

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: - (1974)

Heft: 1684

Rubrik: Tourist news

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: 08.08.2025

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

walls for roads, dams, dikes and breakwaters, avalanche breaks, etc. The elements are secured together by small steel trusses and can also be used for top work; they resist a lateral pressure of 50 tons. In addition, they possess the advantage of being easy to move and re-use elsewhere, when widening a road for example.

SWISS ATOMIC CLOCKS FOR THE FRENCH NAVY

A Swiss firm in Lausanne, specialising in the manufacture of highly technical complicated watches, has just supplied two rubidium atomic clocks to the French Navy. These two clocks have been specially designed and made according to the specifications of the French Navy, which has already in the past placed orders with this Swiss firm, well known for its avant-garde research department and the reliability of its products. The high precision of the clocks just supplied is truly remarkable: they vary, in fact, by less than 1 second in 3 centuries, i.e. 1.10^{-10} seconds per month.

SWITZERLAND — AN INSURANCE CENTRE

According to the figures given by the Swiss Reinsurance Company, in Zurich (Switzerland), the gross amount of the premiums received by all Swiss insurance and reinsurance companies totalled 14.06 billion francs in 1972, which represents an increase of 10.2% of the volume of premiums recorded in 1971, about two-thirds of this increase being attributable to foreign transactions. A quarter of the amount received is accounted for by life assurance companies, a quarter by professional reinsurers and half by accident and damage insurance companies. In 1972, the premiums of life assurance companies increased by 13.7% to total 3.48 billion francs, those of accident and damage insurance increased by 11.7% to total 7.18 billion francs and those of professional reinsurers increased by 4.2% to reach the figure of 3.4 billion francs. The premiums received by foreign insurance companies domiciled in Switzerland amounted in 1972 to about 189 million francs, i.e. some 7.7% higher than in 1971.

recently been issued tells the visitor where to go, eat, shop, etc. in Lucerne. It's obtainable at all bookshops and newsvendors for Fr.5.50.

Gipsy Travels through the Swiss Jura

It's now possible to enjoy a carefree gipsy's life in the Swiss Jura from May till October. You can travel from ten to thirteen miles a day with a horse and cart. You set off from Lucelle which can be reached by car via Laufen-Porrentruy or Delemont and by train to Delemont and from there by postal coach. The itinerary takes eight days and leads past Courgenay, Roche d'Or, Montmelon, Montfaucon and Sornetan returning to Lucelle. You stay at hotels along the way. All the horses belong to the "Bund" breed and don't need an experienced hand to be driven. All-inclusive cost for a group of four comes to Fr.46 per person daily. This includes the use of a fully equipped gipsy cart, hotel accommodation in a double room with bath or shower, breakfast, care of the horse, insurance, maps and travel documents. For more information, contact: ACS-Reisen AG, Laupenstrasse 2, CH-3001 Bern.

TOURIST NEWS

Preparations Under Way for Vevey's Winegrowing Festival in 1977

The small town of Vevey in the very heart of the vineyards on Lake Geneva is preparing for this century's fourth Winegrowing Festival which is to take place in August, 1977. The very first one of its kind was held as far back as 1797. It was staged on Vevey's well-known market-place, the "Grande Place" in an Alpine decor. At the last Festival which took place in 1955, 3,500 extras, 950 children, 450 singers and 120 musicians performed before an audience of 1,700. Marcel Maréchal, director of the "centre dramatique" in Lyon and, as of late, director of the Avignon Festival, is in charge of the staging for the 1977 Festival. Eugène Dénéréaz (president of Switzerland's biggest convention ever, the Rotarians' congress in Lausanne in 1973) will be the administrative director.

and Pastry has been entirely renovated and its exhibition of over 100 different kinds of Swiss loaves is especially noteworthy. Original vehicles illustrate the development of transport and tourism at the Swiss Transport Museum. The Old Quarter boasts an incredible amount of cafés, bars and art galleries. The "Guide to the city of Lucerne" which has

Made-to-measure Accommodation in Switzerland

Everyone can find his special kind of accommodation in Switzerland. The following hints will furnish you with the necessary information and addresses. The Swiss Hotel Association Guide and about a dozen regional hotel lists inform you about hotels and pensions. The Swiss Travel Fund (Schweizer Reisekasse, Neuengasse 15, CH-3001 Bern) provides holiday apartments. The Travel Fund has holiday centres at Albonago (above Lugano), Montfaucon, Wildhaus, Zinal

Lucerne: An Attractive City Throughout the Year

The city of Lucerne is to remain attractive to tourists throughout the year and not just during the summer months. Only twelve of its seventy hotels do not stay open all the year round. Beside the usual "musts" such as its Lion Monument and the Glacier Garden, Lucerne boasts further cultural points of interest. Its Museum of Swiss Costumes and Folklore has a collection of over 100 costumes and rustic implements. The Archive of the Swiss Yodelling Association adjoins this museum. The National Museum of Bread



A happy Marmott family in the Swiss National Park.

and at Bergun (as from next summer). The holiday apartment register of the "Schweizerische Gemeinnützige Gesellschaft" (Swiss Co-operative Society) at Brandschenkestrasse 36, CH-3001 Zurich, has the largest choice of holiday apartments (5,000 in 800 places in Switzerland). Lists of vacant apartments, chalets and private rooms are also obtainable from tourist offices at resorts.

Young people should consult the list of Swiss Youth Hostels of "Jugi-Tours", CH-8958 Spreitenbach. The SNTO has reissued a 1974 "Motel list" intended for motorists. People wanting to stay in Alpine huts should apply to the tourist association "Naturfreunde" (Birmensdorferstrasse 67, CH-8036 Zurich) which is also open to non-members. SNTO's new map "Camping Holidays in

Switzerland" indicates the location of camping sites. Two new SNTO brochures: "Children's Homes and Institutions in Switzerland" (with about 80 addresses in all parts of Switzerland) and "Holiday Language Courses and Centres in Switzerland for 1974" offer useful holiday information* for children and young people.

FROM "ANGEL OF THE AIR" TO "FLYING HOSTESS" 40 Years of Swissair Hostesses

"The Americanisation of our air transport industry is making rapid progress. The new American high-speed aircraft pioneered by Swissair have now been joined by the stewardess (or hostess, as she is called in the USA). This is a blonde, curly-haired young lady with long eye-lashes whose job it is to assist and comfort passengers on board the "Condor" between Zurich and Berlin, ministering to their greater and lesser needs. The angel in question wears a fabulously cute blue trouser-skirt and an extremely natty student's cap. Journalists who were privileged to be present on the demonstration flight Zurich - Basle - Geneva - Berne - Zurich are full of enthusiasm for Swissair's latest achievement."

This rapturous commentary was

going the rounds of the Swiss press in 1934. The "angel in the fabulously cute trouser-skirt" was Nelly Diener, Europe's first stewardess, who pampered Swissair's passengers on the Zurich - Stuttgart - Leipzig - Berlin route. She performed her task on board the (at that time) ultra-modern Curtiss Condor.

Compared with present-day comfort, of course, this aeroplane was positively spartan: for lack of a proper kitchen, Nelly Diener served her fifteen guests out of a wicker basket, which contained not only sandwiches and drinks but also the first-aid kit. Passengers had to pay for their food and drink and weren't by any means stingy with tips for the stewardess. The "flying angel's" main task was to talk to the guests, and to calm and reassure those who felt seasick during

turbulent weather.

But Swissair was growing rapidly and soon found it couldn't manage with only a single stewardess. (It was not until later that the ladies became known as hostesses). The striking success achieved by Nelly Diener called for an expansion of this new service. And so it came about that, when Swissair purchased four DC-2s with seats for 14 passengers, four new stewardesses were engaged, one for each aircraft.

Johanna Bigler-Vögeli, one of these four "flying angels", recalls that at that stage the stewardesses were no longer wearing trouser-skirts, but white aprons which made them look like nurses.

All the while, Swissair continued to push the boundaries of aviation further back, following one pioneering

FLY TO SWITZERLAND

Inclusive arrangements to **Zurich**

depart London 23rd May 1974
return London 26th May 1974 for £32

Inclusive arrangements from £39.50 return to
Basle • Berne • Geneva • Zurich

Direct Jet Flights from London
on Scheduled Services all year round
Plus a Special Charter Programme
all through the Summer and Autumn

Contact: PLANNED ECONOMY TRAVEL LTD.
Murray House
3-5 Vandon Street, London, S.W.1.
(off Victoria Street)

Telephone: 01-222-2013

Wir sprechen deutsch, nous parlons français

*Specialists in economy travel to Switzerland,
Europe, and all destinations world-wide.*

programmes offered in conjunction with Letouriste

ATOL 395B

