

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: - (1957)
Heft: 1303

Artikel: Swissair's operations in first half of 1957
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-691535>

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>

Although this show lasted only half an hour, in order not to tire the guests, every item displayed was "it" and produced a sense of general admiration. Was it possible to produce all these fantastic creations from cotton? The models from the ateliers Marty & Co. and Gafader & Co., both of Zurich, evoked particular enthusiasm.

As the evening wore on it was only natural that such a happy atmosphere could not come to its proper close without "an invitation to the valse" — and to steps more brisk and modern. Champagne started to flow and was served to those who needed refreshment after exercise, as well as to the others who preferred spending their time chatting in one of the many cosy corners. The height of the dance, however, was reached in a Polonaise through the whole castle, even across the moat to a hunting lodge and back again. In this nearly everyone not only took part, but thoroughly enjoyed doing so.

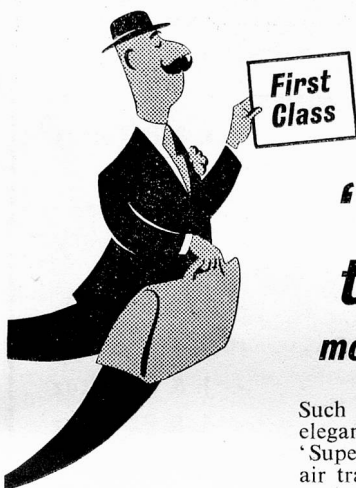
Meanwhile, the old castle stood out floodlit (with the equipment previously used for television) leaving on all an indelible impression of its serene dignity and beauty, even of grandeur.

"Altenklingen" (and its ghost) had witnessed a unique gathering within its precincts and a fashion display for which a finer and more romantic background it would have been impossible to conceive.

When the St. Gall industrialists undertake to do a thing they can be relied upon to do it sumptuously and well.

W.D.

Swissair Luxury



'Super Swiss'
twice daily
morning & afternoon

London-Zurich 'Super Swiss'
any morning at 11.30 or
any afternoon at 5.55.

Tourist Class also available.

Such ease, such comfort, such an elegant way to fly! First Class by 'Super Swiss' to Zurich is undoubtedly air travel at its very best — a luxuriously equipped DC-6B long range airliner; aperitifs, a four course lunch or dinner to delight the epicure; fine wines, champagne, liqueurs and, of course, Swissair's unequalled courtesy and service.

Book through your Travel Agent NOW



OFFICES IN LONDON MANCHESTER GLASGOW BIRMINGHAM DUBLIN

NEW SWISSAIR AIR/SEA AGREEMENTS.

Swissair and Arosa Line have concluded an agreement for the mutual sale and exchange of transportation documents, payment of commission and interline settlement. It enables passengers to have a Swissair ticket endorsed for travel on an Arosa Line vessel or vice versa. As this agreement covers traffic on the North Atlantic no round trip reduction will be available.

Swissair has also concluded an Air/Sea Agreement with the Spanish shipping line Ybarra y Cia. of Seville. It provides for the sale of combined air/sea passages and the usual round trip reduction. Return tickets can furthermore be endorsed to either carrier after completion of the outward journey. So far Swissair has concluded sixteen similar agreements.

SWISSAIR'S OPERATIONS IN FIRST HALF OF 1957.

Swissair's traffic results for the first half of 1957 reflect the considerable expansion of operations that has taken place in that period. Offered capacity rose to 49,598,758 short ton-miles from 33,889,166 in the first half of 1956, an increase of 46 per cent. Revenue ton-miles performed increased by 39 per cent, giving an overall load factor of 62.2 per cent, compared with 65.5 per cent in the corresponding period a year ago.

The number of passengers carried on all sectors of the network rose by 30 per cent to 451,031 from 346,362.

The mileage flown increased to 8,057,690 from 6,269,290.

The volume of freight carried totalled 5,545 metric tons, compared with 4,813 metric tons, an increase of 15 per cent. Air mail carried rose by 17 per cent to 1,999 tons from 1,715 tons.

THE ANGLO-SWISS INSURANCE & REINSURANCE AGENCY LTD

29/30, High Holborn, London, W.C.1

Telephone: CHAncery 8554

is at the disposal of all members of the Swiss community to advise on any insurance matters in this country or abroad.

THE PERSONAL TOUCH—that's what counts
For all travels—by land sea and air
let A. GANDON make your reservations

Tickets issued at Station Prices - no booking fee

HOWSHIP TRAVEL AGENCY

188, Uxbridge Road - Shepherds Bush - W.12

Telephones: SHE 6268/9 and 1898