

Swissair management appointments

Autor(en): **[s.n.]**

Objektyp: **Article**

Zeitschrift: **The Swiss observer : the journal of the Federation of Swiss Societies in the UK**

Band (Jahr): - **(1976)**

Heft 1714

PDF erstellt am: **20.09.2024**

Persistenter Link: <https://doi.org/10.5169/seals-686679>

Nutzungsbedingungen

Die ETH-Bibliothek ist Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Inhalten der Zeitschriften. Die Rechte liegen in der Regel bei den Herausgebern.

Die auf der Plattform e-periodica veröffentlichten Dokumente stehen für nicht-kommerzielle Zwecke in Lehre und Forschung sowie für die private Nutzung frei zur Verfügung. Einzelne Dateien oder Ausdrucke aus diesem Angebot können zusammen mit diesen Nutzungsbedingungen und den korrekten Herkunftsbezeichnungen weitergegeben werden.

Das Veröffentlichen von Bildern in Print- und Online-Publikationen ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. Die systematische Speicherung von Teilen des elektronischen Angebots auf anderen Servern bedarf ebenfalls des schriftlichen Einverständnisses der Rechteinhaber.

Haftungsausschluss

Alle Angaben erfolgen ohne Gewähr für Vollständigkeit oder Richtigkeit. Es wird keine Haftung übernommen für Schäden durch die Verwendung von Informationen aus diesem Online-Angebot oder durch das Fehlen von Informationen. Dies gilt auch für Inhalte Dritter, die über dieses Angebot zugänglich sind.

are nowadays collected for re-processing and the same, incidentally, applies to old newspapers. It is also a healthy thing if some of the building-speculators now have to reduce their prices for floor property and rental for flats. Some of them now go so far as to offer 6 months rental-free living in their flats in order to attract potential tenants, while others nowadays offer to carry the removal cost as well as the cost for fitting curtains. Tens of thousands of people still own second and even third cars and according to a study just published some 180,000 citizens also own a second house or flat in some other part of the country.

In repair or service garages the waiting period used to be anything up to three weeks — but nowadays this has come down to two to three days. Some years ago it was practically impossible to find hotel accommodation in Zürich at short notice; but since then so many super luxury hotels have been erected that several of them are half-empty today. Gone are the days of snooty receptionists turning away guests, gone are the days when super-snooty wine waiters looked down on people who did not order champagne. In the shops too people have become more price-conscious, which again is not such a bad thing. I myself recently needed a new cork-screw (for opening bottles) and was first shown one which seemed extravagantly expensive to me. It obviously is still the sales personnel's tactics first to offer the most expensive article — but asking for a cheaper one I

eventually got one at half the first one's price, just as good and handy, even though it has a little less chromium decoration on it.

Of course, there are negative sides to the recession too: the approximately 18,000 unemployed who are registered at present, the shorter working hours in quite a number of factories, the economically uncertain outlook in different industries — amongst them certainly the watch industry. Whether it is a good or a bad thing that some 180,000 foreign workers have been compelled — by the economic circumstances, not by the authorities — to uproot themselves and leave the country for good I would not care to say. It may be very hard on them, for they were good enough to assist in producing wealth during the boom years, but on the other hand it is logical that if an enterprise is forced to reduce its working force the non-Swiss citizens are given notice first.

Is Switzerland going through a crisis, or "only" a recession, or — third interpretation — merely a healthy contraction of an over-inflated economy? The experts are not united on this point, nor do they really know whether the outlook gives cause for optimism or not. Nevertheless, if what Switzerland is experiencing at present on the economic front is "the worst recession since World War 2", then I think it can be said that apart from producing hardship in some cases it has its redeeming features also.

SITTING HELVETIAS GO ON SHOW

Rare Swiss stamps from the last century are currently on display at a special exhibition at the Swiss Postal Museum in Berne. Loaned by the prominent Basle collector Dr. W. Roth, the material spans the period from the earliest Swiss printings to the Sitting Helvetia issues — including the scarce "Strubel" and "Rayon" stamps. The exhibition, which also includes rare covers and documents, continues until January 19.

SWISSAIR MANAGEMENT APPOINTMENTS

Swissair has announced several important management appointments to take effect shortly:

Hellmuth Scherrer, at present Swissair's vice-president Product Development and Sales Policy, has been appointed executive vice-president Marketing and member of the airline's top management from January 1, 1976. He succeeds Hans Aeppli who retires at the end of this year after 43 years with the company.

Mr. Scherrer, who is 57, has been with Swissair since 1946; he became passenger sales promotion manager in 1957, general sales manager in 1961 and vice-president in 1974.

The new vice-president Product Development and Sales Policy will be Claude Christe, at present Swissair's regional manager for North America in New York; he has been in his present post since 1974, having earlier been sales promotion and passenger sales manager at Swissair's Zurich head office.

Named as his successor in North America is Reynold Schwab, at present regional manager for Northern Europe, bases in Frankfurt. He has held the position since 1974, having been general manager for Germany since 1967.

His position as regional manager for Northern Europe is being taken up by Walter Speck, general manager cargo and mail division at the airline's HQ from 1963 and general sales manager from 1974.

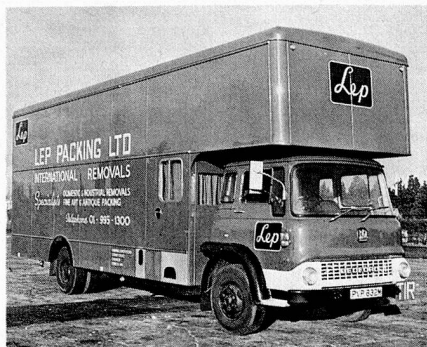
Restoring the last judgement

Restoration work is continuing on one of Switzerland's most valuable art treasures — the sculpture of the Last Judgement on the main portal of Berne Cathedral.

The 236 painted sandstone figures which make up the work have been so badly damaged and so poorly maintained since their completion by Erhard Kűng of Germany some 500 years ago, that they are now having to be copied.

This is being done by Swiss sculptor Walter Fuhrer, using a similar copying method to that employed by Michelangelo.

The restoration work began more than 10 years ago, but it's still not known when the scaffolding will finally disappear from the cathedral's main portal — one of the most magnificent examples of late Gothic architecture anywhere in Europe.



TRAVEL WEEKLY TO AND FROM SWITZERLAND AND ENGLAND

Providing DOOR TO DOOR SERVICES with vans specially equipped to carry

- HOUSEHOLD REMOVALS
- EXHIBITION GOODS
- WORKS OF ART — MACHINERY

For full information contact: —

LEP PACKING LTD., CORNEY ROAD, CHISWICK, LONDON W4
TEL: 01-995 1300 (Ext. 110) TELEX: 23944