

Stewardesses to Get That Paris Look

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Southern Airways stewardess Beverly Long is having a tough time getting adjusted to domestic airline flying after a life of glamor the past three months.

It all started one Monday morning back in March. Grounded because of an ear ache the previous two days, she was called into the Atlanta office of chief stewardess Kay Davison, a former Memphian.

"I thought I was in trouble for being sick so much," said the 21-year-old cutie. "Next thing I knew I was taken into the office of Redmond Tyler, our public relations director."

"You have any plans for the next few days?" Tyler asked.

"Yes, sir, I was going home," Bev answered. "I already have my ticket."

weeks earlier she had been a regular run stewardess, flying mostly to Memphis and Tri-Cities on three-day trips, flying 85 hours a month, and this, at the time, to her, was thrilling.

\$2,500 CREATION

Now here she was in Paris, mixing with a famed couturier, modeling a \$2,500 creation, going to the finer restaurants in Paris (and later London), seeing floor shows at night spots known the world over.

Bev modeled the new Balmain creation for Southern's board of directors earlier this month. On June 15 all the other Southern stewardesses will begin wearing them. That's the day the airline will begin flying its

first jet, the Douglas DC-9.

Balmain studied interior designs of Southern's Aristocrat fleet and the new DC-9 jets, then sought an "alive" color to compliment the aircraft.

Balmain's suggestion was "D'Abriocot," translated literally as "of apricot."

Departing from the old uniform look, Balmain created a two-piece ensemble, a dress and jacket. Featuring welt seaming, the three-button jacket with a cowl neckline is lively and spirited. The short sleeve dress was designed for in-flight wear without the jacket.

The accessories will be a pillbox hat, worn on the back of the head, an "accent S" to replace the cus-

tomary wings, medium-heel height bone shoes, bag and gloves. A bone tote bag also makes its appearance.

"It's a bit hard going back to work after all this, but I have to say I'm a better stewardess because of it all," she said. "For one thing, when flying Air France and Pan Am across the ocean on six trips, I noticed the international stewardesses and how they operate. They have a way of laying it on thick.

"I've copied some of their tricks. It allows me to put on more of a flair while I'm flying and I think our passengers like it."

Like Cinderella, Bev's midnight hour has struck, but she still has the memories.

SHOCKED

"I think you ought to go to Paris," Tyler said.

"Paris, France?" Bev screamed. Assured it was, she said she had to sit down; her knees wouldn't stay locked any longer. Until that moment her travels had taken her as far north as Nashville, as far west as Memphis and as far south as Bradenton, Fla.

They left the next day and on the second day she was being measured in the fashionable salon of designer Pierre Balmain for a new uniform that Southern will introduce June 15.

"We were there only three days the first trip," Bev recalls. "I came home and flew one trip to Memphis and Tri-Cities, then we went back to Paris, this time for a fitting. They put the new uniform on me. It only had basic stitching. I met Mr. Balmain on this trip. He was very nice."

MODELING

Back in Atlanta after this trip, Southern sent Miss Long to a week-long course at the famous Powers modeling agency.

"They taught me how to put on makeup, how to act, walk, pivot, talk, how to choose wines and act at a formal dinner, how to prepare a formal dinner. They took me to the finer restaurants in town."

Now she and the uniform were ready for public appearances. Bev flew back to Paris for modeling in front of the Arc de Triomphe and the Eiffel Tower. That's



SOUTHERN AIRWAYS' NEW "NOW" LOOK