

Inauguration of new "Swissair" Service

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INAUGURATION OF NEW "SWISSAIR" SERVICE.

The new Basle-London night service, known as "Starliner" was inaugurated on the night of the 21st/22nd May, 1953.

To mark the occasion "Swissair" had invited the following Swiss journalists to take part in this first night flight: Dr. Eugen Dietschi, Editor "National Zeitung", Basle, Mr. Heinz Kreis, of the "Basler Nachrichten", Mr. Peter Wyss, Radio Studio Basle, Dr. E. König, Editor-in-Chief, "Der Beobachter", Basle, Dr. W. Hänggi, Editor-in-Chief, "Basler Volksblatt", Mr. Wullschleger, Editor-in-Chief "Arbeiter Zeitung" Basle, Dr. Anton Cleis, Editor, "Basellandschaftliche Zeitung", Liestal.

The above were accompanied by Mr. Hautle, of the Press Department of "Swissair", Zurich and by Mr. Ch. Messmer, of "Swissair" Zurich.

Who would have thought, a few years ago, that in future one would be able to leave Switzerland shortly before midnight arriving at the London Airport early in the morning with a whole day in front of one for sightseeing, and leave again the same evening to spend the night in one's comfortable bed at home, and yet this was achieved, thanks to the newly inaugurated service of "Swissair".

The programme for this party was truly an amazing one, and started after breakfast with a short stroll along Knightsbridge and in Hyde Park. At 10.30; by arrangement with the British Travel and Holiday Association, the journalists were taken on a conducted sightseeing tour of London, which afforded them an opportunity to view the Coronation decorations, after which they paid a visit to the offices of "Swissair" in Regent Street, where they were introduced to Mr. W. Wyler, General Manager of the "Swissair" for the U.K. and Eire.

After a luncheon offered by the British Travel and Holiday Association at the famous Ecu de France Restaurant in Jermyn Street, they visited the Headquarters of the British Travel and Holiday Association, where they were each given copies of the official souvenir programme covering the Coronation of H.M. Queen Elizabeth II, together with a pictorial map of London.

The party which included, Messrs. Kuhn, Walker and Burgazzi of the London office of "Swissair" was taken by coach to Eaton and Windsor, and then returned to the Airport, where they were introduced

to Mr. Housego, the Press and Public Relations Officer of the Ministry of Civil Aviation, who kindly conducted them on a tour of inspection of the London Airport. Mr. Unholz, the Station Superintendent for "Swissair" also accompanied the journalists on this tour.

In the evening the Management of "Swissair" London, invited a number of Swiss journalists residing in this country to an excellent dinner at the Berkeley Arms Hotel, Cranford, thus giving them an opportunity to meet their colleagues.

Our countryman, Mr. Charles Bertschi, provided a really Royal Menu which, I am sure, could not have been surpassed *even* in Switzerland. Each of the guests was presented with a Crown Derby ash tray, depicting the picture of H.M. the Queen, as a souvenir.

Soon after 10 p.m. the party dispersed, as the Swiss visitors were due to return to Basle. Many were the handshakes and thanks for a very pleasant evening spent in congenial company, exchanged with the popular General Manager, Mr. Wyler, who had presided over the dinner.

We wish this new night service Basle-London every success for the future.

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NEW SWISSAIR BEIRUT DC-6B SERVICE

The inaugural Swissair service SR 340 to BEIRUT leaves Zürich via Geneva on Sunday 7th June, 1953 and will thereafter operate every Sunday throughout the 1953 Summer Season with DC-6B aircraft, combined First Class/Tourist.

The corresponding weekly service SR 341 will leave Beirut every Monday.

United Kingdom passengers wishing to join their service at Zürich have the choice of either "The Super Swiss", the only luxury service to Switzerland, at the through First Class fare London-Zürich-Beirut at £86.0.0 single and £154.16.0 return, or a through Tourist fare at £69.0.0 single and £124.4.0 return. The tourist fares will also be applicable to passengers travelling London-Geneva-Beirut. Between 1st April and 30th September there is also a special first class London/Beirut return fare of £141.18.0 valid 45 days, available.

Passengers holding tickets from the U.K., will be provided with meals at Zürich or Geneva during the stop-over period.

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