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The Swiss have long had a keen sense of how close together you can sit without feeling crowded.

We Swiss live at close quarters because our country is small and thickly settled. This has made us sensitive to close quarters. We have developed a keen sense of how many people can sit on one park bench, one observation bench, one bench by the tile stove without feeling cramped or getting on each other's nerves.

Possibly our decision to put seats in our DC-10-30s and B-747s a bit further apart than others do was motivated by this feeling more as by marketing and sales policies.

After all, we want our passengers to feel at ease with us. And that calls for more than just giving them extra attention on the ground before takeoff; more than providing a warm welcome at the over 90 destinations we fly them to world-wide; more than providing friendly care; more than serving particularly good meals in proper style; more

than offering a variety of music and film programs; more than letting them reserve their seats when buying their tickets at regular economy rates on long flights (and in first class on most short jumps as well).

In our perhaps excessively Swiss opinion, it also calls for adequate space and adequate elbow room. It calls for a chance to spread yourself around a bit, as we say.

That's why the economy class on our DC-10-30s has eight and not nine seats abreast; on our B-747s nine and not ten seats.

That's why we give you enough room for comfortable flying.

And ourselves space to serve you to the full.