of time for Holland's first-rate museums and galleries. In Amsterdam, the Rijksmuseum, the National Museum, is probably the best place to start. Open work days from 10 a.m. to 5 p.m., it's the kind of museum that doesn't dwell on musty history but is more like a national family album.

Here is the rich art from Holland's Golden Era of the 17th Century. Then the Republic of the United Netherlands was a great sea and colonial power. The patrons of the art weren't nobility, but prosperous merchants and artisans. So paintings by the famed Dutch Masters aren't in the romantic or classical style of Italy or France, but are really warm and very human.

These are portraits of the businessmen and textile dealers and their families, designed to hang on the walls of

their fine homes, not in some palace reception hall.

"This is really civic art and not court art," is the way one museum guide puts it. And she's right. Not many other societies bothered so much with paintings of housewives, mothers, butchers and girl friends as did the great Dutch artists.

And because they made their livings working for everyday clients, painters of that era were prolific. It's something of a surprise to see a gallery room full of Rembrandts plus walls hanging with the works of Frans Hals, Vermeer and others.

If you're a devotee of the great Vincent Van Gogh, however, you don't have to share him with the other Dutch artists. There is now a new Van Gogh Museum just up the street from the Museumplein where the "Rijks" museum is located. The Van Gogh Museum is a showcase of some 230 paintings, 500 sketches and 700 letters by the bold impressionist.

For a change of pace from busy Amsterdam, it's just a quick bus ride to the Hague, 35 miles away. This is the administrative seat of the Netherlands' government but not its capital. And if you have the feeling that the Hague is

more like a series of parks than a city, you're right. It has actually 35 parks, a remarkable ration for a population of just over 500,000.

The Hague moves in a far more leisurely manner with an air of reserve and dignity, a product, no doubt, of the many diplomatic missions here and the palace of Queen Juliana and Prince Bernhard. The royal family does not reside in the Hague, however, but in Soestdijk, in the province of Utrecht.

Walk through the grounds of the Parliament buildings and all the stories of knights and nobility will come alive, particularly in the Binnenhof, the Inner Court.

Women's liberation has a few battles left in the Hague, however. Among the most impressive buildings in this governmental complex is the Minister's club—which retains a strict "no women allowed" rule.

It's no surprise that the streets of the Hague are spic and span clean with huge sidewalk planters filled to the brim with gardenias, azaleas and other blossoms. In harmony with the quiet nobility of the city is the huge Peace Palace, home of the International Court of Justice, the

gift of Andrew Carnegie. Open to visitors, the ornate palace remains home of the Permanent Court of Arbitration and the International Law Academy.

If you still yearn for the Holland of wooden shoes, and quaint costumes, they still live just a short distance away, in the area around the former Zuiderzee, northeast of Amsterdam. In 1932, this inland sea was closed off with a long dike and the area inside was renamed IJsselmeer. Ever since then, this land has been drained in sections to give the tiny land more area on which to grow crops and settle its growing population.

A drive across the dike will bring you to Marken which was an island until land reclamation began. Here the residents retain their distinctive costumes to the absolute delight of every visitor and particularly those with cameras.

Women wear long black skirts, blue and white striped blouses, and often embroidered red vests. On their heads they wear those distinctive white caps and their hair is often plaited in braids.

Wooden shoes do *clop clop* along stone streets, and old timers, wearing baggy black trousers, sit on benches along the quays telling sea stories,

we'd guess.

Volendam is another community where residents also prefer their traditional dress to modern garb. It's located on the shores of the IJsselmeer and permits visitors to relive a time perhaps 300 years ago when the world moved at a far less hectic pace than it does today. Inside Volendam, however, the Netherlands that ruled the seas is still recalled.

Monnickendam is yet another of these Old World villages and Zaanse Schans, just outside Amsterdam, is so unique that it's called a "living museum." Here beside three windmills are a cluster of Dutch homes faithfully preserved down to the last window box.

The houses are all occupied, of course; the Dutch would never waste such space just to accommodate visi-

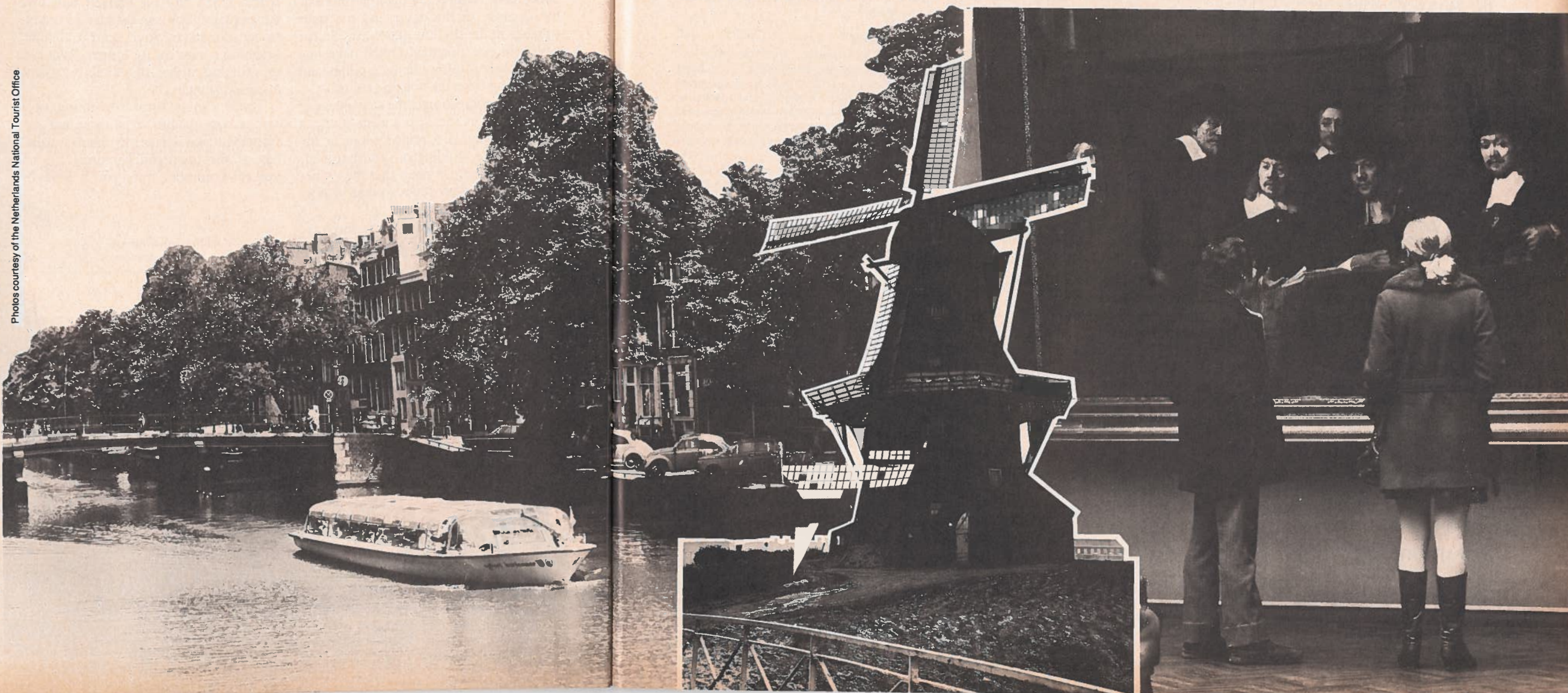
tors. And while the residents of Zaanse Schans wear modern dress and hurry off to work in their cars, even as you and I, the village just has to represent to most visitors the Holland their imaginations promised.

Perhaps no other country of Europe packs so much into such a small area. After all, the whole country has just 13,600 square miles, a bit larger than Massachusetts. But here are not only the cities and villages described, but Rotterdam, mightiest sea port of Europe, and Madurodam, a whole city in miniature—1/25th real size.

It's hard to believe that all these sights and things to do exist in such a neat package. But they do, in the Netherlands, and what's best of all, the word here is "Welcome!"

Whether it's gliding along a canal in one of Amsterdam's glass boats, or gazing at a Rembrandt painting (De Staalmeesters), you're a part of history in the Netherlands.

Photos courtesy of the Netherlands National Tourist Office



DUTCH FLOWER MARKET

In Holland, "Stop the Clock" isn't the name of a TV quiz show.

It's the secret of a \$100 million fresh flower industry. And visitors are invited to watch it in action.

The clock may be seen in action at the new United Flower Auctions center at Aalsmeer, about 10 miles from Amsterdam. This center is known as the *Bloemenveiling*, or Flower Auction, and cost \$24 million to build. Here is the world's largest such market, a fragrant but bustling business where flowers are traded, sorted, packed and shipped.

The actual selling and buying of fresh flowers is concentrated in three amphitheaters, each seating about 300 buyers. All are men, by

the way; women so far aren't permitted to be flower buyers.

The buyers purchase up to 6 million blooms during the 4½ trading hours, six days a week.

Instead of shouting back and forth, as in ordinary auctions, there is an individual receiver-microphone also before each buyer. When he punches his button to stop the clock, a buyer also automatically opens the "talk back" circuit to the auctioneer. Once the buyer provides the auctioneer with needed details, a button is pushed that records all the details in the computer. The clock is reset and another transaction is started.

Visitors to the Flower Auction are escorted around the sorting floor by

young ladies fluent in the language of the group. Large visual displays help explain the workings of the floor where little carts laden with flowers move on tiny tracks from one section to another.

Those of us with tiny gardens are likely to be overwhelmed by the virtual mountains of lovely flowers that move across the floor of the Aalsmeer flower auction. Yet for all the automation and computerization of the business side of this industry, there remains a delicate and personal feeling to it.

Perhaps this is because the roses, carnations, African daisies, lilies and other fresh flowers brought here were all grown and cared for in the old-fashioned, patient Dutch way.

Fact Sheet NETHERLANDS

THE NETHERLANDS

Although a small, densely populated country, Holland has packed much beautiful scenery and varied tourist attractions into the area it occupies. A history rich in works of art and a friendly people who genuinely welcome strangers combine to make Holland an important European destination. Its picturesque windmill-dotted countryside and the clip clop of wooden shoes on cobblestone streets will convince you it's not a dream.

AIRPORT TO TOWN

International airport for the Netherlands is Schiphol, one of the most modern airports in Europe. Uniquely situated below sea level, it is only a short distance from the main cities of Amsterdam (20 minutes), the Hague (40 minutes), Rotterdam (50 minutes), Utrecht (1 hour). KLM service coaches provide transportation to all the above (use not restricted to KLM passengers). Taxis are available, but can be expensive.

CLIMATE/CLOTHING

The climate may be compared to that of Portland, Oregon or Seattle, Washington. In general, winters are mild, thanks to the influence of the gulf stream. Still, the damp winter air near the canals can bite through the heaviest clothes, so dress warmly in winter. Spring and Fall are beautiful seasons in Holland with some crispness in the air. A raincoat is recommended even in Summer.

CURRENCY

At present the rate of exchange is \$1 equals 3 guilders or 1 guilder is worth 32¢ U.S.

DEPARTURE TAX

None.

DOCUMENTS REQUIRED FOR ENTRY

Valid passport for U.S. and Canadian citizens.

ELECTRICITY

Everywhere in The Netherlands the voltage is 220 volts, a/c.

FOOD & DRINK

Dutch cuisine is wholesome and hearty, good home cooking, and quite delicious. Start with a famous soup called *erwtensoup*, it's made of peas and sausage and is guaranteed to warm you through. A snack with the unlikely name of *uitsmijter* (the local bouncer) consists of bread and ham, beef or cheese, topped with an egg sunny side up. The famous Indonesian *Rijstafel*, with its many dishes and exotic spices can be found in many restaurants, from simple to colossal. Chase it with Dutch beer, called *pils*.

To help you read the menu in your first Dutch restaurant, here are some terms you might encounter and tastes you will want to try:

Aarbeien—Dutch strawberries.

Asperges—(guess what) large white asparagus in season in May and June.

Bami goreng—fried noodles with meats and spices.

Nasi goreng—the same thing with rice.

Biefstuk—thick, juicy steak.

Doperwtien—small, tender green peas.

Gerookte paling—smoked eel.

Haring—Dutch herring.

Ijs—creamy ice cream.

Kaas—cheese, a variety of which you'll find difficult to choose from.

Slagroom—light whipped cream, to top anything you like.

LANGUAGE

Dutch is the national language, but English is widely spoken.

PUBLIC HOLIDAYS

New Year's Day, Good Friday (most shops open), Easter Sunday and Easter Monday, Queen's Birthday (April 30, shops open in morning), Ascension Day, Whit Sunday and Whit Monday, Christmas Day, Boxing Day (Dec. 26).

RELIGION

One-third Protestant, one-third Roman Catholic, one-third other.

SHOPPING

From Delft blue ceramics to wooden shoes and everything in between, you'll find it in city shops, country markets and the bargain filled cases at the Schiphol Airport duty-free shops. Cheese, antiques, tulip bulbs, chocolate to make you happy, even diamonds (Amsterdam is a world center of diamond cutting and polishing) will catch your eye.

TIPPING

A service charge of 15% is included in all restaurant and bar bills. Only when service has been very friendly should a small extra be left for the waiter or waitress.

TRANSPORTATION

In addition to trams, buses and canal boats, taxis are available. It is not usual to hail taxis in Holland, but they can be hired at stands or called for. Rates vary from city to city but generally range from fl.60 to fl.80 and from fl.90 to fl.40 per kilometer. Meter fare shown includes tips. Car rental in the summer is about \$25 per day and 10 to 20 cents per kilometer.

All main roads are patrolled from 7 a.m. to midnight by the yellow cars of the Royal Dutch Touring Club—ANWB. They will also assist visitors whose cars break down.

MORE INFORMATION

Two valuable brochures are available from the Netherlands National Tourist Office nearest you. Ask for "Getting Into Dutch" and "Holland, General Information."

Here are the addresses: Netherlands National Tourist Office, 576 Fifth Avenue, New York, NY 10036; 681 Market Street, San Francisco, CA 94105; P.O. Box 311, T.D. Centre, Toronto, Ontario M5K 1K2, Canada.

AIRFAIR January 1976

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(Continued from page 26.)

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AIRFAIR January 1976

Pan Am's World Bonus Extras



When you choose a Pan Am's World Tour listed on the following pages, here is what you'll receive before you go:

Pan Am's World flight bag (two-week tours only) to hold everything you'll need on each wonderful day during your travels. All Hawaii passengers will receive a beach bag upon arrival instead of the flight bag.

A free copy of Pan Am's Real Guide to the countries you'll be visiting. Everything you need to know—from local customs to wining and dining advice. Up-to-the minute information, selling regularly at \$1.95 (one free copy per family).

Berlitz language guides in either French, Japanese, Portuguese or Spanish,

appropriate to the countries you'll be visiting on your trip (one per family).

Special travel wallet for your travel documents (one per family).

Two free rolls of Fotomat color film. You'll receive prior to departure, a voucher for two free rolls of 126, 127 or 35mm film. The voucher is redeemable at any of the 1300 Fotomat locations around the U.S. and Canada or by mail.

Special baggage tags so that your baggage is readily identified wherever you go. **Free copy of Pan Am's World Shopping.** Detailed advice—plus a multi-purpose shopping record to enter the information you'll need for Customs on your return (one per family).

PAN AM'S WORLD TOURS—

Fares are available to all scheduled ATC/IATA airline employees. Spouse and dependent children under 21 are eligible only when traveling with the employee. Parents are not eligible. You will be confirmed on a *Conditional Reservations* basis unless the flight is heavily booked. However, if Pan Am must board full paying passengers, pass riders and 75% reduced rate space available interliners would first be removed and then the interliners with this *Conditional Reservations* would be re-

moved. Flights cannot be booked until 21 days before day of travel. All flights not within this time period will be shown on your ticket with open dates. Letter of ID must be on company stationery and include names and relationship of accompanying passengers and must be signed by your Pass Bureau or Personnel Dept.

IMPORTANT

All special fares listed with tour program must be booked in conjunction with tour thru Interline Travel Service. Do not contact airline offices.

"PAN AM'S WORLD OF WEEKENDERS" FOR 1976

THREE AND FOUR NIGHT INTERLINE TOURS FOR
ALL EMPLOYEES OF IATA/ATC CARRIERS.

Featuring:
United Airlines Special U.S.A. Bonus

TOUR DESTINATIONS AND COST:

AMSTERDAM	\$115
BUDAPEST	\$135
COPENHAGEN	\$115
FRANKFURT	\$130
LONDON	\$110
ROME	\$115
VIENNA*	\$125

*Your tour to Vienna is in cooperation with Pan American Airways to London, and Austrian Airlines from London to Vienna. All tickets will be issued through Interline International.

ELIGIBILITY:

Airline employee, spouse and dependent children under 21 (see General Conditions).

ITINERARY: (All Destinations except Budapest which is one extra night.)

Day 1: USA—EUROPE. Join your fellow interliners for the overnight Pan Am Flight to Europe. Dinner will be served on board.

Day 2: EUROPE. Arrive at your European destination where you will be met by a local representative and transferred by motorcoach to your hotel. Balance of day at leisure to shop or explore.

Day 3: EUROPE. Half-day sightseeing tour of the city by private motorcoach. Remainder of the day free.

Day 4: EUROPE. Entire day at leisure for your independent activities.

Day 5: EUROPE—USA. At leisure until your return transfer by motorcoach to the airport for your flight home.

COST INCLUDES:

■ Pan Am round-trip economy transportation issued on a conditional space, subject to revenue demand basis (see Responsibility Clause under General Conditions).

■ U.S. International Departure Tax.

■ Three nights at a first class hotel with private bath or shower. (Four nights in Budapest.)

■ Continental breakfast daily.

■ Half-day city sightseeing tour by private motorcoach. (Additional Danube Bend tour in Budapest.)

■ Round-trip transfer by private motorcoach between airport and hotel.

■ Hotel service charges and taxes on rooms.

■ Portage tips for one bag per person at airport and hotel.

SPECIAL TOUR NOTES:

■ All costs are per person and based on sharing a twin-bedded room.

■ Single room supplement: \$25 (all destinations except Budapest: \$30). Whenever possible, we will attempt to room you with another Interliner.

■ Children: No reduction on stated tour price.

■ Visas are required for Budapest. Visa fees/processing are not included—you must secure visa on your own. Visa forms will be supplied upon receipt of your tour order.

■ As tours generally close out four weeks before departure, please book as early as possible or at least six weeks in advance of departure date.

TYPICAL HOTELS USED ON "WEEKENDERS":

Amsterdam:	Port Van Cleve
Budapest:	Hotel Royal
Copenhagen:	Grand Hotel
Frankfurt:	Park Hotel
London:	London Metropole
Rome:	Ritz/Sporting
Vienna:	Prinz Eugen

The exact hotel to be used will be advised when final documentation is issued—approximately two weeks before departure. (Comparable hotels to those shown above may be substituted on occasion.)

Please Note: Hotel check-out time is normally at noon and during busy periods it is often difficult for hotels to prepare fresh rooms until early afternoon. As some Pan Am flights arrive in Europe early in the morning, tour members are respectfully reminded that hotel rooms may sometimes not be ready for immediate occupancy.



UNITED AIRLINES U.S.A. BONUS:

Pan Am "Weekender" passengers may now board any United Airlines flight within the United States to get to and from the Pan Am gateway city for a \$10 per person service charge each way. This domestic portion on United Airlines is positive space, subject to revenue demand. Please make your own reservations directly with your local United Airlines reservations office. Tickets will be issued through Interline International using the Interline Tour Reservation Form shown.

Please remember to add \$20 per person to the cost of the tour when you use the United Airlines domestic bonus roundtrip, or \$10 per person if used one-way. Make all checks payable to Interline International.



TOUR DESTINATIONS AND DEPARTURE CITIES:

Destinations:	Departure Cities:
Amsterdam:	JFK
Budapest:	JFK
Copenhagen:	JFK
Frankfurt:	WAS
London:	JFK, DTW/BOS, PDX/SEA, SFO/SEA, WAS
Rome:	JFK
Vienna:	JFK, DTW/BOS, PDX/SEA, SFO/SEA

1976 DEPARTURE DATES:

The following departure and return dates are the same from each of the departure cities shown above to: Amsterdam, Copenhagen, Frankfurt, London (except Washington, D.C.—see below), Rome and Vienna:

Depart:	Return:	Depart:	Return:
Jan. 15	Jan. 19	Feb. 26	Mar. 1
Jan. 22	Jan. 26	Mar. 4	Mar. 8
Jan. 29	Feb. 2	Mar. 11	Mar. 15
Feb. 5	Feb. 9	Mar. 18	Mar. 22
Feb. 12	Feb. 16	Mar. 25	Mar. 29
Feb. 19	Feb. 23	Apr. 1	Apr. 5
		Apr. 8	Apr. 12

WAS—LON

The following departure and return dates are only for tours from Washington, D.C. to London:

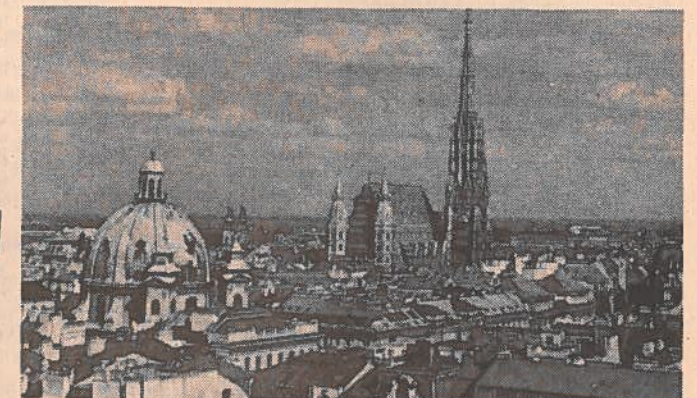
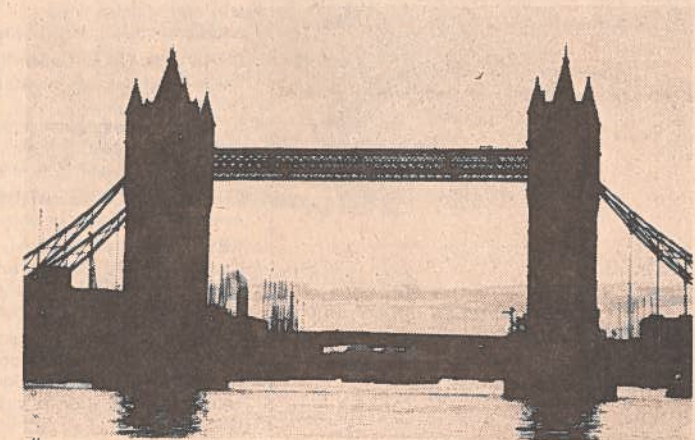
Depart:	Return:	Depart:	Return:
Jan. 21	Jan. 25	Mar. 3	Mar. 7
Jan. 28	Feb. 1	Mar. 10	Mar. 14
Feb. 4	Feb. 8	Mar. 17	Mar. 21
Feb. 11	Feb. 15	Mar. 24	Mar. 28
Feb. 18	Feb. 22	Mar. 31	Apr. 4
Feb. 25	Feb. 29	Apr. 7	Apr. 11

JFK—BUD

The following departure and return dates are only for tours from JFK to Budapest:

Depart:	Return:	Depart:	Return:
Jan. 21	Jan. 26	Mar. 3	Mar. 8
Jan. 28	Feb. 2	Mar. 10	Mar. 15
Feb. 4	Feb. 9	Mar. 17	Mar. 22
Feb. 11	Feb. 16	Mar. 24	Mar. 29
Feb. 18	Feb. 23	Mar. 31	Apr. 5
Feb. 25	Mar. 1	Apr. 7	Apr. 12

AIRFAIR January 1976



See booking instructions and order form for these "Pan Am's World of Weekenders" on page 46. These tours are group departures for airline employees and all include air transportation as shown in itineraries.

IMPORTANT NOTICE:

FOR INFORMATION ONLY CONCERNING "PAN AM'S WORLD OF WEEKENDERS" CONTACT:

West Coast

Interline Travel Service
9800 S. Sepulveda Blvd., Suite 524
Los Angeles, California 90045
(213) 649-3579

East Coast

Interline International
116 East 30th Street
New York, NY 10016
(212) 689-4423

"PAN AM'S WORLD OF WEEKENDERS" INTERLINE TOUR RESERVATION FORM

Please complete this application form and mail with a check for the full cost of tour (including United Airlines domestic portion when applicable) and a letter signed by your supervisor certifying your employment, to:

Interline International
116 East 30th Street
New York, N.Y. 10016

PLEASE MAKE ALL CHECKS PAYABLE TO:

INTERLINE INTERNATIONAL.

We regret that reservations cannot be requested by telephone but your application by mail will be processed and acknowledged within a few days. (A photocopy of this form may be used if there are insufficient copies of the brochure.)

Amount enclosed including \$2.00 per person handling fee.
Canada Residents: Please add 5% to your total tour cost to cover international transfers.

PLEASE PRINT

Name _____
Last First Mr./Mrs./Ms.

Home Address _____

City/State _____ Zip _____

Airline & Position _____

Employment Date _____ Employee Number _____

Home Phone & Area Code _____ Business Phone & Area Code _____
Accompanying Family Members _____

Last Name First Name Relationship _____

Departure City _____ Destination City _____

Departure Date _____
(1st Choice) (2nd Choice) (3rd Choice)

UNITED AIRLINES DOMESTIC PORTION:

From _____ To _____ ☐ One Way ☐ Round Trip

Type of Room Single () Twin ()*

* If sharing with another Interliner a separate Reservation Form, full payment and a letter from supervisor certifying employment MUST be submitted with this form by your companion. Please state full name of companion.

I have read and accept the General Conditions printed in the brochure, including the eligibility rules.

Signature _____

Date _____

Inner Circle Number _____

I do ☐ , do not ☐ , receive your tour mailings.

☐ Enclosed is \$10 US for 12 months of Airfair Interline Magazine plus Airfair Travel Club benefits.

☐ I am already an Airfair subscriber.

ALL TOUR BOOKINGS & SUBSEQUENT INQUIRIES MUST BE SENT DIRECTLY TO THE CENTRAL BOOKING OFFICE SHOWN ON THE TOUR RESERVATION FORM—PHONE RESERVATIONS CANNOT BE ACCEPTED.

GENERAL CONDITIONS FOR ALL "PAN AM'S WORLD OF WEEKENDERS" TOURS

ELIGIBILITY: These tours are available to all employees of IATA/ATC carriers, including spouse and dependent children 21 years of age and under, unless specifically excluded by general carrier interline agreements. PAA employees check the Passenger Manual, bulletin 1102.3 for eligibility requirements. Length of employment for all participating employees must not be less than three months. Employee must accompany family members.

AIR TRANSPORTATION: Pan Am tickets will be issued on a conditional space, subject to revenue demand, basis (see Responsibility Clause below).

LAND ARRANGEMENTS: They will be provided by local tour agents as described in the itinerary. Transportation to the departure point of any additional sightseeing tours which may be purchased locally on an independent basis is not included. Any unused services are not refundable.

CHILDREN: Dependent children 21 years of age and under will be accepted but there is no reduction in cost for either the air transportation or the land arrangements.

HOTELS: Accommodations will be provided in rooms with private bath or shower at first class hotels. There is a \$25 supplement for single rooms which are limited and subject to availability at the time of booking (Budapest \$30).

CURRENCY FLUCTUATION: All prices quoted are subject to adjustment in the event of changes in currency exchange rates.

RESERVATIONS: Most groups are restricted to 40 persons and availability is therefore limited. Applications can only be processed on receipt of a fully completed reservation form accompanied by prepayment in full and a letter of verification of employment from your supervisor.

CANCELLATION: This must be submitted in writing. There will be a cancellation charge of \$20 per person on the land arrangements within thirty days of departure; \$30 per person for cancellation within five to two days of departure; for cancellation within two days of departure (or no-shows) there will be no refund on full tour cost.

TRANSFER FEES: If you wish to transfer from one tour to another, we will be happy to accommodate you, providing your request is submitted in writing, accompanied by a \$5 transfer fee per application. Transfers can be accepted until two weeks prior to departure if space is still available.

RETURNED CHECKS: If payment on your check is refused by your bank, you will be assessed a minimum fee of \$5.00.

CANADA RESIDENTS: Please add 5% to your total tour cost to cover international transfers.

DOCUMENTATION: Will normally be issued two weeks before departure. No exchange coupons are issued individually for the land arrangements as these are organized on a group basis.

PASSPORTS: It is the express responsibility of all participants to be in possession of a valid passport and to secure any other travel documents which may be required by U.S. or foreign government regulations. Holders of U.S. passports do not require visas to enter the countries included in this program except Budapest where a visa is required. Health regulations should be checked before departure as these may vary without notice.

NOT INCLUDED: Any feature not shown in this brochure, including passport and visa fees, foreign airport taxes, excess baggage (free limit is 44 lbs. per person on Pan Am flights), gratuities to guides and all personal expenses.

RESPONSIBILITY: Modification of any tour itinerary may occur as a result of schedule changes or through revised arrangements made by those organizing these tours abroad or for any other unforeseen circumstances. Pan Am & Interline International reserve the right to adjust the cost or cancel any tour departure if the number of persons booked is less than that on which the tour arrangements were predicated or for any other unforeseen circumstances. Pan Am & Interline International reserve the right to substitute hotels and to change tour features should circumstances demand. The tour operator, including persons involved in independent services connected with any part of this program, act only in the capacity of agents for the passenger in all matters relating to hotel accommodation, meals, entertainments, other services and transportation, whether by plane, rail, motor-coach, car or any other means of conveyance. They shall not be liable for any injury, damage or loss occasioned by the neglect or default of any company or person engaged in operating any part of this program, or any hotel proprietor or other persons supplying services or materials in connection with this program. Pan Am, United Airlines, Austrian Airlines, Airfair Interline Magazine and Interline International accept no liability for loss or additional expenses due to cancellation of service or delay or changes in schedules, resulting in off-loading, misconnections, or otherwise.

Pan American World Airways & Interline International and any other transportation companies concerned are not to be held responsible for any act or omission or event during the time passengers are not on board their conveyances. The passage contract in use by the carriers concerned, when issued, shall constitute the sole contract between Pan American and other transportation companies and the purchaser of these tours and/or the passenger.

MEDITERRANEAN

ZEUS

9 DAYS 7 NIGHTS
\$165 pp dbl—\$200 single

ELIGIBILITY:

Airline employee and spouse.

COST INCLUDES:

- Olympic Airways round-trip economy class, positive space air transportation.
- Round-trip airport transfers.
- Six nights in Athens in First-Class hotel.

■ Continental breakfast each morning in Athens.

■ Full-day sightseeing tour of Athens by Chat Tours.

■ Two-day trip to Delphi, with all meals and with accommodations at the luxurious Hotel Amalia Delphi.

SPECIAL TOUR NOTES:

■ If departing from New York or Chicago, add \$3.00 U.S. Int'l Departure Tax to tour price and include with payment.

■ All interliners must add \$1.35 Greek Departure Tax to tour price and include with payment.

DEPARTURE DATES:

From New York: Daily from Jan. 16 to Mar. 7, 1976 (inclusive).

From Chicago: Feb. 25 and Mar. 3, 1976.

From Montreal: Every Saturday from Jan. 24 to Mar. 6, 1976 (inclusive), also Feb. 25 & Mar. 3.

**3 CIVILIZATIONS
15 DAYS 13 NIGHTS
\$495 per person —dbl
(two-bed outside cabin)**

ELIGIBILITY:

Airline employee and spouse.

ITINERARY

Day 1 (Sat.): USA—ATHENS. Evening departure from your Olympic Airways gateway for Athens.



Day 2 (Sun.): ATHENS. Early afternoon arrival. Meeting at the airport and transfer to your hotel. Balance of the day at leisure.

Day 3 (Mon.): ATHENS. Morning at leisure. Early in the afternoon departure for Patras in time to board your cruise ship mts *Orpheus*.

Day 4 (Tue.): AT SEA. The Mediterranean air will work up your appetite for all the fine continental meals aboard.

Day 5 thru 6 (Wed./Thur.): ALEXANDRIA. Two days to visit the land of the Pharaohs.

Day 7 (Fri.): ALEXANDRIA. Morning at leisure. Sail at noon.

Day 8 (Sat.): BEIRUT. Arrive at noon. A full day to explore the Middle East's most cosmopolitan town.

Days 9 thru 10 (Sun./Mon.): HAIFA. Two full days in Israel's most important maritime harbor and a truly modern city.

Day 11 (Tue.): HAIFA. Morning at leisure in Haifa. Sail at noon.

Day 12 (Wed.): AT SEA. Relax aboard ship.

Day 13 (Thu.): PIRAEUS/ATHENS. Arrive in Piraeus in the morning. Disembarkation after breakfast. Transfer to your hotel in Athens. Afternoon sightseeing of Athens will include the Acropolis and the old part of Athens.

Day 14 (Fri.): DELPHI. All day excursion to Delphi.

Day 15 (Sat.): ATHENS/USA. After breakfast, transfer to the airport for the Olympic Airways flight to New York, Chicago or Montreal.

COST INCLUDES:

- Olympic Airways round-trip economy class, positive space air transportation
- Round-trip airport and pier transfers as shown in itinerary.
- Three nights in Athens in First-Class hotel.
- Half-day sightseeing tour of Athens.
- Ten-day cruise aboard the mts *Orpheus*, including meals, in 2-bed outside cabin with private facilities.
- Full-day excursion to Delphi.

SPECIAL TOUR NOTES:

■ If departing from New York or Chicago, add \$3.00 U.S. Int'l Departure Tax to tour price and include with payment.

■ All interliners must add \$1.35 Greek Departure Tax to tour price and include with payment.

DEPARTURE DATES:

From New York, Chicago & Montreal: Jan. 17, 31; Feb. 14, 28; Mar. 13, 1976.

See booking instructions and order form on page 53. These tours include air transportation as shown in itineraries.

**THE CIVILIZED WAY
TO SPEND WINTER
(Pick any week in Greece)**

**THE TAVERNA CRAWLER
9 DAYS 7 NIGHTS
\$299 pp dbl—\$334 single**



ELIGIBILITY:

Airline employee and spouse.

COST INCLUDES:

- Olympic Airways round-trip economy class, positive space air transportation.
- Seven nights in Athens in First-Class hotel.

■ Continental breakfast daily at hotel.

■ You'll spend every night in Athens at a different taverna, featuring a top bouzouki orchestra—each with a great meal and wine.

■ Plus, any (or all) of these delightful, one-day sightseeing trips: Cape Sounion and the Temple of Poseidon; Delphi, home of the Oracle, with lunch; a cruise to the enchanting isles of Hydra, Poros and Aegina, with lunch; morning and afternoon tours of beautiful Athens.

SPECIAL TOUR NOTES:

■ If departing from New York or Chicago, add \$3.00 U.S. Int'l Departure Tax to tour price and include with payment.

■ All interliners must add \$1.35 Greek Departure Tax to tour price and include with payment.

DEPARTURE DATES:

From New York: Daily from Jan 16 to Mar 7 1976 (Inclusive).

Placetrip
e s u e 48.

MIDDLE EAST

EGYPT & NILE 8 to 10 DAYS From \$500 per person

VISITS: Cairo, Aswan and Luxor.

COST INCLUDES:

■ Round-trip air transportation from New York to Cairo and domestic air transportation within Egypt.

■ Hotel accommodations with private bath.

■ Transfers to and from airports.

■ Some meals while on tour included.

■ Sightseeing of cities and pyramids.

DEPARTURE DATES: One tour to be operated each month during Jan., Feb., Mar. and Apr. 1976—final dates to be announced soon.

FOR FURTHER DETAILS: Write to Interline International, Attn: Egypt Desk, 116 East 30th Street, New York, NY 10016.

SKIN DIVERS' SPECIAL RED SEA—SINAI REEF 11 DAYS 9 NIGHTS \$577 per person—dbl

ELIGIBILITY:

Airline employee, spouse and dependent children under 21. Also parents & retired employees of IATA/ATC carriers are eligible.

COST INCLUDES:

■ El-Al Israel Airlines round-trip air transportation from New York to Tel Aviv.

■ Transfers from airport to hotel.

■ Nine nights hotel accommodation.

■ Breakfast and dinner daily at hotel.

■ All diving and diving equipment included.

■ Taxes and tips.

ITINERARY:

Day 1: Depart on El-Al flight to Tel Aviv from New York.

Day 2: Flight from Tel Aviv to Eilat. Stay at the Laron Hotel.

Day 3: Dive today at Eilat.

Day 4: Dive at Eilat in the morning. Afternoon departure from Eilat to Sharm where you stay at the Sharm Hotel.

Days 5 thru 8: Four days of diving at Sharm. Stay at Sharm Hotel.

Day 9: Fly from Sharm to Jerusalem in the morning. Stay at Hotel Jerusalem.

Day 10: The morning is free with a half-day sightseeing tour of Jerusalem in the afternoon.

Day 11: Transfer to the Tel Aviv airport for your El-Al flight back to New York.

DEPARTURE DATES:

From New York: Mar. 18 and Aug. 19, 1976.

HOLIDAY IN LEBANON & TURKEY 9 DAYS 7 NIGHTS \$188 pp dbl—\$233 single

ELIGIBILITY:

Airline employee, spouse and dependent children under 21.

COST INCLUDES:

■ Round-trip economy air transportation on Pan Am, issued on a conditional space, subject to revenue demand basis, to and from New York.

■ Transfers between airport and hotel.

■ Hotel accommodations in twin-bedded rooms with private bath.

■ Continental breakfast daily at hotel.

■ Sightseeing as shown in itinerary.

DEPARTURE DATES:

From New York: Jan. 24; Feb. 14; Mar. 13; Apr. 3, 1976.

ITINERARY:

Day 1 (Sat.): NEW YORK. Depart this evening via Pan Am flight 2 at 7:00 p.m. from New York.

Day 2 (Sun.): ISTANBUL. Your arrival is at 3:55 p.m., local time, where you will be met by your local host and escorted to your hotel, the Hotel Anka. The balance of the day is yours in a city that is rapidly becoming one of the world's great vacation spots.

Day 3 (Mon.): ISTANBUL. It's a full day of sightseeing today as you have a tour that includes the Mosque of Soliman the Magnificent, with its richly decorated tiles and brilliant stained glass windows; the Museum of Turkish and Islamic Art; the famed "Blue Mosque," one of the world's most majestic and elegant mosques; the Topkapi Palace, with its priceless jewels, thrones, tiles and sacred relics; and colorful Bazaar.

Day 4 (Tue.): ISTANBUL. A full day on your own. Plenty of time to explore the colorful Grand Bazaar, where you will find stall after stall of great buys in gold, silks, jewelry and of course brass and copper work. Time to take a ferry ride up the Bosphorus and to the Princes Islands. No stay in Istanbul is com-

plete without a typical cup of Turkish coffee at a local cafe.

Day 5 (Wed.): ISTANBUL—

BEIRUT. A whole morning at leisure for last minute shopping and strolling about this exotic city. Then you will be taken to the airport where you board your Pan Am flight at 4:55 p.m., arriving in Beirut at 6:30 p.m. Upon arrival, you will be in the "Paris of the Middle East" and you will be escorted to your hotel, the Bea Rivagi.

Day 6 (Thu.): BEIRUT. Today it's an exciting full-day excursion to Baalbeck. You will drive through the beautiful Lebanese mountains, past the summer resorts of Aley and Sofar to Baalbeck, for a look at the remains of the fantastic temples of Jupiter, Bacchus and Venus. Then you continue to Damascus, Syria's capital, where you visit the Omayyad Mosque, the Tomb of Saladin and the Tomb of St. John the Baptist, now a Moslem Basilica. Then it's back to Beirut in the late afternoon.

Day 7 (Fri.): BEIRUT. This morning it's a sightseeing tour to Byblos, the city from which the Bible gets its name. Here you will see huge excavations of burial jars, towers built by the Mameluke Sultans and the Crusaders' fortresses. The afternoon is yours to explore the capital of the crossroads of trade in the Middle East.

Day 8 (Sat.): BEIRUT. A full day at leisure. Here is another great place for shopping. Best shopping is on Hamra Street, where "people watching" is just as much a part of the scene as is the shopping. Best buys are gold, brocades and Jez-zine ware. Or take the afternoon off and relax in the sun at one of the many resorts. Or take a tour of the residential (Ras Beirut) section. In the evening, a show featuring the "Belly Dancer" is a must or the fantastic show at the Casino du Liban should also not be missed.

Day 9 (Sun.): BEIRUT—NEW YORK. Transfer to the airport where you board your Pan Am flight 111 at 7:40 a.m., arriving the same day in New York at 3:35 p.m.

NORTH AFRICA

HOLIDAY IN MOROCCO 8 DAYS 6 NIGHTS \$271 pp dbl—\$311 single

ELIGIBILITY:

Airline employee, spouse, dependent children under 21, and parents of the airline employee.

COST INCLUDES:

■ Round-trip air transportation on Royal Air Maroc from New York to Casablanca.

■ Round-trip transfers between airport and hotel.

■ Hotel accommodations in twin-bedded rooms with private bath.

■ Continental breakfast daily at hotel.

■ Sightseeing as outlined in itinerary.

DEPARTURE DATES:

From New York: Jan. 17; Feb. 7; Mar. 6; Apr. 3, 1976.

ITINERARY:

Day 1 (Sat.): NEW YORK. Depart this evening via Royal Air Maroc jet at 8:00 p.m. from New York.

Day 2 (Sun.): CASABLANCA. Arrival in the morning at 8:25 a.m. where you will be met and taken to your hotel, the Casablanca. Here you will find a modern city that has grown up around a small Arab village. In the afternoon there will be a sightseeing tour that will highlight the native quarters with its Great Mosque; the Palace of Justice; Mohammed Square and the Kis-

saries, where potters and weavers sell their wares.

Day 3 (Mon.): CASABLANCA—RABAT. It's a full-day excursion to Rabat, Morocco's colorful capital with its numerous public gardens and flower-lined avenues. A sightseeing tour will show you the Hassan Tower, the Royal Palace and the impressive gateways cut through the ancient city walls. You will also see the Chellah, the Kasbah of Oudayas, the Mechouar, the Medina and the Souks as you explore this ancient city. In the late afternoon, return to Casablanca. There is a casino at Mohammedia, just to the North of the city where you may want to try your luck.

Day 4 (Tue.): CASABLANCA—MARRAKECH. After breakfast, you will be transferred by coach to Marrakech. As you arrive you will see a rose-pink oasis city looking to the snow-capped High Atlas Mountains. Your next four nights will be at the "Pearl of the South" and a city that was founded at the end of the 11th century by veiled men from the Sahara. Your accommodations are at the lovely Holiday Inn.

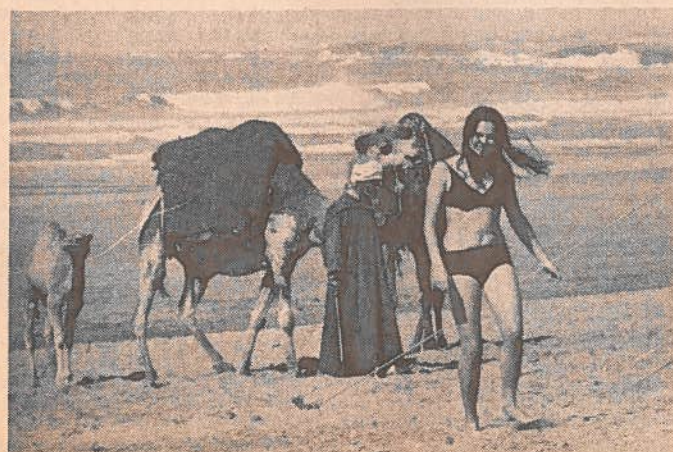
Day 5 (Wed.): MARRAKECH. A full-day sightseeing tour will take you into the heart of the city life. You will see the market place and city square where dancers, fortunetellers and acrobats put on a never ending show. You'll visit the camel market, Koutobia, a 12th century minaret and the beautiful Saadian Tombs.

Day 6 thru 7 (Thu./Fri.): MARRAKECH. Two days on your own in this city of famous monuments and decorated tombs. Optional tours out of Marrakech will be available. Tours to places like Quarzazate, Zagora and the Valley of the Draa. In Goulmine are people with permanently blue skin, acquired from their blue robes. For those who wish to relax, there is a superb golf course and of course the swimming pool at the hotel.

Day 8 (Sat.): MARRAKECH—NEW YORK. Leave early in the morning as you take your connecting flight to Casablanca, and depart with Royal Air Maroc jet at 1:20 p.m., arriving in New York the same afternoon at 5:20 p.m.



See booking instructions and order form for Interline International Tours on page 53. All tours on pages 50 and 51 include air transportation as shown in itineraries.



(continued from previous page)

since 1318 with its pharmacy, considered to be the oldest active pharmacy. You will see the Doges Palace and the church of St. Vlaho. In the afternoon, explore the narrow, cobblestoned streets that will yield discovery after discovery for you. Or take the cable car ride atop Mt. Srdj where you can view the entire city and have a delightful lunch.

Day 8 (Thu.): DUBROVNIK.

You're on your own today and what better way to see the surrounding countryside than by excursions. Drive back inland to Mostar with its Turkish influence architecture and much-photographed bridge. Take a cruise along the sea past the many quaint towns or a tour that includes the rugged mountain countryside of Montenegro and the pirate castle at Sveti Stefan. It's easy to rent a car and take a drive into the countryside on your own. Or spend the day shopping in the town square. In the evening a local concert in a chapel may highlight your day or try your luck at the gambling casino at the Hotel Libertas.

Day 9 (Fri.): DUBROVNIK—NEW YORK. Depart this morning via JU 781 to connect with your Pan Am flight 73 at 10:35 a.m. direct to New York, arriving the same afternoon.

COST INCLUDES:

■ Round-trip economy air transportation on Pan Am, issued on a conditional space, subject to revenue demand basis; to and from New York.

■ Transfers between airports and hotels.

■ Hotel accommodations in twin-bedded rooms with private bath.

■ Continental breakfast daily at hotel.

■ Sightseeing as shown in itinerary.

DEPARTURE DATES:

From New York: Jan. 29; Feb. 26; Mar. 18; Apr. 15, 1976.

PACIFIC

NEW ZEALAND'S SOUTH ISLAND 15 DAYS 12 NIGHTS \$498 pp dbl/ single share

TOUR CODE:
CHC 501-124

ELIGIBILITY:

Airline employee, spouse
and dependent children
under 21.

ITINERARY:

Day 1: LOS ANGELES. Depart via
Pan Am Jet Clipper flight from Los
Angeles.

**Day 2: INTERNATIONAL DATE
LINE.** Lose one day.

**Day 3: AUCKLAND—CHRIST-
CHURCH.** Arrive in Auckland in
the morning and connect with your
NAC flight to Christchurch. You will
be met at the airport and transfer-
red to the Shirley Lodge.

**Day 4: CHRISTCHURCH—
HOKITIKA.** First, a scenic tour of
Christchurch. Then a run across
Canterbury Plains farmlands to the
Southern Alps. Cross the Alps at
Arthur's Pass, arrive on the fam-
ous, colorful West Coast for a visit
to 'Shantytown' before reaching
Hokitika. Stay Westland Hotel.

Day 5: HOKITIKA—GLACIERS.
Glimpses of beautiful Lakes
Wahapo, Mapourika and lanthe
mark the run south to the West
Coast Glaciers. Stay Franz Josef
Hotel.

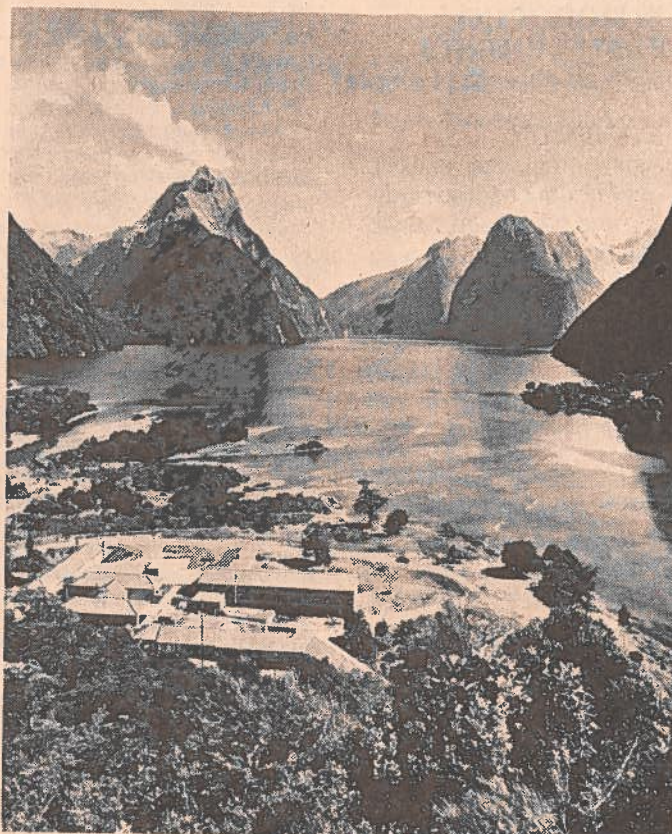
Day 6: GLACIERS. (Full Day). In-
spect Franz Josef or Fox Glacier
and drive to Lake Matheson for
superb views of Mounts Cook and
Tasman.

Day 7: GLACIERS—WANAKA.
Continue south, crossing spec-
tacular Haast Pass and traveling
through the golden landscapes of
Central Otago. Stay Wanaka
Hotel.

Day 8: WANAKA—TE ANAU.
Central Otago orchards give way
to beautiful lake and mountain vis-
tas at Lake Te Anau. Stay Fiord-
land Motor Lodge.

Day 9: MILFORD SOUND. (Day
Trip). Eglinton Valley and the
Homer Tunnel are features of the
scenic road to breathtaking Milford
Sound. A launch excursion gets
you out and about on this superb
waterway. Return to Te Anau.

**Day 10: TE ANAU—DOUBTFUL
SOUND—MANAPOURI—
QUEENSTOWN.** Cross Lake
Manapouri by launch; coach to



remote, captivating Doubtful
Sound, then return to Manapouri
for the run to Queenstown. Stay
Vacation Hotel.

Day 11: QUEENSTOWN. (Full
Day). Enjoy an unhurried explora-
tion of this famous resort. See the
historic former goldmining center
Arrowtown. Ride a chairlift to the
lofty heights of Coronet Peak; af-
ternoon free for optional
sightseeing.

**Day 12: QUEENSTOWN—
OTEMATATA.** Your tour
negotiates the Kawarau Gorge
and continues, via Lindis Pass, to
Otematata. Stay D.B. Lake
Aviemore Hotel.

Day 13: MOUNT COOK. (Day
Trip). A road trip beside pale blue
Lake Pukaki ends at Mount Cook,
mightiest of the Southern Alps
peaks. You've the thrill of a scenic
flight (with glacier ski-landing) as
an optional extra. Return to
Otematata.

**Day 14: OTEMATATA—
CHRISTCHURCH—AUCK-
LAND.** The Waitaki River Valley
featured in the early part of this
drive; broad Canterbury Plains
landscape follows. You will be
taken to the airport for the NAC
flight to Auckland. Transfer to your
hotel.

**Day 15: AUCKLAND—LOS AN-
GELES.** After breakfast, the day is
free for shopping and getting ac-
quainted with Auckland. Transfer
to the airport for your Pan Am flight.
Cross the International Date Line
gaining back the day you lost. Ar-
rive Los Angeles later the same
afternoon.

COST INCLUDES:

■ Round-trip economy air
transportation on Pan Am
and New Zealand National
Airways, issued on a condi-
tional space, subject to
revenue demand, basis.

■ Round-trip transfers be-
tween airports and hotels.

■ Hotel accommodations,
service charges and taxes.

■ Breakfast in Christ-
church and Auckland.

■ All meals while on motor-
coach tour.

■ Sightseeing as shown in
itinerary.

DEPARTURE DATES:

From Los Angeles: Feb. 26; Mar.
26; additional dates to be
announced.

SKI

SUPER SKI PERTISAU, AUSTRIA 9 DAYS 7 NIGHTS From \$265 pp dbl— \$315 single

ELIGIBILITY:

Airline employee, spouse
and dependent children
under 21.

COST INCLUDES:

■ Pan Am round-trip
economy transportation
issued on a conditional
space, subject to revenue
demand, basis from New
York to Munich.

■ U.S. International De-
parture Tax.

■ Round-trip bus transfers
from Munich Airport.

■ Seven nights accommo-
dations in twin-bedded
room with private bath.

■ Three meals daily at
hotel.

■ Six days of ski lessons
(4 hours daily).

■ Seven days rental of
skis and boots.

■ Seven days lift tickets.

■ One half-day excursion
to the Olympic Village in
Innsbruck.

TOUR PRICES AND DEPARTURE DATES: From New York:

	Tour Cost:		
Depart:	Sharing Twin:	Single:	
Jan. 28	\$265	\$315	
Feb. 11*	\$310	\$360	
Feb. 25	\$265	\$315	
Mar. 3	\$265	\$315	
Mar. 17	\$265	\$315	
Mar. 24	\$265	\$315	

*Winter Olympics to be held at
Innsbruck, Austria from Feb.
4-15, 1976.

Just ½ hour from Innsbruck,
Pertisau is a lovely ski village
nestled in the mountains of
Tyrol, Austria. Pertisau is a
perfect spot for beginners and
intermediate skiers with slopes
for expert skiers a short
distance away. Ski facilities in-
clude 5 T-Bar lifts, one chair lift.



ELIGIBILITY: All full-time employees of IATA/ATC carriers, including spouse and dependent children 21 years of age and under, unless specifically excluded by general carrier interline agreements. PAA employees check the Passenger Manual, bulletin 1102.3 for eligibility requirements. Length of employment for all participating employees must not be less than three months. On Pan Am tours, employee must accompany family members. Parents of airline employees are eligible to participate in the following tours: Holyland; Morocco; Red Sea and Grand Tour of Europe.

WHAT YOUR TOUR DOLLARS BUY: All tours are complete, including positive space economy round-trip air transportation from designated gateway; first class/superior hotel accommodations based on twin-bedded rooms with private bath or shower; meals as indicated below each of the itineraries; sightseeing as indicated, transfers, portage between the airport and hotel; U.S. International Departure Tax, and visa fees when indicated on itinerary.

PAYMENT: Make check payable to "Interline International". Full payment requested upon application; however, \$100.00 deposit per person reserves your space. The balance is due 30 days before departure.

CANADA RESIDENTS: Please add 5% to your total tour cost to cover international transfers.

RETURNED CHECKS: If payment on your checks is refused by your bank, you will be assessed a minimum fee of \$5.00.

VERIFICATION OF EMPLOYMENT: Send a letter verifying employment on your company letterhead, signed by your supervisor, listing the employee and all eligible family members traveling. This must accompany your application.

LAND ARRANGEMENTS: Will be provided by local tour agents as described in each itinerary. Transportation to the departure point of any additional sightseeing tours which may be purchased locally on an independent basis is not included. Any unused services are not refundable.

CHILDREN: Dependent children 21 years of age and under will be accepted but there is no reduction in cost for either the air transportation or the land arrangements.

PASSPORTS, HEALTH DOCUMENTS, ETC: It is the express responsibility of all participants to be in possession of a valid passport and to secure any other travel documents (except visas when included in tour) which may be required by U.S. or foreign government regulations. Health regulations should be checked before departure as these may vary without notice.

NOT INCLUDED: Any feature not shown in this brochure including visa fees (except when specified on itinerary), passport and tourist card fees, foreign airport taxes, excess baggage, food not on table d'hôte menus, beverages, tips to hotel servants, bellhops, chauffeur-guides, and all personal expenses.

CANCELLATION/REFUND: Cancellation must be submitted in writing. Full refund will be made for cancellation received up to 30 days before departure, minus \$5 per person booking and administrative fee; within 30-5 days before departure a \$25 fee per person plus cancellation fees imposed on Interline International will be assessed; cancellation within five days of departure, a fee of \$70 per person plus cancellation fees imposed on Interline International will be assessed. All rates are based on tariffs in effect on April 1, 1975, and are subject to change in the event of adjustment therein.

TRANSFER FEES: If you wish to transfer from one tour to another, we will be happy to accommodate you, providing your request is submitted in writing, accompanied by a \$5.00 transfer fee per application. Transfers will be accepted up to 30 days before departure if space is still available.

RESPONSIBILITY: Modification of any tour itinerary may occur as a result of schedule changes or through revised arrangements made by those organizing these tours abroad or any other unforeseen circumstances. The airlines involved & Interline International reserve the right to adjust the cost or cancel any tour departure if the number of persons booked is less than that on which the tour arrangements were predicated or for any other unforeseen circumstances. The airlines involved & Interline International reserve the right to substitute hotels and to charge tour features should circumstances demand. The tour operator, including persons involved in independent services connected with any part of this program, act only in the capacity of agents for the passenger in all matters relating to hotel accommodations, meals, entertainments, other services and transportation, whether by plane, rail, motorcoach, car or any other means of conveyance. They shall not be liable for any injury, damage or loss occasioned by the neglect or default of any company or person engaged in operating any part of this program, or any hotel proprietor or other persons supplying services or materials. In connection with this program the airlines involved & Interline International accept no liability for loss or additional expenses due to cancellation of service or delay or changes in schedules, resulting in misconnections or otherwise.

The airlines involved & Interline International and any other transportation companies concerned are not to be held responsible for any act or omission or event during the time passengers are not on board their conveyances. The passage contract in use by the carriers concerned, when issued, shall constitute the sole contract between the airline involved and other transportation companies and the purchaser of these tours and/or the passenger.

AIRFAIR January 1976

IMPORTANT NOTICE REGARDING INTERLINE INTERNATIONAL TOUR BOOKINGS/INFORMATION:

FOR INFORMATION ONLY CONCERNING INTERLINE
INTERNATIONAL TOURS CONTACT:

West Coast

Interline International
9800 S. Sepulveda Blvd., Suite 524
Los Angeles, California 90045
(213) 649-3579

East Coast

Interline International
116 East 30th Street
New York, NY 10016
(212) 689-4423

ALL TOUR BOOKINGS & SUBSEQUENT INQUIRIES MUST
BE SENT TO THE CENTRAL BOOKING OFFICE IN NEW
YORK—PHONE RESERVATIONS CANNOT BE ACCEPTED.

INTERLINE INTERNATIONAL TOUR RESERVATION FORM

To: INTERLINE INTERNATIONAL · 116 East 30th Street · New York,
NY 10016 · Telephone: (212) 689-4423

☐ Please book me on Interline International's interline tour to
_____ departing on _____
from (gateway city) _____

☐ For the Greek Holidays, all Interliners departing from Chicago or
New York must also include an additional \$3.00 per person for U.S.
departure tax and \$1.35 per person for Greek Government tax.

☐ Please book me on Pan Am's "World of Weekenders" tour to
_____ departing from (gateway city) _____
_____ on (first choice) _____

or on (second choice) _____. Enclosed is my check for
full payment of this tour.

☐ Enclosed is a letter from my supervisor in duplicate certifying my
airline employment.

☐ Enclosed is my \$2.00 per person booking fee.

Name _____ Address _____

City _____ State _____ Zip _____

Business Phone _____ Home Phone _____

Airline _____ Position _____ Employee No. _____

Accompanying Passengers & Relationship _____

☐ Please consider me for appointment as an Interline International
Marketing Representative for my area. Brief personal resume is
enclosed.

☐ Enclosed is \$10 US for 12 full months of Airfair Interline Magazine
plus all of the benefits of Airfair Travel Club.

☐ I am already an Airfair subscriber.

GET INTERLINE TOUR INFORMATION EACH MONTH.....

airfair

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is for
airline employees



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- PERSONALIZED ID/DISCOUNT CARD
- INTERLINE TRAVEL SERVICE TOURS
- FREE TRAVEL INFORMATION

SPECIAL SUBSCRIPTION OFFER....

To: AIRFAIR INTERLINE MAGAZINE
P.O. Box 80093, Worldway Postal Center, Los Angeles, CA 90080

Please send me AIRFAIR for one year (12 issues) at \$10 per subscription with the services and benefits of AIRFAIR TRAVEL CLUB at no extra cost

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ACC. UNIT NUMBER _____ EXPIRATION DATE _____

SIGNATURE _____

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FILL OUT THIS COUPON AND MAIL TODAY 1/76

Items of
special
interest for
interliners
around the
world

Interline Tours

DENMARK SAS Offers Interliners New Copenhagen Tours

Scandinavian Airlines is offering its new Copenhagen interline tours to the sales staff and spouses of all airlines with which SAS has reduced rate travel agreements. Departure dates are Jan. 9 & 23; Feb. 6 & 20; March 6 & 20; April 2 & 16.

Individual air fares are based on a 90% discount off the new economy fares through March 1976. They are \$66.80 from New York; \$79.20 from Chicago; \$94.20 from Los Angeles, and \$91.80 from Seattle. Fares are slightly higher in April and adjusted accordingly for employees of carriers with a 75% discount agreement.

Land cost for a two-night package is \$23.13, twin and \$41.13 double. A three night package is \$33.90, twin and \$51.93 double. The seven-night land package is \$81 twin and \$144 double. All packages include transfers from airport to hotel, accommodations at the Hotel Arthur Frommer or similar hotel, continental breakfast daily, sauna, free admission to a nightclub every evening and all service charges and taxes.

In addition, the free "Day on the Dances," compliments of the Danish Tourist Board, is part of each package. Among its features are a rent-a-car for 24 hours at no rental charge, sightseeing tour of the city, 24 hour bicycle rental at no charge, free pass to the Copenhagen Zoo and a conducted tour of the Tuborg and Carlsberg Breweries.

Airline personnel interested in this interline bargain package should obtain a letter stating eligibility to participate from their respective pass bureau, personnel department or supervisor. All requests for SAS tours must be forwarded with the letter of eligibility to Scandinavian Airlines, Industry Sales, Dept. NC, 138-02 Queens Blvd., Jamaica, New York 11435.

GREECE Civilized Tours From Olympic Airways

A week in Greece for \$299 per person, double, includes air fare. Choose from Interline Holidays A, B, C, or D. Each one is a different combination of Athens and the Greek Islands—in whatever order you like. Departures daily from New York from January 16 to March 7, 1976; from Chicago on Wednesdays from January 21 to March 3; from Montreal on Wednesdays and Saturdays from January 21 to March 6 (No Wednesday departures from Chicago or Montreal from January to February 24.)

Other tours include a nine-day golf holiday for \$289 with accommodations at the Astir Palace Hotel at Vouliagmeni. A seven-day Athens and Delphi tour for \$165; a 15-day spring cruise in the *Stella Oceanis* with New York departure on March 28, for \$495.

Also priced at \$495 is a land/cruise package of 15 days length. Or, for \$99 you can get your air fare, two nights; hotels in Athens, continental breakfast and an Athens by Night tour.

For details and information and bookings, write to: Traveline, Inc., 680 Fifth Avenue, New York, NY 10019. The tours are available to all employees and spouse of IATA/ATC carriers.

HUNGARY Malev Plans Interline Jet Set Tours

The price is \$79.50 for Malev's Interline Jet Set Tours to Budapest and Danube Bend. Included are three nights at the Hotel Duna Intercontinental,

Friday through Monday, through March 26, 1976. Positive space air transportation from any of Malev's European gateways, transfer from airport to hotel and return, breakfasts, sightseeing tour of Budapest and lunch at 19th century Hungarian Restaurant, dinner with wine and gypsy music, and gypsy dancers at Feher Galamb (the White Dove). Danube Bend excursion visits Esztergom, former royal seat of Hungarian Kings and Bisegrad Castle. Lunch at local hotel in Szentendre, picturesque baroque town. Farewell dinner at the hill-top Citadella Restaurant in Budapest, complete with winetasting. (Visa is required for this tour.)

Scheduled airline employees and their immediate family are eligible. For complete information, contact Malev Interline Department, 630 Fifth Avenue, New York, NY 10020, Room 2602. Tel. (212) 757-6480.

IRELAND Interline Ireland On Your Own

Aer Lingus Irish Airlines has recently announced details of its interline packages to Ireland. The "Ireland On Your Own" holidays can be tailored to your own needs and interests. All include use of a Ford Escort automobile (gasoline not included) for the duration of your stay. The Farmhouse Holiday includes nightly lodging in an Irish farmhouse, daily breakfast and the Ford Escort for \$11 per person. If you prefer to stay in hotels, the price is \$16 per person including car and full Irish breakfast. For \$21 per person per day you can stay in a deluxe hotel. Hotel and farmhouse holidays can be combined.

If staying in a thatched Irish cottage sounds like fun, Aer Lingus has a Rent An Irish Cottage program just for you. Your cottage comes complete with linens and utensils. All are centrally heated and include modern bath and electric stove. Ford Escort auto included, also, or a Volkswagen mini-bus for groups of 8. Per person rates (for a seven-day Cottage tour) are

\$69.50 double sharing, \$59 triple sharing, \$44 quadruple sharing and \$32 for eight sharing.

A Medieval Banquet can be added to any of the above programs for \$10.50 per person.

Transportation using Aer Lingus' Shamrock Interline Fare is \$89. Round trip from any U.S. gateway city. The land tours are open to all eligible airline employees, their spouses, children, parents and retired airline employees. The Shamrock Fare is available to full time airline employees, spouses and dependent children through age 20 (consult your own pass bureau for details of your interline agreement with Aer Lingus regarding transportation for retired airline employees and parents.)

For additional details and to make reservations contact Tara Travel, 681 Market St. #629, San Francisco, CA 94105. Tel (415) 777-4555.

TAHITI UTA Cancels Familiarization Trips

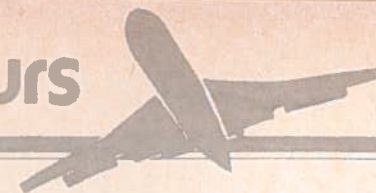
Due to heavy passenger loads, UTA is no longer able to accept applications for the very popular UTA Interline Program to Tahiti for 1975. When the 1976 program is finalized, it will be announced through this publication.

UNITED STATES COLORADO Aspen Interline Ski Weeks Scheduled

Aspen Airways and Highlands Inn bring you two interline ski weeks in April, featuring GLM ski instruction. And, it's open to friends (land package only) as well as airline employees, spouse and children. Maximum registration is 150 people per week, so first come, first served.

Cost is \$139 per person in dorm room, 3 to 4 maximum; \$159 per person, deluxe room, double occupancy; \$169 per person in condominium, 4 to 6 maximum. Package features include six nights lodging; 5 days

tips & tours



ski lessons; GLM ski rental; boots and poles; 5 days lift tickets; GLM home practice kit, mailed in advance; airport transfers; wine and cheese party; cocktail parties/swimming parties; airline sponsored parties each night; ice skating or curling instruction by Lefty Brinkman (you pay admission).

Ski week dates are Mar 30 through April 5 and April 5 through April 11, 1976.

For round trip space available transportation Denver/Aspen on Aspen Airways, present letter of employment verification to ticket counter in Denver along with service charge of \$11 per person, or send a check along with employment verification to Harold W. Mallet, Director Agency/Interline Sales, Aspen Airways, Inc., L.A. Int'l. Airport, P.O. Box 92186, Los Angeles, CA 90009.

Aspen Airways has arranged a special offer whereby Continental will provide round trip transportation to Denver from any Continental city (except Honolulu) for a \$20 service charge. Employees of ATA and IATA carriers serving the US, their spouse and children are eligible.

Requests should be directed separately to Continental Airlines Pass Bureau, International Airport, Los Angeles, CA 90009, on your carrier's request form with the notation "Aspen Airways/Highlands Inn Ski Week."

NEW ORLEANS Braniff Styles 3-day 2-night Tour

Braniff says "Come Fly With Us." For a 3-day, 2-night tour of New Orleans. Price of \$59 per person, double, includes round trip air from any point on the Braniff domestic system; accommodations at the Braniff Place Hotel on the edge of the French Quarter—a short stroll from Canal St.; tour of the city (choice of one) historic Vieux Carre, old homes parks and gardens or the garden district, lake and river; entrance and drink at "Top of the Mart;" French Quarter Carriage Tour—30 minute carriage ride through the famed Vieux Carre.

For reservations contact the Braniff Pass Bureau, P.O. Box 35001, Dallas TX 75235.

WORLDWIDE Swissair Holidays For Snow, Sun and Worldwide Fun

Swissair's selection of interline trips for the winter includes ski holidays, mini city vacations, drive-a-bargain tours, gourmet wine and cheese tour, biking and hiking through the Swiss countryside, exploring Eastern Europe—Hungary, Yugoslavia, Czechoslovakia—or the Middle East—Turkey, Arabia, Tunisia and Sri Lanka. The complete 22 page Swissair Interline Holidays 1975/76 brochure is available at any Swissair office or through your own interline office.

All tour prices include round-trip economy class air transportation on Swissair DC-10s or 747s, hotel accommodations, and a Swissair escort throughout the program, and many extras, which vary according to the program you choose.

For more details on tour packages available, see December 1975 issue of Airfair, page 41 or pick up a Swissair Interline Holidays 1975/76 brochure from any Swissair office or through your own interline office.

Tours

CANADA Summer Olympics Lodging Plan

There has been publicity recently to the effect that there are no rooms available in Montreal during the 1976 Summer Olympics. However, through the efforts of Canaplan Olympic Services, an affiliate of Air Canada, there are more than 50,000 rooms available in private homes for the comfort and convenience of visitors.

Canaplan also offers tours of Canada for pre and post Olympics enjoyment. Although one, two and three-day mini tours are available, as well as longer tours, by booking \$50 worth of tours, accommodations for one week or more are guaranteed.

All rooms are clean and comfortable and type of accommoda-

tion ranges from simple room with access to bath to furnished apartments and homes for families and larger parties. Rates vary accordingly, roughly from \$9 single or \$14 double to \$70 per day. In some cases, arrangements can be made to include meals.

In the U.S. all bookings will be handled by the Ask Mr. Foster travel agency. Canaplan handles all arrangements for your trip except distribution of tickets to the games themselves. In the U.S. the official distributor for tickets is Montgomery Ward. Canaplan can furnish information on where to purchase tickets in other countries.

CARIBBEAN Vacations In Buff Offers Discount Tours

"Vacations in the Buff," U.S. travel organization specializing in destinations for unclad sunbathers, is offering a choice of three different Caribbean vacations on its new 1975/76 fall/winter program . . . at discounts to airline employees.

The 110-foot, American-built schooner, *Harvey Ganage*, will host 34-sun-loving participants on one-week sailings through the U.S. and British Virgin Islands. Clothing optional—while on board or at unpopulated beaches. Deduct 15 to 20% (depending on season) from the regular \$299 per person price which includes three meals daily, use of the ship's sports equipment (snorkeling, fishing, sailing), beach picnics and sightseeing.

The St. Martin, Naturally, package features 8 days, 7 nights at Le Galion Beach Hotel and Club and includes use of the hotel's clothing optional beach as well as regular beach and hotel facilities, welcome cocktail, continental breakfast and full dinner daily, free snorkeling and sailing, use of chaise lounges on beach, all service charges and the VIB kit—T-shirt or tank top, passport wallet and luggage tags. Regular prices for land package are \$219 to \$252. Interliners deduct 15%.

A similar package at Hotel Bois Joli in the Saint Islands (slightly south of Pointe a Pitre) is priced at \$188 per person, less 15% discount.

For further information and bookings, write to VIB Tours, Interline Desk, 244 East 46th Street, New York, NY 10017 or phone (212) 661-5040.

RHINE RIVER Holland River Line Announces Discount

Holland River Line's "Luxury Cruises on the Rhine" are being offered to airline employees and their spouses at a 25% discount.

Cruises aboard the *Holland Emerald* and *Holland Pearl* are available between Rotterdam and Strasbourg for three, four or seven day trips. The upstream itinerary stops at Dusseldorf, Cologne, Oberwesel, Worms, Mannheim and Strasbourg. Scheduled stops downstream are Mannheim, Worms, Rudesheim or Assmannshausen, Cologne, Dusseldorf, and Rotterdam. Shore excursions are available in both directions.

Upstream departures on the *Holland Emerald* are every Monday and on every Friday on the *Holland Pearl*, from Rotterdam. Departures from Strasbourg are on Tuesday and Friday. Positive space is offered on every available sailing. Sailing season extends from May 3 to October 15, 1976.

Prices range from \$216 for the 3-day cruise to \$460 for the seven day cruise.

For reservations and information, contact John F. O'Rourke, Lisind International, 5 World Trade Center, Suite 6383, New York, NY 10048 or Aubrey Tomlin, Lisind International, 1100 Glendon Avenue, Los Angeles, CA 90024.

Special Events

CANADA Vancouver IC Sets Springfest Dates

The annual Vancouver Interline Club "Springfest," sponsored this year by Continental Airlines and Avis Rent-A-Car will be held in Vancouver March 18-21. Events include parties,

AIRFAIR January 1976

tours of the city, get together with old friends and interliners from around the world.

For information and reservations contact the Vancouver Interline Club, P.O. Box 34394 (8th Ave. and Pine St.), Vancouver, B.C.

(See VIC story in Interline Insider this month.)

UNITED STATES COLORADO Telluride Features Interline Week

Telluride—an exciting young ski resort in the Colorado Rockies will host the first annual high country Interline Week, January 10-16. A special interline rate of \$139 entitles airline employees to seven nights lodging in the plush Telluride Lodge and six days skiing at the spectacular Telluride Ski Area. This package includes an extravaganza week of wine and cheese parties, card parties and discotheque at Telluride. Highlight of the week will be the first Telluride Interline Alpine Championship races, competitive, yet fun-filled series of Alpine Races, open only to airline personnel, concluded with an awards banquet at the Lodge.

For reservations, telephone (303) 728-3831 or write The Telluride Co., Box 307, Telluride, CO 81435.

Copper Mountain Sets Interline Week

Copper Mountain, Colorado is promoting an interline ski week Jan 24 to Feb 1, 1976. Registration fee of \$5 per person includes wine and cheese party, interline races Thursday and Friday, awards party Friday night, discount coupon book for use at shops and restaurants in Copper Village.

Other features of the week are Cross Country Touring Day with box lunch; Softball on Skis; Broomball on Ice Skating Pond; 4th Annual Copper Derby Touring and Plummeting Race. Lift tickets are \$7 a day; Ski lessons \$5 half day; \$7 full day; equipment rental is \$5 a day for skis, boots and poles; transportation by bus—Continental Trailways direct from Stapleton to condo-

minium check-in at Copper Mountain; or Special Discount on Dollar-A-Day rental cars, multiple day packages or drop-off at Copper Mountain.

Lodging is for two-night minimum in any of Copper Mountain condominiums. Single \$15, double \$20; studio double \$24; studio/loft, four persons, \$35; One bedroom condo, four persons \$40; two bedroom condo, six persons, \$60.

Mail first night's deposit for lodging of your choice to Copper Mountain Resort Association, P.O. Box 3, Copper Mountain, CO 80443. Tel. (303) 668-6477. Send your name, address, telephone, dates of arrival and departure, number of people in party and type of unit desired.

STRATTON, VERMONT Stratton Airline Week Coming Up in February

Plan to visit Stratton Mountain in Vermont during Feb. 2-6, 1976 for Airline Week. Deluxe lodging at 10% to 30% discount; lift ticket \$7 per day; Lessons, 40% discount. Registration fee \$5, two day minimum, includes Heublein Welcome Party and New England Night reception; gourmet dining, summit fondue party, interline races and NASTAR, ski touring party, video tape day, Tyrolean Evening.

For information and reservations call toll free (800) 451-4261.

SUN VALLEY, IDAHO Interline Ski Week Parties, Races, Fun

Scheduled for January 3-10, interline ski week. Special rates from \$18.55 per person daily, includes lifts and accommodations. For reservations and information call toll free (800) 635-8261 or write: Interline Ski Week, Sun Valley Reservations, Sun Valley, ID 83353.

Information to be included in this section should be addressed to Tips and Tours, Airfair Interline Magazine, 9800 S. Sepulveda Blvd., Suite 520, Los Angeles, CA 90045.

Hotel Discounts

BARBADOS Coconut Creek Hotel Announces Discount

The Coconut Creek Club Hotel at St. James Beach, Barbados, offers airline employees 35% off its winter MAP rates and 20% off winter EP rates. The small luxury hotel has cottage accommodations with oceanfront and garden pool settings. Regular winter rates are \$70 to \$80 single, MAP, \$80 to \$90 double, MAP, third person, \$30. For EP rates, deduct \$9 per person. Summer rates, April 16 to Dec 21, are \$26.25 to \$30 single, MAP and \$20 to \$24 single EP; and \$37.50 to \$41.25 double, MAP and \$24 to \$28 double, EP.

Advance reservations required, with 2 nights' deposit. Make requests on letterhead and carry airline ID. Write to Coconut Creek Club Hotel, St. James, Barbados, W.I.

FRANCE PLM St. Jacques Hotel Repeats Discount Policy

Continuing its announced policy of discounts to airline personnel, Paris' modern, Left Bank hotel, the PLM St. Jacques, has just published its 1976 rate schedule and extends a special welcome to all categories of airline employees, whether in service or on vacation.

Flight crews or other personnel in Paris on company business will automatically qualify for the special rates of \$18.82 per person, double or \$29.41 single, year round—representing a 30% to 35% discount.

All airline employees may vacation at the St. Jacques at reductions of 25% during the high season (March 1 to June 30 and Sept. 1 to Nov. 23), while 50% off regular rates is granted during July and August and the rest of the year. Accommodations can then be as low as \$12.94 per person, double. A regular airport bus takes guests from hotel to airport or vice versa for \$1.75.

Make reservations through PLM Hotels of France, 14 E. 60th Street, New York, NY 10022

(212) 593-1897 or directly with the hotel, 17 Blvd. St. Jacques, Paris, 14c, France.

MEXICO Puerto Vallarta Condos Available for Rent

Luxury condo villas, 1 bedroom/2 bath penthouses and 2 bedroom/2 bath villas, with the most beautiful view in all of Puerto Vallarta—it's Villa TIZOC and it's offering a 25% airline discount on rates of \$45 for one bedroom (sleeps 4) and \$58 for two bedroom (sleeps 6). Includes maid service and pool. Rates apply through December 1, 1975. From Dec. 2 to April 14, 1976 add \$15 to discounted rate. Discount also available to parents.

To book, contact TIZOC, 166 Geary St., Suite 1100, San Francisco, CA 94108. (415) 956-6400. Or TIZOC, 9800 S. Sepulveda Blvd., Suite 522, Los Angeles, CA 90045. (213) 641-8310.

TAIWAN Mandarin Hotel Continues Discount Policy

The Mandarin Hotel in Taipei, Taiwan has decided to continue its policy of offering a 20% discount to airline employees in 1976. Immediate family members are also eligible for this discount, whether or not they are traveling with the airline employee.

The discount applies to room rate only. Regular rates are \$24-26 single and \$26-29 double, EP. There is a 10% service charge. The Mandarin is located near the airport, 20 minutes from the city center.

For reservations contact the American Express Space Bank, Telex 11386 Taipei, or write directly to the hotel at 166 Tun Hwa N. Road, Taipei, Taiwan, Republic of China, 105.

UNITED STATES COLORADO Keystone Resort Grants Discount

During the ski season, the Keystone Resort will offer spe-

cial discounts on lift tickets, ski lessons, rental equipment and accommodations to all airline employees and members of their families.

Keystone is an all-season resort located in the heart of the Colorado Rockies, 172 miles from Denver. In addition to 35 miles of trails served by seven lifts, the resort has two day lodges, cross-country skiing, ice skating on Keystone Lake and tennis at John Gardiner's Tennis Club. The ski school has 70 full and part time instructors.

Airline employees, with proper identification, pay only \$6 for daily lift ticket, \$4 for half-day ski lesson and \$5 for all-day rental of skis, boots and poles. Regular rates are \$9, \$6 and \$7 respectively.

Rooms at the Keystone Lodge and in the Wild Irishman and Flying Dutchman condominiums are at 20% discount on a space-available basis.

For information and reservations, call (800) 525-5897 outside Colorado or (303) 468-2316 in Colorado, or write Keystone Resort, Box 38, Keystone, CO 80435.

HAWAII

Condominium Rental At Discount Rate

Luxury Oahu condominium on secluded Maili Beach, has one bedroom, living room and dining area, 1½ baths, completely furnished, swimming pool. Owners grant 15% discount off regular rates of \$250 per week for four persons or \$225 week for two persons.

For information contact Y.A. Smith, 652 36th Street, Manhatt Beach, CA 90266. (213) 545-7705 or J. Bertrand, (213) 546-2117.

VERMONT

Killington Resort Offers Ski Discounts

Killington Ski Resort in central Vermont has an airline employee discount program in effect for the current ski season. Stewards and stewardesses enjoy free mid-week skiing during non-holiday periods. To request free mid-week lift tickets, present your current ID at the Killington

Administration Building. If you wish to include lessons and/or equipment, you pay the value of these additional services.

From Jan. 4 to March 13, 1976 a discount of 10% is available on special ski plans for 2 to 7 days. These plans can include any combination of lifts, lessons and equipment. From March 14 to April 15 the discount is 30%.

Discounts are also available for lodging only in nine European Plan motels and lodges. From Jan. 4 to March 13 the discount is 10%. From March 14 to April 15 the discount is 30%, Sunday through Thursday nights and 10% on Friday and Saturday nights.

To make lodging reservations contact the Killington Lodging Bureau at its toll-free number (800) 451-4281. Reservations will be on a space available basis. Current identification is required for either the skiing plan or lodging discounts and must be presented at the lodge as well as at the Killington Ski Vacation Center.

General Information

WORLDWIDE Enter Alitalia's Interline Contest

Again in 1976 Alitalia is sponsoring an interline contest with fantastic prizes, including a Lancia Beta Saloon, Guzzi 125 Tourismo motorcycles, a Pirelli Laros 15 inflatable boat, Gucci luggage, and two round-trip first class tickets and accommodations for seven days to the Alitalia destination of the winner's choice.

To be eligible to win you must answer the questions on the contest form (this page). The form must be received by the Alitalia Interline Dept. in Rome at the address printed on the form by Feb. 29, 1976. From the forms received showing all correct answers, 12 will be drawn to participate in the prize-giving ceremony in Geneva at the Intercontinental Hotel. The 12 winners will be notified by mail and will receive free first class positive space transportation to and from Geneva from their nearest Alital-

ia gateway. (Tickets will be provided for winners' spouses, also.) Local taxes, transfers, beverages and food will be the responsibility of the winners.

Prizes will be awarded by a drawing and the decision of the judges will be final. Prizes will not be transferable or redeemable in cash.

To be eligible you must have completed one year's service with an IATA air carrier in a sales, marketing, city ticket or office capacity. One entry per person only.

Use the form we have provided, or pick one up at your local Alitalia office. Deadline is Feb. 29, 1976. Good luck!

Alitalia Interline Contest 1976

- List the routes, including stopovers, on which Alitalia uses DC-10s.

- Which Alitalia route has the major number of stopovers?

- Give the number of an Alitalia flight to Rome from the city you live in (or the nearest Alitalia gateway), together with departure time.

- Give the names of at least three destinations included in Alitalia's Interline 1975 Sunshine Holidays plan.

- Have you ever been on an Interline Sunshine Holiday?
☐ Never. ☐ Once. ☐ More than once.
Which one? _____
Which ones? _____

Entry form.

Here is my entry to the Alitalia Contest:

Full name _____
Airline _____
Job title _____
Date of joining company _____
Business address _____
City _____
Country _____

Please send your entry to:

Alitalia Marketing Directorate Interline Department
Alitalia Building
Piazzale G. Pastore - 00144 Roma - (Eur)
Italy

Shopping Discounts

GREECE

Pick Up a Flokati In Athens

The A. Kokkinos Company, specialists in the traditional Greek flokati rug, will give a 15% discount to airline employees. The long stranded rugs are made of 60-70% New Zealand virgin wool and 30-40% Greek wool. They can be purchased at the shop or made to order in your choice of color(s) and pattern in the following sizes: 3 x 5, 4 x 6, 5 x 7 and 6 x 9.

The shop is at 3 Mitropoleos St., adjacent to "The American Restaurant." (See Restaurant Discounts), across from Syntagma Square. To order by mail, write to A. Kokkinos, 3 Mitropoleos St., Athens 118, Greece. You must specify the size of rug you wish. If you would like the rug dyed, include a sample of the color desired. Regular price is \$3.50 per square foot for white rugs and \$4 per square foot for dyed rugs. This includes shipping and handling costs. Be sure to deduct your 15% discount from the regular price and send verification of eligibility when ordering.

Allow four to five weeks for delivery after receipt of check or money order. The A. Kokkinos Company offers a full guarantee on their rugs. If not fully satisfied, return the rug within two weeks of delivery for full refund through the First National City Bank, Athens.

Restaurant Discounts

GREECE

The American Restaurant Offers Interline Discount

The operator of "The American Restaurant," Nick Kokkinos, formerly of Rochester, NY, has announced that his restaurant will offer a 10% discount to airline employees. He specializes in all-American favorites, like cheeseburgers, hot roast beef sandwiches, fried chicken and milk shakes. He will also be happy to offer suggestions, directions or any information he can. The American Restaurant is open daily from 7 a.m. 'til midnight at 3 Mitropoleos St., next to the TWA building and opposite Syntagma Square.

Freebies

EUROPE

Free Reference Guide From SAS

Scandinavian Airlines is offering free of charge a quick reference timetable. The pocket-sized folder gives fare and schedule information for SAS passengers as well as defining seasons and minimum/maximum stay provisions. Information covers Scandinavia and other key European destinations.

For your copy, send a post card to: QRT, Box 230, Scandinavian Airlines, Jamaica, New York 11431.

JAPAN

Budget Dining in Tokyo

Japan Air Lines is offering a new booklet titled "JAL's Guide to Budget Dining in Tokyo," listing 75 inexpensive restaurants and nightspots, both Japanese and Western, located in the Ginza, Roppongi, Akasaka and Shinjuku areas of Tokyo. Also included are maps showing locations, tips on eating cheaply, brief descriptions of popular Japanese dishes and a list of English-Japanese eating terms. Each restaurant listing includes a photo, address, hours, a brief description of specialties with prices, and—for the taxi driver—directions written in Japanese.

The 98-page, pocket-sized booklet is available free in limited supplies from your nearest JAL sales office, or by writing the JAL Literature Distribution Center, Box 618, Old Chelsea Station, New York, NY 10011.

WORLDWIDE

No Secret to Foreign Electricity

"Foreign Electricity Is No Deep Dark Secret," will enlighten you about the ins and outs of electrical current in foreign countries and the types of converters

and adapters you need to plug in your appliance, once you figure out what the voltage is.

Booklet available free from the Franks Company, 239 Park Ave., South, New York, NY 10003 or from Airfair Interline Travel Service, Foreign Electricity, 9800 S. Sepulveda Blvd., Suite 520, Los Angeles, CA 90045.

General Information

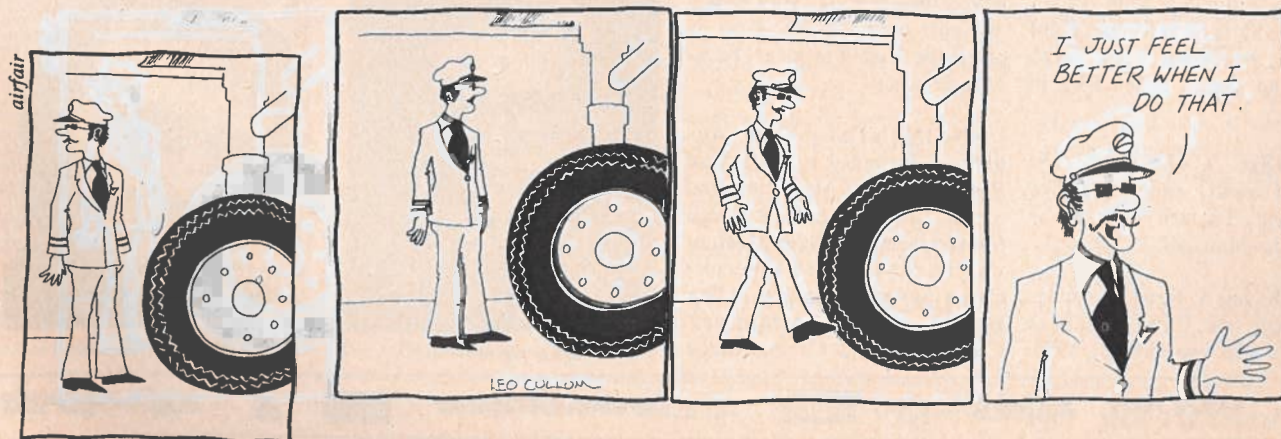
UNITED STATES/ CANADA

Contest Launches New Maui Hotel

A contest is currently underway to promote the January 15 opening of the Hotel Intercontinental Maui in Wailea on the island of Maui. The written quiz consists of four fun and "provocative" questions and is open to employees of U.S. and Canadian airlines (except Pan Am and Hawaiian Air). The six winners selected will each enjoy one week's stay for two at the hotel, the use of a Budget rent-a-car and air transportation from the west coast via Pan Am and Hawaiian Air.

The new resort hotel offers complete facilities including two swimming pools, an 18-hole golf course, 11 tennis courts and extensive water sports.

For your entry form, contact Inter-Continental Hotels at 7800 S.W. 57th Avenue, Miami, FL.



Interline Roundabout

Landing Patterns

AEROMEXICO: Rex Govorchin, named District Passenger Sales Manager in Miami. He was Eastern Regional Sales Manager for Thai International based in New York.

AEROPERU: Howard Michael Hartgrove, named Passenger Sales Manager for the west coast, based in Los Angeles. He was District Sales Manager for Varig in L.A.

AIR CALIFORNIA: James W. Reynolds has been named Customer Service Manager at San Francisco International Airport. He was with Continental in Denver.

AVIANCA: Jaime Marriaga, promoted from Regional Reservations Manager, Miami, to General Reservations Manager for North America, based in New York. Julio German Perez, promoted from Chief of Passenger Services for South America, to Chief of Passenger Services for the U.S., based in New York. Francisco Rocha, promoted from DSM, San Francisco, to Regional Sales Manager for the west coast in Los Angeles. Noel Rob-in, promoted from DSM, Los Angeles, to RSM, San Francisco. Laurie Roberts, appointed Resident Sales Rep in Dallas. Eduardo Robledo, transferred from San Juan to Miami as Assistant to the Regional Manager. Jorge Maldonado, promoted from Assistant to Station Manager, Bogota, to Station Manager, JFK Airport, New York. Conchita Gomez, promoted from Ticket Agent to Sales Rep, Miami. Raul Novela, promoted from Cargo Agent to Cargo Sales Rep in Miami.

BRITISH CALEDONIAN: Gerald Swift, appointed Vice President, Eastern U.S.A.; he was Sales Manager, U.S.A.

CP AIR: Ian A. Gray, appointed President and Chief Executive Officer, effective Feb. 1, 1976.

CONTINENTAL: Marc Anderson, promoted to Staff Vice President-Cargo Marketing and Sales. He was Director-Cargo Market Planning. Neal Meehan was recently named Director-Cargo Service Planning. Glen Henry, promoted to Manager-Containers and Cargo Space



Rex Govorchin, Aeromexico



Whit Hawkins, Delta



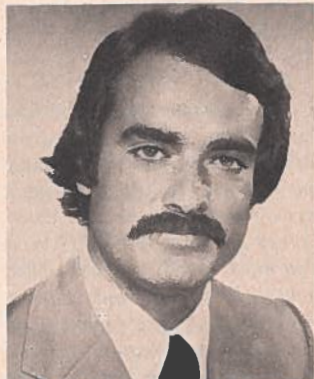
Bill Downes, Delta



Howard Michael Hartgrove, AeroPeru



Lee Sport, Delta



Dennis Rogers, Hawaiian



R.L. Gibson, Delta



Jim Barnhart, Delta



William S. Crawford, TWA



Denison Godwin, Delta



Gerald Swift, BCAL

Control. William Zimmerman, becomes Manager-Cargo Facilities and Equipment Planning. Reed Schlipp joins the cargo division as Director-Cargo Market Research and Tariffs.

Janice Kay Arnold, named Manager of Flight Attendant Training, based in Los Angeles.

DELTA: W. Whitley Hawkins, named General Manager-Passenger Sales. He was Director of Advertising. L.E. Sport, named System Manager Advertising. He was Manager-Passenger Sales. W.C. Downes, former District Director Marketing in Boston is now Manager Group Sales. Robert B. Miller, former Manager-Convention Sales, has been promoted to Assistant Manager-Group Sales. Christopher C. Burfield, formerly Administrative Assistant, Interline Sales, promoted to Assistant Manager-Interline Sales. James H. Barnhart, promoted from District Marketing Manager, Boston, to District Director Marketing in Boston. Denison Godwin, named Assistant District Marketing Manager in Boston. He was Administrative Assistant. Robert L. Gibson, elected to the position of Vice President-Traffic. A 30-year veteran with Delta, he began his career with the company as a reservations agent.

HAWAIIAN: Richard R. Anzai, appointed Director-Financial Reporting and Chief Accountant. Dennis Rogers, appointed Sales Rep in the southwestern states and Southern California. He was Area Sales Manager for Braniff in Chicago.

NORTHWEST ORIENT: Robert Tarman, District Manager of Food Service, has been promoted to District Manager of Transportation Services at Anchorage Airport. Tarman replaces Clayton Schule, who is retiring.

SOUTHERN AIRWAYS: Graydon Hall has been named President of the airline. Southern's founder and former President, Frank W. Hulse, is Chairman of the Board and Chief Executive Officer. George M. Gross replaces Hall as Executive Vice President and General Manager. He was Vice President and Associate General Manager. Owen L. McRee was named Vice President-Sales and Services and J.R. Price named Vice President-Properties.

TWA: William S. Crawford, appointed Manager of Interline Sales in the Bay Area. He was Senior Sales Rep in Palo Alto.

VARIG: Barry Rush, appointed District Sales Manager in Los Angeles. He was Area Sales Manager for Varig in Australia, New Zealand and the South Pacific. Joseph Mangiacotti, named Passenger Sales Rep in New York. He was a traffic representative with National in New York. Terry Haskins, appointed Cargo Sales Representative in Texas, based in Houston. He was Cargo Sales Rep for Trans Australian Airlines in Sydney.

ager Inventory Planning and Control.

FRONTIER: Richard Orr, promoted to Vice President Flight Operations. He was Assistant General Manager of Flight Operations. Mike Salensky, promoted to Manager of Local Service Marketing. Ron Ness, named Staff Manager of Field Marketing, Western Division. Mark Coleman, named District Sales Manager in Kansas City. Bob Palmer and Barry Poole, appointed Sales Representatives in Denver. Joe Macha, appointed Manager of Internal Audit.

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Planes & Ports

AIR CALIFORNIA: purchased the route certificate of bankrupt Holiday Airlines and has petitioned the California Public Utilities Commission to remove the certificate from suspension and transfer it to Air California.

ALITALIA will acquire seven Boeing 72 trijets beginning next year, on a lease agreement. They will be used to replace the line's older DC-8 and Caravelle aircraft.

ALLEGHENY took delivery of the first of eight higher capacity DC-9 jetliners with "wide-look" interiors and center cabin lounge tables.

BAHAMASAIR inaugurated twice-weekly service to Haiti from Nassau.

CATHAY PACIFIC's second L-1011 began service recently linking Hong Kong, Manila, Singapore and Jakarta.

FLYING TIGER LINE inaugurated non-stop freighter service from Philadelphia to Chicago.

FRONTIER is seeking CAB authority to fly nonstop between Denver and Milwaukee.

KLM was the first airline in the world to take delivery of a Boeing 747 with General Electric engines.

LUFTHANSA re-introduced first class seating on its German and European flights.

METROFLIGHT added a stop in Tyler, Texas on its flight from Gregg County Airport to Dallas, Ft. Worth.

SAS inaugurated service to the most northerly airport in the world with weekly flights to Long earbyen 790 statute mile from the North Pole on the island of Spitsbergen in the Barents Sea above Norway. In addition, SAS inaugurated service from Copenhagen to Damascus, Baghdad and Teheran.

THAI INTERNATIONAL added Paris and Athens to its route network.

WRIGHT AIRLINES, Cleveland's only home-based CAB-certified air carrier offers three round trips daily between Cleveland and Columbus. The airline also serves Detroit, Michigan.

Management Memos

AIR CEYLON and **AIR SIAM** have agreed to establish a cooperative technical and commercial assistance program, including the exchange of general sales agencies.

AVIANCA has centralized all passenger reservations at its North American headquarters in New York. A toll free WATS telephone line has been installed for incoming calls from the U.S., except New York State: (800) 221 2200. Calls from New York should go to (212) 586 6041.

FLYING TIGER LINE Director of Communications, Richard W. Reynolds, has been elected Chairman of the industrywide Airline Coordinating Committee for Telecommunications Services, which investigates and proposes solutions to telecommunications problems for its member airlines.

FRONTIER AIRLINES Manager of Consumer Affairs, Ann Yanulavich, has been elected to the five member executive committee of the Worldwide Airline Customer Relations Association.

NORTH CENTRAL's pilots have begun training in the carrier's new DC-9 digital flight simulator, the first of its kind to have a six-axis motion system.

PSA has decided to dispose of its hotel and broadcasting operations by the end of February.

QANTAS Chairman, Sir Lenox Hewitt, has been elected to the executive committee of IATA, that organization's top policy-making body.

SCENIC AIRLINES was honored by the United States Dept. of Commerce as the recipient of the President's "E" (for excellence) award.



Designers Specialize in Airline Corporate Identity Projects

Like individuals, corporations often suffer from the modern-day malady known as identity crisis. It strikes at large and small companies in this country as well as in others. No one knows exactly when it starts nor at times that it even exists but it may do considerable damage in a number of ways if not corrected or checked.

A major part of this identity crisis is the public image of the individual or

by Stan Mac Lean

"The need to erase Alitalia's linkage to Italy's charming but unreliable image of the past and focus on its new role in the 'new' Italy. . ."

corporation. Image can perhaps be best described as what you are as compared to how others perceive you or how you wish to be perceived. Is a positive profile being exposed to the public? Is conservatism being mistaken for stodginess; is progressiveness being confused with flamboyant flippancy? An individual who suspects an identity problem can seek professional help in the fields of psychology or psychiatry. But what of the large corporation which wishes to project a more positive perception to its customers, employees and investors? With today's sophisticated specialization it may also turn to outside counseling which will provide the same level of professional guidance.

Though industrial design or marketing consulting firms are not new to the corporate world, few of them have been



able to zero in on the problems which are unique to the airline industry.

One such company, however, has had considerable success in this specialized field having taken five airlines under its wing in the past few years and created totally new and distinctive images for each. Landor Associates, headquartered in San Francisco, call themselves Designers and Consultants for Marketing and Communications. Founded in 1941 by Walter Landor, the company has been credited with a consistent record of breaking new ground in the fields of marketing and communications. With offices in eight international cities (a ninth will be added soon in Caracas) this professional group of approximately 90 designers, marketing consultants,

researchers, film-makers, writers and photographers, with broad international experience, serve major corporations the world over.

Seldom a day would go by that each of us would not come in contact with several products or businesses with which Landor has been involved in marketing, packaging or image engineering. The list runs the gamut from Bank of America to Levi Strauss, Safeway Stores to Pacific Telephone. Pick up a six-pack of Millers, a carton of Benson and Hedges; the bottles and packs were designed by Landor and chances are the credit card you use to pay for it as well.

The firm's headquarters are as unique as the projects they undertake. Located on the restored *Ferryboat Klamath*, they are permanently docked at Pier 5 in San Francisco close to the West Coast's key financial district. The *Klamath* lodges five major design studios, photographic

studios, three-dimensional shop facilities, consumer research laboratories and numerous specialized technical areas, making the firm basically self-sufficient in the total implementation of their projects. Besides retaining most of the famous ferry's original nautical fittings, wood panelling and staircases, the *Klamath* also houses a museum containing examples of early-day packaging and bottles. The facility literally reeks of creativity.

How did the expertise in these varied fields apply itself to the airline industry? Perhaps it would be reducing the problems to over-simplification but if you consider airline seats as the product and the aircraft itself as the packaging the situation isn't too different from their work with—for instance—Sara Lee Foods. Of course, an airline's overall identity goes much further than the

Industry-In-Depth

striping on its aircraft or its logo.

A good case in point would be the work Landor did for Alitalia—the first airline project they undertook. “Alitalia? A Greek shipping line?” . . . “The Israeli Airline?” The problem was perhaps obvious considering these quotes which were actual consumer comments. Even many sophisticated travelers considered Alitalia a small domestic airline, unaware of its true stature and far-reaching international routes. It seemed to project an image of an “Italian airline for Italians.” Alitalia management retained Landor to create a new identification system which would more appropriately convey the corporation’s impressive capabilities.

In-depth interviews were conducted with a complete cross-section of Alitalia personnel, as well as known passengers, prospective passengers, travel agents, editors and many other audiences. Numerous planning sessions were held with Alitalia and Landor executives to review research findings and establish objectives. The final directives represented a genuinely challenging assignment.

Various constraints had to be taken into consideration. Maintaining a certain continuity was necessary in order to effect a smooth transition. A major factor was the need to erase Alitalia’s linkage to Italy’s charming but unreliable image of the past, and focus on its new role in the “new” Italy—an equal to Ferrari, Olivetti and Fiat.

It was imperative that the identification system must successfully project not only an up-to-date national image, but a strong international character as well. The company needed to reflect its distinguishing Italian characteristics and, at the same time, firmly underscore the global nature of its operations.

Based on the national colors, a distinctive red, white and green color scheme was chosen for use throughout the system. Landor created a unique “A” letterform symbol which became the major component of the new identification concept. The aircraft fleet itself posed another design challenge in that all graphic elements had to be fully applicable to a wide variety of aircraft configurations including those of 747’s, Caravelles, DC-8’s, DC-9’s and DC-10’s.

In addition to aircraft, during development stages the corporation’s entire range of visual expressions came under close scrutiny—uniforms, in-flight items, airport and city facilities, ground

equipment and many more. Once the design system was finalized its requirements for treatment of all these elements were incorporated into a bilingual manual for use in more than 30 countries. Thus, the corporation was provided means to ensure standardization in all areas of operations.

Following the need to protect Alitalia’s national as well as global attributes, Landor Associates’ graphic identification also took an intentionally dual course. The Alitalia “A” and wordmark were designed to be highly aggressive—not only for top visibility but also to symbolize the vibrant spirit of the Italian people. On the other hand, many individual elements such as uniforms and certain in-flight service items are decidedly conservative. The ideology behind the corporate identification program has proven highly successful. Today Alitalia is properly regarded by its publics as a major global carrier offering advanced technological capabilities, reliability and thoroughly professional personnel.

A totally different approach had to be devised for Hawaiian Airlines for their problems were vastly different from those of Alitalia and Singapore Airlines, another Landor client. Hawaiian was visually outmoded and did not build upon the regional nature of the carrier. An airline making frequent hops and providing minimum in-flight service—the average trip being 25 minutes—Hawaiian had very special requirements. When travelers disembarked from a well-known international carrier—changing to a regional airline—there was strong need for immediate recognition and a new approach to position the company as the principal airline of the islands.

Landor’s team decided to exploit the lush, tropical, carefree character of the islands. Caution was also necessary since a large percentage of the airline’s passengers were islanders who use its service regularly; while flair was important, the program had to be designed with good taste. Today, the heart of the system is a colorful symbol named Pualani inspired by Hawaii’s state flower, the red hibiscus. Super-imposed on the large flower is the profile of a beautiful island girl wearing the hibiscus in her hair. The mood of the islands is immediately established as expectant

tourists embark on the colorful craft. While the ship might look ridiculous sitting on a snowy ramp at O’Hare, it is in perfect keeping with the sunny tropical feeling of Oahu.

Among the many factors involved in the decision to seek a new corporate image is employee morale and a good deal of emphasis is placed on their feelings and attitudes during extensive interviews by Landor’s research teams. How employees of other airlines perceive a particular carrier is also of great importance in wooing a proportionate share of interline bookings and their conceptions are given a great deal of consideration. A strong identity in the financial world is another goal in providing the new corporate identity—both for present and prospective investors.

The new identity concept does not necessarily scrap all elements of a company’s current image and great care must be taken in retaining certain equities and expanding them rather than eliminating them. These elements can be of great importance during the transition from the old to the new look and they help overcome natural resistance to change inherent in many segments of the public audience.

Landor Associates are quick to point out that their work for a client stops short of advertising and they have never mounted an ad campaign involving the new concepts. They find that advertising agencies are delighted to work with them since they are also creative people who will be provided with a new tool with which to work.

The decision of airline management to seek a new corporate image is very often prompted by the purchase of new aircraft. Most likely management has been aware that they are in need of a new design concept but it may have been postponed year after year until another major change prompts them into action.

In the case of Thai International, their management was aware of an identity problem but didn’t realize the seriousness of the problem in their overall marketing. What they had was an adaptation of the SAS image and a “plain plane.” The goal was to come up with a concept that symbolized Thailand while keeping clear of such elements as Buddhism and not “flopping over into Cambodia or Indonesia.” The resulting corporate identity program took 18 months to complete from initial interviews to final implementation and was instrumental in a strong upsurge of national pride in the country’s flag carrier.

In creating a new “communications

system,” the design must be adaptable not only to all types of aircraft—present and future—but to the myriad assortment of ground vehicles as well. The hundreds of pieces of printed material, ticket offices, check-in counters, uniforms, in-flight items, and advertising materials must all be taken into consideration.

Landor makes a strong distinction between its long-range image goals for a company compared to short term identity programs done to attract more immediate attention. They cite examples of the latter in the case of Braniff’s solid color aircraft (and more recently the Calder multi-hued planes) or TWA’s “International Flights” with stewardesses dressed in throwaway paper dresses representing various European destinations. These are relatively short range gimmicks to solve a momentary marketing crisis.

Allegheny Airlines is the most recent Landor project in the transportation field and the results have been apparent in the past few months as the program has gone through gradual implementation. It was decided that a low, understated profile was a better approach to this campaign with no major advertising announcements as to the why’s or where-for’s of the change. In systemwide interviews with employees and passengers, researchers found that Allegheny’s corporate image in the marketplace was thought to be that of a rather old-fashioned, provincial airline. Hardly the proper concept for the country’s sixth largest passenger carrier, and the employees, especially, wanted a stronger identification. Comparison studies showed that their “flying wedge” design was being used more effectively by some six or seven other carriers; that the use of red, white and blue—while quite patriotic—was overly prominent in the industry. Allegheny wanted to retain a goodly amount of its conservative image while projecting a sense of solidarity and progressiveness. The result is a colorful “flight sweep” curve design which accomplishes these objectives.

The days of painting a name on an airplane and running a strip or two down the fuselage are apparently past. Henry Ford’s often-quoted edict “give them any color they want—as long as it’s black” would hardly stand the test in today’s market where image and packaging are almost as important as the product.

AIRFAIR AIRPORT QUIZ or HEY MA! WHERE’S FAAA?

by Robert Samuelson

You have undoubtedly flown to many of these airports. Can you match the airports with the cities they serve?

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13. GEN. MITCHELL
14. HANCOCK
15. HERNDON
16. HIDALGO
17. HOBBY
18. HOPKINS
19. ILOPANGO
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21. JAMES M. COX
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24. LA GUARDIA
25. LAKEFRONT

- a. Acapulco
- b. Charlotte
- c. Cleveland
- d. Dayton
- e. Edmonton
- f. Guadalajara
- g. Guatemala City
- h. Harrisburg
- i. Hartford
- j. Houston
- k. Lexington/Frankfort
- l. Little Rock
- m. Milwaukee
- n. Monterrey
- o. New Orleans
- p. New York
- q. Omaha
- r. Orlando
- s. San Salvador
- t. Seattle
- u. Syracuse
- v. Toledo
- w. Washington

SCORES:

21-25 WORLD TRAVELER

16-20 PILOT

11-15 RESERVATIONIST

6-10 BAGGAGE HANDLER

1-5 NEW HIRE

0 ARE YOU SURE YOU WORK FOR AN AIRL E?
IN

ANSWERS:

23 (g), 24 (p), 25 (c, o),
16 (f), 17 (j), 18 (c), 19 (s), 20 (e), 21 (d), 22 (p),
9 (w), 10 (q), 11 (v), 12 (a), 13 (m), 14 (u), 15 (r),
1 (i), 2 (l), 3 (k), 4 (t), 5 (i), 6 (h), 7 (n), 8 (b).

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Effective September 1, 1974, the \$1,000 travel accident life insurance coverage was deleted from the club benefits. This had previously been provided at no cost to Airfair Travel Club Members and was deleted due to inflationary costs.

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JANUARY						
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airfair calendar

APRIL						
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JANUARY

- 1-4 Stateline, Nev.—Del Webb's Sahara Tahoe—The Carpenters.
8-12 Park City, Utah—Los Angeles Interline Club Ski Trip. (Tel. 213-649-5242.)
10-16 Telluride, Colo.—Telluride High Country Ski Week. (See ad.)
15-18 Jackson Hole, Wyo.—Los Angeles Interline Club Ski Trip. (Tel. 213-649-5242.)
22-24 Orebro, Sweden—"Hindersmassan," largest market/fair with Medieval traditions in Central Sweden.
24-31 Geilo, Norway—Winter Sports Gala Week—Skiing competitions for tourists, cultural and apres ski activities.

FEBRUARY

- 2-6 Stratton Mt., Vermont—Stratton Airline Week (See ad, Tips & Tours.)
9-12 Keystone, Colo.—Los Angeles Interline Club Ski Trip. (Tel. 213-649-5242.)
13-15 Stateline, Nev.—Del Webb's Sahara Tahoe—The Fifth Dimension.
16-20 Mammoth Mt., Calif.—Los Angeles Interline Club Ski Trip. (Tel. 213-649-5242.)
27-29 Stateline, Nev.—Del Webb's Sahara Tahoe—Tony Orlando & Dawn.

MARCH

- 2-7 Gothenburg, Sweden—Figure Skating World Championships.
6-14 Oslo, Norway—Holmenkollen Ski Festival, famous international skiing events, world's largest gathering of ski experts,

cross country, jumping.

- 11-15 Mammoth Mt., Calif.—Los Angeles Interline Club Ski Trip. (Tel. 213-649-5242.)

- 18-21 Vancouver, B.C.—Annual Vancouver Interline Club "Spring-fest." Tours, parties, fun. (See Tips & Tours.)

APRIL

- 17 Duved, Jamtland, Sweden—11th Easter Carnival, masquerades on skis.
30 Sweden—Walpurgis Night, bonfires, songs, speeches, etc. celebrating the arrival of spring.

MAY

- 12- Prague, Czechoslovakia—Spring Music Festival.
14 North Cape, Norway—first day of around-the-clock sunlight.
17 Norway—Constitution Day, processions, fireworks, bonfires highlight the festivities.

- 20-Jun 10 Norway—Fjord Blossom Time.

JUNE

- 6 Sweden—Flag Day.
7 Norway—Flag Day.
13 Anderstorp, Sweden—Swedish Grand Prix at the Scandinavian Raceway, Formula I world championship drivers.
22 Kalovoya, Norway—Pop Festival on island of Sandvika near Oslo.
23 Norway—Midsummer Night—celebrations in Oslo, Trondheim, Lillehammer.
25-26 Sweden—Midsummer Night, maypole dancing, games, folk dances.

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