

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1941)
Heft: 3-4

Artikel: An accessory that is always smart
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-799507>

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: 17.05.2025

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

An Accessory that is always Smart

Products of **Doxa, Le Locle.**
Especialidades **Doxa, El Locle.**
Spécimens de la Manufacture des
Montres **Doxa, Le Locle.**



If there is any branch of Swiss industries in which technical skill and art are closely allied, it undeniably is the watchmaking trade.

The high-class Swiss watch factories, whose long-established reputation has made them undisputed leaders in this trade, continue to assert their supremacy in the technique of watchmaking.

Brilliant powers of imagination coupled with excellent taste have added numerous delightful improvements to a method of manufacture that may almost be called classical. True to their traditions, Swiss watchmakers are always able to find out just those details which will lend fresh charm and daintiness. The models are all extremely attractive both as regards appearance and price.

What a man requires in these modern days, when logic and utility are trumps, is, above all, a practical watch. He wants a high-precision instrument, suitable for sports and other forms of physical exercise. Timepieces intended for such purposes must necessarily be of the highest quality and should at the same time be pleasant to look at.

Watches are also an indispensable accessory to a woman's apparel, and it is for this reason that Swiss watchmakers never cease to place new masterpieces on the market. The metal used is so cleverly handled as to make all ornamentation superfluous. The beauty of the watches lies in their shape and their well-balanced proportions. High-class skilled workmanship is thus also required for smart watches for women's wear. These luxurious trinkets, with their simple, harmonious lines and their good taste, rendering them suitable for every occasion, are all created by expert artists.

Every Swiss hand-made watch is finished with scrupulous care and minute attention to detail, whether it be a high-precision instrument or a daintily ornament. In each and every case it bears witness to the artistic skill which has won world-wide fame for the Swiss watchmaking industry.