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an English watch belonging to a travelling horse dealer. The marvellous memory of the boy enabled him a year later to produce a similar watch. From that small spring rose the great torrent of Swiss watches.

A striking proof of the international reputation of Swiss watches is that exports to the United States in 1920 reached a total of 72 million francs. The point is that America herself is Switzerland's greatest competitor. But probably the British Empire takes a greater proportion of the Swiss output. The value of these exports for 1920 is given thus: Watches, clocks, and finished parts to all parts 325 million francs. To Great Britain and colonies 78 million francs.

One great development of the industrial life of Switzerland now awaits consummation. Switzerland is faced with the opportunity and task of creating direct access to the sea by the Rhine. Basle will be the first Swiss port. The finest traits of the enterprising and industrious Swiss will be called out by this task. Switzerland is an industrial force to be reckoned with in the days to come."

SOCIAL AND PERSONAL.

Mr. Henri Martin, Councillor of Legation, is expected back from Switzerland on Monday, the 7th inst.

Mr. Paul G. Ritter, who has been attached to the Swiss Legation for some time, has now been appointed Attaché.

Mr. Marius L. Martin, of the Royal Palace Hotel, Kensington, W.8, is leaving London to take up an appointment as Manager of the Grand Hotel in St. Moritz.

SUBSCRIPTIONS RECEIVED.

F. H. Cottier, M. Hoffmann, Rev. U. Wildbolz, A. Bodenehr.

**The "Swiss Observer" is on sale at
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Schweizerbund, 74, Charlotte Street, W. 1.
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A. O. D.

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desiring to pay tribute to the unknown Swiss Soldiers who fell in the Great War, serving with the Allied Armies, is open to receive subscriptions from the Swiss Colony for the purpose of placing a large wreath at the Cenotaph on November 11th, 1921.

All contributions to be sent to the

N.A., A. O. D.,

1, GERRARD PLACE, SHAFTESBURY AVENUE, W. 1.

FORTHCOMING EVENTS.

Saturday, November 5th.—**SWISS MERCANTILE SOCIETY:** Cinderella Dance 6.30 to 11.45 p.m., Midland Grand Hotel, N.W.1.

Friday, November 11th, at 7 p.m.—**NOUVELLE SOCIÉTÉ HELVÉTIQUE:** Supper at 74, Charlotte Street, W. (Schweizerbund).

Friday, November 25th.—**CITY SWISS CLUB:** Annual Banquet and Ball at Prince's Restaurant.

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