

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: - (1964)

Heft: 1452

Artikel: New international Marketing Centre for Swiss Watch Industry

Autor: [s.n.]

DOI: <https://doi.org/10.5169/seals-691878>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. 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. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

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. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

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. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 23.02.2026

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

SWISS CHURCH

SERVICES EN FRANÇAIS: à l'Eglise Suisse, 79 Endell Street, W.C.2, tous les *dimanches* à 11h00 et 19h00. L'Eglise est ouverte le dimanche: pour le lunch l'après-midi et le soir; le *lundi* soir: dès 18h30; le *jeudi*: dès 15h00 et le soir.

PASTEUR: F. Jacot, 7 Park View Road, London N.3. Telephone: FIN 5281.

SERVICES IN GERMAN: At St. Mary Woolnoth Church, Lombard Street, Bank, E.C.3, every Sunday at 11 a.m. and 7 p.m.

PFARRER: R. Kaegi, 1 Womersley Road, N.8. Telephone: MOU 6018.

SWISS CATHOLIC MISSION

CHURCH and SERVICE: St. ANN's Catholic Church. Abbey Orchard Street (off Victoria Street), S.W.1.

SUNDAYS: Holy Masses at 8, 9 and 11 a.m. with sermon in English. At 6 p.m. with sermon in German and French.

HOLIDAYS OF OBLIGATION: Holy Masses at 7.30 and 9 a.m. and 5.45 p.m.

WEEKDAYS: Holy Mass at 7.30 a.m.

CONFESIONS in German, French and Italian:

EVERY SUNDAY 1 hour before Evening Mass.

EVERY SATURDAY from 11 a.m. to 12.45 p.m. and from 5 to 7 p.m.

Every first, third and fifth Wednesday of the month from 3 to 6 p.m.

Every second and fourth Thursday of the month from 3 to 6 p.m.

At any other time by appointment.

CHAPLAIN: Rev. Joseph Scherer, St. Ann's Church, Abbey Orchard Street, E.W.1. Tel.: ABBey 2895.

WELFARE OFFICE FOR SWISS GIRLS IN GREAT BRITAIN

11 Belsize Grove, London N.W.3.
(Nearest Underground Station: Belsize Park)

RECEPTION HOURS
Tuesday, Wednesday, Thursday, Saturday
2 p.m. to 5 p.m. or by appointment

NEW INTERNATIONAL MARKETING CENTRE FOR SWISS WATCH INDUSTRY

A new International Centre concerned with marketing activities in connection with the distribution of Swiss watches has been established in Switzerland by the Swiss Federation of Watch Manufacturers and will open in April of 1964.

Its activities — based on modern teaching techniques and the study of actual marketing situations — are specifically designed to contribute knowledge and methods applied to the marketing of quality watches.

The programme will comprise three marketing courses. The first is an executive-level training course in marketing for persons holding or preparing to hold positions of responsibility and for experienced executives from other industries preparing for key posts in the field of watch marketing. The second is designed for experienced executives wishing to broaden their knowledge and understanding of marketing and sales techniques in close connection with the Swiss watch industry. The third course is for sales personnel and sales supervisors and emphasises sales techniques and arguments for the quality watch.

The activities of the Centre are divided into four groups:

- (1) courses by members of the staff;
- (2) seminars, discussion groups and special projects involving student participation;
- (3) lectures by guest speakers who are recognised experts in their fields (university professors, business executives and consultants);
- (4) visits to watch factories and various institutions in relation to the programme.

The Centre, which is referred to as the CFH — short for "Centre International de la Fédération Horlogère Suisse" is accommodated in a building (which was formerly a hotel) in Lausanne on the Lake of Geneva.

FAMOUS SWISS GOLF-COURSE PRESENTED BY AMERICAN COLOUR TV

A television programme entitled "The Marvellous World of Golf" by Shell International Petroleum Co. was presented in colour to some twelve million American and Canadian viewers through the National Broadcasting Corporation, New York, on 8th March 1964.

This programme showed the folklore, history and scenes of eleven different countries. In Switzerland in particular, the filming took place at Crans-sur-Sierre (5,000 feet). This resort in the Valais can boast the largest golf-course of the Alps. Some winter shots were included to show the same area serving as ski-runs. TV viewers could watch American golf champion Bobby Nichols play against Swiss champion Jacky Bonvin — a golf teacher in summer and ski instructor in winter.

During the shooting of the film, in July 1963, glacier pilot Hermann Geiger took two photographers in his plane over Crans.

[S.N.T.O.]