

Another profitable Year for Swissair

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ANOTHER PROFITABLE YEAR FOR SWISSAIR

Swissair's accounts for 1963 show a £6 million operating surplus, enabling a lion's share of more than £5 million to be ploughed back to meet depreciations and a six-per-cent dividend to be paid to the shareholders out of the net profit of £843,000. On average, 52.7 per cent of the airline's seats were occupied during the year.

Total revenue climbed to £42,150,000, an increase of £3,890,000 over 1962, and total costs reached £36,100,000, only £2,800,000 more than in 1962.

The private-enterprise Swiss carrier has a basic scheme to pay off 90 per cent of the cost of each aircraft over 10 years, but in better years it puts extra money into this fund in an aim to shorten the period to seven years. Ordinary depreciations for last year were £3,550,000 — the same as for 1962 — and extraordinary amortisations of £1,600,000 (1962: £710,000) were added to this amount. The net profit of £843,000 was £165,000 more than the 1962 figure. The Swissair board have recommended a capital increase from £8,677,000 to £11,570,000.

Total production during the year reached 424 million ton-kilometres, 10 per cent more than in 1962. Demand rose by the same proportion and the average load factor for passengers, cargo and mail on scheduled services stood at 51.8 per cent, with a median seat occupancy of 52.7 per cent.

Cargo business increased by 22 per cent, mail by eight per cent and passenger traffic by seven per cent. The number of passengers increased from 1,672,305 in 1962 to 1,801,599.

For the first time, Swissair carried more than 100,000 passengers across the North Atlantic in a single year. Swissair aircraft logged a total flying time of 72,378 hours, covered 25,200,000 miles and made 57,560 landings in 1963.

During the past 17 years, with the exception of 1961, Swissair has paid dividends of between four per cent and six per cent.

The financial year covers the period January 1st to December 31st.

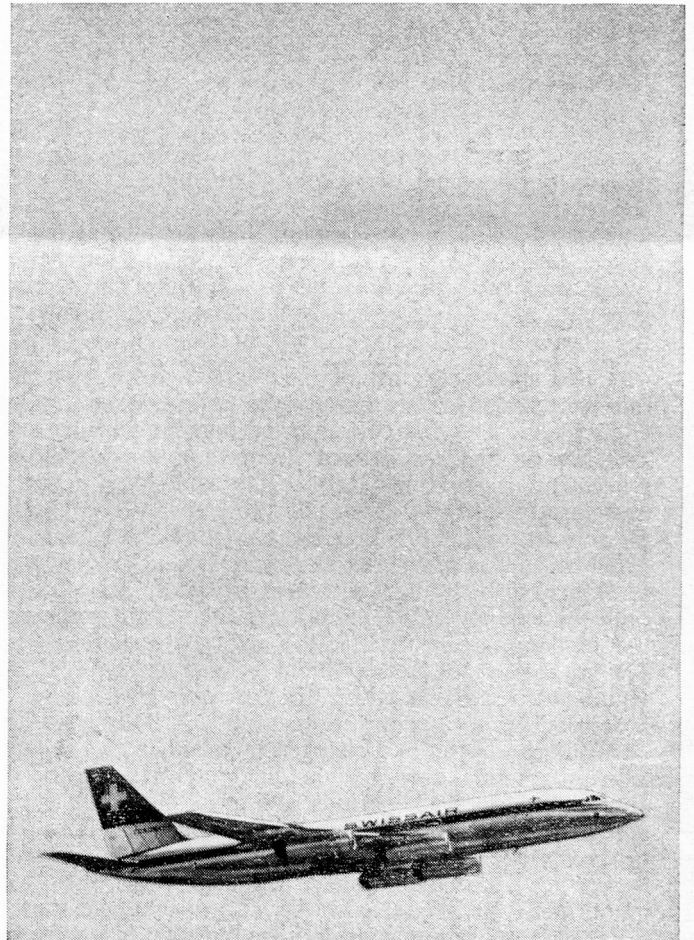
PRESERVATION OF ARCHITECTURAL LANDMARKS

The romanesque Church of Sant'Ambrogio is beautifully situated near Cademario, high above Lugano, on a site commanding a fine view of the surroundings. To keep this strip of land from the ravages of building speculators, the Ticino Cantonal Council has declared it a "protected zone". Only construction which is in full harmony with the character of the land itself will be permitted. — The old church at Lyss now also enjoys a protected status. In accordance with a decision of the Parish Council (Kirchgemeinde), a special commission has been entrusted with the preservation of this building, one of the last remnants of the town's early history. — The last outpost along the route between Les Planchettes and Les Brenets, in the Neuchâtel Jura, is called "Roches de Moron". Set in magnificent countryside overlooking the Le Châtelot reservoir, the building was threatened with destruction. But a private citizen has purchased it from the community of Le Locle, thus saving it for posterity.

[S.N.T.O.]

IMPORTANT PLACES

THROUGHOUT THE WORLD ARE SERVED BY BIG, FAST SWISSAIR JETS INCLUDING THE CORONADO—THE WORLD'S MOST ADVANCED PASSENGER JET. DAILY CARAVELLE FLIGHTS FROM *LONDON TO ZURICH AND GENEVA CONNECT WITH SWISSAIR'S WORLD-WIDE JET NETWORK. SWISSAIR SERVICE IS LEGENDARY—PROVE IT FOR YOURSELF NEXT TIME YOU GO ABROAD.



*IN ASSOCIATION WITH B.E.A.

 **SWISSAIR**

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