

Zeitschrift: The Swiss observer : the journal of the Federation of Swiss Societies in the UK
Herausgeber: Federation of Swiss Societies in the United Kingdom
Band: - (1957)
Heft: 1295

Artikel: Swissair cocktail parties
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-688906>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 13.08.2025

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

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.

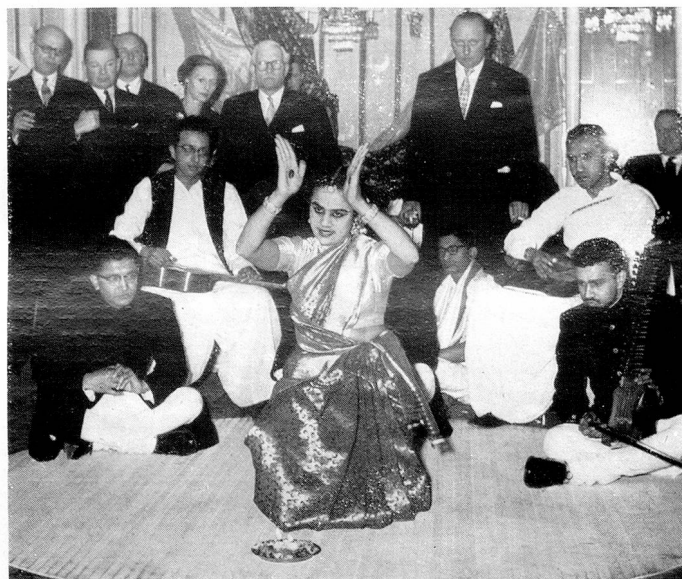
The object of this cocktail party was to celebrate the opening of Swissair's Far East route.

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.

ST.



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

THE PERSONAL TOUCH—that's what counts
For all travels—by land sea and air
let A. GANDON make your reservations

Tickets issued at Station Prices - no booking fee

HOWSHIP TRAVEL AGENCY

188, Uxbridge Road - Shepherds Bush - W.12

Telephones: SHE 6268/9 and 1898

THE FLORAL HOUSE

ELSIE FINGER (SWISS)

237 JUNCTION ROAD, TUFNELL PARK, LONDON, N.19

Phone: ARChway 3711 (NORth 5942 out of business hours)

FLOWERS FOR ALL OCCASIONS

As a member of Interflora, we can arrange for Flowers to be delivered anytime, anywhere in the World.

SWISS HOSTEL FOR GIRLS

9, BELSIZE GROVE, N.W.3

TEL. PRI 6856

Nearest Underground Station : Belsize Park

The Hostel accommodates Swiss girls for shorter or longer periods. Bed and Breakfast or Partial Board. Moderate prices. For all particulars apply to the Warden and enclose a stamped addressed envelope.