

Viscount Alexander views Swiss watch masterpieces

Autor(en): **[s.n.]**

Objekttyp: **Article**

Zeitschrift: **Helvetia : magazine of the Swiss Society of New Zealand**

Band (Jahr): **13 (1948)**

Heft 8

PDF erstellt am: **03.05.2024**

Persistenter Link: <https://doi.org/10.5169/seals-942552>

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In all belligerent countries, Red Cross Societies were absorbed by their primary duties; the Army Medical Service, and at home, work in hospitals, the care of convalescents and disabled. In so far as they could undertake any additional work in behalf of prisoners, their thoughts turned first to their own nationals in enemy hands, and to the help they could give them.

VISIT OF VISCOUNT ALEXANDER

SWISS WATCH MASTERPIECES

Toronto: His Excellency, Viscount Alexander, Governor-General of Canada, and other high Canadian Government officials, were intrigued by the Swiss watch craftsmanship displayed at the Canadian International Trade Fair, which they opened officially on May 29th. The Fair, which closed June 12th, has attracted 24,000 buyers from all parts of the world.

In the Swiss Watch Pavilion, Viscount Alexander was given a personally conducted tour by Dr. Victor Nef, Swiss Minister to Canada, and Edgar Primault of La Chaux-de-Fonds, Switzerland, president of the Swiss Watch Chamber of Commerce.

Among the Swiss watch masterpieces on display were a reproduction of the \$20,000 diamond-studded wrist watch given as a wedding gift to H.R.H. Princess Elizabeth of Great Britain by the people of Switzerland; the world's smallest watch (less than one-fourth inch square); the world's most complicated watch; a collection of rare and historic Swiss watches and timepieces, the oldest dating to 1580; official timing devices for the 1948 Olympic Games; and a full range of current Swiss watch styles.

A highlight of the pavilion was the display of Swiss watch "firsts," with timepieces on exhibit that showed the Swiss as pioneer creators of automatic watches, chronometers, waterproof watches, calendar watches, intricate watches and women's watches.

IN 1947 OVER 1,500,000 VISITORS TO SWITZERLAND!

The Federal Bureau of Statistics reports that 1,532,797 foreign visitors were welcomed by Switzerland's mountain and lakeside resorts during 1947. These guests, from over forty countries around the world, spent an average stay of nearly seven days in the Alpine republic.

U.S. visitors were evenly split between civilians and members of the armed forces on furlough under the popular Swiss and American Leave Action Plan. Total number of star-spangled fun-seekers was 169,782, making the U.S. Switzerland's fourth best travel customer last year. In the first place with 432,209 visitors, was Great Britain, including Ireland, followed by France with 285,601 guests and Belgium with 237,283 visitors.

FIRST CONGRESS OF INTERNATIONAL UNION OF ARCHITECTS IN LAUSANNE.

This charming "university city" on the shores of Lake Geneva plays host from June 28th to July 1st to the First Congress of the International Union of Architects. According to Jean Tschumi, President of the organization, lectures and discussion periods will be held mornings in the Lausanne University Hall on the following themes - "The Architect and Planning" - "The Architect and the Industrialization of Building" - "The Architect, State and Society."