



KLM First in the air

April 1984.

Dear Vogelvlucht Reader,

KLM will be 65 years old this year, the first airline in history to reach such maturity, but - we are not retiring !

On the contrary. KLM is very healthy and active and already this year, 1984, KLM has introduced a whole new package of quality improvements which we would like to tell you about.

Before going into those details however, let us say something about "price".

In the past some people used to say, KLM was much more expensive than some other airlines. It was true that a while ago some authorities were very keen on "regulation". These days we read a lot about "deregulation" and you'll now find that "KLM is toch voordeliger dan U denkt !"

In TOURIST CLASS KLM now offers all drinks, alcoholic and non-alcoholic, with our compliments. Furthermore the so-called "head-sets" for listening to music and movies are also free. These changes mean much more to you than the saving of a few dollars. The total service in Tourist Class is dramatically improved, our staff on board have more time to attend to your needs and wishes and for whatever reason, and no joke intended, everyone seems happier.

BUSINESS CLASS also has spectacular improvements: New, larger seats, just like the old First Class ones, mostly two abreast, increased free baggage allowance, now 30 kgs, en nog veel meer.

ROYAL CLASS now offers much, much more room, fewer but bigger seats, and all the frills you would expect in KLM's Royal Class. Royal Class is expensive but well worth the money if you can afford it, or better still, get someone else to pay for it.

KLM flies out of Sydney and Melbourne every Friday and arrives early on Saturday morning. We would love to have you on board.

For 65 years KLM has been a great airline. With these quality improvements, and due modesty, we believe we are the greatest, and we think you will approve.

Yours sincerely,
KLM Royal Dutch Airlines

D. K. Worrad
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