

**Zeitschrift:** The Swiss observer : the journal of the Federation of Swiss Societies in the UK

**Herausgeber:** Federation of Swiss Societies in the United Kingdom

**Band:** - (1974)

**Heft:** 1695

**Rubrik:** News from the colony

### **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:** 30.01.2025

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

"over-foreignisation" of Switzerland, to be voted on 20th October, was then brought up, and delegates expressed anxiety should it be accepted. It was to be hoped that the common sense of the electorate would triumph and the Initiative be rejected; otherwise irreparable damage would be done to the country. The Commission's worries were mentioned in the Press communiqué always issued after an ASK meeting.

#### Next Assembly of the Swiss Abroad

It was announced that the Assembly of 1975 would take place in Basle from 29th to 31st August. The theme would be something like "The Swiss abroad as Ambassadors of Culture".

M.M.

Watches to suit every taste and pocket were exhibited. They ranged from £8.90 for a Lanco man's watch to £3,329 for a white gold hexagonal watch made by Audemars Piguet, which has diamond set hands and a lapis lazuli dial. This exhibition seems to have been the starting signal for a massive advertising campaign by Omega in the national Press. On three occasions at least there has been a double-page spread in the *Daily Telegraph* for Omega's latest innovation, the "Time Computer", a solid-state quartz device accurate to within five seconds a month which lights up the time on the watch-face at the push of a button — thanks to a luminous diode display.

This is but the latest of Omega's electronic innovations. The firm has established a lead in electronic movement as the only manufacturer to produce six calibres encompassing all three types of electronic movement. These types are the tuning-fork, the quartz crystal and the solid-state movements. The tuning fork, which replaces the traditional balance wheel used in conventional watches, is set vibrating by a replaceable aspirin-sized battery which lasts for one year. Instead of the tick of a watch with a conventional movement, these watches emit a slight hum. The £300 collection, which sell at around £61.50, are the most popular quality watches of this kind. Their success is proved by the fact that they took 95.8 per cent of all official Swiss chronometre certificates awarded to electronic watches.

To earn the title of chronometer, each watch undergoes — and must pass — rigorous and intensive testing at the independent Swiss Institute for Official Chronometer Tests. Each chronometer carries its own individual rating certificate of accuracy.

The quartz watch uses an electronic quartz timepiece controlled by a tiny bar of quartz crystal vibrating 8,192 times a second when stimulated by an electric current from its power cell, the Omega

Electroquartz model incorporates a micro-miniaturised integrated circuit. The solid-state "Time Computer" model also relies on a quartz crystal as a timepiece but its vibrations are not linked to a mechanical clockwork movement, but to a digital electronic miniaturised circuit.

Omega Electroquartz movements are used in several models, including an 18 ct. gold watch available on a crocodile strap from £898 and on an 18 ct. gold bracelet at prices from £1,443. Omega's most accurate watch, the Megaquartz 2400, unveiled last year at Basle's Trade Fair, is accurate to a second a month and is believed to be the most accurate watch in the world.

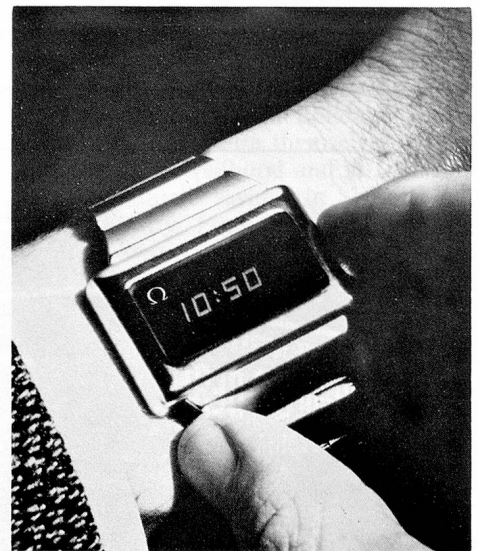
First electronic watches appeared in the 1960s. After some initial reluctance to invest in the new technology, manufacturers are racing to capture a chunk of this new and expanding market, each claiming unique advantages for their own models.

Omega believes it has now established a lead by offering watches of all three electronic types. With a growing consumer awareness of electronics and their advantages over mechanical watches, the company project a rapidly growing demand by the end of this year and estimate that in 1975 one in every four Omega men's models sold will be with electronic movements.

# NEWS FROM THE COLONY

## Watch Exhibition

The watch group SSIH (UK) Limited, held an exhibition of its collections of Omega, Tissot, Lanco and Audemars Piguet's watches in early September at the London Press Centre. All the exhibits are currently available in this country and will be in the shops in time for the Christmas buying period.



*Omega Time Computer*

The main advance over mechanical movements is a greater accuracy and reliability. The other advantage to the consumer is that the regular servicing recommended for mechanical movements is not necessary for electronic models besides the yearly change of its battery. This is particularly important in view of the growing scarcity of watch repairers and their rising charges.

Electronic watches must not be confused with electric watches, which employ a conventional hair-spring and a balance wheel as the timing mechanism but are powered by a battery instead of a main spring. Their accuracy is no more than that of a traditional mechanical watch.

Tissot, which is linked with Omega

## ZURICH INSURANCE

### ZURICH INSURANCE COMPANY

A limited company incorporated in Switzerland in 1872.

### THE BEDFORD GENERAL INSURANCE CO. LTD.

A member of the British Insurance Association.

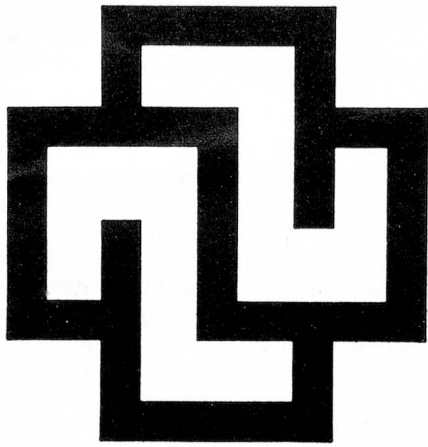
### THE BEDFORD LIFE ASSURANCE SOCIETY LTD.

A member of the Life Offices Association.

**United Kingdom Head Office for Administration & Service:**  
Victory House, Havant Street,  
Portsmouth PO1 3EZ.  
Telephone: Portsmouth 22200

**United Kingdom Executive Head Office:**  
Fairfax House, Fulwood Place,  
London WC1V 6HX.  
Telephone: 01-242 8833.

**GROUP RESOURCES EXCEED £500,000,000**



# CREDIT SUISSE FOR INTERNATIONAL BANKING SERVICES

Credit Suisse is one of the big three Swiss banks and now has full branch facilities in London. This means a still better international banking and financial service for businessmen with overseas interests. Head Office in Zurich. Branches in all parts of Switzerland and in London, Los Angeles, Singapore, New York and Nassau. Affiliated companies in New York, Hong Kong, Beirut, Montreal and Nassau. Representative Offices and Correspondents throughout the world. Capital and Reserves: Swiss Francs 1,871,300,000. London Branch: 27 Austin Friars, London EC2N 2LB. Tel: 01-628 7131 (Forex 01-628 4368). Telex: London 887322 (Forex 883684, 837586).

**CREDIT SUISSE the right partner**

## **CITY SWISS CLUB**

in conjunction with the  
**SWISS ECONOMIC COUNCIL**

# **109th ANNUAL BANQUET AND BALL**

**FRIDAY, 15th NOVEMBER 1974**

at the  
**DORCHESTER HOTEL, PARK LANE, LONDON, W.1**

**RECEPTION 7.30 p.m. · DINNER at 8 p.m. · DANCING until 2 a.m.**

with THE PHIL REVENS Orchestra

TOMBOLA



**BLACK TIE**

TICKETS at ~~£6.00~~ are available from

Mr. L. A. Simon, Swiss Bank Corporation, 99 Gresham Street, EC2P 2BR  
and Mr. L. F. Jobin, 10 Kelvin Drive, St. Margarets, Twickenham, Middlesex.

in the same industrial group, offers a wide choice of styles in a somewhat lower price-range starting from £13.75. Right at the opposite end, Audemars Piguet sell their watches from £400 to £30,000 — for the more elaborate diamond set models made to individual requirements. It is interesting to note that these watches sell particularly well in Japan, where their fine craftsmanship is highly prized in a country renowned for its success in mass production. Audemars Piguet limit their production to fewer than 7,000 watches a year. Those that are available to order from the top jewellers in the UK include the thinnest man's wristwatch in the world, selling at £690, and another with minute repeater and a perpetual calendar taking account of leap years, costing £15,000. An 18 ct. white gold

diamond-set pocket watch with visible skeleton movement sells for £5,300.

#### SCHWEIZERBUND

The distance hardly seemed to have discouraged members of the Schweizerbund for its last dinner, which was held on Friday, 6th September, at the Old Palace, Hatfield Park. A larger than usual attendance enjoyed an excellent meal in a remarkable Elizabethan setting. For £3 inclusive of all other charges, they were offered a feast whose centre-piece was an abundant helping of fillet of pork Wellington with assorted vegetables in season. Strawberries Romanoff, cheese and coffee completed one of the best

meals we had enjoyed for a very long time at a Swiss function.

The explanation for this very high value for money probably lies in the fact that it is cheaper to cater in Hertfordshire than it is in the heart of London. This prolonged and generous meal didn't apparently leave much energy for the guests to sing at the end, but some token singing *was* carried out all the same, to keep up with tradition. The 30-40 members present sang the three most popular Swiss songs contained in the song brochure supplied to them by Mr. Juerg Schmidt, secretary of the club, by courtesy of the SNTD. These were "La haut sur la Montagne," "Fidiri-fidira" and "Famalipe". Like all Schweizerbund evenings, this one was as friendly and informal as usual, and prompted the

# FLY TO SWITZERLAND

Inclusive Arrangements to Zurich

depart London 21st and 22nd December,  
return from Zurich 1st, 3rd, 5th January

Inclusive arrangements from £39.50 to  
**Basle • Berne • Geneva • Zurich**

Plus a Special Charter Programme  
all through the Summer and Autumn

Contact: **PLANNED ECONOMY TRAVEL LTD.**  
Murray House  
3-5 Vandon Street, London, S.W.1.  
(off Victoria Street)

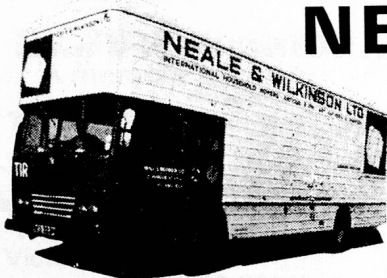
Telephone: 01-222-2013



Wir sprechen deutsch, nous parlons francais

Specialists in economy travel to Switzerland,  
Europe, and all destinations world-wide.

programmes offered in conjunction with Letouriste  
ATOL 395B



## NEALE & WILKINSON LTD.

Member of the Constantine Group

REGULAR ROAD SERVICE TO SWITZERLAND  
AND OTHER EUROPEAN COUNTRIES

78 BROADWAY, STRATFORD, LONDON E15 1NG  
TELEPHONE: 01-519 3232 Telex: 897666  
CABLES: 'EVERYWHERE' LONDON E15



Members of Eurovan