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{A great man needs ample ground everywhere.}

Nathan. G.E. Lessing, Nathan der Weise, II. 5.



To all sufferers from claustrophobia Swissair dedicates this advertisement and the newest Swissair planes.

SWISSAIR has remarked often enough, and at some length, what an enjoyment flying is. Not to mention that we go 17 times a week to New York, 3 times to Boston, 7 to Chicago, 4 to Montreal—facts by now sufficiently well known to connoisseurs.

Today, for once, we would like to address the people who have always read our splendid ads with a mixture of envy and regret (not because they can't afford the ticket or haven't the time for a holiday; not that at all).

We mean the people who simply can't bear to enter a lift, an underground train, or an aircraft, because they suffer from claustrophobia: a lift, an underground, or a plane is simply too confined for them. Anyone who doesn't know what it's like

should be grateful; anyone who does know, knows for sure.

Thousands of people do, which makes this a problem for Swissair too. Up until now, sufferers from claustrophobia have had only the option of not flying, or if there was no help for it, of taking a double whisky against the time they must spend in a confined space.

Now things have changed.

Swissair has planes you can sit down in even when you can't bear cramped quarters. We mean our jumbo jets. They are big enough not only to seat 353 passengers, but to

give each passenger ample space before, behind, around and above him. In a jumbo jet you have as much room as in a big hotel lobby, a restaurant, or a theatre.

The fact that Swissair can now fly, from the old world to the new, people who could never have flown before seems to us justification enough in itself for this advertisement.

And of course it's another opportunity to emphasize how splendid flying is (this time for everybody). And an opportunity to say that the jumbos fly 14 times a week from Switzerland to New York and 14 times from New York to Switzerland.

For all the people who feel cramped in Switzerland or even in enormous New York or wherever it may be.

