

# Swissair introduces receptionist hostesses

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## SWISSAIR CARRIES OVER THREE MILLION PASSENGERS

In 1968 Swissair carried 3,059,769 passengers on all sectors of its network extending over 172,567 kilometres and linking 71 cities in 50 countries on all continents except Australia. The number of passengers topped the three million mark for the first time and was 13.6 per cent up on the figure for 1967.

Capacity offered was stepped up by 23 per cent to 798 million ton-kilometres, of which 416 million or 16 per cent more was sold than in 1967. It had been expected that the market would not be able completely to absorb the increase of nearly a quarter in the capacity on offer; as a result, the average load factor receded from 55 per cent to 52.2 per cent.

Cargo carriage experienced a particularly strong up-trend, and the figure of revenue freight tkms. rose by 49 per cent to 102 million. Mail advanced by 14 per cent to 15 million revenue tkms. Demand for passenger transport went up by 8 per cent to 299 million revenue tkms. Of all seats supplied on scheduled services, 53.1 per cent were utilised, against 56.7 per cent in 1967. The traffic results came generally up to expectations.

At the end of 1968 Swissair's all-jet fleet consisted of 34 units providing a total of 3,232 passenger seats. The modernised fleet has brought about a marked reduction in operating costs.

## SWISSAIR INTRODUCES RECEPTIONIST HOSTESSES

Swissair is now providing receptionist hostesses in brightly coloured uniforms in front of the check-in counters in the departure hall in Zurich Airport. Their main function is to assist passengers uncertain of how to check in, elderly persons, families and, in particular, passengers arriving shortly before their flight deadline. The latter are taken to a special counter reserved for late check-in, if the others are occupied. If during peak hours queues form in front of the counters, loudspeakers announce the impending closure of each flight and invite passengers, who might otherwise miss their deadline, to signify their presence. These are also taken to the special counter by the receptionist hostesses.

The girls' uniform is a coat dress in eye-catching red, yellow or green, designed by a Zurich couturier and made of pure wool with Crimplene inset; it is worn with a Swissair hostess hat of traditional style but in the matching colour. Plans are in hand to introduce a light weight dress in terylene-wool mixture for summer wear.

Part of the reason for the introduction of the new hostesses is to ensure the acceptance of passengers up to the computer deadline under the computerised "Speedload" check-in system Swissair operates at Zurich and Geneva. Altogether 83 check-in sets at Zurich Airport, Zurich Main Station travel office and Geneva Airport are linked to a central computer. Equipped with keyboards and indicator lights, they automatically register passengers and baggage for specific flights and can also be used to show instantaneously the space availability of Swissair flights and on those of about 40 other carriers which Swissair handles in Switzerland.

## A SHORT BUT USEFUL BUSINESS TRIP

The Swiss Industries Fair will take place in Basle from 12th to 22nd April. Industry and trade of a country that is constantly striving to meet the exacting demands of customers on an international scale, unite in displaying their products at this traditional fair for trade, industry and consumer goods. The efforts by some 2,600 exhibitors to maintain or improve their positions in the country itself or on the markets of the world, encourage them to peak performances in their particular lines. At the same time, they provide the buyer with favourable opportunities to cover their needs on very satisfactory terms. With the least possible waste of time, buyers from all over the world — last year there were more than 100,000 from 121 different countries — are able to obtain a unique and comprehensive survey of the widely ramified production activities of Switzerland.

There are excellent air travel connections to Switzerland from all important world centres. Basle has an international airport and one reaches the exhibition centre on the Rhine from far-off cities after a comfortable and relatively short trip. At the same time it is quite easy to reach Basle from most of the European commercial and industrial centres by making use of the comfortable rail connections. The Swiss Embassy in London or the Swiss Consulate in Manchester will be very pleased to supply you with all the information you may require about a visit to the fair.

## A SWISS MACHINE FOR WASHING LABORATORY GLASSWARE

A Geneva firm has produced a machine for washing laboratory glassware, which is the perfect answer to the most varied needs in this field. Thanks to its great versatility, it is capable of doing the work of two people, washing by hand eight hours a day. This machine therefore rapidly pays for itself, owing to its saving in manpower. This fully automatic machine comes in several versions. Washing is effected by water sprayed under pressure. It is possible to supply the machine with distilled or demineralised water. The use of this machine, which is extremely simple to operate, does away with practically all breakage of glass. Thanks to its excellent qualities and technical advantages, this article of Swiss manufacture has already met with great success on many markets.

[O.S.E.C.]

## SWISS INNOVATION IN AERIAL CABLEWAYS

Two manufacturers in the Bernese Oberland, one of whom specialises in the building of aerial cableways, have invented and built a self-powered aerial-cableway cabin which will render invaluable services, not only for the installation of transport lines on mountain building sites and for the rational working of alpine pastures, but also as an emergency cabin on large already installed aerial cableways. Fully loaded the vehicle weighs 1,760 lb. and can climb at a vertical rate of 3.9 ft. per second, on a cable 22 mm. in diameter; the traction device comprises a system of caterpillars operating on a fixed cable, and driven by an oil motor, itself powered by a motor used for the rescue of aerial cableway passengers, in the event of a breakdown. The new cabin has been approved by the Swiss Federal Transport Department and by the Swiss National Accident Insurance Company.

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