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SWISSAIR COCKTAIL PARTIES

On Monday, March 25th 1957, the London Management of Swissair had invited about 150 guests to a cocktail party at the Dorchester Hotel, Park Lane, W.1.

Amongst the many parties of this kind which I have attended over a period of years, this one will always be remembered for its originality.

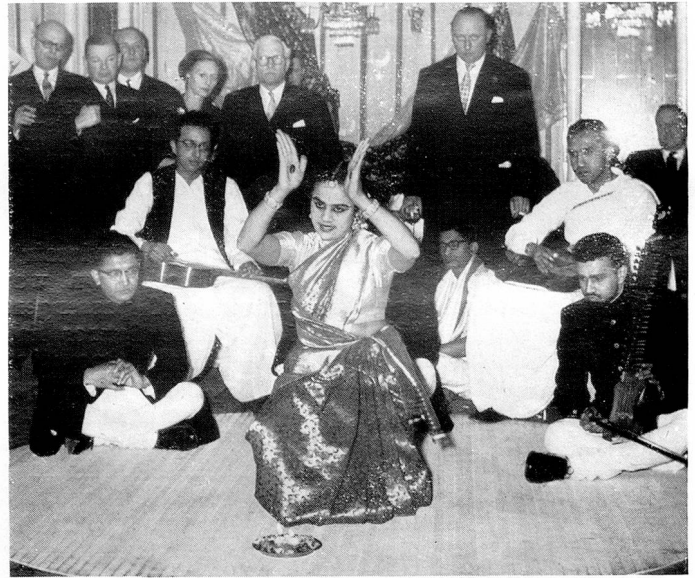
The object of this cocktail party was to celebrate the opening of Swissair's Far East route.

The guests were received on their arrival by Mr. W. Wyler, General Manager for the U.K. and Ireland, and Mr. M. Keller, Sales Manager. They included diplomats, travel agents, travel managers of large companies, and representatives of the Press.

The first flight by a DC-6B long distance liner actually took place on Monday, April 1st, from Geneva airport. The airliner after a number of intermediate stops arrived at the Tokyo Haneda airport on Friday, April 5th, and was greeted by the Swiss Minister to Japan, Dr. Max Troendle, and representatives of the Japanese Government. Amongst the passengers on this initial flight was the repre-



Seen at the London reception, Mme H. Masaki, wife of the Press Secretary at the Japanese Embassy, explains some Japanese food specialities to Mr. H. Rickards (Convoys Ltd.).



An Indian dancer, Miss L. Waran, performed a temple dance accompanied by Indian students.

sentative of the Swiss Federal Council, Minister Jean de Rham, and Dr. R. V. Heberlein, President of the board of Swissair.

Overnight the Orchid suite at the Dorchester Hotel had been transformed into a veritable fairy-land, the keynote of it being a display of oriental splendour.

Priceless tapestry and valuable art exhibits from countries on the route, such as the Philippines, Thailand, India and Pakistan, were lavishly displayed, and the rooms were lit with Japanese lanterns.

Numerous tables were heavily laden with food specialities of the above-mentioned countries, all of them very appetizing and highly flavoured. The tables were in the charge of attractive ladies in the national costumes of their respective countries.

There were Eastern dancers and musicians playing their haunting tunes; a real blaze of colour, and one felt as if transferred on a magic carpet to the Far East, the lands of many mysteries and strange customs.

In one of the intervals Mr. W. Wyler, the genial General Manager of the London Office, briefly welcomed the visitors, referring to the importance of Swissair having now become a World Airline.

A similar party was held in Manchester; there a full-size banana tree and Eastern decorations lent the authentic touch.

At that celebration Mr. W. Wyler introduced Mr. A. Weber, the company's new North of England

manager, the successor of Mr. F. Fraefel, who has been appointed District manager in Calcutta. Among the guests was Mr. Max Buechi, Swiss Consul in Manchester.

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Swissair hosts in Manchester were, left to right, Mr. F. Fraefel, Mr. M. Keller (Sales Manager), Mr. W. Wyler and Mr. A. Weber.

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