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SWISSAIR'S SILVER JUBILEE

by W. WYLER

General Manager for Swissair
in the United Kingdom and Ireland



On March 26th Swissair, the national airline of Switzerland, celebrated its 25th birthday. Much of what has been achieved in those 25 years has recently been told in the pages of this journal. Today the Company faces the future from a position of strength, thanks largely to the foresight, energy and enthusiasm on the part of our Chairman, Dr. Rudolf Heberlein, the President, Dr. Walter Berchtold, the Board of Directors and the Management.

Notably in the last six years, when the pace of competition in international air transport has rapidly

been quickening, they took decisions of courage and sound business sense which improved not only the internal efficiency of the organisation but safeguarded the very existence of Swiss commercial aviation. At a time when the future held many uncertainties, emphasis was placed on the development of long-haul traffic which produced better results in terms of revenue and aircraft utilisation. The equipment programme has always reflected the Management's desire to operate the most modern aircraft on all routes, but without neglecting the particular requirements of any part of the network.



KLOTEN AIRPORT — ZURICH.

Thus Swissair will soon operate the new Metropolitan liners between the United Kingdom and Switzerland, which will do much to maintain our competitive position. In this respect Swissair has always played a prominent part in bringing British businessmen and holiday makers to Switzerland in ever increasing numbers. In 1955 we carried over 100,000 such passengers between the U.K. and Switzerland, the highest total carried between Switzerland and any one country on the network. Some years ago the U.K. — Switzerland services literally constituted the Company's economic backbone; today we are proud to know that much of the experience which now benefits our operations in four continents was gained on this route.

In the coming summer our services from London and Manchester to Switzerland will expand further to provide up to 74 flights weekly seating up to 3,460 passengers. More emphasis still will be placed on

even better service to the passengers. A new office has just been opened in Birmingham, so that Swissair in the U.K. and Ireland is now represented with its own offices in London, Birmingham, Manchester, Glasgow, Dublin and Shannon.

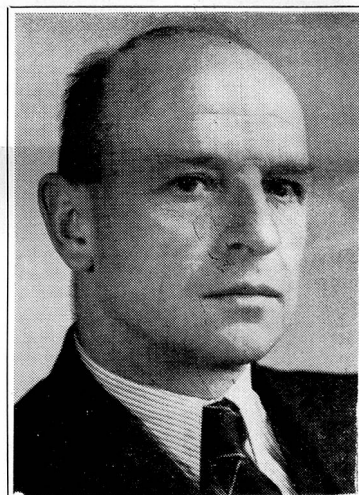
Meanwhile the Board of Directors and the Management are already assuring Swissair its proper place in the coming age of pure-jet transport. They have ordered two Douglas DC-8 jet airliners which will operate on the transatlantic routes as from the spring of 1960. They will fly from Zurich or Geneva to New York non-stop in under eight hours, seating about 110 passengers in mixed first and tourist class.

We are fully confident that in the continued care of our Chairman, President, Board of Directors and Management Swissair will further consolidate and expand its position as one of the world's leading airlines, an enterprise of which Switzerland and Swiss people everywhere can be justly proud.



DR. RUDOLF V. HEBERLEIN, member of the Board of Directors since 1947 and its Chairman since June 1951, Chairman of the Executive Committee of the Board of Directors. Dr. Heberlein is Vice-President and Delegate of the Board of Directors of Heberlein & Co. in Wattwil. He is in his 55th year. He concluded his studies at the Swiss Federal High School of Technology (in Zurich) with his diploma of engineer-chemist and obtained his doctorate in physical sciences at the School of Chemistry of Geneva University. He is a citizen of Zurich and Wattwil.

PROFESSOR EDUARD AMSTUTZ, Deputy-Chairman of the Board of Directors and of the Executive Committee of the Board of Directors. He was born on November 18th, 1903, at Thun (Canton of Berne). He has an engineering diploma and was from 1937 to 1949 professor for airplane statics and airplane building at the Federal High School of Technology, Zurich. From 1942 to 1948 he was the Federal Government's delegate for Civil Aviation. Since 1949 he is Managing Director of the Federal Institute for Material Tests and Experiments in Zurich. He joined the Executive Committee in 1947.



COLONEL EDGAR PRIMAULT, Deputy-Chairman of the Board of Directors and of the Executive Committee of the Board of Directors. Col. Primault was born in 1893 in Courtelary and is a citizen of Renan, Canton of Berne. He studied law and economic sciences at the Universities of Berne and Neuenburg. After two years with the Federal Air Office the Government appointed him Chief Pilot of the Swiss Air Force. During and after the war he held a leading position in Swiss military aviation. Since 1945 he is President of the Swiss Watch Chamber. He joined Swissair's Board of Directors and its Executive Committee in 1947.

DR. WALTER BERCHTOLD, President of the Management and member of the Executive Committee of the Board of Directors. Dr. Berchtold was born on October 1st, 1906. For seven years he was one of the economic editors of the Neue Zuercher Zeitung. From August 1945 until May 1950 he was Director of the third district of the Swiss Federal Railways. He joined Swissair as President and member of the Executive Committee of the Board of Directors on May 1st, 1950.

