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**COCKTAIL PARTY At The PICCADILLY HOTEL,
on Monday, 5th November, on the occasion of the
Opening of the New Swissair Offices at 126, Regent
Street, W.1.**

There are two institutions, if one may call them thus, we Swiss are proud of; the first is our army, which at present is one of the largest on the continent, well-trained and possessing first-class equipment, and the second, which, of course, if of much younger creation, is the *Swissair*, a company which by their efficiency and quality of machines is equal to any of the big air transport concerns.

The *Swissair* inaugurated their first Zurich-London service in April 1935 with a Douglas DC-2 machine; the writer remembers with pleasure the flight over London, which took place on that occasion with the then Swiss Minister, Monsieur C. R. Paravicini, and members of the Swiss Colony, as passengers.

The Company has always taken special care to keep abreast of present day air transportation by building up a fleet of dependable, up-to-date aircraft.

The Douglas DC-2's were followed by the DC-3's and DC-4's. In transatlantic service *Swissair* is the first airline in the world to use the four engined Douglas DC-6B the latest type of long-distance aircraft, having a crew of eleven and accommodation for fifty passengers.

Who, amongst our readers, who have flown on one or the other of the *Swissair* routes does not remember the "old guard" of pilots, such as Mittelholzer, Heitmanek, Borner, Nyffenegger, Kunzle, Zimmermann, Ackermann and Fretz, who made the name of the company famous.

Then again the *Swissair* has, in the past, been exceedingly fortunate in their London representatives, men such as Messrs. Messmer, Nicole, Dormann and now Ambord, have, in no small measure, helped to spread the good name which *Swissair* enjoys especially in this country.

It was my privilege to be the guest at the first non-stop flight to Samaden (Flight Captain Nyffenegger) in April 1938, together with a number of colleagues of the English Press, which flight left a deep and lasting impression on all those who took part in it.

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Nearly four hundred people attended the cocktail party at the Piccadilly Hotel on the 5th of this month. The guests were ushered in by a very pretty air hostess in her becoming costume. — All the *Swissair* hostesses are very charming and a comfort to the passengers — and were received by Dr. Walter Berchtold, President of the Board of Directors accompanied by Mme. Berchtold, Mr. L. L. Ambord, General Manager for U.K. and Eire and Mme. Ambord.

Amongst the distinguished guests present, were :

The Swiss Minister, Monsieur Henry de Torrenté, The Rt. Hon. Lord Mayor of London, Sir Denis Lawson, Mr. M. T. Boston, Sword bearer and first Esquire to the Lord Mayor, Lt.-Col. Hulme Taylor, City Marshall, Sir John d'Albiac, K.B.E., C.B., D.S.O., Aerodrome Commandant, London Air Port, M. Stanley Adams, Chairman, Thos. Cook & Son, Ltd., Sir Miles Thomas, D.F.C., Chairman B.O.A.C., Mr. Peter Masefield, Chief Executive, B.E.A., His Excellency, Sheik Hafiz Wahba, K.C.V.O., Ambassador, Saudi Arabia, Sir Malcolm Trustam Eve, Bt., K.C., President of the Ski Club of Great Britain, etc., etc.

We sincerely hope, that the inauguration of the new offices of *Swissair* will be a further milestone in the development of this very active and enterprising concern, and we extend to them, on behalf of our readers, our best wishes for the future.

ST.



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