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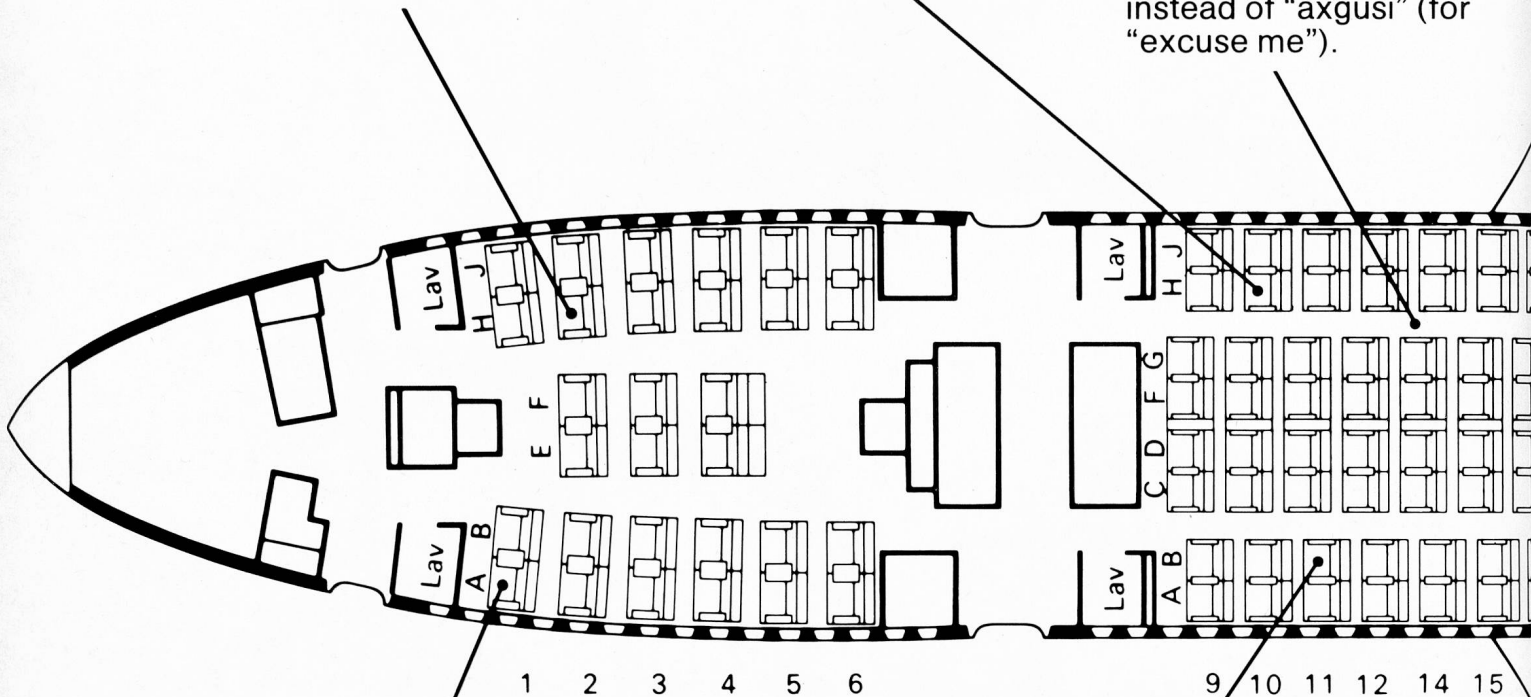
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Why not enjoy your next in beautiful S

Sitting here and dining from Swiss china with Swiss cutlery as if you were in Switzerland is certainly not bad.

Here, for instance, you can spread yourself and listen to a bit of yodeling to go with your glass of Swiss wine.

Since there are never more than eight seats in a row, the aisles are wider. If you meet somebody, you can say "grüezi" (for "hello") instead of "äxgüsi" (for "excuse me").



The champagne served here comes, as old Swiss tradition demands, from France.

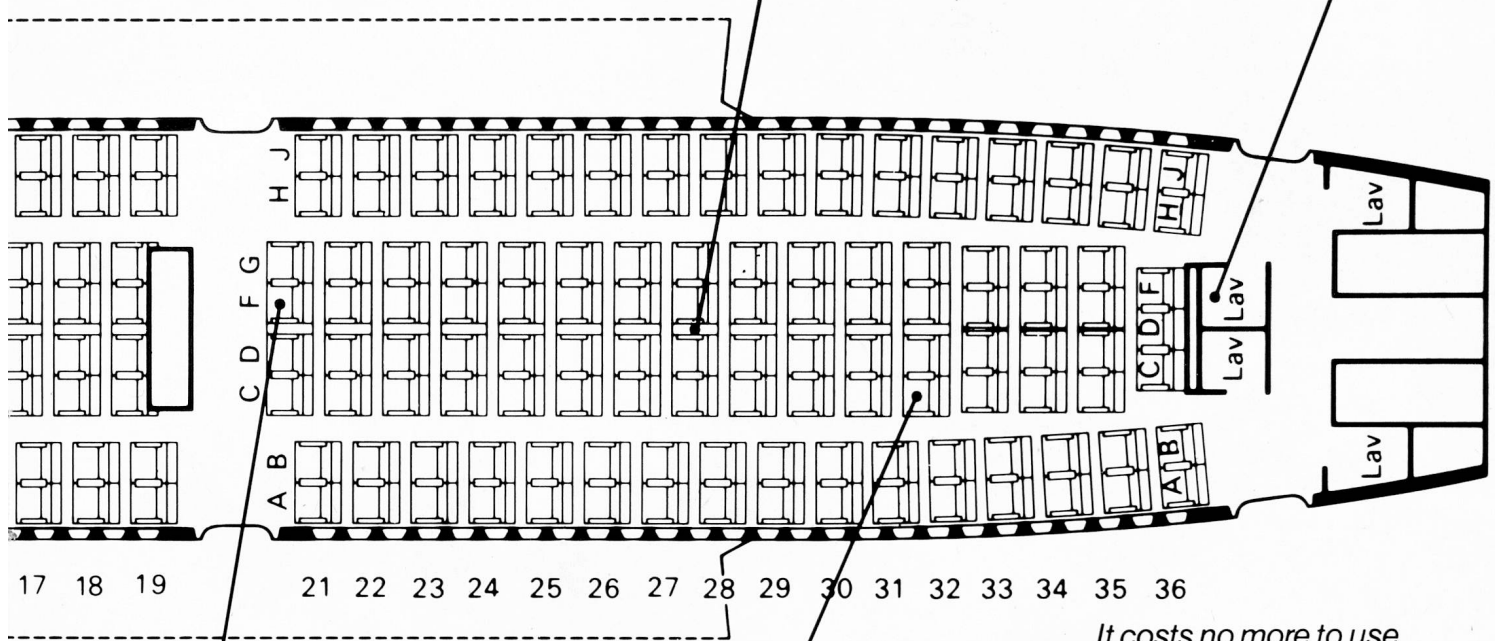
If you don't smoke, for instance, you'd sit here. Switzerland is an orderly country: non-smokers with non-smokers, smokers with smokers.

Advertisement appearing in Swissair National Press Campaign.

flight to South America Switzerland?

This shelf is so wide that you could easily play a round of Jass (the Swiss card game) on it.

We have fewer seats than others have, but it would be un-Swiss to have fewer lavatories on that account.



The fact that there are never more than eight seats abreast in economy class goes to show that Swiss hospitality outweighs Swiss thrift.

If you're sitting here, for instance, you can smoke (possibly a Swiss cigar) without bothering anyone.

It costs no more to use our "beautiful Switzerland" route to South America. Normal fares from London and Manchester apply, with connections by DC9. Your IATA travel agent or Swissair will gladly give you further information about the true Swiss way of getting to Rio de Janeiro, São Paulo, Buenos Aires, or Santiago de Chile.

