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It doesn't say anything about lavish celebrations of company anniversaries:

16.1.1931

B Y - L A W S .

I. Name, Purpose and Duration of the Company.

Paragraph 1.

Under the name "Swissair", Swiss Air Traffic Company Limited ("Swissair" Schweizerische Luftverkehr Aktiengesellschaft, "Swissair" Société Anonyme Suisse pour la Navigation Aérienne, "Swissair" Società Anonima Svizzera per la Navigazione Aerea), there is incorporated a joint stock company with registered office in Zurich.

The objects of the company are to operate air services within Switzerland and abroad consisting in regular scheduled transport of passengers, goods and mail, to engage in any activity in connection with air transport, furthermore to produce aerial photographs and commercially to dispose of same, to effect special flights, aerial surveys, aerial advertising, to establish and operate airports as well as to participate in similar activities.

The company's duration is not limited.

We are turning 50. We aren't for a big celebration. What we want is to thank all our friends:

Our passengers for their confidence. And our people for earning us the confidence of so many passengers.

Thank you very much.
And now back to work for the next 50 years of confidence.

swissair  1931
1981