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Omega Celebrate

Omega was 125 years old this year. This anniversary was celebrated in Britain by a Reception and Buffet at the Savoy Hotel in London on 12th September. 1973 also happens to coincide with Lanco's Centenary and Tissot's 120 Anniversary. The two world-famous firms are part of the SSIH Group.

The reception was a glamorous event for all the British retailers of Omega. It gave the company the opportunity of handing out the prizes to the winners of Omega's world-wide contest staged through the *Readers Digest* to mark its 125th Anniversary. Of 533,518 entries for this contest, a total of 1000 prizes were awarded. Among those who won a second prize was a British lady from Parkstone, Dorset, Miss Isobel Russell, who received a specially commissioned 18ct. gold pendant watch from its creator, Mr. Andrew Grima, jeweller to the Queen. Of the 48 people from all over the world who had won third prizes, two were British. They, too, were at the Savoy Hotel to receive their prizes.

Omega had called on the services of

the *Town Crier* from Great Dunmow, Mr. Ted Wilson, who was 1972 National Champion, to welcome the guests at the Reception. Dr. Hans Widmer, SSIH Vice-President of Research and Development had come to London for the occasion. Mr. E.L. Tissot, member of the family that founded the watch firm of Chs Tissot & Fils, was also among the distinguished guests present.

The Reception was preceded by a conference at the Institute of Electrical Engineers where Dr. Widmer presented and discussed the Group's approach to electronic timekeepers and unveiled the world's most accurate watch, the *Omega Megaquartz f2400* as well as the latest Omega Quartz movement, the *Megaquartz f32*.

Dr. Max Hetzel, the inventor of the Tuning Fork watch, now Director and General Manager of Elresor S.A., an associate company of Omega, introduced the new *Omega Megasonic f720* resonator watch. This incorporates a new micromotor known in the trade as "Hetzel's magic motor", an Omega patent.

Earlier in the week, Omega had kept an "open house" at the Saffron Hill British Headquarters during which retailers and customers could survey the firm's collection and arrange deals in time for the forthcoming Christmas season. Omega took the opportunity of presenting their plans for the promotion of Omega electronic watches in a year already referred to as "Omega's Electronic Year". The Group's London marketing staff were practically mobilised during the two days when the public were invited to visit the premises. SSIH and Omega have a staff of about 180 working or based at 67-74 Saffron Hill, EC1. The week's event were a fitting way of celebrating a landmark in the history of what is probably Switzerland's best-known watch company, and of strengthening ties with its British customers.

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