

sky

Delta Air Lines In-Flight Magazine • Vol. 1, No. 1 • November-December, 1971



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BOEING 747



sky Delta Air Lines In-Flight Magazine

On behalf of our more than 21,000 employees, it is our privilege to welcome you aboard Delta, and also to introduce to you our new in-flight magazine, SKY.

Many of you are old friends whose consistent patronage over the years has played a major part in making Delta one of the world's leading airlines. Some of you may be taking your first flight with us. In either event, we hope that our service will be such that it will continue to merit your selection of Delta in your future travels.

SKY Magazine is a new feature which has been added to our flights for the increased pleasure of our passengers. We hope that you will find it interesting, informative, and entertaining. Your comments and suggestions will be welcomed.

Thank you for flying Delta, and best wishes for a pleasant flight.



David C. Garrett Jr.

*David C. Garrett Jr.
President
Delta Air Lines, Inc.*



W. T. Beebe

*W. T. Beebe
Chairman of the Board and
Chief Executive Officer
Delta Air Lines, Inc.*

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ATLANTA:

Atlanta seems to be on a permanent renewal program, changing almost daily.



CENTER-STAGE IN THE 70's

Vitality and tenacity have earned this city its place in the sun, where good living and good business combine to give it a powerful appeal.

**by NORMAN SHAVIN, EDITOR
ATLANTA MAGAZINE**

Of the thousands who visit Atlanta — businessmen, conventioners, tourists, honeymooners — many search this remarkable regional capital looking for Scarlett O'Hara and her beloved Tara.

She isn't here, nor is that globally-known mansion of fiction. The proud crinolined Scarlett's spiritual descendants are here, but they wear mini-skirts. Atlanta's women are justly famous for their charm, and a noonday promenade in downtown Atlanta provides a display of beauty sculpted as solidly as nearby Stone Mountain. Their accents are as often briskly Northern as they are honeyed Southern.

But Atlanta does have its mansions, from the antebellum to the futuristic. There are enough in this forested city to impress any visitor and make him think about settling permanently here, where the living looks appealing and progress seems to be an institution. The vitality is all the more remarkable when it is remembered that little more than 100 years ago Atlanta was nearly wiped out in what some residents call General W. T. Sherman's "urban renewal" program, the first in our history.

Atlanta has been renewing herself ever since. Her skyline seems to change almost daily, and she dominates a five-county metropolitan area of almost 1.5 million persons. Her spirit is shaped by the mystique of that legendary bird, the phoenix, which rose reborn from its own ashes. Little wonder the phoenix is the city's symbol.

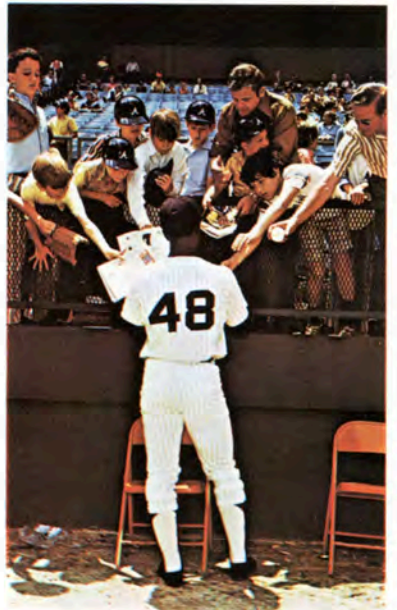
Fewer than 25 years after a post was driven to mark Atlanta's location as a railroad terminus (and Terminus was her first name), the frontier-like town was caught up in The War, which resulted in the burning of the city. But Atlanta thrives on adversity. She suffered through Reconstruction, financial panic and recession. Each time gloom enveloped the city, its leadership mounted a campaign — be it a major fair (Sherman came back as the star of one) or a fund drive to herald the city as a transportation hub which salesmen and industry ought to call home.

Every time it worked. Most recently, the doldrums set in during the 1950s. The city's leadership assessed the relative inactivity and raised millions to sell Atlanta to the world in a program dubbed Forward Atlanta. The result was phenomenal.

In Atlanta's "Soaring Sixties," population escalated (jobs growing at the average rate of 26,000 per year for the decade), skyscrapers appeared at the average rate of three a year; retail sales boomed. Atlanta became a highly important federal regional capital; suburbs, office parks, shopping centers, industrial parks, apartments and a network of roads and superhighways mushroomed. Today, nearly all of Fortune magazine's 500 top firms have offices and/or regional headquarters in Atlanta. The city is generally regarded as one of the most modern and best equipped business environments in the country.

But economic expansion alone is not the sole index. Adversity struck

Sculpture at the Center for the Performing Arts and Braves star Ralph Garr typify Atlanta's abiding enthusiasm for culture and sports.



the city in 1962 when more than 120 of Atlanta's cultural leaders died in an overseas accident. The tragedy was transformed into a campaign to build the \$13 million Memorial Arts Center, where Robert Shaw conducts the Atlanta Symphony, residents dance and theater companies perform, and major art exhibits lure thousands.

A massive civic center — with more than 70,000 square feet of space — was built at a cost of \$10 million to house exhibitions and theatrical performances. (An even larger center is on the drawing boards.) The Atlanta Merchandise Mart rose to provide 105,000 square feet of exhibition space and more than 2 million square feet of permanent show room area; the latter became a key in the downtown Peachtree Center complex, which now includes the famous Regency-Hyatt House, a stunning hotel already being enlarged.

A translucent-domed rotating lounge on top of the 22-story hotel has become the best-known vantage point from which visitors can see the city. Exposed glass bubble elevators whisk visitors to the top, soaring over a spectacular indoor plaza.

Sports, too, have grown with the city. An oval sports stadium — seating more than 50,000 — became the home of baseball's Atlanta Braves, and the National Football League's Atlanta Falcons. The Atlanta Hawks became the city's pro basketball team — and a 17,000-seat coliseum and exhibition hall is being built downtown. Pro soccer is here, too, and ice hockey will follow.

The recreation-minded have eight public golf links available; nearby Lake Allatoona is jammed with all manner of boats; Stone Mountain Memorial Park — featuring the 825-foot high, whale-like chunk of

granite carved with figures of three Confederate heroes, is a 3,800-acre recreational area which will draw more than 3 million visitors this year. Ten minutes west of downtown Atlanta is Six Flags Over Georgia, where history mingles with fun in a 276-acre park that will draw 2 million visitors in 1971.

And since Atlanta has always woven its past into its present, it is aware of almost-daily additions to Underground Atlanta, a frontier-like recreation of its birthplace along

Good living in Atlanta is abetted by such institutions as the outdoor cafe at Peachtree Center (top) and the myriad shops and nightspots of Underground Atlanta (bottom).



which there is still imbedded that post which marks the city's original siting.

Visitors, whether they be businessmen or tourists, gravitate to Underground Atlanta for the flavor of the city's romantic past. This old section of town, hidden underground by a vast viaduct system nearly a half century ago, was recently restored to its gaslight atmosphere. Boutiques, gift shops, saloons, cabaret theater and novelty restaurants give it a powerful appeal to those in search of a good time.

Atlanta's leadership has made an effort to solve a common problem in large cities: how to prevent the downtown area from becoming a solid mass of steel and mortar. Mini-parks dot the area; sidewalk sculpture at Peachtree Center and elsewhere makes art works of steel and concrete a part of daily living. Office and industrial parks are laced with outdoor sculpture.

This determined effort to keep downtown Atlanta and centrally winding Peachtree Street green is part of the city's heritage: Born in a forest, it intends to retain a partnership with nature. Not long ago, Atlanta's chief philanthropist gave the city securities worth more than \$9 million to buy a downtown block and convert it into open park space.

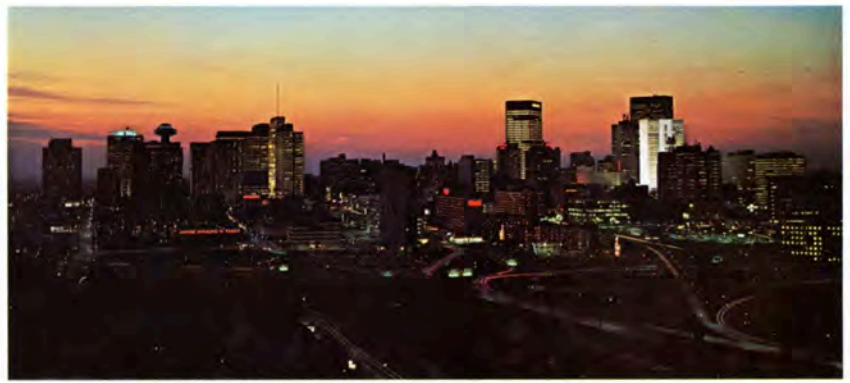
This is not an old city, as reigning cities go. Next year will bring the 125th anniversary of its incorporation as Atlanta. The downtown section is relatively modest in area; skyscrapers, churches and some private residences still commingle comfortably on Peachtree. It is a city with a population more than half black. It is also a city — "too busy to hate," said a late mayor — whose enlightened leadership so firmly led her through desegregation crises that Atlanta never suffered more than a minor racial disturbance during the Sixties.



The city boasts major higher educational institutions — Emory, Georgia State University, Georgia Tech — and the largest black educational complex in the world — Atlanta University, one of whose alumni, Dr. Martin Luther King, Jr., remains a revered figure whose tomb is by his church in downtown Atlanta. The city believes it will, by the exercise of honest appraisal of its problems, solve them long before others will.

Like any thrusting city, Atlanta has problems, but they haven't been ignored. The city grapples with the deleterious effects of slums; businessmen respond beyond quotas to the drives for jobs for the underprivileged; this fall, the city goes to its voters for metropolitan approval of a rapid transit system.

The city's mayor, Sam Massell, is a spirited executive who has helped bring many blacks into roles of prominence in city government. Vice Mayor Maynard Jackson is black; the chairman of the Atlanta



Night views of Atlanta's skyline rank among the most scenic anywhere.

Board of Education, Dr. Benjamin Mays, is black; five of the 18 aldermen are black, as is City Hall's personnel director, and the chairman of its Community Relations Commission.

From the outset, Atlanta's history of regional dominance was shaped by her role as a transportation hub. The trains have declined in relative importance; planes have replaced them. Today, Atlanta Hartsfield Airport — third busiest in the nation — is undergoing major ex-

pansion. It is the site of the general offices and jet maintenance base of Delta Air Lines, our nation's fifth largest airline. Discussions have been underway on the feasibility of a second major airport to feed the city's newest thrust: a desire for status as an international city, a role encouraged by businessmen and its resident consular officials.

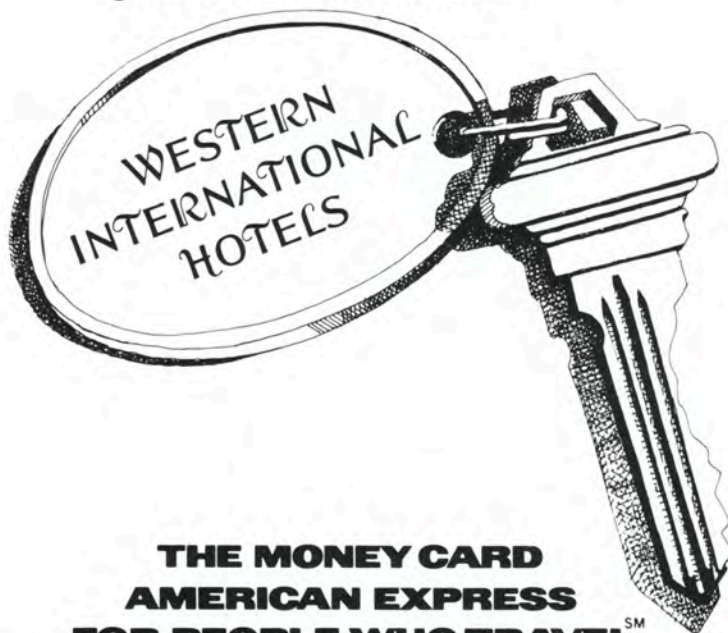
Atlanta is a conglomerate of people from all over, living a healthy variety of life styles; the life of quiet suburbia where houses spread out rather than up; in condominiums whose comforts are extraordinary; in apartments where "singles" maintain a brisk pace. Culture, business, night-life, rustic peace, sports recreation, history and education are available to fit any life style.

Atlantans like to point out that few new residents ever leave the city. And of those few who voluntarily do, their affection for Atlanta often lures them back, permanently. A newspaper cartoon said it best: it depicted two Atlantans who had gone to heaven; said one to the other, "It's all right, but it's not Atlanta."

A bit more than 80 years ago, Atlanta newspaper editor Henry Grady rhapsodized that Atlantans had "caught the sunshine in the bricks and mortar of their homes. . ."

Perhaps that explains why things grow in Atlanta, a city whose place in the sun seems permanently assured.

Some credit cards are good at some hotels. The American Express Money Card is good at good ones...worldwide.



Here are a few notes to tell you about services aboard for you on Delta jets and where to find things aloft.

On the next two pages are highlights of Delta Dream Vacations for 1971 wonderful trips for a weekend or entire vacation. A map of the Delta system follows the vacation summary. Have a good trip and a jet full of thanks for choosing Delta. You are invited to keep this copy of SKY as a memento of your trip.

Seats take-off & landing

FAA rules call for seat belts to be fastened, on all take-offs and landings, with seat-back and table in upright position and locked. Otherwise, lean back as you wish. Button on side of your seat controls recline. As for belts, pilots and experienced passengers keep them in place at all times when in seats.

baggage

Under the seat *ahead* of you is an area for carry-on bags and packages of moderate size. Overhead racks are for hats and coats . . . not for cameras or compact items that might slide out and hit somebody.

On Delta 747's, the overhead bins that close with safety lock may be used for storage of up to 40 pounds of bags or parcels.

First class or tourist, you are now permitted three bags free on any Delta flight. (Largest may not exceed 62 inches in length plus width plus height.) You may carry on one bag if it will fit under seat or in 747 overhead bin. Good news! You can now also check sports items, such as golf clubs, bowling gear, scuba tanks (empty), fishing rods or skis. Ask any Delta office for list of permissible items.

For your comfort

Your own fresh air vent turns to open, swivels to adjust. (A separate ventilation system changes entire cabin air every three minutes.) Reading light for you is overhead, except on standard DC-8 it is on seat back facing you. On 747, switch is in control

WELCOME ABOARD DELTA



panel at your side. Stewardess call button is within easy reach of your seat. Don't hesitate to call when you need assistance of any kind. Pillows and blankets are in rack overhead, to use if you wish.

Table, on seat back facing you, folds down for meals, writing, reading, cards or business papers. Current magazines are on board, also a stationery kit and post cards, likewise playing cards. Magazines are in an aisle rack; ask stewardess for other items.

Rest rooms

Nearby, on all jets, with a light on each rest room door to show "Vacant" or "Occupied." Most jets have rest rooms at rear of tourist section and front of first class. But, on standard DC-9's rooms are to rear for both classes. On the 747 there are 11 rest rooms. Eight are for tourist section. Six at rear, two in middle. Hot water, soap, towels — everything you need, on all jets.

Medical aids

Aspirin, motion sickness pills, strip bandages and other comforting items are on all Delta jets. Ask any stewardess for them.

Smoking

Cigarettes permitted in flight, if the "No smoking" sign is dark. Ash tray is in your arm rest.

Meals & snacks

You are Delta's guest for meals and snacks, as served on flights long enough for food service. There is no charge, ever, tourist

or first. And there's no tipping on Delta, either. Never!

Special Diets

When you make your reservations, please notify Delta if salt-free foods or other special items are needed. They will be on board, if at all possible.

Babies and children

With advance notice, Delta will put jars of baby food on board. There is milk on most flights; picture books and children's magazines are available on all flights.

Drinks

Thirsty? Ring for soft drinks, for coffee and ice water. Where trip time permits, Delta makes cocktails and highballs available in flight.

Because FAA rules ban all alcoholic drinks aloft except those served by stewardess; passengers may not bring their own supplies on board to drink en route.

Note on night flights:

On flights listed as Night Coach, passengers in the forward cabin travel in the regular first class seats of daytime flights but at a special reduced coach fare. Because the overall flight is at coach reductions, airline regulations require a charge for alcoholic beverages in both forward and rear cabins.

Flight cockpit

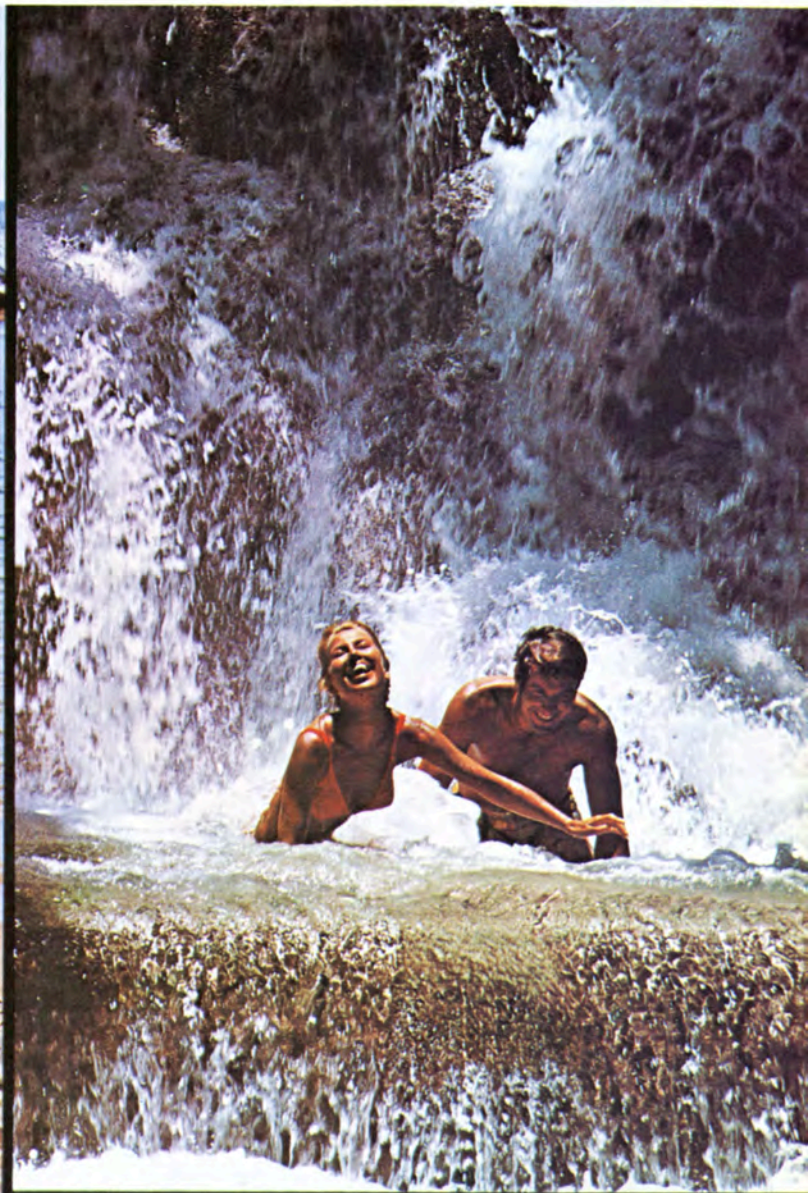
Some passengers ask to see the pilot area. Sorry, but federal regulations close it to all visitors in flight.

Pets

Pets can travel in pressurized, air-conditioned comfort, too. A special container is required. They ride in a separate area but can be checked through on the same flight with you. And, they go at thrifty air freight rates. Ask for rate details and about container needed.

Any questions unanswered?

Just ask a stewardess, any Delta counter agent. . . . phone or write.



DELTA DREAM SALE

To Barefoot Lands

Delta serves the exciting vacation cities of America, from New York to Las Vegas and San Francisco. But this is the time of the year when vacation thoughts turn south, to tropical warmth and barefoot beaches. So here are samples of the array of Dream Vacations Delta has to the sun spots this winter. Your travel agent has full details and will make all your jet and hotel reservations.

Walt Disney World

Experience the magic of Disney at new Walt Disney World in Florida. And stay at one of the two hotels now open inside the park. Choose the ultra-ultra modern Contemporary, with monorail trains gliding through the vast open lobby at the fourth floor level. Or stay in South Seas splendor at the Polynesian. Beaches, pools, bars, entertainment galore.

Three days, 2 nights \$47.40 per person, double occupancy of hotel room. Includes one full-day unlimited use of monorail trains and lagoon steamers, and one all-day admission to Magic Kingdom, with nine major attractions. Add air fare to either Orlando or Tampa.

\$1 Stopovers

You can jet Delta to a Walt Disney World visit via either Orlando or Tampa . . . then continue to other South Florida cities or the islands. Stopover charge: just \$1, first class or tourist. Or you may stop on your return trip, if you wish.

Use this dollar-stop also to see Busch Gardens, Ybor City, Rainbow Springs, Cypress Gardens, Bok Tower and beauty of the citrus highlands, and the awesome size of rockets at the Cape Kennedy Space Center. Ask your travel agent about special tours that combine these features with Walt Disney World visits.

Florida Beaches

The horses are off and running at Florida tracks. So are the greyhounds. And bounding Basques play jai alai for parimutuel dollars. Marlin and sailfish wait offshore. It's the big season now in Florida. Delta jets to the great vacation spots off Florida, on both coasts. Enjoy Miami Beach for 8 days 7 nights for only \$82, or Fort Lauderdale for \$81.50. Rates for both cities are per person, double occupancy of hotel room, and include airport transfers, beach, house cocktail party, entertainment nightly. Add air fare. Eight days, 7 nights in Tampa, St. Pete or Clearwater, from \$65, per person double occupancy of hotel, with airport transfers, too. Add air fare to Tampa.

Winter Golf

Though the calendar says winter, you play on palm-lined fairways. Seven days, 6 nights at scenic Innisbrook in Tarpon Springs, Florida, from \$198. Rate, per person double occupancy of room, includes transfers from Tampa airport, breakfast and dinner daily, six rounds of golf with cart, club storage, three balls and cap. Rate for a non-golfing wife, \$159. Add air fare to Tampa.

Caribbean Cruises

Add an ocean liner to your life! Jet Delta to Florida, to sail for a week of sea-going fun. Sailings every Saturday from Miami. Cruise to Freeport, Port-au-Prince, Kingston, Montego Bay and Port Antonio. Or sail for Cap-Haitien, San Juan, St. Thomas and Nassau. Winter cruises, too, from Port Everglades in Fort Lauderdale. All your days at sea are in tropical warmth. Deck pool, deck sports, dances, shore excursions to shop in old pirate ports at new tax-free bargain rates. All meals included; no passport needed. Seven-day cruises

from \$225, per person double occupancy, plus air fare to Florida.

New Orleans

Jazz buffs, gourmets antique hunters and bon vivants of all stripes jet to New Orleans in the oyster months . . . for good reason. That's when the Vieux Carre, the old French Quarter, is at its exhilarating best, weather is apt to be the same. Hear original Dixieland jazz at Preservation Hall. Join the boom and bounce of Bourbon Street. Beat the antique dealers at their own game. Shop for open air art; cruise the mighty Mississippi. And savor, in magnificent French and Creole cafes, some of the finest food between America's oceans. Three days, 2 nights from \$34.95. Includes hotel room (double occupancy) bayou and river cruise, choice of three sightseeing tours. Extra nights \$11.75 each.

Note: No charge for a New Orleans stopover, on any Delta flight to Jamaica, Puerto Rico or Venezuela.

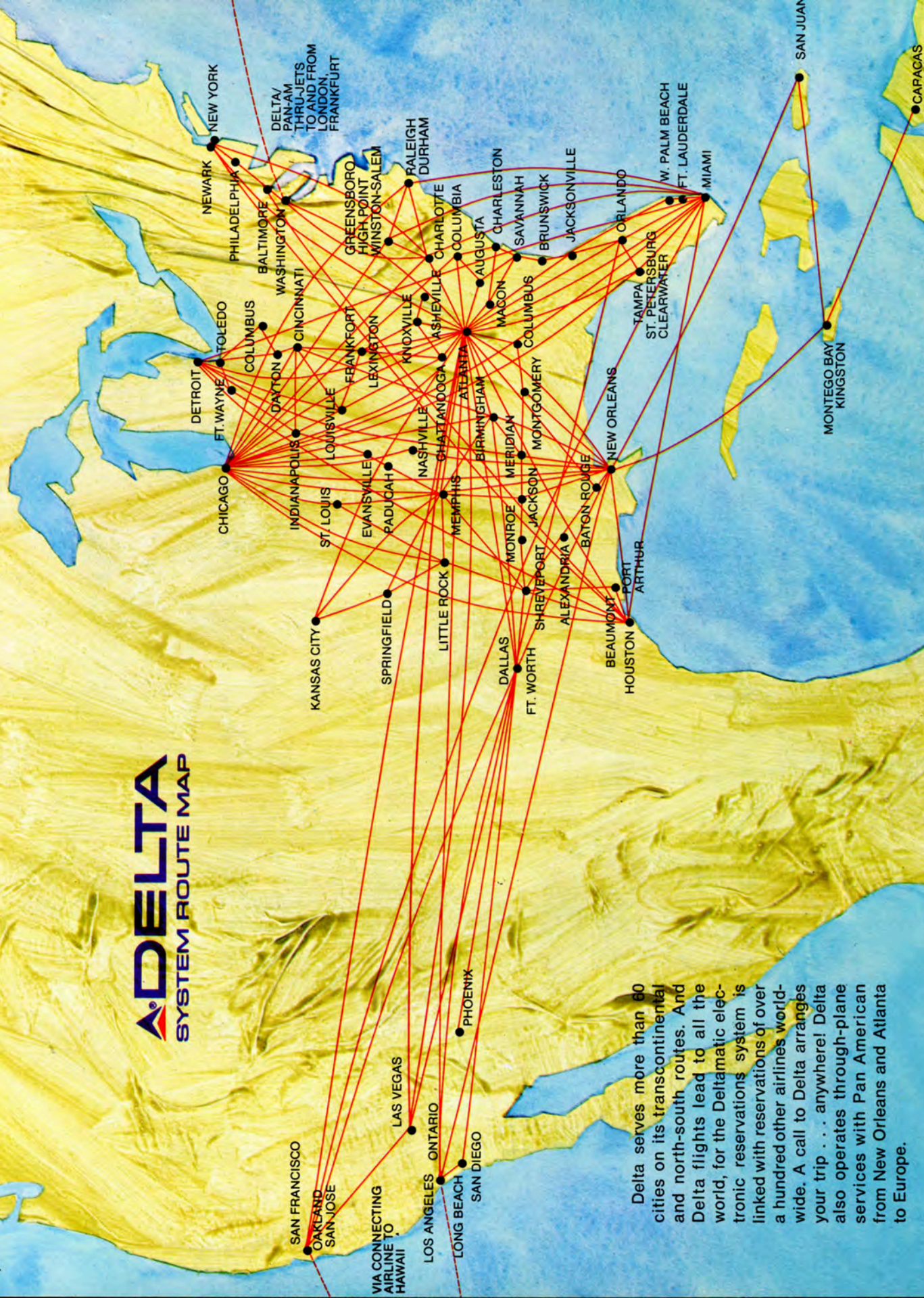
Islands in the Sun

Jamaica: land of chee-chee birds, fire dancers, rum, left-hand traffic, bananas, coconuts, calypso. And cricket! Smartly British hotels in Montego Bay, Ochos Rios or Kingston. Seven days, 6 nights from \$150, per person double occupancy of hotel, with breakfasts and dinners.

Puerto Rico: Siestas by day, fiestas by night: winter life Latin style. Great golf, fishing, sightseeing. Four days, 3 nights in San Juan, from \$60 per person, double occupancy of hotel. Easy side trips to the delightful Virgin Islands.

Bahamas: Only about three marlin and sailfish from Miami. Choose Freeport or Nassau: 4 days, 3 nights from \$39, double occupancy. Add fare on all island trips.

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FOR PEOPLE WHO TRAVEL

Thousands of Americans are taking to the skies without engines, making glider flying one of the fastest rising weekend sports.

by GREG BURTON

If you have ever watched an eagle or a hawk wheeling high overhead, rising higher and higher without moving its wings, you have seen the principle of glider flying. That bird has found a *thermal*, or upward current of air, and is turning in circles to stay within the thermal and rise with it. For a man or woman in a sailplane, it's the equivalent of a yachtsman finding a good, stiff breeze that will take him where he wants to go.

The exhilaration of harnessing these forces of nature helps explain the big growth in popularity of glider flying, or soaring, in the past decade. The number of Americans and Europeans taking part in this sport has doubled in just five years. Virtually every state now has small airports called gliderports or soaring centers, where enthusiasts take part in cross-country competition or simply fly their sailplanes on Sunday afternoon joy-rides. California and New York have the largest concentrations of soaring centers.

All types of people are becoming soaring enthusiasts. The most dedicated, who invest in their own sailplanes and compete regularly in local, national and international meets, are often doctors, lawyers, engineers, airline pilots and educators. The ranks of those who merely rent a sailplane on a weekend for the fun of non-competition soaring include people from nearly every walk of life.

Sailplane pilots must be licensed by the Federal Aviation Authority, and most soaring centers offer instruction leading to a license. Youngsters can qualify for a student license which enables them to fly solo as early as the age of 14. This is all that's required to rent sailplanes for local weekend flying, and many people don't bother to



SOARING WITH EAGLES



go beyond this stage of licensing. The cost of instruction to reach this stage is generally about \$500, and the length of time is no more than a few weeks, even on a part-time basis.

Minimum age is 16 for a private soaring license, which enables the pilot to carry passengers on non-commercial flights. Gliders come in many designs and some of the most popular are two-seaters.

The lift falls into three main types: ridge, thermal and mountain wave. Ridge soaring was enjoyed by some of the earliest glider pilots around the turn of the century and is still popular. The lift is caused by air currents striking against a ridge or hill and being deflected upward. A sailplane pilot can follow a line of ridges and almost always find lift. By flying back and forth, he can gain thousands of feet of altitude before moving on to another destination.

Thermal lift is provided by masses of heated air over hot, open ground such as farm fields or desert. A sailplane pilot will look for this type of ground and steer his craft over it to pick up the lift. Gliders are equipped with variometers, or ultra-sensitive rate-of-climb indicators, which tell the pilot when he is in a rising air current. When he gains enough altitude, he can move on and attempt to find another thermal.

Mountain wave lift occurs when air currents strike the sides of steep mountains, bounce up over the mountain, down the other side and bounce upward again from the bottom. Some of the best wave soaring is in the Rocky Mountains, where the air currents rise many thousands of feet after rushing down over the mountains.

Finding these sources of lift keeps a sailplane pilot busy. Soaring has been erroneously pictured as a quiet, relaxing pastime. The lack of engine noise makes it quiet, but it isn't as relaxing as, say, taking a Sunday cruise in a small sailboat.

What enables a sailplane to stay aloft for many hours and cover many miles? Soaring records are impressive, indeed: 46,000 feet altitude and 720 miles distance nonstop. Glider pilots know what few other people are aware of: that we live in a sea of air, which

has as many movements and currents as the sea. There are invisible sources of lift all around us, and the sailplane pilot finds them and uses them.

"You're flying a plane without fuel, and you've got to keep finding your fuel in small amounts," says Richard A. Wolters, soaring enthusiast and author of *The Art and Technique of Soaring* (McGraw-Hill, 1971). "Every 15 seconds you're doing something to pick up more lift. It's the challenge of reaching your destination with no power, using only your wits and judgment, that makes soaring so much fun, not the peace and quiet."

How safe is soaring? "Cross country flying is a sophisticated task, but Sunday afternoon soaring is safer than driving to the airport," says Wolters. Fatal mishaps are rare, even with beginners, and have averaged no more than three a year. A sailplane can land in almost any sort of field or open space with little damage, since it is light and has no engine or fuel. It is equipped with the same type of flaps that a powered airplane has, to decrease speed and lift and adjust the angle of descent. In the hands of a good pilot, it is a highly maneuverable aircraft.

As devotees of other sports do, soaring enthusiasts tend to get "hooked" on their pastime and want to do more and more with it. Early-day glider pilots would marvel at the sophisticated equipment and techniques that have evolved as the sport has grown. Sailplane pilots talk shop for hours at a time, discussing ways to get more performance out of their craft. Sooner or later, as a sailplane pilot's experience grows, he wants to enter some competition flying. Most of the 250 soaring centers in the country have local competitive meets where pilots match their skills in distance flights, speed and altitude. There are also regional meets, the U.S. national championship meet conducted annually by the Soaring Society of America, and the international championship meet.



Almost all competition is governed by strict soaring rules set up by international agreement. The governing body is Federation Aeronautique Internationale, headquartered in Paris, which awards badges and ratings to any sailplane pilot who achieves certain standards, such as reaching 17,000 feet altitude and flying 311 miles nonstop.

There is an *esprit de corps* among soaring enthusiasts that makes any meet a pleasant experience, even for casual onlookers. There is a great deal of joshing among friendly competitors, but there is also a willingness to help one another. Cross-country competition soaring is a serious business when it comes to safety, and helpful tips are freely passed around.

The competition for the day may be a 100-mile trip to a specified turn point and return. The pilot who is most adept at finding lift and covering the distance in the shortest time wins. Not all pilots

will finish, of course, especially if lift conditions aren't good. Each pilot has a ground crew (often consisting of his wife, child or a friend) who will follow the course as nearly as possible on the ground, having mapped out the roads in advance. The car or truck is equipped with a two-way radio and the pilot keeps his crew informed of his location and progress along the way. Should he run out of lift and come down in a field, the crew will race to the scene, disassemble the sailplane, put it in the truck or trailer and race back to the starting point. If there is time enough in the day, he can make a fresh start again. The only times that count are completed times, and there's always another chance that he can score a win.

A day of meet competition can be a long one. The sun bakes the pilot inside his plexiglas canopy as he strains to maneuver the craft to take advantage of every bit of

lift. He watches for hawks or eagles, knowing they ride the same thermals he does. He looks for swirling dust or bits of paper, indicating a rising column of air. As he reaches the upper limit of one rising thermal, he searches for another, sometimes following signs, sometimes following a hunch. Six, maybe eight hours go by before he completes his assigned course.

At the end of the day, the pilots are stiff from the cramped cockpits, sunburned and tired. But after gathering for a good meal and swapping stories about their day's experiences, an indescribable feeling of satisfaction takes over. Everyone is convinced that his sport is the most challenging and the most appealing of all sports.

"The secret of soaring's appeal," says Dick Wolters, "is that it can never become routine or boring, as powered flight can. No two sailplane flights are ever alike, and this is what is making fanatics of thousands of Americans today."

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KNOW YOUR PRODUCT, BUT THINK PEOPLE

by CAVETT ROBERT

Advice from a veteran salesman

It is indeed a tragedy that many people are walking encyclopedias of technical sales principles and yet these same people couldn't sell a raft to a drowning man.

Just as a person who doesn't read is no better off than a person who can't read, a person who doesn't use his sales knowledge to solve someone's problem is no better off than the person who has no sales knowledge.

Ideas Sterile without action

We have heard it said often that knowledge is power — that nothing in life is more forceful than an idea whose time has arrived. Actually nothing is more dead, more sterile, or more impotent than the greatest idea on this earth until we take that idea and put it into people and put those people into action.

Too many people go to their graves with the music still within them. We see examples of this every day. It's most disenchanting to see unfulfilled dreams, un-realized ambitions, doors of opportunity that have been closed so long that the hinges are actually rusted — all because too many people do not know how to relate the knowledge they possess to the human equation and use it to solve people's problems.

Human Engineering

Engineering has been defined as the study, planning and control of any line of endeavor. Now if we desire to be people experts — if we are primarily concerned with people, their "hot buttons", their responsive notes, their vulnerable spots, when we are desirous of becoming human engineers.

Yes, the science of causing people to think, feel and act as we desire, sometimes even spoken of as HUMANEEERING, is the only certain method of insuring that we can use to full advantage the knowledge which we already have.

Bring your do how up to your present know how

It is encouraging to note that finally the truth is being accepted that PEOPLE KNOWLEDGE is even more important than PRODUCT KNOWLEDGE. Regardless

of what line of endeavor we consider, we can safely say that a person who is prepared knowledge-wise and not conditioned people-wise is just a failure walking around looking for a place to happen.

To remind me of this fact I keep a little cartoon on my wall which I cut from the paper during World War II when sugar was rationed. A truck driver was putting the tenth spoon full of sugar in his coffee.

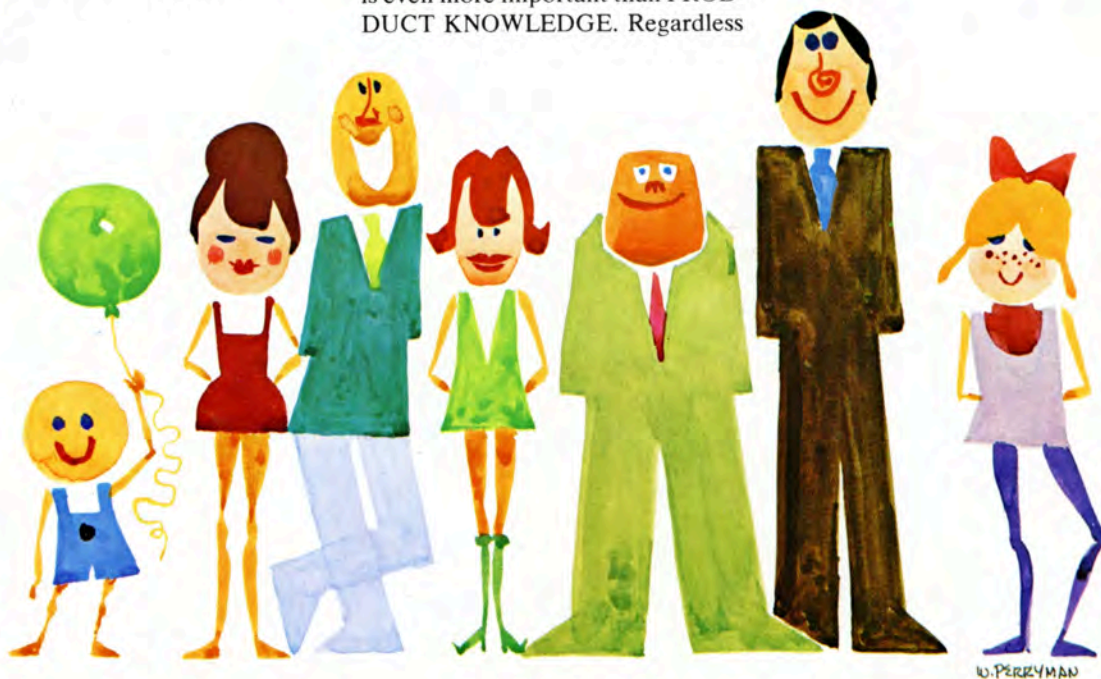
The proprietor of the restaurant could stand it no longer. He grabbed the wrist of the coffee drinker and said pleadingly, "Don't you think that is going to make your coffee too sweet?"

The truck driver nonchalantly, continuing to put more sugar in said, "No, Bud, not if you don't stir it."

I'm sure most people agree that we could bring our "do how" up by stirring that knowledge which is already there.

We can't travel within and stand still without

One of the most valuable things in life to us all is our FUTURE earning power. I didn't say our PAST earning power. The past is only prologue — the future is yet to be.



W. PERZYMAN

And yet so many people take out insurance on their cars, their homes, and even their lives and fail to give any consideration to insuring this future earning power.

There is only one way to take out this insurance and that is by starting a continuous training program in the field of HUMAN ENGINEERING — learning to apply our knowledge to the solution of people's problems.

Change traveling time into learning time

The average salesman today spends five years of his life driving around in his car, three years in the bathroom and three years eating. Think of the great savings this salesman could make if he is willing to capitalize on his driving time by changing it into learning time.

Little cassette recorders are getting less expensive constantly. Wonderful messages in all sales fields are now available on cassette tapes. These tapes can be constantly played in a recorder kept on the car seat. I know many top salesmen who never miss a day of "sales learning" and "people conditioning" through this method.

School is never cut out for the pro

Training today is a never ending process. We cannot complete our training, put it in a bottle and put it on the shelf. What was right and even plausible yesterday is questionable today and might even be wrong tomorrow.

The great Kettering once said, "The most vital factor in the survival of any individual in our rapidly changing world is his willingness and courage constantly to prepare himself to keep pace with changing times." Or as an old Mississippi philosopher once said, "When you are through preparing yourself for the future, Brother, you are really THROUGH."

Remember that we cannot operate today in any field of endeavor with

yesterday's methods and even be in business tomorrow. And yet there is a brighter side to the principle. I repeat that we cannot grow within as the result of a continuous training program and remain static without.

We must run to stand still

The average person reading this article must be retrained at least three times in his or her lifetime, regardless of what is the field of endeavor. Sometimes it is discouraging to find that just as we learn one role in life we are called upon to play an entirely new role, unrehearsed, as the drama of life must go along either WITH US OR WITHOUT US.



A man once owned a very fast race horse. In fact it was the fastest horse in the world. It won so many races that finally no one would enter horses against him.

So the man built a big barn next to his house, put the race horse in it and painted a big sign on the barn: THIS IS THE FASTEST HORSE THIS WORLD HAS EVER SEEN.

But he failed to keep training the horse. Some months later he entered the horse in a race. It came in dead last. Sorrowfully the owner led the horse back to the barn and repainted the sign as follows: THIS IS THE FASTEST WORLD THIS HORSE HAS EVER SEEN.

Experience not the best teacher

Let us never be misled by the old archaic cliché that experience is the best teacher. Experience, it is true, is a teacher, but the tuition for this kind of education is too high.

We do not have the right to lose sales in order to get experience. This method of learning is too costly. A prospect's home or office was never intended to be a training room to learn how to sell.

There is a far better way.

Actually, the only time experience is the best teacher is when we learn by the other person's experience. Man is the only animal that speaks beyond the grave. A dog, cat or cow must learn solely from trial and error. Not so with man — the accumulated experience of generations past is at his fingertips in the form of books, records and tapes.

However, I have known salesmen in their twenties far more experienced than salesmen in their sixties. The reason is, of course, that these younger salesmen took advantage of the experience of others.

What would we think of the engineering profession if it tried to invent the wheel all over again every generation? Do you think the computer would have been invented if all the inventive genius had been required to be accumulated in one lifetime? No, true progress in every field is a relay race and not just a single event. We take the baton of knowledge from others before starting the race.

We often over learn from experience

I have taken new salesmen out on a training program in an effort to get them started. Afterwards, while alone, one of the salesmen would make an error. Instead of correcting the mistake, the emotional trauma would be too much for him. It would take a drastic toll upon him and he would leave the selling field altogether. He overlearned from experience.

Mark Twain said, "If a cat sits on a hot stove he will never sit on a hot stove again. BUT, he will never sit on a cold one either. The fact is, that cat just can't get out of the business of not sitting on stoves."

Yes, the cat, like the salesman, simply overlearned from experience. This method of learning is too final. Someone once described suicide as the sincerest form of self criticism. The only trouble is that one has the opportunity to be sincere only once. It's similar to the man who said just before he was hanged, "This is going to be a good lesson to me." He never had the opportunity to profit from the lesson . . .

Let's not eliminate the butterflies

One of my salesmen recently came to me and said, "Mr. Robert, I suppose I am one of those colorful salesmen you speak about. I guess I'm just yellow. I shake all over when I stand before a strange door or call on a new customer. The sweetest sound in the world is a busy sound when I am trying to

make an appointment over the telephone."

I congratulate this salesman. I explain to him that unless he is like a highly spirited horse rather than a complacent mule he will never be a great salesman. He is assured by me that we do not want to remove the butterflies from his stomach — we only want to teach them to fly in formation.

If a new salesman tells me he is not cautious, apprehensive and to some extent afraid when he calls upon a customer then I know that one of two things is true, either of which makes me lose confidence in him.

Either the salesman is a complete vegetable — unresponsive and insensitive to human impulses, or the salesman is not truthful with me. I like the statement by the old fellow who said, "I hate to hear a man say he is boss of his wife, because if a man will lie about one thing, he will lie about anything."

And so it is with salesman.

Courage is not getting rid of fear

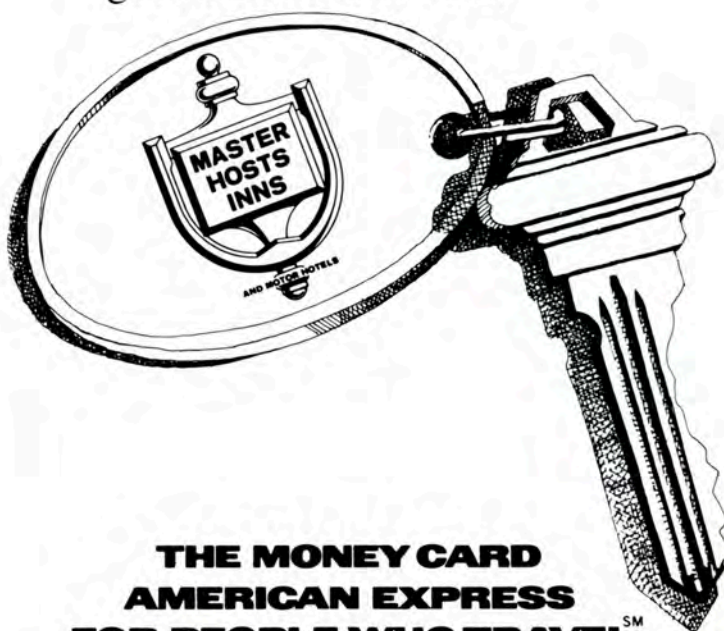
Most people feel that it is a sign of weakness to acknowledge the presence of fear. Actually, courage is not getting rid of fear; it is standing our ground in spite of it. Unless fear were present, there would be no such thing as courage. It is no disgrace to be afraid. However, it IS unpardonable not to do something about it.

And what can be done about it? The answer is very simple. One must follow a continuous self improvement program. He must adapt a built-in self motivation program.

Many have found this self-motivation program in the cassette tape recorder which they carry on the seat of the car or listen to while shaving or eating.

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But you pay a price for this great quality. The price you pay is that you are sensitive and sometimes easily discouraged. By the time you get the third refusal of your product or service you consider it a rejection of yourself. This is natural and normal and to be considered an assurance that the salesman is an emotional and sensitive person capable of closing.

Don't want to be a good loser

Frankly, I don't want to be a good loser. One must practice too much.

Of course, I don't want to "belly-ache" about losing either. But I prefer to be like Napoleon's little drummer boy who said, "I don't know how to beat a retreat and I don't intend to learn".

A good salesman is like a leaky tire. He must constantly be pumped up. If a salesman is so complacent and casual about getting a refusal that he doesn't "lose air" he will never be a good salesman. Most potentially high producers when they are first in the field "mentally resign" many times. If you are one of these you are to be congratulated rather than sympathized with.

However, these salesmen don't actually resign because they find a method of constantly rebuilding their enthusiasm. If you are so fortunate as to fall into this easily discouraged category, then by all means get a tape recorder add books and records and create your self motivational system.

Learn the people principles

Unless a person can learn why he gets discouraged, how to rebuild

his proper mental attitude, how to cause people to think, feel, and act as he desires, he will live in a constant state of disenchantment. Only when he learns the basic human engineering principles can he be a creator of circumstances rather than a creature of circumstances. Then he will happen to things rather than have things happen to him; he will be the cause and not the result; people will be his opportunity and not his frustration.

Start today

One of the tragedies of life is that we have so many people who are always about to commence, to begin pretty soon, when they can find time to do so.

Let's remember that yesterday is a cancelled check, tomorrow a promissory note, that today alone is legal tender. We live in one dimension and one alone and that is NOW. Today is already that tomorrow we are going to do so much about yesterday and we must act in a hurry because this very precious, priceless today will soon be a long, long time ago.

So let's become specialists in HUMANEEERING. Let's know our product or service, but THINK PEOPLE. And above all else let's create through a library of tapes, books and records a self-motivation system so that we can constantly rebuild our enthusiasm and determination to counteract the discouragement we receive if we are fortunate enough to be sensitive salesmen who don't like refusals.



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DINING IN THE COUNTRY

There's something special about driving into the countryside for dinner
by Norman Richards

Ambience, according to Webster, is "the totality of motives, patterns or accessories surrounding and enhancing the central motif or design." It's a word very much in vogue these days, and it seems to be used most often to describe certain restaurants which offer more than fine food. Eating dinner is one thing, while an evening of dining out can be quite another. The location, the environment and a certain spirit and mood are the ingredients that make the difference.

Perhaps ambience is the quality that makes dining out in the country so enduringly popular a pastime. There's something special about driving into the beauty of the

countryside to a restaurant with tasteful atmosphere and good food. It draws more people today than ever before in every corner of the United States.

New Yorkers, despite their city's concentration of more premier restaurants than any other in the country, turn to an impressive array of establishments upstate, on Long Island and in Connecticut and New Jersey on weekends.

One of the most popular is Stonehenge, in the strikingly handsome town of Ridgefield, Conn., about an hour and a half drive from New York. A distinguished chef, Albert Stockli, bought this cluster of low white buildings in a Currier

and Ives setting a few years ago. Sensing a need in wealthy Fairfield County for a restaurant the equal of the best in large cities, he set out to establish a country inn, offering rooms and such pastoral pastimes as ice skating on a picturesque three-acre pond in winter. One of the busiest seasons is fall, when Connecticut's foliage is at its best.

There is nothing folksy about the fare at Stonehenge; Chef Stockli's many awards attest to the refinements of the table he sets. One of his specialties is shrimp cooked in beer batter; it makes an inspiring appetizer as well as an entree. He accomplishes miraculous things with venison, and the pheasant,

in season, is superb. This is a place where dessert should not be omitted. The cartload of Swiss pastries is as delicate and flaky as any you've tasted. The wine list, of course, is expansive, with many of the better European vintages.

From Norfolk and Richmond, Va., the splendidly restored Colonial Williamsburg is less than an hour's drive. The historic atmosphere adds a special touch to a fine eating establishment there: King's Arms Tavern. The decor is so overwhelmingly colonial that an uninformed visitor might think it a bit overdone. This is far from the truth, of course; everything in Colonial Williamsburg has been painstakingly researched by scholars and it looks exactly as it did in the 18th century. Antique yellow pine floors, beams and paneling are held together with wooden pegs. Crystalware is hand-blown, sugar and cream vessels are of pewter, and the silverware is an authentic colonial pattern. Dining is by candlelight and moves outdoors in the summer.

Specialties at the King's Arms include baked Virginia ham (this is the place to get the real thing), broiled native fish, mutton chops, and another delicious native product, peanut soup. They bake their own breads and desserts here. The food tends to be solid and hearty and it's the right place to bring a huge appetite.

Antiquity seems to be a sought-after quality in country dining; perhaps people are seeking the roots of the past when they leave the lights and the noise of the city and head into the hinterlands. Even residents of New Orleans, which ranks high in both history and gastronomy, find it appealing to drive several miles from downtown to an ancient plantation for dinner. Elmwood, out on River Road, is an original plantation home built in 1762 and later converted to a restaurant. Magnificent oak trees surround the columned building in a serenely beautiful setting.

The dining rooms are small and intimate, the service and atmosphere one of elegance and grace. Many of the furnishings are authentic period pieces. The menu is a blend of Continental and traditional New Orleans fare, a winning combination. Specialties include shrimp Mosca, Rock Cornish hen, veal Elmwood, squab, quail and pheasant.

Although the Midwest cannot boast the concentration of fine country restaurants that the East and South can, it does have some worthwhile contenders. Businessmen traveling to Moline, Ill., for instance, discovered some time ago that they could look forward to some of the best country dining to be found anywhere. The Plantation, located in an opulent old mansion on a bluff overlooking the Rock River, offers gracious atmosphere, extraordinary food and an owner-host with uncommon charm and dedication, Nicholas Chirekos. The 46-room mansion, built in 1914 by an extravagant automobile manufacturer, Willard Velie, has been converted in a few short years into a gourmet's landmark. Chirekos has worked hard to restore the mansion to its original state and to see to it that the food and drink is among the best in the country.

Rather than tear out the walls to make a cavernous main dining room, Chirekos has converted the original rooms into intimate eating places with unique decor. There's an open-hearth charcoal grill room, a softly lit bamboo Tahitian room, an intimate library with book-lined walls. The menu ranges from steaks to Grecian lobster to Cantonese food, all of it prepared with flair and a regard for hearty Midwestern appetites.

People on the West Coast don't suffer from a lack of enticing country restaurants and inns. Since much of the Coast is superbly scenic, the surroundings and views from these establishments take on considerable importance. One of the happiest blends of

take on considerable importance. One of the happiest blends of awesome scenery and fine dining we know of is the famed Highlands Inn at Carmel, Calif.

The 52-year-old cluster of buildings perches on a hillside near Point Lobos, on what may be the most photographed stretch of coastal scenery in North America. The restaurant competes with the natural landscape outside its windows for the approval of its customers.

"You could serve nothing but hamburgers here and still it would be considered a great place to eat," a visitor once remarked. But the owners, Mr. and Mrs. Robert Ramsey, have never settled for that easy way out. The menu tends toward American favorites like roast beef, steaks and lobster and native California seafood. It is well prepared and well served, while outside the blue Pacific surf crashes on the rocks below and the sun sets on a wide expanse of sea.

Highlands Inn reflects Ramsey's Scottish ancestry. The flag of St. Andrew is prominently displayed and the Ramsey tartan decorates the dining room and cocktail areas. In fact, it's easy for one to imagine himself in a Scottish inn — even the scene outside looks like Scotland.

The inn includes cottages and rooms and does a brisk business with honeymooners and vacationers from all over the country, as well as with weekending San Franciscans. When the late J. Frank Devendorf opened the inn back in 1918 it was a long horse-and-buggy ride from anywhere. Yet sufficient numbers of people bumped along over the dirt road to make it a success even then. The success didn't surprise him; he was convinced that people would be willing to go to considerable effort to eat dinner in the beauty of a rural setting. Perhaps it doesn't take a great seer to understand the timeless appeal of dining in the country.

* * *



BY SYLVIA SCHUR *One of the most gracious welcoming gestures in the world has been made famous by fine country inns across the country — the warm and fragrant hot loaf or rolls brought to the table as diners settle in from their travels. Discover the ease with which you can turn out your own bread, delicious symbol of fine cooking, in small loaves baked in foil containers for easy freezer storage, in full-size, or in fanciful delectable rolls.*

**Family-style white bread
or rolls**

1 cup milk
3 Tbsps. sugar
2 tsps. salt
1/3 cup butter
1 cup warm water
2 envelopes active dry yeast
6 — 6-1/4 cups all-purpose flour

Heat milk just to boiling; stir in sugar, salt and butter; cool to lukewarm. Measure water into 3-quart bowl, add yeast, and stir until dissolved. Add lukewarm milk mixture. Add 3 cups flour; beat until smooth. Add rest of flour to make soft dough. Turn out on lightly floured board; knead until smooth and elastic.

Place in greased bowl; brush top with melted butter. Cover, let rise in warm place until doubled in bulk, about 1-1/4 hours. Punch down, turn out on lightly floured board. Divide dough in half; form each into a loaf. Place in two greased bread loaf pans (9 x 5 x 3 in.). Cover, let rise in warm place until doubled in bulk, about 1 hour. Bake in hot oven (400°F.) about 50 minutes. Makes 2 loaves.

Parkerhouse Rolls: Roll dough 1/4 inch thick. Cut circles with biscuit cutter. Brush with melted butter. Mark crease across each with back of knife. Fold so top half slightly overlaps center and press edges together at crease. Place close together in pan. Cover. Let rise until light and almost doubled. Bake at 425°F. 15 minutes.

Cloverleaf: Form bits of dough into balls about 1 inch in diameter. Place 3 balls in each greased muffin cup. Let rise until doubled. Bake at 425°F. 15 minutes.

Anadama bread

2 cups boiling water
1 cup cornmeal
2 tsps. salt
2 Tbsps. shortening
1 cup molasses
2 envelopes active dry yeast
1/2 cup warm water
5-1/2 — 6 cups flour

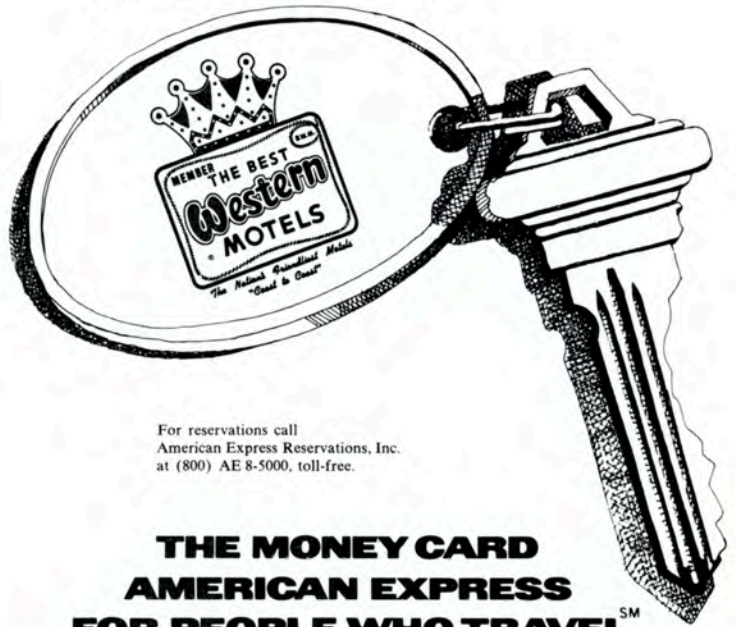
Pour boiling water over cornmeal, add salt. Cook, stirring, 5 minutes, or until thick. Add shortening and 1/4 cup molasses. Cool to luke-warm. Dissolve yeast in warm water, add cornmeal mixture. Work in flour and remaining molasses. Knead the dough well, let it rise. Punch down, knead, shape into 2 loaves. Place in greased bread loaf pans (9 x 5 in.). Let rise. Bake in hot oven (400°F.) 10 minutes, then in moderate oven (350°F.) 40 minutes.

Herb bread

2 cups milk
2 envelopes active dry yeast
1/2 cup warm water
2 tsps. salt
3 Tbsps. sugar
1/3 cup butter
6 cups all-purpose flour
3/4 cup herbs (half tarragon, half parsley OR half chives, half fresh watercress)

Scald the milk. Dissolve yeast in warm water. Remove milk from heat and stir in salt, sugar and butter. Cool to lukewarm. Add dissolved yeast and 3 cups of the flour. Beat very well (use electric beater, if you like). Add remainder of flour to make a stiff dough. Punch down, knead, brush with shortening, let rise until doubled in bulk. Punch down, knead in the herbs. Knead well, and shape into two or more loaves, filling pans slightly more than 1/2 full. Brush with shortening, let rise to top of pans. Bake in 400°F. oven 25 minutes. Reduce heat to 350°F. and bake until loaves are done and shrink slightly from sides of pan.

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Newsletter:

State of the Industry – With the end of 1971 the airline industry as a whole is registering a sharp upturn in its fiscal affairs. Unlike last year, most of the trunks will finish the year in the black or else close to break-even. Industry observers expect that early in the new year at least two of the major mergers now pending before the Civil Aeronautics Board will be completed – Delta/Northeast and Allegheny/Mohawk.

Aerospace Industries Association of the U. S. has recently indicated that the commercial exports of their member manufacturers will probably reach about \$2 billion this year. Aircraft exports have grown to the point where they represent more than half of the total U. S. aircraft production.

Allegheny Airlines continues to lead the regional carriers with an increase in boarded passengers of 10% for the first nine months of the year as against the same period in 1970.

Braniff International, long famous for its colorful approach to the airline business, will soon revamp its appearance with another “new look”. It is also increasing its diversifications into the hotel field, particularly in Latin America.

Delta Air Lines will have added their fifth Boeing 747 to their fleet – their “Jumbo’s” are the first in the world with a “flying penthouse” for small parties traveling together . . . They also recently achieved another “first” with the activation of their new computerized ticketing system that also produces instant fare and routing information. Since it represents a real breakthrough in the bottleneck areas of itinerary planning, reservations and ticketing, Delta is making the unique system available to all other carriers.

Irish International Airlines, one of the world’s smaller but highly successful carriers, posted a profit for its 11th successive year. Currently the U. S. State Department is attempting to gain landing rights for three U. S. carriers, Pan Am, Seaboard and TWA in Dublin.

Japan Air Lines gained the trans-Pacific air freight record with a one day total of 300,000 pounds of cargo from the U. S. to Japan.

Lufthansa German airlines will pioneer the first Jumbo 747 Jet Freighter early next year.

“Things To Write For” – Pan Am offers the long distance traveler a lively little booklet entitled Tips on Time, which tries to solve the problem of crossing time zones and still living comfortably. It’s yours for the asking – write the Public Relations Dept., Pan Am Building, New York, N. Y. 10017.

Airport Briefs – Hartsfield Atlanta International still continues to gain in number of passengers and flights handled as the three major airports ranked ahead of it in 1970, Chicago’s O’Hare, Los Angeles International and New York JFK, all experienced reductions in flights and passenger volume. . . The soon-to-be completed passenger terminal building at the new Kansas City International Airport claims to be a model for airports around the world with their “drive to your gate” concept.

Congratulations are in order for BOAC (British Overseas Airways), KLM-Royal Dutch Airlines and SAS Scandinavian Airlines. The British and Dutch carriers are celebrating their twenty-fifth anniversary on the North Atlantic . . . SAS marked their twenty-fifth anniversary of its founding.

John J. O’Leary
Publisher and Editorial Director

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