

Swissair opens midlands office

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W. MEIER.

President of the Swiss Mercantile Society.

At the recently held Annual General Meeting, Mr. W. Meier, has been re-elected President of the Swiss Mercantile Society, and he enters now his 10th year as President. We take this opportunity of extending him our sincere congratulations.

We wish him a successful term of office in his responsible position for the benefit of the Swiss Mercantile Society in particular, and for the London Swiss Colony in general.

Best congratulations are also tendered to Mr. L. Krucker, for many years President of the "House Committee" of the Swiss Mercantile Society, on his election as an Honorary Member of the Society.

SWISS BANK CORPORATION.

The Swiss Bank Corporation announce that after writing off Sfrs. 3,025,458 the net profit for 1955 amounts to Sfrs. 22,745,129 against Sfrs. 21,772,796 last year. Total assets amounted to Sfrs. 3,148,932,805 against Sfrs. 2,987,311,248.

At the General Meeting to be held in Basle on the 24th of February it will be proposed to make a contribution of Sfrs. 2,000,000 to the Pension Fund (Sfrs. 1,500,000 last year), Sfrs. 2,500,000 to reserve for new building (same) and to place Sfrs. 4,000,000 (same) to a Special Reserve Fund. It is further proposed to pay a dividend of 8% (same) and to carry forward Sfrs. 3,970,476 (Sfrs. 3,037,603 last year).

Before closing the accounts for 1955 the Board transferred Sfrs. 4,000,000 from tax-paid internal reserves to a Special Reserve (same).

London, 2nd February, 1956.

SWISSAIR OPENS MIDLANDS OFFICE.

Swissair is opening an office at Birmingham on March 5th. It will be at 7, Newhall Street, Birmingham 3, Telephone Central 3548.

In charge will be Swissair's District Manager for the Midlands, Mr. Charles E. Singleton. Mr. Singleton has been representing Swissair in the Midlands for over five and a half years.

SWISSAIR'S OPERATIONS IN 1955.

Swissair carried 630,719 passengers on all sectors of its network in 1955. This represents an increase of 16 per cent over 1954, when the number of passengers was 544,838.

Offered capacity rose to 65,201,052 short ton-miles from 60,347,493 in 1954. The mileage flown totalled 11,873,156, compared with 11,059,591.

Relatively the largest increase was registered by the volume of air freight carried which rose by 39 per cent to 8,487 metric tons from 6,089 tons in 1954.

The overall load factor on the scheduled services improved to 64.8 per cent from 59.0 per cent.

Operating revenue for the year under review totalled about 130 million Swiss francs, compared with 110.9 million in the preceding year.

A NOVELTY.

Looking through the bundles of Swiss papers we find an announcement that the "Feuille d'Avis de Neuchâtel" is in future sending out their paper sprinkled with Jasmin perfume, in order to alleviate the objectional smell of Printer's ink.

Always anxious to please our readers, we would be glad to hear — should we decide to follow the custom of our contemporary — which perfume they would like us to use, preferably one which would match the smell of egg and bacon.



Simple to prepare, economical to use, appetising to taste—that's MAGGI, the soup everybody asks for! Just add water, simmer for a few moments and there it is—rich, and piping hot! Each package makes at least 180 platefuls and just look at the range of varieties too!

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