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An explanation why Swissair has no need to introduce a King Lounge Class, a Flopper-Hopper Class, or Golden Edelweiss Service.

It is good for an airline, as for any other business, to watch the competition. It has to keep its eyes open to make sure that the services it offers on the ground and on board give good value for the price it charges its passengers. Swissair is no exception to the rule.

Particularly in the present environment, with all sorts of airlines making all sorts of offers, with various classes with fancy names and gimmicks to make you think of their name, and theirs alone, at the moment of decision. It is therefore important for us to consider ways of reminding you to choose Swissair at the crucial moment. And, accordingly, we have decided our service must in no way be reduced by a single gesture, nor should our seating be restricted by a hair's breadth.

You may recall us as the airline who only have 9, not 10, seats abreast in the Economy Class of the 747, and with only 8, not 9, seats abreast in the DC10 – more room instead of more seats!

And also the airline where full fare passengers on most long distance flights can reserve their favourite seat when booking; and where there is more room in the cabin because hand luggage can be placed in closed overhead lockers on all flights. Swissair is the airline that is as fussy about cleanliness in every nook and cranny as Switzerland itself.

The airline with the biggest

selection of newspapers and magazines on board; real china and cutlery. With special meals (at previous notice); wine in glasses not plastic cups (and other drinks as you want them – certainly not premixed!).

Also the airline that still has a First Class rightly called because it actually is. (May we remind you of "Cuisine Moderne Swissair" on long-distance flights.)

And the airline that was the first to introduce the new, considerably quieter and more luxurious DC-9-81 on European routes with generous leather-upholstered seats for First Class passengers and a separate toilet for their exclusive use.

These are some of the reasons why we do not see any necessity to put forward normal good services as a special achievement. There is no need to dream up a fancy Flopper-Hopper name for our Economy Class when there are already significant differences in the services we offer. Why should we choose a flowery designation when Swissair is sufficiently known for its reputation?

So we can promise you we shall continue to call our Economy Class, Economy Class. And our First Class, First Class.

This we hope will make it easier on your next flight. You need remember only one thing: the name of our airline.

Swissair or your travel agent will be glad to assist you.

swissair  1931
1981