## - The Captain's Log <br> The Journal Of The World Airline Historical Society, Inc.

Summer 2008 - Issue 33-1


MGM Grand Air (1987-1994) DC-8-62 N802MG
Photograph via Aviation Photography of Miami Archives and www.Air72.com

## Air of Luxury

A glimpse of airlines who have offered service a level above first class.

Feature Article! Timetables! Dinnerware! Postcards! Wings! And More!


British Airways Concord G-BOAD November 1992 via Aviation Photography of Miami Collection

## Fastest And Biggest In Luxury Aloft!

Airbus A380 arriving in Minneapolis - January 2008. Photograph by Michael Bolden via Aviation Photography of Miami Collection


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"Fun, delicious meals, courteous service, and comfort, that's the 'inside story' of travel on Pan Am's Jet Clippers."

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The mission of the World Airline Historical Society is to encourage and facilitate through private and public collections the preservation of memorabilia representing the world's commercial airlines. The Society also helps document the histories of aircraft, airports, and air carriers.

Membership in the Society includes a free subscription to The Captain's Log (the Society's educational journal published in July, October, January, and April), priority vendor table selection at the Society's annual Airliners International Collectibles Show and Convention, and other benefits as announced in The Captain's Log.

The World Airline Historical Society also endorses and supports a number of regional aviation-related collectibles shows held throughout the year.
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## From The Flight Deck

## Welcome Aboard!

Our president, Duane Young, has graciously allowed me to take the helm for this issue of The Captain's Log in the Flight Deck section.

We would like to see more submissions from our fellow members - especially with photographs related to the theme for upcoming issues (see below). Please send us your photo via electronic image in a JPG or PDF file format to my email address, Editor@WAHSOnline.com along with a description (where, when, aircraft details) and permission from the photographer to use the photo.

If you know of individuals or groups that would be interested in WAHS, send us a note! We'll be happy to forward sample copies of The Captain's Log and membership application information. You can also reference our web site for additional information on WAHS and upcoming airline collectible shows at www.WAHSOnline.com.

We should also add that plans are underway for next year's event in Orlando, Florida. Airliners International 2009 will be held between July 23-25, 2009 at the Wyndham Orlando Resort. Registration will open in July 2008 and additional information can be found at their web site, www.ai2009.com. The AI 2009 planning committee is working on a variety of tours and airline-oriented seminars and events beyond our usual buying and selling of memorabilia. The two international airports in Orlando offer a wealth of aircraft spotting opportunities with a variety of domestic and international carriers found no where else in the United States. AI 2009 will be a great opportunity to fulfill your airplane junkie needs and to enjoy Orlando's world famous theme parks at the same time.

Sit back, relax, and enjoy your journey through our 'Air of Luxury' - our glimpse into the world of the uber rich and when flying was truly fabulous and glamorous!

## Bill Demarest

Duane Young, President. President@WAHSOnline.com, P.O. Box 101, Covington, LA 70434


WAHS is everywhere! Photograph via Rand Peck.


Flying Ahead....With The Log
Issue 33-2 ~ World of Cargo Airlines Issue 33-3 ~ Regional Airlines
*Issue 33-4 ~ Florida's Airlines Issue 34-1 ~ The Boeing 707 Issue 34-2 ~ The World of Pan Am

# Air of Luxury 

Joop Gerritsma<br>Captain's Log Features Editor f27f28@hotmail.com



EOS Boeing 757-200ER at Fort Lauderdale (FLL) February 2008. Photography by Eddy J. Gual
It seems a simple idea - offer the sophisticated wealthy traveler and the top businessman or woman a real luxury air service. Give them a fully lie-flat seat, gourmet meals, free wine of the finest vintage, a wide selection of new on-board movies and fast check-ins at the airport, all at an affordable business-class price. Fly non-stop across the North Atlantic and success will follow.

So thought David Purlock, founder of Eos. Named after the Greek goddess of the dawn, Eos inaugurated a first-class only daily roundtrip between New York (JFK) and London (Stansted) on Oct. 18, 2005. Its two Boeing 757-200ER seated 48-52 passengers, who were pampered as they had never been before, all at business-class fares. A second daily roundtrip was started in September 2006.

Today, Eos of New York is bankrupt. It filed for Chapter 11 bankruptcy protection on April 27. Also bankrupt since December 2007 are MAXJet of Washington, D.C. and Silverjet of Great Britain.

## High fuel costs blamed

All three premium airlines are blaming high fuel costs as the main reason for running out of cash. Another factor is that many companies that booked their top executives on these airlines also have tightened their belts.

MAXJet operated a Boeing 767-200 and a 767200ER on all-business-class services from London (Luton) to New York and Washington, D.C. beginning Nov. 1, 2005. Operations ceased on Dec. 24, 2007.

Silverjet began twice-daily, all-business-class services on Jan. 25, 2007 between London (Luton) and Newark/Liberty and a daily service to Dubai, with three Boeing $767-200 E R$ s. The airline had backed the "Open Skies" treaty reached between the U.S. and the European Union and had about 30 other routes under consideration, from key European business cities such as Frankfurt, Rome, Berlin and Paris to the U.S. as well as the large volume of potential business traffic to Monaco via Nice and services to Africa and the Middle East. Starting in March 2008 it also offered cargo services on its daily Luton - Newark service with 10 tons of available payload westbound and 15 tons eastbound in the belly holds of its Boeings to increase revenue.

The demise of these three carriers leaves only PrivatAir of Switzerland and L'Avion of France in the premium-class transatlantic airline business.

L'Avion flies business-class only between Paris (Orly) and Newark/Liberty with two Boeing 757-200 aircraft. Operations started Jan. 3, 2007.

PrivatAir flies private VIP charters and also operates transatlantic premium-class services under contract to KLM, Lufthansa and Swiss International.

Founded in 1995, it flies with a Boeing 767-300ER, a 757 and a Boeing 737-700 Business Jet (BBJ). A $787-8$ is on order. Its German arm uses two Airbus A319LR on a corporate shuttle for Airbus.


Singapore Airlines Airbus A380. (Airbus photo)

Then there is the Airbus A380! Plenty has been said and written already about the opulence on board the new A380 of Singapore Airlines. Etihad, Gulf Air, QANTAS, and others are sure to follow.

But frankly, this author wonders how long it will last. I remember too well the jubilant press releases about the lounges and bars the airlines would offer on the upper decks of their new Boeing 747s when they entered service, and the photographs showing these extravagant facilities. But as we all know, it did not take the airlines long to transform these upper decks into regular first-class cabins.

Since the appearance of the premium-class airlines, many legacy carriers have spruced up the first-class cabins of their current Boeing and Airbus wide-body fleets. They too now offer private suites with lie-flat seats, fine dining room service and hundreds of channels of on-demand entertainment on flatscreen television sets on their ultra-long routes.

With oil prices continuing their upward climb, the future will tell how long it will last.

## United's Skylounge Service

Luxury airline service goes back 70 years. On Jan. 19, 1937 United Air Lines inaugurated "Skylounge" service for businessmen and other high-paying passengers on its New York - Chicago DC-3 service. The aircraft carried only 14 passengers seated in swivel chairs. The flight took three hours and 55 minutes. Passengers paid $\$ 2$ extra for the additional luxury. The total one-way fare was $\$ 28$, compared to $\$ 26$ for the regular service in standard 21 -seat DC-3s. Still, the passengers grumbled about being charged an extra $\$ 2$ for the additional comfort they enjoyed.

The "Skylounge" service never made any money and it was discontinued in March 1939. But both United and American Airlines offered overnight transcontinental sleeper service on their DC-3s and Curtiss Condors at an extra charge. After the Second World War aircraft such as the Boeing Stratocruiser and Douglas DC-7C could be featured with beds that folded out of the cabin walls for long night flights.

## Gas Light Service

When Mohawk Airlines was adding Convairs in the 1960s it was hoping to get some more use out of its final two Dakotas. They were painted in "Steamboat Gothic" markings for men-only "Gas Light Service." The cabins were redone in Victorian-style with red velvet curtains, stagecoach lamps and Currier and Ives prints. The stewardesses wore "Gay Nineties" costumes. Beer, cheese and pretzels were free and cigars were sold on board for 5 cents a piece.

The service began on Oct. 10, 1960 and "family parlors" were installed in the cabin's former first-class cabin in response to sexual discrimination. The first services were flown by Flights 1890 and 1891 between Buffalo (NY) and Boston via Rochester (NY) and Syracuse (NY). The "Gas Light Service" operated for nearly three years, until early September 1963.


Regent Air Boeing 727-100 via Archives of Aviation Photography of Miami and Air72.com

## Regent Air

After Deregulation in 1978, Clifford and Stuart Perlman, owners of Ceasar's World Casino, were certain that demand for first-class air service would be a winner. They believed there were enough highrollers willing to pay for an extra bit of travel luxury. In 1982 they founded FirstAir Corporation to provide this service between Los Angeles and New York. Before the first flight was flown, the airline's name was changed to Regent Air in 1983 to avoid confusion with First Air, the scheduled air services division of Bradley Air Services of Canada.

Regent Air began daily Los Angeles - New York (Newark) luxury service on Oct. 14, 1983 with three Boeing $727-191$ s for 20 passengers (later increased to 34 ). The fare was $\$ 810$ one-way in either direction. On peak days extra flights' were added.

On April 23, 1984 a carton with several hundred small jars of jam fell from a Regent 727 and shattered the windshield of a car on the New Jersey Turnpike. The driver suffered minor cuts. The airline's catering service had left the carton standing on a landing gear door.

In mid-1984 the Perlmans bought Regent Air outright, but they came under investigation by the DOT and Regent was forced to charter its services out to International Air Service at a loss. The charter ended March 15 when the DOT granted Regent a three-month operating permit. At the end of June the airline severed its links with the Perlmans. Plans for a similar luxury service from the eastern U.S. to Europe and from Los Angeles to Hawaii with a Boeing 747-200 did not materialize and the transcontinental service was suspended on March 2, 1986.


MGM Grand Air Boeing 727-100 in Miami, October 1991. Photograph by Eddy J. Gual

## MGM Grand Air

Next to try was Kirk Kerkorian, former owner of Western Airlines. He and a partner raised $\$ 20$ million from the MGM Grand Corporation and started MGM Grand Air. First-class only service between Los Angeles and New York (JFK) started Sept. 8, 1987 with the three former Regent Air 727s. A return ticket was $\$ 2,034$, for which the passenger had access to four staterooms, a stand-up bar and gourmet meals served by flight attendants in tuxedos and red bow ties. In December 1987 MGM Grand Air bought three ex-Alitalia DC-8-62s for $\$ 16$ million and had them hush kitted for transcontinental charters. By the end of the year 31,000 passengers had been carried, but demand was on the way down. A frequent flyer program offering a free ticket for every ten trips did not help.

In 1990 the DC-8s were configured for first-class seating only. Under an agreement with British Airways, BA passengers could fly from London to New York on the Concorde and continue on the MGM DC-8s to Los Angeles and vice versa. Letters of intent were signed for two Boeing $757-200$ s and one was leased for a short time in 1992 for charters. Be-
ginning Sept. 8, 1994 a Las Vegas stop was added on the transcontinental service but passenger demand continued to drop and operations ceased on Dec. 31, 1994.

Braniff Airways operated a Concorde SST interchange between Dallas/Fort Worth and London with British Airways and between DFW and Paris with Air France, both via New York. The New York DFW leg was flown subsonic, but the regular Concorde luxuries were offered in flight.

Muse Air started Houston (Hobby) - Dallas (Love Field) service on July 15, 1981 with two new MD81 s. Fares were $20 \%$ lower than those of Southwest, but the seats and service were first-class style. Las Vegas, New Orleans, San Jose and Ontario (CA) were added. But losses started to accumulate and the airline was bought by Southwest on March 11, 1985. Services continued under the name TransStar, but were shut down on Aug. 9, 1987.

Jet America Airlines offered one-class premium service at coach fares between Long Beach and Chicago (O'Hare) from Nov. 16, 1981. The airline was bought by Alaska Airlines in late 1986 and was fully merged into its operations on Oct. 1, 1987. Most of its routes were dropped.


Jet America Airlines MD-82 at LGB, 1981 via author.
Air One (Air1) of St. Louis began as a low-fare airline with DC-9-10s but plans were to offer pre-mium-class business flights to major business cities at coach fares with 80 -seat DC-9-30s. Instead, seven 727-100 were leased, four of which seated 80 passengers. Four 727-200s for 94 passengers were bought and scheduled services began on April 1, 1983. An attempt to buy McClain Airlines failed. The competition by TWA out of St. Louis proved too much and scheduled services ceased on Oct. 25, 1984. The next day the carrier filed for Chapter 11.

Legend Airlines started Dallas (Love Field) - Washington (Dulles) service with 56 -seat DC-9-32s on April 5, 2000. The seat pitch was 46 inches. Los Angeles and Las Vegas service began the next day and New York (La Guardia) on Sept. 6. The generous seat pitch was partly the result of the Wright Amendment, which restricted long-haul service out
of Love Field to aircraft seating no more than 56 passengers. American Airlines responded with 56seast Fokker 100s to Chicago, Los Angeles and New York (La Guardia). Both airlines charged businessclass fares but Legend offered discounts to attract passengers. It did not work and the carrier filed for Chapter 11 and suspended service on Dec. 12, 2000. Some charters continued into February 2001.


McClain Airlines Boeing 727 at Chicago-ORD, 1987.
Photo by Ron Kluk via Archives of Aviation Photography of Miami
McClain Airlines began Chicago (O'Hare) - Rockford - Los Angeles service on Oct. 13, 1986 with wetleased Boeing 727-100s seating 73 in first class. The Rockford stop was made so the carrier would not lose its O'Hare slot and was soon replaced by Phoenix. Fewer than half a dozen passengers were carried on most flights in the first few weeks. With four flight attendants on board, service must have approached the level of being spoiled rotten. An attempt to sell the carrier to Air One failed and McClain filed for bankruptcy on Feb. 23, 1987.

Private Jet Expeditions flew all-first-class exotic charters with a Boeing 727-100 in 1989. Several MD-80s were bought after the airline had been sold to the head of Apple Vacations in 1991. Renamed National Airlines in 1994, operations ended in October that year.

Premiere Airlines was founded to fly premium-class transcontinental service with a 68 -seat Boeing 737. Instead a 707-323C was painted in the airline's colors and operated limited service.

## A few that didn't make it.

Throughout the 1980s and 1990s various plans for premium-class domestic airlines surfaced but none got off the ground. Some of the names were Zenith International Airlines (formerly Checker Airlines, then Jet USA Airlines), All Star Air, American Dream Airlines, Cardinal Airlines, Crystal Airways and New Air.

The author acknowledges having used 'Deregulation Knockouts Vols. 1 \& 2 by Tom W. Norwood (1996 and 2006), 'The Airline Encyclopaedia 1909-2000', by Myron J. Smith Jr. (2002). 'The World's Major Airlines (2 $2^{\text {nd }}$ edition)' by David Wragg (2007) and 'Flight International' World Airline Directories (various years) as the main sources for this material.

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## Playing Cards

 By Fred Chan
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## Playing Cards from Luxury Flights

While most operators of luxury flights have playing cards available for their passengers, I am of the opinion that they usually use other ways to pamper their passengers - such as exquisite cuisine and fine wines, lay-flat beds, and even manicurists and masseuses. The reason I say this is that, with few exceptions, most of the cards distributed on luxury flights are very ordinary in design and quality.

Air France is the only carrier that has issued high quality decks especially for its Concorde service. Several designs were used over the years and the decks were usually gold edged and packaged in expensive genuine leather cases. A few of these designs are shown in Figures 1 through 5. Examples of the leather cases are seen in Figure 6. However, British Airways, the other Concorde operator, has used only decks of rather plain design and quality (Figures $7 \& 8$ ). Concorde decks from both carriers are generally fairly easily available. The Air France decks (usually double deck sets) can be found for about \$30-40 each and the British Airways single decks for about $\$ 5$.

Luxury carriers such as MGM Grand Air and Regent Air have also distributed cards with their logos. These are shown in Figures 9 and 10, respectively. The MGM cards are very common (about $\$ 5$ ) and a double deck set of the Regents usually go for about $\$ 15$. To my knowledge, the current luxury carriers (such as MAXjet) have not issued any cards.

Some of the luxury charter operators in the Middle East also have cards for passenger use. A card from Amiri Flight (Abu Dhabi) is shown in Figure 11 and those from Royal Flight, in Bahrain and Abu Dhabi, are seen in Figures $12 \& 13$, respectively. These decks are very difficult to obtain and exist only in one or two collections.

A few airlines have also issued decks for distribution to first class passengers or to highlight their first class service. Examples from USAir, British Airways, and American Airlines are shown in Figures 14,15 , and 16 . Except for the BA cards, many copies of these decks are available and they can be obtained at very low prices.


Figure 1


Figure 2


Figure 3


Left ~ Figure 4
Right ~ Figure 5


Left ~ Figure 6
Right ~ Figure 7



Figure 8


Figure 9


Figure 10


Figure 11


Figure 12


Figure 13

Figure 16


Figure 15

# Timetables 

By David Keller<br>dkeller@airlinetimetables.com

## Luxury in Air Travel (Timetables with Class)

The concept of luxury in commercial aviation has been around for about as long as the industry itself. Then, as now, luxuries (which are by definition not essential components of air travel) had to be balanced against other factors, primarily cost.

Luxury is certainly a subjective term, and given the fact that some of the earliest airline passengers traveled in open cockpits seated on bags of mail, it didn't take much for the airlines to promote new aircraft as "luxurious". Nearly every type of aircraft designed for carrying commercial passengers has probably been described in such terms at its introduction.

In the early days, even though airline travel was the fastest transportation available, all but the shortest trips required hours, if not days. Additionally, the expense of air travel put it out of reach of all but the most affluent, so the need for amenities above and beyond the bare necessities was obvious.

Pan Am's timetable dated August 15, 1932 has a full-page ad on their "Flying Clipper Ships". According to the timetable, the carrier operated a 22,000 mile route system, meaning most of their passengers would spend many hours on the aircraft. The timetable also shows one of the " 5 luxurious compartments" available on some of their aircraft.

Another early ad touting "deluxe" accommodations is found in American Airlines' timetable dated May 13, 1934. As the airlines began to do more night flying, it was determined they needed aircraft that could be converted into sleepers for their passengers' comfort. This ad promotes American's new Curtiss Condor sleeper planes, which could be converted from seats to sleeping berths that were "comparable in every way with those of deluxe sleeping cars". The Condors were operating overnight service between Dallas and Los Angeles.

While it certainly wouldn't be luxurious by today's standards (or even those of the 1940's), the DC-2 was promoted as TWA's "Luxury Douglas Airliner". The timetable dated August 15, 1934 has a fullpage ad detailing all the reasons the Douglas type was the "last word in aerial transportation".


Pan American World Airways ~ August 15, 1932
With a few short-lived exceptions, air travel was all First Class until the late 1940's. In 1948, Capital Airlines introduced Aircoach service between New York and Chicago for $\$ 29.60$, operated by DC-4's configured for 60 passengers. This service was initially offered on a limited basis, and at off-peak times. "Off-peak" might be an understatement - in the timetable dated February 1, 1949, one Aircoach flight was offered in each direction, departing at 1am.

The success of Capital's Aircoach service caught the attention of other airlines, and they began offering it themselves. These airlines also operated separate aircraft for the Aircoach services. (It didn't take long before mixed configuration aircraft were used, but I was unable to determine an exact date.) After a few years, it became apparent that there was a huge market just waiting to be served, and with the blessing of the Civil Aeronautics Board, the discounted Aircoach services were greatly expanded.


## Transcontinental Service

（See Table 9）

THE utmost in trovel comfort is now provided on American Airlines＇transcontinental toute with the inouguration of air sleeper service．These new twelve possenger sleeper－plones contain six sections，eoch con－ vertible into an upper and lower berth．For day trovel these beths become two over－sized lounge typo seats with ample leg room．Individval windows，reading lights， sevice coll buttons，osh－troys，magozine pockets and ventilators ore leatures of this latest type air trompon．
The full length，comfortoble berths，comparable in every respect with those of deluxe sleeping cars，ore made up enroute at possenger＇s reques．Berths have individual


Wide Comfortable Seats for Day Travel
ventilation，clothes nets and hangers．Boggage is avail－ oble at the foot of each betth，being carried on a special luggage rack．
These new Curtiss Condor planes of advance design have a top speed of 190 miles an hour，are equipped with every known aid to air navigation and are manned by two long experienced pilots．

There is no extra charge for this new sleeper－plane service．
On American Airlines＇transcontinental route，wake in the morning completely rested，refreshed，and ready for the day＇s business or pleasure．

Sleep in Comfort in a Full Size Berth
AMERICAN AIRLINES

American Airlines－May 13， 1934

| Effective January 5， 1949 | ${ }^{405}$ | $\stackrel{24}{\text { PM }}$ | 304 PM | ${ }^{0.354}$ | ${ }^{602}$ | ${ }^{414}$ PM | 418 | ${ }_{8}^{83}$ | P4 | PM | ${ }^{59021}$ | ${ }^{74}$ | PM | ${ }^{22}$ | ${ }^{422}$ | PM | $38$ | PM | 811 |  |
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| MUSKEGON ．．．．．．．．．．．．．．．（EST）At |  | $2: 37$ |  |  |  |  | － | 5：15 | － | 612 |  |  |  | － | － | 9：00 | $11: 07$ |  |  |  |
| MUSKEGON GRAND RAPIDS |  | 2590 |  |  |  | 9 | － | $5: 13$ | － | 6.15 |  |  |  | － | 二 | $9: 05$ | 11：10 | － |  |  |
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As aircraft began to appear in mixed configurations, offering both First Class and Coach service, the First Class section was almost always in the front of the aircraft, largely because is it generally quieter up front. In BOAC's timetable dated October 1, 1955, seating charts are provided for the airline's various aircraft. The carrier named their classes of service "Monarch" and "Coronet" (rather than First Class and Coach), and operated Stratocruisers in all-Monarch, all-Coronet, and mixed layouts. The mixed layout is unusual due to the fact that the Monarch (First Class) passenger section was in the rear of the aircraft rather than the front.

By the dawn of the jet age, mixed-configurations were commonplace. The Continental Airlines timetable dated November 15, 1960 contains a seating chart for the carrier's new 707's. This diagram shows over half of the aircraft being dedicated to 48 First Class seats, while the remainder contained 60 coach seats.

While the percentage of total revenue generated by Coach travelers was steadily increasing, Delta Air Lines attempted to bolster its First Class revenue on their new Convair 880's. The 880's were fitted with an all-First Class layout, and promoted as "Pure White - Pure Jet - Pure Luxury". The timetable dated March 1, 1961 illustrates both the "Luxury" Convair 880 promotion, and the practice of showing mixed configuration flights in 2 columns (one for First Class, the other for Coach), as if they were separate flights. The all-First Class seating in the 880 's would not last long, and by late 1961, they would be operating in a mixed seating configuration.

On occasion, airlines would configure a type in their fleet with a more generous seating layout than what travelers were accustomed to. One example was Northwest, which in 1969 converted their fleet of 16 720 B 's to an all-Coach 5-abreast layout, and tagged the aircraft as the "720B Special", as promoted on the back cover of the April 27, 1969 timetable. (They would be converted back to the standard layout in early 1970.)

Northeast's timetable dated January 6, 1970 shows the carrier's "Seat and a Half", which meant the middle seat of 3 could be folded down when unoccupied to effectively give the other passengers extra room. This was a perk that was probably available to many passengers, because back in the preDeregulation days, the average load factor for US carriers hovered around $50 \%$, which is a far cry from the $80-90 \%$ range in more recent years.

The introduction of the 747 in 1970 piqued the imagination of many airlines, as they saw the aircraft as a new opportunity to promote the glamour of air travel. In fact, as the cover of American Air-
lines' July 6, 1971 timetable shows, that carrier decided to dub their 747's, "LuxuryLiners". With the poor economic conditions that prevailed in the early 70 's, American took the luxury theme a step further, installing lounges in both First Class and Coach, at the expense of a number of seats (which would probably have been empty anyway). This timetable has color photos in the centerfold of both lounges.
After the passage of the Airline Deregulation Act, a number of carriers sprung up as "low cost" airlines, offering a bare minimum of amenities. One of those carriers, PeoplExpress, which had made its name as a no-frills service, couldn't resist the temptation to offer upscale service once it acquired several sec-ond-hand 747's (primarily for use on European routes). The timetable dated May 1, 1986 contains a promotion for First Class service on the New York - Denver route, which is one of the few domestic routes on which PeoplExpress used the type.

At the other end of the scale, a few carriers tired to break into the market by offering all premium service. Some, such as Air 1 and McClain, offered First Class service at coach prices. This strategy was designed to avoid getting into a competitive struggle with the larger airlines. The McClain timetable dated January 19, 1987 contains a seating chart of a 727 in a 73 -passenger configuration.

Taking the idea of luxury travel still further, MGM Grand offered "Grand Class Service", with 727's in a 34 passenger layout. This was an attempt to attract the most affluent travelers, with fares above usual First Class prices. The timetable dated September 8, 1994 lists the fare for a New York to Los Angeles flight as $\$ 1423$.

Possibly one of the ultimate "Luxuries" in air travel was Concorde service. While the seating accommodations weren't overly generous (due to the small size of the cabin), the Concorde was able to deliver passengers to their destination in about half the time required for subsonic travel. (Concorde passengers also enjoyed other perks, such as special departure lounges and priority baggage handling.) This Air France timetable from Winter 1978/79 shows the sleek lines of the Concorde.

Many years and many experiments have made it clear that the largest part of the flying public is price conscious, and will choose a lower fare over amenities. One of the largest and most profitable airlines in the world, Southwest Airlines, has built its empire by catering to the price-sensitive market. Despite that, the air travel market is so large, that even though the percentage of travelers willing to pay for "luxury" is but a small fraction of the total, it is still large enough that airlines will continue to look for new ways to attract those passengers.


American-May 13, 1934


BOAC - October 1, 1955


TWA - August 15, 1934


Delta - March 1, 1961


Capital-February 1, 1949

## NORTHWEST ORIENT

System Timetable Effective April 27,1969

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Northwest's New
720B SPECIAL


Northwest - April 27, 1969 (Back Cover)


Northeast - January 6, 1970

## American Airlines

Effective July 6,1971


Start your Endless Summer Vacation before you get there aboard
American's 747 LuxuryLiner...
We don't charge extra so why fly any other airline?

American - July 6, 1971


PeoplExpress - May 1, 1986


McClain - January 19, 1987

Where Coach Passengers Are Treated With Class.


McClain Airlines' Locations:
Chicago O'Hare In Terminal 4 Gntenstional Teminal Los Angeles International In Terminal 3
Phoenix Sky Harbor In Terminal 3 (Vorth Concourse)
The Golden Age of air travi has hat a bet of its sline. We bockeve is's tine to put the polst back on. Wero Miclun Airines and were soige to grie you service hats unbearc of for standard coech fres. Like wide, combortable seats-productire space to wnok ar simply reax, amming refrested. Quaify yood, thats prepared on board. Plenty of storage space
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Call Yuer Thad Professional or Call Yuor Thad Pryession
1-800-MCLLAIN


American - July 6, 1971 (Center fold)



Continental - November 15, 1960



Air France - Winter 1978/1979

## On the Routes of the Huying Clipper Ships

HIGH above the age-old trade routes winding through tropic jungles, across four-mile-high ice-capped peaks of the Andes, amid the coral reefs of the Caribbean-today, giant airliners speed along great highways of the sky. Freeing travelers from the irksome delays of slow surface transportation, they link with amazing speed the United States and 32 countries and colonies-all but two in the Western Hemisphere.

Yesterday's weeks of travel have been slashed to days, and days to hours. Once weeks distant, every land bordering the Caribbean is within three days; the most distant capital of South America is within a week of your home. A new concept of travel comfort, combining luxury with speed, opens new vistas of enjoyable adventure to the modern-day tourist.

Only two hours from Miami by air are Nassau, quaint blend of old England and


View in One of the 5 Luxurious Compartments in a Clipper

"American Clipper," Flanship of the United States Merchant
the tropics, and Havana, the Mecca of American sport lovers. Just five hours from Brownsville, Texas, ringed by beetling volcanoes and smiling crater lakes, is Mexico City with its perpetual springlike climate. Lovely Jamaica is reached in a day from Miami; South America on the second day, Panama Canal in two days. Rio de Janeiro, glittering capital of Brazil, is seven days away, and majestic Buenos Aires but a day farther.

Led by the Flying Clipper Ships, giant 44 -passenger flying boats - the largest on any airline in the world-the Pan American fleet of more than 100 radio-equipped airliners speeds American trade to the great markets of the south and carries the tourist as on a magic carpet to drowsy Latin towns huddled around century-old cathedrals-to astonishing jungle trailsto a new, strange life of flashing color and gaiety.

## Passenger Cabins* of the Speedbird Fleet

Passenger Comforts
on Speedbird Aircraft


All aircraft in the Speedbird Fleet are fully pressurised and air-conditioned. The cabin interiors, aturactively decorated in restful colour sehemes, are fitted with adjustable reclining chairs, cushioned to give maximum comfort with adequate leg room. Each passenger has a reading light and steward call button. Delicious free meals are provided and bar facilities are always available.


On the Stratocruiser, passengers enjoy double-decked spaciousness with the lower-deek lounge (except on Monarch Coronet services where the lower deck lounge is available to Monarch passengers only). Monarch passengers also enjoy the added comfort of luxurious sleeper berths for a small extra charge

BRITISH OVERSEAS

# Dining Service 

By R. R. "Dick" Wallin

rrwallin@aol.com

## Airborne Dining in Luxury

True Luxury is a rare commodity anywhere, but even more so in the airline industry. I'll stick my neck out and give the opinion that Regent Air was the only true luxury operation, at least in the jet era. Their trio of Boeing 727-100s were outfitted with staterooms for 20 passengers, a large stand-up bar, beauty salon and barber shop. Regent was featured on Robin Leach's "Lifestyles of the Rich and Famous" on TV. Rock bands and movie stars were regulars, but not enough of them. The truly Rich \& Famous had their own private jets, and wannabees couldn't afford the fares. Service started October 14, 1983, and ceased March 2, 1986.

MGM Grand Air's fleet included the former Regent aircraft, but with some of the truly unique features removed. Despite the financial backing of billionaire Kirk Kerkorian, MGM was also a money losing operation. The addition of coach sections on some aircraft failed to attract enough revenue to sustain operations. Service began Sept 8, 1987 and after some gaps in between, finally ended December 31, 1994.

A few others offered an "upscale" experience: McClain, Air Atlanta, Air One, etc, but none could attract sufficient revenue to last very long. I'm including a dinner plate from Presidential Air, an obscure operation based in Long Beach, California that lasted only from October 1995 to February 1996. A two-class operation, their china boasted a logo that actually said "First Class Service".

(Bottom of previous column.) Regent's china was made by Spode in England, a top-notch manufacturer. Decoration was in dark blue and gold.


Regent issued 175 Inaugural Flight plates, each individually numbered and depicting one of their 727 s in color. The reverse side gives the date as September 1983, but the first flight did not take off until October 14, 1983. These beautiful plates are rarely found and are very valuable.


Regent originally was named First Air until they realized a small Canadian carrier already had that name. I've seen a few pieces of Regent silver with the First Air name and a sort of "squiggle" logo on the bottom. Ultimately, they adopted a logo with their " $R$ " initials back to back, topped by a crown, as shown on the cup here. The individual creamer, sugar and matchbox holder are all Steiff silver, and also bear the logo.

THE SKY IS NO LONGER THE LIMIT
LUXURY TRAVEL IN THE SPACIOUS, ELEGANT LIVING ROOM

For Reservations Call: 1-800-538-7587 or Your Travel Agent


Rarely seen are Regent's silver pieces. Shown here are a serving tray, butter pat and matchbox holder.


Here are the 6 known Regent "glasses", made by Atlantis Crystal. The long stemmed goblet at the back left reportedly cost them $\$ 75$ each. Flip your finger against the rim and you will hear a "ding" lasting almost a minute!


MGM Grand Air had several china patterns with varying amounts of blue, but always with the company's Lion Head logo in gold. These were made by Langenthal.


Another MGM pattern with a wider blue rim.


MGM's coach service featured white china with gold trim. Made by Dudson.


MGM had a wide variety of glassware, as shown here.


McClain had a basic 5 piece china set, marked in blue and gold. The cup was the only piece to have the name and phoenix-bird logo. This carrier had a short life, from October 1986 to February 1987. Some catering operations still had McClain china in stock some 10 years later, as they were owed money when McClain filed bankruptcy.


A rarely seen thing is a grouping of test pieces that airlines use to determine what they want for production dinnerware. Here we see some McClain test pieces; that at the lower left is in blue; the others are in red. They ultimately decided to put their name and logo only on the coffee cup, but not on the plates as shown here, and to use blue as their color choice.



Presidential Air of Long Beach, CA had a very short lifespan, from October 1995 to February 1996, operating a pair of Airbus A300's to Atlanta. Configured for two classes, the airline used these plates with a president-like eagle logo, encircled by the words "Presidential Air First Class Service". This carrier was not connected with the former Presidential Airways that operated from Dulles in the 1980's.

(Above) Regent Air Boeing 727 ~ Airline Issued Postcard


# Slide Photography 

By Joe Fernandez \& Eddy Gual

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ETIQUETTE Part 2<br>et•i•quette [éttikət, étti kèt]<br>n

rules of acceptable behavior: the rules and conventions governing correct or polite behavior in society in general or in a specific social or professional group or situation

Last issue, we wrote about Peter Pumpkinhead and Bennie Vennier, the human cash register...two seemingly normal individuals with only slight flaws when it came to our hobby. Today, we have part 2 of the series in which we continue to educate our friends on the proper etiquette in our hobby. We introduce to you several more interesting personalities and their situations in association with our main subject.
Situation - The local slide photographers were recently spotting at Miami International Airport. With them was out of state photographer and fellow slide shooter, Jason Jarnowski. It has been a long time since Jason has shot here and he requested a private ramp tour which luckily he got that afternoon. He was originally invited by the Miami group. During his ramp tour, Jarnowski was able to shoot many fine subjects on the field. Jason must have fired off 20 rolls of film that afternoon. Two weeks later, John Hernandez, one of the Miami spotters who was with him before his ramp tour, went to an internet slide auction site and saw some familiar shots from Miami. Upon further viewing, Hernandez noticed that the slides were from Jason Jarnowski. He put all the slides he took that afternoon. In their description, Jason stated that these were rare slides and that no one else has ever taken them. In other words, Jason was to be the only photographer to capture everything that afternoon at MIA.
Whar really happened - Jason came to Miami International as an invited guest yet took everything for himself. What about the local photographers who have shot the same thing from the outside? Jason totally ignored them. He made it look important only for himself and forgot the rest just to sell the slides faster. When you visit any airport, do not climb over the locals. Remember, they are the ones shooting there all the time and they too have slides of the planes you shot inside. Mix yourself in and share all the photography with your friends as though you were part of the spotters. Make a good impression toward your hosts. The locals have first choice at everything.

Situation - It was a beautiful day at Los Angeles International Airport. About a dozen photographers were called by spotter Pedro Lopez to go shoot at the famous Imperial Hill overlook location. Within minutes, all the photographers were in place including Mr. Lopez. Half hour into their spotting session, a strange plane appeared. To their surprise, it was a Continental $767-400$ with a rare and special logo. As expected, the photographers nailed it pretty good on film and digital. Suddenly, Mr. Lopez said that he had to leave due to personal problems. This behavioral change stunned the other photographers. They were questioning among themselves as to why Lopez left so abruptly on such a fine day for shooting.
What really happened - Lopez did not have any personal problems. The reason he left was that he wanted to publish the new aircraft before any of the others did. Lopez published the shot in every magazine and website and made some money off of the photo. Greedy Lopez hogged the occasion for himself and left his friends hanging. It is nice making money out of publishing photos but the fact is that Lopez was the one to call his friends then left them stranded just to make a few bucks. He most likely lost most of those friends when they saw the publications of his shot. The right thing to do is to talk it over with some of your friends and agree on who will publish and to which magazines. Had he shared the idea and stayed there, he would have kept his good reputation.
Situation - Mike Cheney and Kevin Dalton are spotting at a major airport. Mike uses Nikon equipment. Kevin uses Canon equipment. Suddenly, they begin a friendly argument on which brand of camera is better and takes the best shots.
Solution - Both Mike and Kevin shoot with good equipment. Nikon and Canon cameras have been used by many professional photographers but the bottom line is that it is not the camera but the human behind the lens which makes the photo great. First, there are other camera manufacturers that are great but don't receive the recognition they deserve. Pentax, Leica, Olympus, Fuji, and Contax are just a few in a large list. These companies have always manufactured great cameras and lenses. Second, regardless of what brand you use, you still have to know the basics of good photography. One of the top professional aviation photographers uses very old Nikon manual cameras. The other photographer uses a 40 year old Leica rangefinder. He has published dozens of beautiful calendars. Ansel Adams .....nature photographer..... well, advanced technology was not there in his camera. Everyone knew the outcome though....pure gems!
Have a great summer!
Joe \& Eddy

## Jr. Wings

By Stan Baumwald

stanwing@bellsouth.net

## "Air of Luxury" and Junior Wings

"Air of Luxury" is a great title for airline aficionados. It has a nice ring to it. Unfortunately, there were very few airlines that flew a first class operation and also gave away junior wings, but we do have several examples to share with you.

One that jumps to mind is MGM Grand (Figure 1) which started as a high roller type operation in Las Vegas (and therefore named after the hotel) and then went into scheduled service.

Another airline that I have little knowledge of is Regent Air (Figure 2) and they put out two different wings. On first glance, they look exactly alike but one is a dull finish and the other a high gloss finish.

As so many airlines have cut back on services in recent times, I have to say that the subject of luxury airlines always brings back memories of First Class service on the major airlines many of whom are now gone. I can personally relate to Northwest Airlines as a pass rider when we were able to get first class seats. This was in the days before frequent flier miles and upgrading of full fare coach passengers. But those days were very special. As soon as you go aboard, you were greeted with either champagne or a Hermosa. You were seated and the food and drinks started and did not stop until touchdown at your destination. I pulled out an old menu dated 1998. Even a short ten years ago the treatment was superb. We started with Hors D'Oervre of sake cured herb salmon served with shish mayonnaise followed by a mixed green salad and assorted breads. The main course was a choice of Filet of Beef, Risotto Primavera or Fried Scallop Gong Boa Style. If you could still taste a few more delicacies, you had a choice of fruits and cheese and for desert you had to make a decision between an Ice Cream Sundae or Key Lime Cheesecake. Naturally Caravali Gourmet coffee and tea were served all during the meal as well as a full bar of the finest liqueurs. How luxurious can you get? And needless to say, I am sure that other airlines gave equally luxurious service but I can only speak for Northwest.

I am showing a set of Northwest junior wings (Figure 3) that were given away a few years before 1998 and a rarely seen set of paper junior wings which was part of the timetable in the late 1950's. Note the perforations at the bottom of the card.

However, probably the crème de la crème was Pan American Airways. Their B- 314 had 70 seats in an aircraft that was 106 feet in length. Plenty of space to provide an all first class operation. The airline put out many different junior wings and shown is the first issue of Pan Am (Figure 4) and it shows the B-314 beauty.


Figure 1


Figure 2


Figure 3


Figure 4

## What is It?

## By Ken Taylor

keebeetay@aol.com

## This And That

This time around we have only one answer and many more questions for you.

I checked around with our friends at Calgary Airport (YYC) and came up with an answer for Fig. 1 below. This wing was used by the DeBeers flight staff in the 1980s - DeBeers as in the South African diamond company.

Fig. 1


Fig. 2. This is a chrome wing with a golden leaf on a white background. Who? Where? And when?


Fig. 3. This is a golden wing with what looks like a collection of red boxes in the middle. Any ideas?


Fig. 4. "LOGAN". Obviously old. Military? Tell me!

Fig. 5. This gold wing has a dark blue circle with a yellow sunburst. Very pretty. Who is the carrier?


Fig. 6. This stainless steel wing could have been made by a jeweler. We found it in Honolulu in the 1970s.


Fig. 7. We've seen this Peerless patch before in this column. Any ideas on its origin?


Fig. 8. Who does the gold wire ' $W$ ' in this patch represent?


Fig. 9. This colored plastic badge is on a metal background. Is it airline issued?


Fig. 10. When did Golden West Airlines operate?


Fig. 11. I'm not sure if this emblem is airline issued. Any ideas?


Fig. 12. Finally, we have this cap badge that is very heavy and beveled. Who? Where? When?


As I write this in April, we have a raging blizzard going on outside - visiting Airliners International 2008 in Dallas looks good indeed! See you there.

## More Glimpses Into The Golden Age of Flying

Airline Issued Postcards via The William Demarest Collection


Malcolm Forbes' Boeing 727 "The Capitalist Tool"


Japan Air Lines DC-8 "Kiku-No-Ma" Lounge


Panagra's "Luxurious" Ford Trimotor Service

Wings! Badges! By Charles F. Dolan<br>wingcobda@yahoo.com

## LUXURY CARRIERS

If things seemed strange about the airline business in the past, they are positively mind boggling today. Talks of more mergers are being bandied about at the same time airlines with long histories are going into bankruptcy with increasing frequency. The blame is pointed at "sky-high" fuel prices and "dirty low-down competitive" fares. For some reason, the carriers never seem to mention poor management. That might tend to take the wind out of some golden parachutes.

Anyway, it seems that this is a good time to write about what used to be "luxury" carriers. Two of those, EOS and ATA just went out of business in the last month. I mention American Trans Air because even though it was not widely known as a luxury carrier, it did operate one L-1011 in a decidedly luxury configuration. This aircraft was set up with eighty-eight seats and was used on special charter flights that lasted from twenty-one to thirty days. The aircraft, passengers and crew stayed together for the duration of the trip and the itineraries were varied and exotic. Passengers paid quite a premium for the trips and senior crewmembers bid early for the chance to work these expeditions. We cleared several of those flights while I worked at BWI Airport before my transfer to Bermuda. Uncle Sam generally came out covering expenses for overtime on those days. These passengers were always over their eight-hundred dollar exemptions and duty collections were high. Many officers did their best to avoid those flights because they were not used to calculating specific rates of duty and had lost their proficiency with the Harmonized Tariff Schedule. To add to the pressure, the passengers were sharp as tacks and pretty much knew, before landing, how much they would have to pay. They had done their homework.

I have included the Imperial Airways insignia and the transition style wings because that was the beginning of air service over long distances and the passengers demanded luxury.

The airlines which catered to high-end service over the last few years have generally been small with limited fleets that were subject to delays when equipment went down for maintenance. All Star had three DC-9-10s, Viscount used several Boeing 737s with baseball or basketball team logos on their tails, depending on the season, and MGM Grand Air had a fleet consisting of three DC-8s and three Boeing


American Trans Air
The cap badge is of the sew-on variety with gold bullion thread on black material. The center shield is of brass color metal with blue and white paint. The cap badge and wings are stored, so I can't give the details of how they are secured to the uniform or how the shield is attached to the cap badge.

The wings are of gold color metal with white and blue enamel.


## Express One

Both the wing and the cap badge are of dark brass, almost bronze color metal. Some of the lower surfaces have a darker color to the metal to simulate age.

727s. After MGM Grand Air ceased operations, Champion Air took to the skies using MGM's operating certificate and equipment. They eventually operated a fleet of sixteen aircraft with seating arrangements for fifty-six, eighty-five or one hundred seventy three passengers. It is sad to note that Champion has also ceased operations.

Many of these carriers catered to sports teams and were at their beck and call as to scheduling. Perhaps the inflated salaries of the "talent" along with increased operating costs led the folks in the team front offices to opt to travel with us normal people.

Express One was used by several candidates for president in past years. Judging from the amounts of money spent on campaigns, that had to be luxury travel.

I added Kiwi International Airlines to the mix because they had gained a reputation for taking good care of their passengers and providing meals that cost twice what the established carriers handed out. Imagine being given a meal aloft today which cost at least six dollars. Kiwi was formed by pilots who had been previously flying for Eastern Air Lines and Pan Am. I suspect that because they all had many thousands of hours in their log books, the only wings issued were for captain and first officer. First officers probably took turns riding side-saddle at the engineer's panel. Kiwi operated service to Bermuda for a short time, but that was long before I arrived on the island for my tour of duty.

To prove how silly the airline business has become, just remember that some carriers are considering charging extra for window and aisle seats. I think it will be interesting to see flights with low passenger counts having only the center seats occupied. How far we have come in so short a time.

Hoping that all of you who plan to attend AI 2008 arrive on time without any cancellations or rescheduling caused by economic conditions. We look forward to meeting lots of friends and catching up with all that has happened over the last few months.

## Imperial Airways

The cap badge is gold bullion thread on black material. There are two red dots of thread in the crown on the lion's head. The badge is sewn on to the hat.

The wing is of brass color metal with finely detailed feathers. The wing has two lugs on the back, which were passed through the jacket material and secured with a split pin. There may well have been a flat backing plate, but I do not have this piece.

The two wings (bullion sew-on variety and brass metal) were used, I believe, during the time Imperial Airways was transitioning to British Overseas Airways Corporation. The designs are the same as the Imperial Airways insignia with the exception of the "I A" within the shield. The bullion wing has a small red dot where the lion's mouth is.


## MGM Grand Air

The wing and cap badge are of the sew-on variety without any manufacturer's tags or labels. They are made of gold bullion thread on black material. Dark blue thread has been added to increase contrast in the eyes and cheeks of the lion head.

MGM Grand also used metal insignia which were of gold color polished metal with blue paint in the center disc to detail the features of the lion's head.


Imperial
Airways



Kiwi International Airlines
The wings and cap badge are similar in design to those of the last issue Eastern Air Lines insignia. The base metal is of a satin finish bronze color with darker color in the recessed areas to simulate patina. The center oval has turquoise, white and purple enamel. The cap badge has one screw post and no positioning pins. The wings are clutch back. The captain's wing is hallmarked "BALFOUR" in block letters. I do not think that Kiwi International issued a second officer wing.

## All Star Airlines

The wings and cap badge are made of silver color metal which has a pewter like appearance. For both pieces, the disk is blue and the letter and the star are red. The cap badge has a single screw post and two positioning pins. The wing is clutch back. Both wing and cap badge are hallmarked "Blackinton" in cursive writing.

## Imperial Airways

Cap Badge. Black background with gold wire wreath. The lion has a red crown.



## Viscount Air Services

Both wing and cap badge are made of metal with a silver-pewter like color. The center shield has red, white and blue paint behind the silver eagle.


All Star Airlines - Cap Badge


All Star Airlines - Pilot Wing

## Postcard Corner!

## By Marvin Goldman

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## Air of Luxury in Postcards

Since the earliest days of air travel, airlines have issued postcards to publicize luxurious interiors, elegant service and special new aircraft. Among the first in Europe were Compagnie des Grands Express Aériens (C.G.E.A.), whose earliest flights were in 1920 and through mergers evolved into Air Union and then Air France; and Imperial Airways, formed in 1924 through the merger of several British airlines that started up during 1919-1921. They competed, particularly on the London-Paris route, by offering seating and service that were "luxurious" measured against the typically austere standards of the time.

C.G.E.A. 13-seat Farman Goliath interior, airline issue (' $A / I^{\prime}$ ), sepia. The message on back is dated 28 April 1921. The passenger wrote, "This plane rides like a Pullman Car [a compliment in those days]...We are just crossing the Channel and the boats look like flies." Raphael Tuck \& Sons, London, printer.


Imperial Airways Armstrong-Whitworth Argosy 'City of Glasgow', utilized for deluxe 'Silver Wing' service between London and Paris. Probably A/I; about 1926; black and white ('B\&W').

'Saloon' Interior of Imperial Airways Argosy, highlighting 'Silver Wing' service. Probably A/I; about 1926; B\&W.
U.S.-style 'luxury' started to appear with flying boats. In 1931, Pan American introduced the 'Clipper' series of aircraft with the 38 -seat Sikorsky $\mathrm{S}-40$, the largest aircraft of its time, featuring a spacious interior.


Sikorsky S-40 interior, hand-colored. Published by Sunny Scenes, Winter Park, Florida, early 1930s.

Operators of land planes countered with aircraft fitted with sleeping berths, ideal for the long duration of many trips in those days.


[^1]

American Airlines Douglas DC-3 DST (Douglas Sleeper Transport) 'Flagship Skysleeper' berths. Card postmarked 14 May 1939. A/I no. A-245-F; B\&W.

Meanwhile, Pan American continued to expand its 'Clipper' flying boats with larger, more grandiose models, culminating with the 74 -seat Boeing 314 .


Pan Am Boeing 314, NC18605 ('Dixie Clipper'), A/I, back in English and Spanish, issued about 1939.


Pan Am Boeing 314 spacious flight deck. La Guardia Field series, Henry H. Baumann, New York, no. E-6207.

Imperial Airways' entrant in the luxury flying boat field was the Short S. 23 'Empire' class.


Imperial Airways Short S.23, center photo shows G-ADUU 'Cavalier'. Raphael Tuck \& Son, England. B\&W.

Not to be outdone, TWA introduced the first pressurized airliner, the 33-passenger Boeing 307, in 1940.


JW. A Stratoliner Lumary

Interior of TWA Boeing 307 'Stratoliner', with 'appointments that set new high standards for air travel', according to the card back. A/I, about 1940/41. American Colortype, Chicago.

In the 1950s, with the introduction of larger propeller and turboprop landplanes, lounges became a featured service.


Continental Airlines Douglas DC-7B club lounge, 1957. A/I. Curteichcolor no. 7C-K1398


Western Airlines Lockheed Electra lounge, card postmarked 17 August 1959. A/I.

The arrival of the jet age, including especially the jumbo Boeing 747 in 1970, allowed airlines to dream up many luxurious configurations. American Airlines' first 747s not only had a first class lounge, it even featured this spacious one for coach travelers! Northwest and others also included lounges in their 747s. Unfortunately, these didn't last long.

## American Airlines New 747 LuxuryLiner The Plane With No Competition


(Previous Column) American 747 coach lounge, A/I, about 1970. Oversize card. No card number. William Demarest collection.


Northwest Orient 747 with interior photos. A/I no. 241-AD-659 BE. $15 \times 21 \mathrm{~cm}$.

The dream of supersonic air transport became a reality with the Aérospatiale-BAC Concorde which entered commercial service in 1976. Although seating was relatively tight, service was in the luxury class, and one could fly from London or Paris to New York in just under 3.5 hours.


MGM Grand Air DC-8-62 Seating Chart via Richard Silagi


British Airways Concorde, with livery in use 1984-1997. A/I BA1265 PC-04.


Artist impression of Concorde in Braniff International livery. A/I. Braniff operated a Concorde interchange service with British Airways and Air France during 1979-80, but no Concorde was actually painted in the Braniff livery.

After 1978 when airlines in the U.S. were deregulated, some U.S. startups tried an all first-class approach. Examples include Regent Air, which offered the luxury of a private jet in its three Boeing 727100s, but lasted only from 1983-86, and MGM Grand Air which operated from 1987-94 with different aircraft types including 727s fitted with Regent Air's interiors.



Regent Air 727-100 interior, 1983-86. A/I no. 196.999, H. W. Singleton Co., Los Angeles.


MGM Grand Air, A/I.
A very special faster way to reach the airport is by helicopter. For a few years in the 1980s helicopters with Pan Am titles operated from the Pan Am building in Manhattan to the airline's terminal at JFK.


Pan Am Westland 30 over Manhattan. Issued by Westland.

For first and business class passengers, and special frequent fliers, most major airlines have introduced comfortable lounges at airports. This unusual card, issued by Cathay Pacific to publicize a then-new first class lounge at Kai Tak airport in Hong Kong, actually shows an artist's rendition of an old Cathay Pacific lounge overlooking a more modern Kai Tak scene.


Cathay Pacific painting of historical first class lounge overlooking modern Kai Tak airport ramp. A/I, $15 \times 21 \mathrm{~cm}$.

Turning to today, airlines are particularly competing for the first class and business traveler, enticing them with continually improved luxurious seats. Here is a selection of some recent cards on the subject.


Emirates Airbus A330-200 business class seating. A/I, $13 \times 18 \mathrm{~cm}$.


Singapore Airlines business class 'Spacebed'. A/I, Madrid office, text on back in Spanish.


Of course, you can also select a hammock. Singapore Airlines Airbus A345 nonstop service between Singapore and Los Angeles. A/I.


ANA (All Nippon Airways) first class seat/bed. A/I, issued in Germany. (Bill Baird collection)


Airbus A380 suggested interiors. Issued by Airbus. (Doug Bastin collection).

Then there is the new Airbus A380. To sell them, Airbus issued some postcards with grandiose suggestions for luxurious interiors. Here is one example. I'm still waiting to experience this, but it might only happen if one flies on a privately-owned A380.

I hope you have experienced, or will someday enjoy, some of these luxury aircraft or interiors as shown on postcards. In the meantime, we have our collections to savor.

Notes: Original postcards of the above are, except as noted, in color, in standard or continental size, and from the author's collection. I estimate the availability of these cards as-- Rare: first ten cards shown, from the CGEA Goliath to the TWA B307; Uncommon: Continental, Western, American and Northwest lounges, Regent interior, Pan Am Westland, QANTAS lounge, and A380 interior. The rest are fairly common.

References: Davies, R.E.G., British Airways: An Airline and its Aircraft, Volume 1: 1919-1939, The Imperial Years, Paladwr Press (2005), and Airlines of the United States since 1914, Smithsonian Institution Press (1972); Norwood, Tom W., Deregulation Knockouts, Round One, Airways (1996).

Until next time, Happy Collecting! Marvin.


The Golden Era of Air Travel! Northeast Airlines (1933-1972) Convair 880 circa 1960s.

# Aircraft Modeling 

By Ken Miller
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## MGM Grand Air DC8-62

For this issue of the Log my model subject pretty much yelled out to me. BUILD ME! !....... Minicraft's "new" DC8 model and a recently released Two Six decal for MGM Grand Air. The Minicraft DC8 has gotten very good reviews and this would be an excuse for me to try one myself as well as using a Two Six decal for the first time. I'd also get a chance to do some fuselage chopping by cutting down the -61 fuselage length to a -62 . I'd already bought the Eastern Airlines release of the DC8 kit when it was first released and I ordered the decal from Airline Hobby Supplies. Hold onto your hobby knife as we start another modeling adventure.
"The Deregulation Knockouts" book by Tom Norwood has a page dedicated to MGM Grand Air. Luxury scheduled and charter flights began in September 1987 between New York and Los Angeles. The scheduled operations ended in December 1992 but charters continued. Transcontinental flights resumed in September 1994 but ended in December of the same year. The company was sold to Grand Holdings and was renamed Champion Air. The Norwood book lists three DC8-62's for charters, three 33 seat 727's, a Twin Otter for shuttle service between Orange County and Los Angeles, and a 757 briefly used in 1992 for charters.

The extent of my luxury air travel consists of a first class upgrade on US Air between Pittsburgh and Louisville many years ago. I wasn't lucky or privileged enough to fly on an MGM DC8 but I do know someone who was. Richard Silagi and his wife were booked on an MGM charter flight from Los Angeles to Jamaica in 1993. When they arrived at the terminal the scheduled standard 757 wasn't there. At check-in the agent told him he'd be on the first flight. He questioned the agent about the "first flight" and was told that the 757 wasn't available and that they were substituting two of the DC8's instead. He and his wife boarded and sat in the "ultra first class" cabin.

Richard shared the following. The DC8's had three cabins. The forward cabin had sort of a lounge seating with sleeper seat that could be turned 360 degrees. There was also a stand up bar at the front of the cabin. Where they were seated had just 2 seats on one side of the aisle and 1 on the other
side. It was EXTREMELY spacious. The center cabin over the wing had all forward facing sleeper seats. The front $1 / 3$ of the plane had standard First Class seating. That was MGM's economy section. Richard and his wife sat in the front section on both flights. He says "It was the first time I had ever seen my wife excited about getting on an airplane. The return flight was somewhat noteworthy as it was MGM's last regular charter flight. After that they were only doing sports charters."

The sprue tree on the Minicraft kit is dated 2005 so it's almost brand new. The kit was long awaited as an alternative to the hard to find Revell DC-8 kit. A neat kit feature requested by modelers is that the there are cut marks engraved on the insides of the fuselage halves to use as guides when cutting the kit down from the $-61,-63$ length to either the -62 or -50 lengths. I used Dymo label tape as a guide on the outside and carefully used a razor saw to do the cutting. I also used some of the scrap pieces as reinforcement inside of the fuselage halves. I read some reviews of the kit after it was first released that said it pretty much fell together without any putty. I grant that it's a very nice kit but I certainly had to do my share of puttying and sanding on it. I used Tamiya spray paints again which I really like because they dry very quickly. I did my best to putty/sand the joints where the fuselage had been spliced together. One spot was pretty problematic but after about six rounds of painting I decided that it was "good enough". I also had some problems with the fit of the clear canopy part to the fuselage and ended up using some stretched sprue and putty to fill in the lip/gap at the back of the cockpit piece. Another friend reported that he had no trouble with the cockpit/fuselage fit. I primed the model with Tamiya primer then started the "real" painting. I painted the fuselage True White and the wings USAF light gray. The gray looks very much like the Tamiya's standard gray primer. I expected that painting the bare metal engine front/rear sections and wing/tail leading edges could be difficult but I used Bare-metal Foil with good results. It took me a few hours of masking and about ten minutes of painting. When I stripped off all of the masking tape and foil I found only a few small boo-boos that needed to be dealt with. The landing gear will go on next with 5 minute epoxy and then some quick decaling to "finish" the model for the article. Still to do later will be additional detail decals, the landing gear doors, as well as some scratch built antennas.

Overall this model was a fun build of a pretty unique plane. I'm almost certain I'll never fly in luxury so the next best thing is building a model of a luxury jet and then dreaming about flying in it.


MGM Grand Air DC-8-62 decals via Two-Six Decals Co. UK.


MGM Grand Air DC-8-62 Model - Kit by Minicraft - Built by Ken Miller

## Safety Cards

## By Fons Schaefers

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## Luxury Safety cards

Luxury airlines have fitted their airplanes with out of the extraordinary cabin configurations, featuring wider and more comfortable seats and occasionally also separate, enclosed passenger compartments. This makes them quite interesting from a safety card point of view. That is, as long as these unusual arrangements are indeed portrayed, which is unfortunately often not the case. The MGM Grand Air DC-8 card produced by Aero Safety Graphics does not reveal anything luxurious at first sight. On a second inspection, wider seats are noticed and the row numbering for exit row seats: only $\mathrm{A}, \mathrm{B}, \mathrm{C}$ and D seats, thus indicating a 4 -abreast layout, where 6 is normal for a DC-8 (Fig. 1).

## (6) CRANDAR

FOR YOUR SAFETY

 PARA SU SEGURIDAD
 salca y sit tere probiomas para hesc, habas, y entercer indes. instruccones gaícas ola dfoultad para entonser adones veribses dela tripuacion
Criteria for Exit Row Seat Assignment
Customers who are eligible for exit row seat assignment musi:
a) Bea least 15 years of gege and able to pertorm al of tha functions lisid below withou assstance
a). Be at hess 15 yeus of age and able to pertorn al of tha functions issoc below whitir form

c) Be with no one who roquires special care, wuch as a smal chid, that would pevent the person trom petoming al of the functions hited below.
of Read wel enoughto understand the instrucions, prowded by the carier in printes or graphic form. loc coening exils and other energency procedurss
See wel enoughto pertom at of the tunctions isted below. Persons may wear gasses er contact lenses

d) Speak wel enough to give inflomaton to other customes duing an energency.

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Functions to be Performed If It is Safe
Customers seated in an exit row should ONLY open an exit at the direction of a crewmember and assist crewmembers in an emergency, or if a crewmember cannot reach the exit. The guidelines to follow are:
a) Kow where al the exts are on tis seiccat Study the bipefing card and know how to open the ext dosest to you. Folow al verta and drectional sigras given by a cremmenber.
b) Itan emergency eracuabon is necessary, and I a ceemmember camot gat to the ext in your row, you may

 When the exit is ocened, stout 'Open seabets/ Come his wayr Then go out te extas quidly as possbie e) It inere is no : mmedias danger, wat at the ext io help people out of the arcath
i) Move amay trom tre arcath as soon and as quicky as possibe.

Thank you for helping us meet these FAA requirements.


Fig. 1

Swiss operator PrivatAir flies a 48 seat A319 daily for KLM on the Amsterdam - Houston business route. Its safety card shows the same features as any other A319 without giving away any clue at all about the luxury seats on board (Fig. 2).


Fig. 2
Safety cards become more interesting, and revealing, when they are from airliners in use as state airplanes or for private use. It is here that the paragon of luxury - and extravagance - in airline interiors can be found. An early example was Hugh Heffner's 'Big Bunny' DC-9-32, operated by Ozark. Its safety card is dominated by a detailed seating layout showing a luxury compartment from the overwing exits aft and behind, including a fantasy inspiring oval bed (Fig. 3).

Today, most of the private big jets are owned by oil sheikhs of the Gulf. They buy new jets from Boeing or Airbus and have them converted by specialized companies, such as Lufthansa Technik in Hamburg. This generates many airplane interior related businesses in that area. One of those is BerlinDruck, a Bremen based printing company that designs and makes safety cards for such customers. I include extracts of three samples.


Fig. 3
The first is the United Arab Emirates Amiri Flight 737-800 safety card (Fig. 4). It opens to the right, as Arabians read from right to left, and shows a 24 luxury / 24 normal seating layout plus a private compartment in the front. The 747SP proves to be a popular airplane for Gulf royalty. Almost half of the 15 airplanes that remain in service today, are used by Amiri (royal) flights. One of those was converted in 1996 for the Brunei Government and delivered in 1999 to Bahrain. Its BerlinDruck safety card clearly shows the unique interior layout with the upper deck as bedroom (Fig. 5). Western governments also operate jets in luxury configurations. Some reveal the interior layouts in their safety cards, others do not. The Italian government A319 Corporate Jetliner safety card, also by BerlinDruck, is clearly showing every detail, up to the drain of the shower (Fig. 6).

The only indication of luxury on the safety card of the USAF operated state $757(\mathrm{C}-32 \mathrm{~A})$ is the joggle in the evacuation path (Fig. 7) (This card was obtained on board with permission from a U.S. government official during the WAHS 2006 excursion at Andrews AFB).


Fig. 4


Fig. 5

Finally, two versions of the same cabin layout, that of the Netherlands government 'royal' Fokker 70: one is from the safety card as produced by Fokker's design organization in Amsterdam (Fig. 8); the other informs cabin crew members about the special safety procedures and was produced by Fokker's maintenance facilities in Woensdrecht (Fig. 9). Same company, but quite different cabin layout renditions.

For comments, please contact me at:
f.schaefers@planet.nl


Fig. 6


Fig. 7



Fig. 8


DO NOT REMOVE FROM AIRCRAFT

Fig. 9


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Wanted: Air Florida Boeing 707 airline issued postcard (interior shot and route map) along with early Air Florida timetables. Also looking for Air Siam timetables, safety cards and publicity material. Please respond with information on your items and asking price. Contact: Bill Demarest at MrMiami@aol.com or via Editor, WAHS Inc., P.O. Box 489, Ocoee, FL 34761 USA

Wanted: Original copy or reproduced color copy of the United Airlines Flight Attendant History by Gwen Mahler. This is in a yearbook -type format. It was published in 1990 and is no longer in production. I am also interested in anything about Flight Attendants especially handbooks, manuals, training videos. etc. Willing to pay reasonable prices depending on items. I have copies of the yearbooks on Continental, TWA, Western, and American. Also yearbook on Flying Tiger employees. I can make reasonable copies of what I have if anyone wants to add to their collections. Contact: Scott Jones, 10808 Foothill Blvd. Ste. 160 \#128, Rancho Cucamonga, CA. 91730
For Sale: Official Airline Guides (OAG). The following issues are available for sale: Domestic Editions: Feb, Mar, Apr, May, June, July, Sept, Oct, and Dec 1955. International Editions: Oct, Nov, Dec 1956; Apr.1957, Apr 1958, and Apr 1959. All are in pretty good shape considering they are about 50 years old and printed on non-acid-free paper. Price: $\$ 25$ each plus shipping via UPS. If you want to purchase all of them, $\$ 300$ plus $15 \%$ is shipped in the USA. Please contact: Roger Bentley, 20110 New Hampshire Avenue; Brinklow, Maryland 20862. Phone: (301) 924-6331 or email airlinebuff2000@yahoo.com

WANTED: The color photo of Continental Airlines B-720B departing Denver Stapleton era 1963. With Stapleton tower and mountains as backdrop, this photo was displayed in Continental ticket offices as well as on pages 12-13 of the in flight promotional brochure "On Continental" dated $5 / 63$. Please contact Steve Sihler at stevesihler@comcast.net or by writing: 2328 Luther Lowell Lane, Sycamore, IL 60178

WANTED: Any and all United Airlines and Swissair memorabilia. Please call Omar Zuber at (503) 667-0913 or email at: omarzuber@hotmail.com

WANTED: I am looking for Braniff uniforms for Barbie and Ken dolls. I would be interested in the dolls as well if they're already wearing the uniform. Please email your answer with your price to: anne.malm.hbg@hotmail.com

WANTED: Airliners International Convention Memorabilia. The WAHS Office is looking for lapel pins, wings, stickers, post cards, and other AI logo items (except booty bags) from our 31 years of international conventions. Unfortunately, a sample of each of these logo items was never retained by Society headquarters. If you can help, please contact Treasurer Jay Prall: jayeprall@msn.com or 503-657-4540 (West Coast time).
AIRLINER BIZJET Materials Needed for Feature Story. Author is documenting the history of the few carriers that used bizjets in scheduled passenger service. Names like Sun Airlines, Zia, Golden West, Indigo, Heussler, Empire State, and Enterprise. Looking for aircraft photos, route information, memorabilia, and other corporate information from these carriers. Please contact Jay Prall: jayeprall@msn.com or 503-6574540 (West Coast Time).

AIRLINE COLLECTIBLES FOR SALE. WAHS member selling off a 23 year accumulation of assorted memorabilia. Contents include labels, postcards, model kits, timetables, uniform pins and some unusual pieces as well. Contact Joe Pantaleo, 13308 Starlite Dr 106B, Brookpark, OH 44142. List currently being updated Email: Planefanatic@roadrunner.com.

# UPCOMING AIRLINE COLLECTIBLE SHOWS!! 

The World Airline Historical Society is not responsible for the accuracy of the following show listings. See WAHSOnline.com for a complete show listing. Always check with the individual show promoter to insure the event is still scheduled as stated before making your travel plans.

## LOS ANGELES AIRLINE MEMORABILIA SHOW \& SALE

Saturday, June 21, 2008. Los Angeles, CA: Hacienda Hotel, 525 N. Sepulveda Blvd., El Segundo, CA 90245. Show hours 9am until 3 pm . Admission $\$ 5.00$. Free shuttle from LAX. Special room rate of $\$ 69 /$ single and $\$ 79 /$ double available by calling $1-800-$ 421-5900. For more info, please contact Dave Cherkis (702) 360-3615 or Marshall Pumphrey (562) 987-1904.

## AIRLINERS INTERNATIONAL 2008

July 10-12, 2008. Dallas, TX, Sheraton Grand Hotel at DFW. Contact: Tony Trapp at TTETexpress@earthlink.net (See the show advertisement on page 45 for complete information!)

## NEWARK AIRLINE SHOW

Saturday, September 13, 2008. Newark, NJ. Holiday Inn Newark Airport 160 Frontage Rd. Newark NJ 07114. Show hours: 9 am to 4 pm . Admission $\$ 10$ with free parking $\$ 2$ off with WAHS membership card. Free shuttle from Newark airport and Howard Johnson. Show is sponsored by the Airplane Shop. For information, contact Jeff Matera at NewarkShow@aol.com.

## SAN FRANCISCO AIRLINE MEMORABILIA SHOW

Saturday, September 27, 2008. Best Western Grosvenor Hotel, 380 South Airport Blvd, South San Francisco, CA 94080. Phone (650) 873-3200. Show hours 9 am to 3 pm . Admission $\$ 5$. Special room rate of $\$ 89$ by mentioning Airline Memorabilia Show when contacting hotel. For further information, see www.SFOAirlineShow.com or contact Mike Chew, P.O. Box 25494, San Mateo, CA 94402 or Tom Vance, (408) 504-8345 Galaxie@garlic.com.

## MINNEAPOLIS AIRLINE COLLECTIBLE SHOW \& SALE

Saturday, October 4, 2008. Days Inn-Minneapolis / St. Paul Airport, 1901 Killebrew Drive (across from Mall of America). Show hours: 9 am to 4 pm . Admission $\$ 5$ - children under 12 free. Free shuttle from MSP Airport. Special Days Inn show rate of $\$ 69$ / night. For information, contact Bill Rosenbloom or Bill Marchessault (651)699-2784 or via email bill@airlineposters.com

## SEATTLE MUSEUM OF FLIGHT

Saturday, October 11, 2008. Museum of Flight, Boeing Field, Seattle, WA. For more information, contact Greg Mattocks, P.O. Box 1455, Bothel, WA 98041 (425) 485-8780. Mattocks@verizon.net or www.seattleairlineshow.com

BRUSSELS AIRLINE ENTHUSIAST CONVENTION
Saturday, October 18, 2008. Atheneum Zaventem-Kortenberg near Brussels Airport, Brussels, Belgium. Contact: Olivier Lamoral, bruconvention@hotmail.com, www.bruconvention.be

## ATLANTA AIRLINE COLLECTIBLE SHOW

Saturday, October 18, 2008. Delta Heritage Museum, Atlanta Airport, Georgia. Contact: John Joiner@propji@bellsouth.net

## HOUSTON AIRLINE COLLECTIBLE SHOW

Saturday, October 25, 2008. Holiday Inn-Intercontinental Airport, Houston, Texas. Contact: Duane Young at Jetduane@bellsouth.net/

## NEW YORK CITY AIRLINE COLLECTIBLE SHOW

Saturday, November 8, 2008. LaGuardia Airport, New York. Courtyard by Marriott Hotel. Contact: Basilios Pipinos, apipinos@aol.com.

## AIRLINERS INTERNATIONAL 2009

July 23-25, 2009. Orlando, Florida, Wyndham Orlando Resort. Contact Bill Demarest at info@ai2009.com or on the show web site, www.ai2009.com.

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Legend Airlines (1997-2000) Douglas DC-9-32 N27509
Photographs via the Archives of Aviation Photography of Miami and www.Air72.com MAXjet Airways (2005-2007) Boeing 767-200ER



[^0]:    Airline Issued Postcard - William Demarest Collection

[^1]:    American Airlines Curtiss Condor with 12 full length berths, introduced 1934. $A / I ; B \& W$.

