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SWISSAIR — NOW A WORLD AIRLINE

On April 23rd a new major air route was opened, linking the heart of Europe with the Near East, Pakistan, India, Thailand, the Philippines and Japan. It was opened by Swissair, the airline of Switzerland, which thus becomes a world carrier in the true sense of the word, with a network circling the globe from North and South America, across Europe and the Levant to the Far East.

The new route extends from Zurich and Geneva to Tokyo, with intermediate stops at Athens, Beirut, Karachi, Bombay, Bangkok and Manila. Initially it is flown once weekly in each direction. From July a second weekly service will be introduced, calling at Calcutta and Hong Kong instead of Bombay and Manila. At Zurich and Geneva flights connect with Swissair's European network and with all long-distance services. Fast, pressurised and air-conditioned Douglas DC-6Bs are used, with accommodation for first and tourist class passengers. Sleeping berths are available on all flights.

Early in April Swissair's South America route was extended to Buenos Aires with the introduction of a second weekly flight from Europe. Tourist class accommodation to South America is now available for the first time at about 30 per cent below first class fares. From July this "Supersuisso" service will be flown entirely with DC-7C "Seven Seas" airliners, eliminating stops at Lisbon and Recife. Flying time to Rio de Janeiro, Sao Paulo and Buenos Aires will then be six to seven hours less than at present.

From May nine return services weekly will be operated between Switzerland and New York, most

of them with "Seven Seas" and stopping westbound at Shannon. Four services will go via Cologne and two via Lisbon.

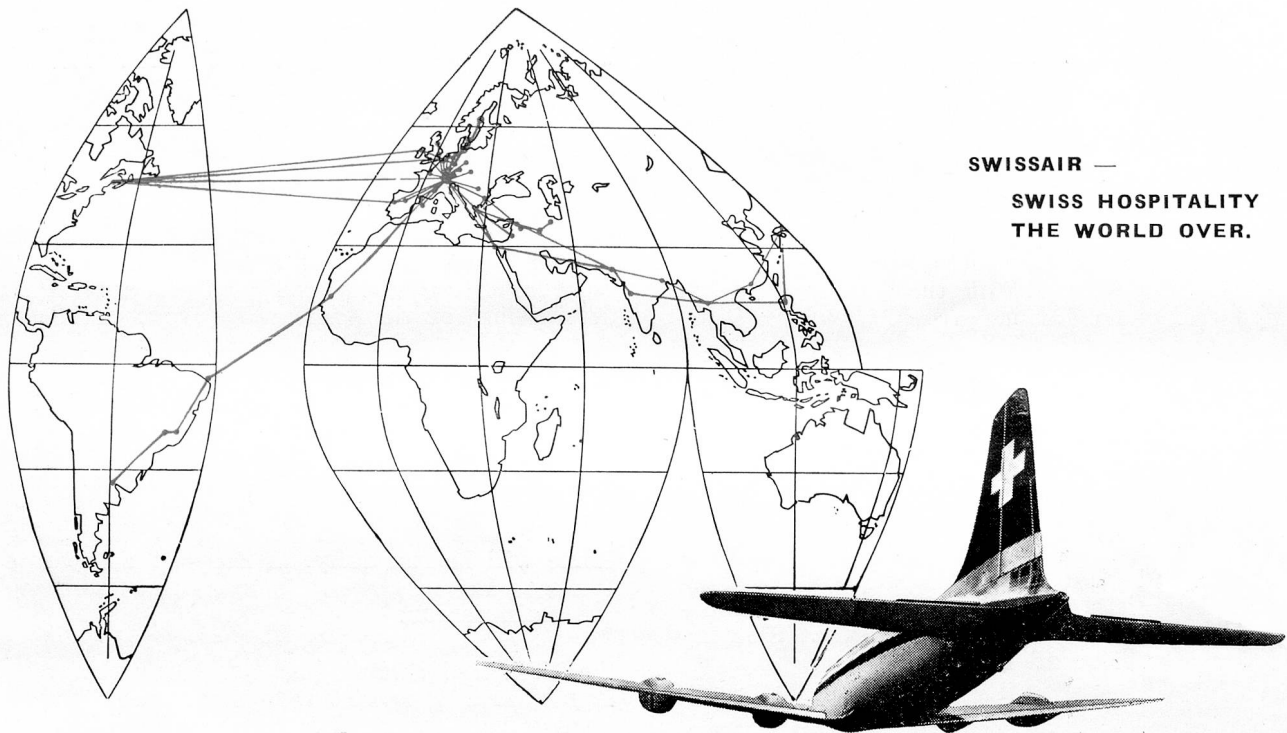
From April 17th, the Middle East schedules feature a new weekly Zurich-Beirut non-stop service continuing to Baghdad and Dhahran, another two new destinations on the Swissair network. Athens will be served daily, with flights continuing to Istanbul, Cairo or Tel Aviv.

In Europe, Stockholm has joined Swissair's network with a daily Metropolitan service from Zurich via Dusseldorf. From May night tourist services will be operated to Stockholm via Copenhagen. From mid-May new night flights will also operate to Barcelona and Palma de Mallorca via Geneva. Night flights to Rome will be run daily. Metropolitans operate daily to Nice. Innsbruck will be served six times weekly in the main season.

Seventy-two services weekly will operate between the U.K. and Switzerland, including the twice-daily first class and tourist DC-6B "Super Swiss" from London to Zurich. Afternoon as well as morning departures and night services from London to Switzerland are available from the beginning of the summer Schedules with improved timings. Mid-week night return London-Basle or Geneva is £19.19.0. The daily London-Berne service will start on 25th May. Up to five flights weekly, including night services, link Manchester direct with Zurich. Services from the U.K. connect at Geneva or Zurich with flights to the holiday centres of the Continent and with all long-distance services.



DOUGLAS DC-7C's ("SEVEN SEAS") FLY ON SWISSAIR ROUTE TO NORTH AMERICA AND WILL SOON ALSO FLY TO BRAZIL AND ARGENTINA. THE "SEVEN SEAS" ARE THE LARGEST RANGE AIRLINERS NOW IN SERVICE, WITH A CRUISING SPEED OF OVER 350 m.p.h.



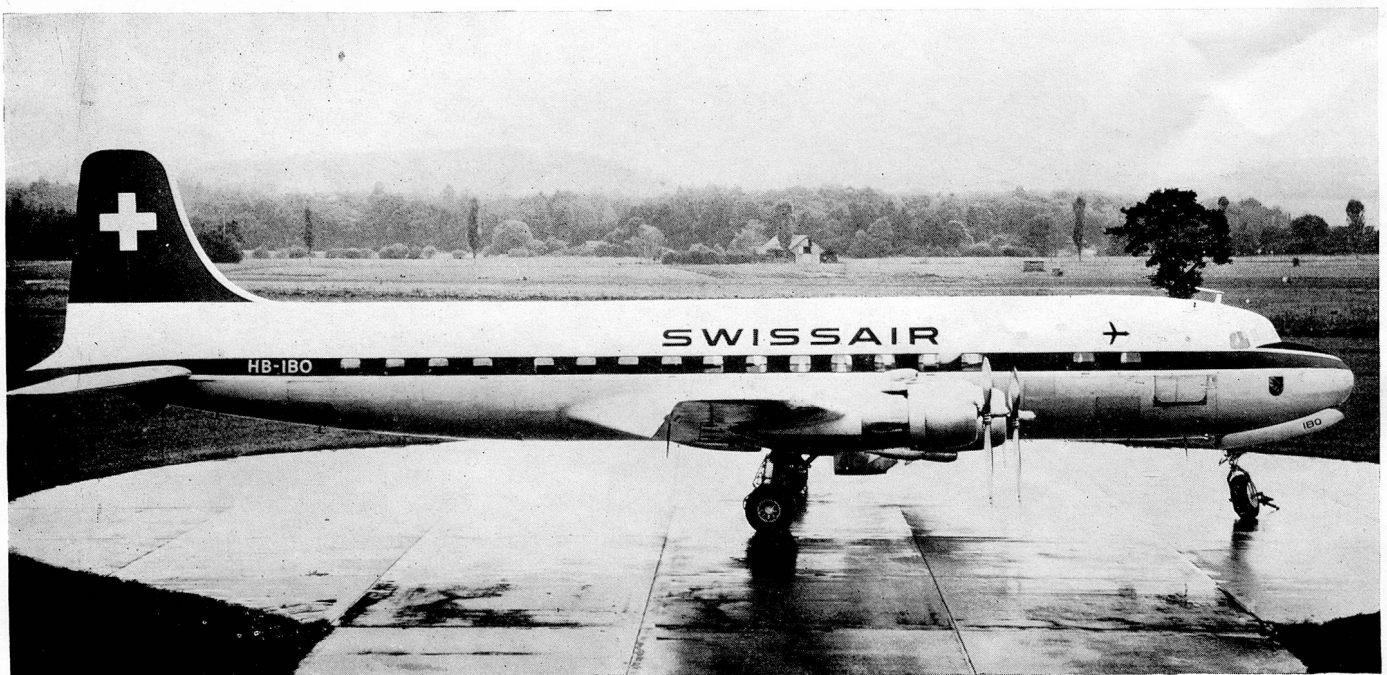
SWISSAIR —

SWISS HOSPITALITY
THE WORLD OVER.

The setting-up of the Far Eastern route is the largest single network extension ever undertaken by Swissair. It well illustrates the spirit of progress and initiative that has characterised its 26 years of successful operations. In this period Swissair has earned a very high reputation for precision, reliability and service among the air-travelling public. No reasons of prestige have ever been involved in the rapid growth of the Company's network. Through Swissair, her national carrier, Switzerland has been able to establish frequent and fast connections with

the outside world, which are vital to a country so largely dependent on export industries and the tourist trade. At the same time she can show her flag and safeguard her traditional independence, as in other matters, so also on the routes of the air.

The present fleet comprises two new Douglas "Seven Seas", six Douglas DC-6Bs, three Douglas DC-4 Skymasters, eleven Convair 440 Metropolitans and nine Douglas DC-3s. The "Seven Seas" and DC-6Bs are used on the long and medium hauls, adapted mostly for mixed-class travel or first-class



THESE FAST DOUGLAS DC-6B's NOW FLY FROM EUROPE TO THE FAR EAST.

only, equipped with armchair sleeper seats. First-class sleeping berths are also available on most flights. The DC-4s operate on long and medium range services, freight transport and charter work. All the main European routes are served by new Metropolitans. All "Seven Seas" DC-6Bs and Metropolitans are equipped with weather radar.

Equipment orders outstanding at present are for two "Seven Seas" to be delivered this summer and three giant Douglas DC-8 jetliners, due in 1960. The latter will be used initially on the North Atlantic, cutting non-stop flying time from New York to Switzerland to 7½ hours.

A few figures may illustrate the scale of Swissair's operations: in 1949 the total distance flown was 8,611,084 Kilometres and the number of passengers carried reached 153,812. By 1956 these figures had risen to 22,070,053 and 773,956 respectively. Operating revenue rose between 1949 and 1956 from 43 million Swiss francs to 159 million. But Swissair is also an important cargo carrier. It is one of the few airlines operating scheduled all-cargo flights between Europe and New York. These are made weekly, with DC-4 Skymasters carrying loads of up to six tons. Between 1949 and 1956 the volume of air cargo carried rose from 1,733 tons to 10,421.5 tons. Cargo now accounts for not far from 20 per cent of Swissair's total traffic volume. In this respect, the Company's new Far East route will also benefit exporters, importers and shippers, since Swissair's DC-6Bs are able to carry up to about 1½ tons of freight, even with full passenger load.

Swissair's staff now numbers about 4,000, of whom 700 are employed abroad, showing the importance the company attaches to being strongly represented in all countries to which it flies and in many others.

The Company's home base is Zurich, and together with Geneva and Basle, Swissair operates through three of the most up-to-date and efficient airports of Europe. At Zurich, Swissair has extensive hangars, workshops and maintenance facilities, a test station for piston and gas turbine engines and a new school for the training of pilots and air crews. The school has an electronic Curtiss Wright Dehmel DC-6B flight simulator and room for the installation of a DC-8 simulator which is on order. At Zurich, too, are Swissair's main flight kitchens, producing several thousand meals a day, ranging from simple snacks to elaborate eight-course à-la-carte repasts served on first class flights. The Company is famed for its flight catering which is modelled on the high standards of a first class Swiss hotel or restaurant and is in no way inferior to it.

Aviation has made this world of ours small. Distant continents have become next-door neighbours and great opportunities are offered to enlarge the mutual understanding between all peoples of the world. Switzerland has long been noted for the fact that within her narrow frontiers people speaking four different languages are living peacefully together as one prosperous nation. Swissair, widely known as Switzerland's "No. 1 Ambassador", endeavours to carry some of this spirit of true peace out into the world.

JOHN ELLIOT.

Super Swiss - Super Bliss

If you're a comfort lover and enjoy superb cuisine or simply like to be well looked after as only the Swiss know how — the twice-daily DC-6B SUPER SWISS to Zurich is undoubtedly the plane for you.

Fly First Class and revel in an à-la-carte menu created especially for epicures, or fly Tourist, where the food would do credit to the finest of Swiss hotels, and choose between a morning flight with lunch aboard or an early evening flight with dinner.

The DC-6B is a long-range airliner designed for maximum comfort on Transatlantic routes — on the relatively short flight to Zurich, it's positively luxurious!



SWISSAIR

Offices in LONDON MANCHESTER GLASGOW BIRMINGHAM DUBLIN.