

**Zeitschrift:** The Swiss observer : the journal of the Federation of Swiss Societies in the UK  
**Herausgeber:** Federation of Swiss Societies in the United Kingdom  
**Band:** - (1967)  
**Heft:** 1524  
  
**Artikel:** A compliment to Switzerland  
**Autor:** G.S.  
**DOI:** <https://doi.org/10.5169/seals-692973>

### **Nutzungsbedingungen**

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. [Siehe Rechtliche Hinweise.](#)

### **Conditions d'utilisation**

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. [Voir Informations légales.](#)

### **Terms of use**

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. [See Legal notice.](#)

**Download PDF:** 15.05.2025

**ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>**

## NEW DESTINATIONS FOR SWISSAIR

Bucharest and Helsinki feature as new destinations in Swissair's summer schedules.

A new Berne-Paris service opened on 15th May, giving the Swiss capital again a direct air service abroad for the first time since 1957. In view of the growing international importance of Basle, one each of the daily services to Vienna and Rome will start and terminate there, calling also at Zurich or Geneva.

To overcome temporary shortage of capacity caused by delays in the delivery of DC-9 jets on order, Swissair is leasing a BAC One-Eleven jet aircraft from British Eagle International until 28th April, 1968. The aircraft operates on scheduled services between Zurich and Dusseldorf, Prague and Nice. It will be flown by British Eagle flight crews with Swissair cabin staff, and its fuselage will be in Swissair colours. It will remain registered in Britain and will continue to bear the British registration letters.

On the U.K.-Switzerland routes, the main feature is the re-introduction of a London-Geneva morning flight operated by Caravelle.

The night flights to Basle, Geneva and Zurich will go from Gatwick; all day services will use Heathrow including the daily evening flight to Zurich which will leave later than previously and provide both first class and night tourist accommodation.

A new four-time weekly Zurich-Madrid service has been added to the daily flight from Geneva, and frequencies have been increased on many European routes; Vienna is served twice daily and Innsbruck daily. A new Berne-Basle service started on 15th May, and flights from Zurich and Geneva to Berne have been increased to two daily.

Two more DC-9 jets will join the fleet during the summer, and Swissair will have five DC-9 jets in operation from August, replacing more Convair Metropolitans.

Seventeen flights weekly will link Switzerland with New York in each direction, apart from Montreal and Chicago flights. The services to South America and the Far East continue unchanged, as do West African services. A new direct Geneva-Casablanca flight brings the frequency of the North African services to five Weekly.

The Near and Middle East services are being stepped up by four weekly flights to 20.

## SWISSAIR/SWISS RAILWAYS CO-OPERATION

From 1st June, Swissair will introduce a new season ticket for travel within Switzerland, allowing air tickets between Zurich, Geneva, Basle and Berne to be exchanged at the station booking offices for single first class rail tickets between these cities.

The airline originally introduced a season ticket for domestic travel in the autumn of 1965. The present step is designed to provide passengers with greater choice in the means of transport and marks still closer co-operation between Swissair and Swiss Federal Railways. Like the previous version, the new season ticket can only be bought in Switzerland.

## NEW SWISSAIR ALL-CARGO SERVICE

On 20th May Swissair opened a new all-cargo service between Zurich and Vienna. Subject to government approval, the service SR 438/439 operates on Saturdays, leaving Zurich at 13.50, arriving in Vienna at 16.05, leaving Vienna at 18.25 and arriving in Zurich at 20.55.

Like Swissair's present U.K.-Switzerland all-cargo flights, which are in association with BEA, the new service is operated by DC-4 freighter aircraft on lease from Balair, with a maximum payload of 8.7 tons. It therefore provides through connections with these services from London and Manchester to Vienna for heavy and bulky consignments.

## A COMPLIMENT TO SWITZERLAND

During the last year, over 600 women — members of the North West Kent Federation of Townswomen's Guilds and their husbands — went on combined holiday and study courses to Duerrenaes, to widen their knowledge of Switzerland.

These trips included daytime excursions, visits to factories, meetings with Swiss committees and evening lectures. They were so successful that the same groups, now firmly established friends of Switzerland, and many new groups, will shortly set off for similar holidays, this time in the French-speaking part of the country.

Before however embarking on the new series of holiday and study courses, Mrs. L. Holman, International Section Chairman, thought it fitting to hold a "Swiss Evening" which she expertly organised and invited Swiss organisations in this country to participate.

On May 19th, over 200 women attended what turned out to be a most successful event. The hall of modern Worsley Bridge Road School in Beckenham, Kent, was gaily decorated with spotless flags of Switzerland's 25 Cantons and with colourful scenic views from various parts of the country.

Mr. Albert Kunz, Manager of the Swiss National Tourist Office in London, delivered a lighthearted but informative opening speech on Switzerland which set the mood for the evening. Then followed a tribute to Switzerland by the Eden Park Choir under their musical director, Mrs. Thomson.

Product samples from various Swiss industries were represented with a display of much admired St. Gall embroideries, Swiss handkerchiefs and a static Swiss cotton fashion display staged by the Swiss Cotton Fabric and Embroidery Centre in conjunction with the Debenham store, Nicholsons Ltd. of Bromley, Kent.

Swiss cheeses and wines were there to be sampled with girls in national costume in attendance serving Fondue, the Swiss cheese speciality.

The audience was treated to a colour film on Swiss cheese production (of cheeses with little holes and big holes) and enjoyed watching another film made by the BBC during the International Young Fashion Design Contest in St. Gall earlier this spring. The third film shown during the evening was about a delightful little boy in a mountain village realising his great ambition to take part in the traditional cow-bell celebration.

Highlight of the evening was the presentation of prizes to winners of a Swiss handkerchief competition and to round off the event, Mr. Kunz answered questions from the lively audience on different aspects of life in Switzerland. Mr. Kunz was able to report that plans are under way to bring closer together the organisations of both countries and expressed the hope to reciprocate holiday and study tours by Swiss groups to Britain.

Mrs. J. Moore, International Chairman of the National Union of Townswomen's Guilds, in a vote of thanks to the Swiss National Tourist Office, announced that among the many glorious reports on their last year's holidays in Switzerland, there was not a single complaint.

G.S.