

Swissair sales staff appointments

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SWISS CHILDREN'S CHRISTMAS PARTY

On Saturday the 2nd January once more was held the Children's Christmas Tree Party at Victoria Hall, Bloomsbury. 180 children were present, ranging from 2 to 14 years; all were equally excited and wondering what they would be seeing this year.

When those of us, who are on the Committee responsible for this particular party, discuss the preparations, many months ahead, we always feel we would like to make a change in our programme, but because of the great difference in ages we are at a loss to think of an alternative. Perhaps, I may say here, that if any of my readers have any suggestions please send them to us.

By mentioning the above I am really trying to justify myself and asking your forgiveness, if I am repeating myself, and if the write-ups of the Party of the last four years appear similar. Therefore, as is customary, Pasteur Reverdin welcomed the children to the 41st Christmas Party for the children of the Swiss Colony, then followed the recitations and flute playing, very sweetly performed by the children of the German speaking Sunday School. Freddie the clown was with us again, this year unfortunately he had had a hair cut and consequently had caught a cold and so he had to wear a hat during his performance, but when he accidentally took this hat off, the children had been instructed by him that they were to call out as loud as possible 'Freddie'!!! Surprisingly, as he held the children's attention so much during the whole of his show, each time he was without a hat, I really think the passers-by in the street must have heard our children's voices, it really was amusing to hear them, and so immediately Freddie would replace his hat! Perhaps the older children get rather tired of the clown but they in turn had three very good films to entertain them, colourful shots of beautiful Switzerland.

In perfect order the children filed to their tea and then Father Christmas arrived, having parked his sledge and reindeers outside, but these soon disappeared, maybe they were not allowed to park outside the Hall, while Father Christmas was giving his message to the children. However, the children were more interested in the distribution of the parcels, than worrying about Father Christmas's reindeers. The parcels as always contained wonderful gifts of chocolates given by Madame Daeniker, the calendars made as always so beautifully by Madame Bessire, the apples, the oranges and a game or book. Many thanks to our generous donors. And so ended the 41st Christmas Party, a success, I think as the children do enjoy themselves and seeing their happy faces is most rewarding. We missed the presence of Mr. and Mrs. Daeniker, who were away in Switzerland at that moment, but we were pleased to have Mr. Jacques de Tribolet among us.

The Committee would like to convey their warm thanks to those who have so generously contributed as always with gifts of money and in kind and I can assure you it is really well worth it.

Elena Bertin

SWISSAIR SALES STAFF APPOINTMENTS



M. PANNETTI

Swissair has appointed Mr. M. Pannetti to the newly created position of Passenger Sales Superintendent for London and the South of England. He will deal specifically with agency relations and business house travel in these areas and be responsible to the Sales Manager for the U.K. and Ireland.

Mr. Pannetti joined Swissair in Geneva in 1951 and was in charge of sales for French-speaking Switzerland before coming to London early in 1957 as Senior Sales Representative for the West End.

Succeeding him as representative in the West End of London is Mr. Peter Clark, who has been Swissair representative for the South of England since March 1956. The latter area has been taken over by Mr. Roy Mills, representative in the West End of London since May 1956.

In view of its expanding business in the City of London, Swissair has appointed Mr. Derek Herbert as second sales representative for the area. He has been with Swissair London as sales representative since June 1957.

PERSONAL.

We are extending our heartiest congratulations to Mr. R. L. Thomas, General Manager of British Brown-Boveri Limited, on his forthcoming marriage to Mademoiselle Camilla Whitaker. The wedding service will be held on Saturday, February 6th at 3 p.m. at St. Peter's Church, Vere Street, W.1.