

**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:** - (1953)

**Heft:** 1206

**Artikel:** Swissair services to Geneva-Rome and Zurich-Rome summer season 1953

**Autor:** [s.n.]

**DOI:** <https://doi.org/10.5169/seals-691222>

### **Nutzungsbedingungen**

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. 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. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

### **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. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

### **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. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

**Download PDF:** 13.08.2025

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

## HISTORIC LONDON. History of London Wall.

The observant visitor no less than the permanent resident who strolls through the streets of London will notice, here and there, affixed to the walls, some blue-and-white tablets on which are recorded data of historical interest. These commemorative wall-plaques mark the spots where famous men once dwelt, where historic buildings stood, where history was made. Some of the old buildings have disappeared; no fewer than fifty City churches, for example, have vanished, many of them destroyed in the Great Fire of 1666.

Of Roman and Saxon London few traces remain, but around the streets and squares of the town, particularly in the City districts, numerous reminders of London's fascinating past, ranging over hundreds of years, are to be found.

Throughout the centuries London has attracted great and distinguished men. Their dwelling places may today be identified by means of the tablets which the City Corporation and other civic bodies have caused to be put up. Thus we are shown where lived Dick Whittington, four times Lord Mayor of London, Dr. Johnson who said "The man who is tired of London is tired of life", Thackeray, Carlyle, and hundreds more, statesmen soldiers and sailors, scientists, artists, writers and poets, churchmen and so forth, all of whom have in some way contributed to the history of London.

A complete list of these commemorative plaques has been compiled by Elenor May Day and published in the form of a small book (90 pages) by J. L. Wortman & Co., 15, Black Friars Lane, London, E.C.4. Price 7/6 nett.

Apart from a few brief but well-written introductory notes by the compiler, the book is strictly factual and meant to be a guide to the wanderer in London. The information it contains is expertly classified and catalogued according to dates, localities and names. Some thirty black-and-white drawings by Alec Campbell adorn the little volume.

It is an interesting and well prepared work and should be a most useful reference book for use of the historically-minded.

*J.J.F.S.*

## CORONATION DECORATIONS.

John Redfern, "Daily Express" Staff Reporter writes in the issue of May 30th, 1953, as follows: "I set out in the fairyland that is now Coronation London to find the winner of the Coronation Stakes. And I now name the winner: The City."

She could have been no favourite at the start, but, oh, how she gallops ahead of all the others in the decoration revel. Just one word in her ear, some of the best decorations have been put up by foreign firms.

Three marks (my top award) to the Swiss Bank Corporation, at the corner of Gresham Street and Coleman Street.

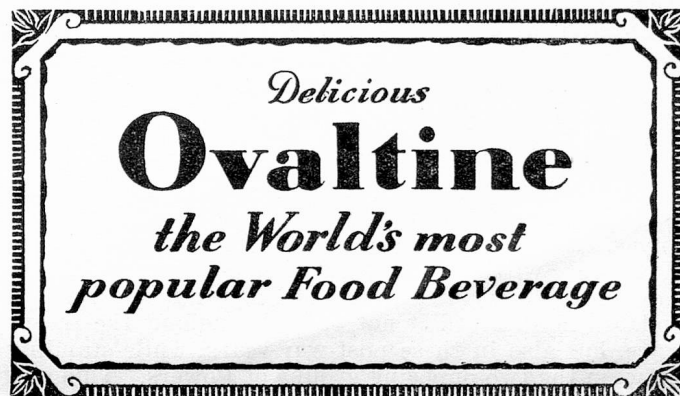
From its dark stone float the flags of 22 Swiss cantons. The flags are interesting — and brilliant. A normally undistinguished building is made notable. Lower down, window boxes give a softer note."

Heartiest congratulations. (Ed.)

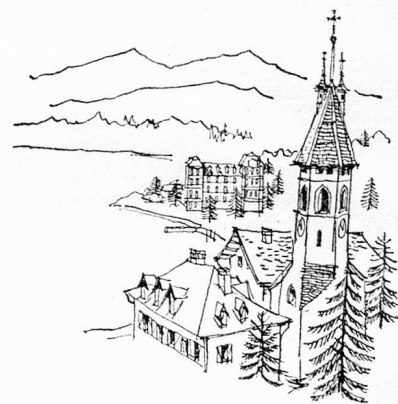
## SWISSAIR SERVICES TO GENEVA-ROME AND ZURICH-ROME SUMMER SEASON 1953.

Swissair, in conjunction with Alitalia, will maintain throughout the Summer Season 1953 a daily Convair Tourist Service, Geneva-Rome-Geneva (via Nice). Swissair will operate four days (Tuesday, Thursday, Saturday, and Sunday) and Alitalia three days (Monday, Wednesday and Friday). Passengers travelling from the United Kingdom to join this service at Geneva will have daily Convair service connections from London and five services a week (via Zürich) from Manchester, all Tourist Class.

Six Convair Tourist flights will also be maintained along the section Zürich-Rome-Zürich (via Milan), Swissair and Alitalia operating on alternate days. Connections from London will be daily, either by Tourist Class or "The Super Swiss".



## Going Home?



## You can fly Night Tourist £21 Return (Geneva & Basle)

If you are Swiss you'll know exactly what we mean when we say that every Swissair plane is a little bit of Switzerland, with an efficient crew to get you home swiftly, surely and — with the new TOURIST fares may we add — as cheaply as any other comfortable mode of travel.

**Fly SWISSAIR** 

## You'll enjoy it

You can fly Swissair from London to Zurich, Geneva, Basle and Berne on the new Tourist services — and direct from Manchester to Zurich or Geneva. There is also 'The Super Swiss', the luxurious service to Zurich, with magnificent Swiss food, wines and liqueurs. Ask your travel agent for details.

SWISSAIR, 126, REGENT ST., LONDON, W.1. Also MANCHESTER, GLASGOW