

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: - (1956)

Heft: 1272

Artikel: New Swissair appointments

Autor: [s.n.]

DOI: <https://doi.org/10.5169/seals-689040>

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: 17.01.2026

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

bration has been planned at the Stockalper Palace, will continue their journey to Lausanne to attend a special celebration there. This will be followed by the first showing of the Simplon film and the inauguration of an exhibition of contemporary paintings featuring the following themes: 50 years of the Simplon Tunnel, arrival of the first train in Lausanne 100 years ago, 150 years of the Simplon Road, and 50 years of the postal motor-coach service. The Swiss festivities and the Simplon commemoration as a whole will come to a close with a banquet in the Beaulieu Theatre at Lausanne.

* * *

700 Anniversary of the City of Sursee.

Sursee, the quaint little town in the Canton of Lucerne, commemorates its 700th anniversary this year. A document dated 1256 and treasured in the cantonal archives of the city of Lucerne, reveals that Count Hartmann the Younger of Kyburg donated a homestead to the district and convent of St. Urban, "so that they may build a house in that very place", and on the same occasion admitted the monastery of St. Urban under his protectorate. Authentical relies at Sursee today are evidential of an urban community established under the sovereignty of the Kyburgs which lasted till 1278. The commemorative day, July 8th, will be marked by several popular festivities as well as a historic pageant. An exhibition of paintings, armour and other vestiges of Sursee's colourful history will be an added attraction.

Enjoy Swiss Care

— at these new
reduced fares!

It will cost you less than ever
to fly to Switzerland this summer
Here are Swissair's new Mid-Week
Night Tourist fares:—

LONDON/GENEVA £19.0.0 Return

LONDON/BASLE £20.10.0 Return

LONDON/ZURICH £20.10.0 Return

Special 23-day Day Tourist fare:—

LONDON/BERNE £25.0.0 Return

Ask your Travel Agent for details of these and all our 74 flights a week from London and Manchester to Switzerland. It's a wonderful way to get there, with Swissair's superb service, comfort and personal attention all the way.

fly

SWISSAIR

EUROPE · MIDDLE EAST · USA · SOUTH AMERICA
Offices in: LONDON, MANCHESTER, GLASGOW, BIRMINGHAM, DUBLIN



CRC 137

NEW SWISSAIR APPOINTMENTS.

Mr. Peter R. Clark has been appointed Swissair representative for the South of England. He is succeeding Mr. John Bull who takes up a new position in the Reservations Department at Swissair's London office.

Mr. Clark was formerly Agency Superintendent for a British independent airline.

* * *

Mr. José A. Bay has been appointed Swissair representative for the Spanish-speaking territory of South America. He is now in Buenos Aires to organise new Swissair offices there.

Mr. Bay was formerly General Manager of Wagons-Lits/Cook in Chile and later in Brazil; subsequently he was a manufacturer in Switzerland.

Plans are under active study to extend Swissair's present South America service to Buenos Aires and to increase it to two flights weekly.

HYMNE A LA TERRE.

Pierre Girard.

Soil of my homeland, ever sunlight-fed
And tilled throughout the year, a fruitful loam;
Soil of the vineyard, soil that grows our bread,
That throbs with life, surrounding every home.

All Heaven's breath and energy contrive
By unseen rays to stir the hidden root
And, mingling in your breast, create a life
That slowly rises in each tender shoot.

Soil, you that reabsorb our flesh, our hopes,
Our tears, desires, our triumphs and defeats
So that from lake and plain to mountain slopes
The morning harvest that of evening greets.

It is your strength, O soil, that gives us birth,
Your destiny dwells mirrored in our heart;
Your laws are ours, for everywhere on earth
Death, love and flowering have their part.

We love you in our women's eyes that shine,
And in the golden skin of those who toil,
We love your gift of glowing, dreamy wine
Soil of our fathers and our children's soil.

To you, the dead who rest and softly sleep
Beside the church whose shadow oft is thrown,
Now blue, now grey, as the hours onward creep,
We promise we shall make your task our own.

This land you gave us, land so rich and fair,
With vineyards rising steeply from the shore,
It shall be handed to our children's care
To guard its noble past for evermore.

Translated by J.J.F.S.

December, 1955.