

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: - (1960)
Heft: 1360

Artikel: Swissair freight increase
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-688304>

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: 20.02.2026

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

MY HOROSCOPE

Some years ago, during a short stay in one of this country's seaside places, I felt tempted to have my fortune told, and full of inward trepidation I wended my way to the beach tent of Madame Alvarez, a lady of mature age and large "dimensions", much adorned with jewellery, who for the fee of five shillings was willing to satisfy my curiosity. A notice prominently exhibited informed all passers-by that Madame Alvarez had amongst her patrons Royalty and Heads of State. What is good enough for Royalty, I thought, is good enough for me, and in I went.

After reading my hands and intensely scrutinising my "visage" she told me that I was going presently on a long journey by rail and sea. Not being a good sailor, I asked her whether the journey by sea would be long, to which she replied that it would be "short and stormy". This journey has so far not materialised.

Madame Alvarez also told me that I was shortly going to meet a "dark lady", who would, before long, become my life's partner. As I had then already been "spliced" for a number of years, and as the lady in question was fair, and not in any way "dark", and furthermore not having nor anticipating any matrimonial troubles, which would make a change probable, I told her that she was "a bit out", where upon she again with great intensity examined my hands saying that a slight mistake had been made. However, to cheer me up — noticing my distress — Madame Alvarez, with a knowing look, acquainted me with the news that a female relation of mine — of mature years — was going to leave me very shortly a considerable amount of money. This was indeed good news and not quite improbable, as in fact I had then an aunt living, aged over eighty, who was known to be "comfortably off", and for the next few months I lived in high hopes. Well, this aunt of mine lived on for another twelve years, and when she ultimately passed on to the Elysian fields whence there is no return, she did not leave me "a bean". That is as far as Madame Alvarez is concerned.

Recently during lunch at the "Schweizerbund", I perused the latest issue of the Swiss "Illustré", and there I saw a Horoscope which coincided with the month of my birth, reading as follows:

"Une excellente nouvelle vous réjouisse et vous permettra d'envisager l'avenir avec optimisme. Vous constaterez une nette amélioration de votre santé, tant physique que morale. Evitez cependant de participer à des réunions mondaines ou agitées, car votre organisme a encore besoin de certains ménagements. Soyez patient en ce qui concerne le résultat que vous attendez d'une démarche entreprise tout récemment".

My birthday being imminent, here at last there is some hope, and I am looking towards the near future with keen anticipation and relief. Not having felt up to the mark for some time, I am glad to see that my health, both "physical and mental", is going to take a decisive turn for the better. But here comes the "snag" — it reads that I must avoid any "réunions mondaines", nor must I get excited.

I have, therefore, reluctantly decided, for the time being, not to attend any more annual and monthly meetings of Swiss Societies; hearing at these meetings

of continuous deficits in the accounts, a certain excitement as to the future of the respective Societies cannot be avoided.

My Horoscope further relates that my "Organisme" is still in dire need of relaxation and rest, and again I have resolved to cut out cocktail parties, receptions, lectures, concerts, "Gemütliche Abende", dances, dinners, etc., in fact for the next few months I intend to live the life of a hermit.

Yes, I will be patient, awaiting all the good things which are predicted, but I cannot quite visualise how on earth I can carry on the work of editing this paper.

In order not to experience a second disappointment as far as my future is concerned, and to make sure that the cheerful things forecast will materialise, may I humbly ask all those kind subscribers to our paper who are, for one reason or another, in arrears with their subscriptions to send their remittance (and perhaps a little more if possible), as soon as convenient in order that I may "envisager l'avenir avec optimisme" avoiding thus any harmful excitement.

Thank you, very much!

ST.

SWISSAIR FREIGHT INCREASE

In 1959 Swissair's freight traffic totalled 23.7 million ton-kilometres, an increase of 24% over the previous year's figure of 19.1 million ton-kilometres. This increase was in part due to the greater number of charter flights operated in 1959 and compared very favourably with that of 14% for world air freight traffic generally (excluding Russia and China). The share of freight in Swissair's total traffic in 1959 also rose to 20% from 17% in the previous year.

The increase was most marked on the North Atlantic, amounting to 37% over the previous year. This was due to the twice-weekly services by the DC-6A Cargoliner between Switzerland and New York, which also call at Manchester. Traffic to the Middle and Far East showed increases of 18% and 24% respectively. Freight traffic in Europe was 9% higher. On the South America route, however, owing to political and economic conditions in the countries served, results were not as good as in the preceding year.

Swissair's freight traffic in 1960 is expected to rise substantially as a result of the company's transition to jet operations. The DC-8 jetliners, for example, which Swissair will operate on the North Atlantic from the end of May or beginning of June, will have a capacity of four to five tons of freight, in addition to 120 passengers with baggage and mail.

Another favourable factor will probably be the considerable cuts in air cargo rates which came into force on 1st January this year for traffic to South America. Reductions in rates are also being made on other Swissair routes. On the North Atlantic, where for a large number of goods special rates providing reductions of 72% to 79% are coming into force on 1st April, the traffic increase is expected to be considerable. It is worth noting that a 36% rise in Swissair's freight traffic over the same month of last year has already been reported for January 1960.