

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: - (1973)
Heft: 1671

Artikel: Omega celebrate
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-691163>

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: 15.01.2026

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

The Swiss Observer

HON. PRESIDENT: Robert J. Keller
HON. VICE-PRESIDENT:
Gottfried Keller
EDITOR: Pierre-Michel Béguin

Advisory Council:
F. Burri (Chairman)
Dr. C. Jagmetti (Vice-Chairman)
O. F. Boehringer, J.P., (Hon. Sec.)
J. Eusebio, A. Kunz, R. M. Suess,
B. Simon, B. Feller, Mrs. M. Meier

Editor's telephone: 01-602 1378

Published Twice Monthly at
63/67 TABERNACLE STREET
LONDON E.C.2
Tel: 01-253 2321
Telegrams: Paperwyse London

PREPAID SUBSCRIPTION RATES (POST FREE)

UNITED KINGDOM
24 issues . . . £2.40
12 issues . . . £1.25
6 issues . . . £0.65

SWITZERLAND and elsewhere
12 issues Frs. 13—or £1.30
24 issues Frs. 25—or £2.50

Swiss subscriptions may be paid into
Postcheck Konto Basle 40-5718

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.

SWISS SPECIALITIES

SAUSAGES
CHEESE
CHOCOLATES
HERO CONSERVES
BISCUITS
ROCO CONSERVES

BARTHOLDI'S
Charlotte Street, London W14
Telephone: MUS (436) 3762/3

ALSO FIRSTCLASS MEAT

YOUR TRAVEL IS OUR BUSINESS

by air - coach - rail - sea
ANYWHERE IN THE WORLD
just the ticket
package holidays
independent arrangements
coach tours
cruising
car ferries
motorail
self drive cars
party bookings
private coaches
hotel reservations
no booking fee
Ask for free brochure from
A. GANDON

HOWSHIP TRAVEL AGENCY
(Established 1934)
188 Uxbridge Road, Shepherds Bush
W12 7JP
(next to Metropolitan Station)
Tel.: 743 6268
MEMBER OF ABTA

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