

**Zeitschrift:** The Swiss observer : the journal of the Federation of Swiss Societies in the UK  
**Band:** - (1971)  
**Heft:** 1613

## Werbung

### Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften. 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. [Siehe Rechtliche Hinweise.](#)

### 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. [Voir Informations légales.](#)

### 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. [See Legal notice.](#)

**Download PDF:** 18.10.2024

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

{Today, love is such an easy game to play.}

# Actually, this is sort of a love story. Between Swissair and its hostesses.



**W**E LOVE our girls. And if you think it sounds funny for an airline to claim human feelings, you might try imagining it as a family affair: we're fond of our hostesses as parents are of their daughters.

Because we're fond of them, they're pretty. And because they're pretty, we're fond of them.

This kind of affection calls for demonstration. What's an important factor in making girls happy?



For one thing, we took another look at our hostesses' uniforms. Uniforms? Horrid word, applied to girls. Regulation length, regulation color, close-buttoned jacket, garrison cap.

Instead of the regulation dark blue-gray (known in the dye trade as Swissair blue)

we've given our hostesses three different clear, strong blue shades. We've given them white boots. We've given them a sparkling gold brooch. And above all, we've given them freedom—to combine the various colors according to taste and set their own skirt lengths. We snipped off all the uniform buttons. The effect was tremendous.\*

That left the matter of the cap. Flat, peaked, Nimrod, képi, garrison cap?

Having tried out any number of models, we finally took the easiest way: asked our hostesses what kind of headgear they would like.

They said, Instead of a hat, how about a kerchief? It's warmer, more flattering, less forbidding. And if we happen to feel like showing off our hair-dos, we can tie a kerchief around our necks.



We said yes, why not; and went to the Swiss silk industry. They designed us an exclusive pattern of red, white and dark blue.

Thank you, said our hostesses. The pleasure was ours, we replied.

*(Which all adds up to saying you should book Swissair if you want to see an airline that has made pretty girls into still prettier hostesses even without hats.)*

*\* No less pleasing, a few weeks from now, will be the spectacle of our ground hostesses, check-in and counter girls in Switzerland: the same combinations, but a glowing red.*

