

KELLEY WALKER

Andy Warhol and Sonny Liston fly on Braniff. (When you got it-flaunt it.)

We see them a lot, and they always enjoy themselves. They like our vigor, and they like our verve. Good. That's why we paint our planes different colors and make the interiors so plush. That's why we pick the sharpest girls we can find and dress them in Pucci's.

And that's why the whole airline harps on service, service, service. Make every drink ice cold. Serve every meal piping hot. Bring them a magazine. Fling them a pillow. Get them there on-time. And guess what. It works. They keep coming back. They keep asking their Travel Agent: "Does Braniff fly there too? Put me on it."

