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# The Watch - Indispensable Ornament

In the hustle and bustle of modern civilization man even has to measure the time of his pleasures. Thus the watch is no longer merely the utilitarian mechanism worn by the man who works ; it has taken its place among the adornments of woman, while for man it adds a touch of brightness to his otherwise sombre appearance.

Among the shimmering silks, the organdies, the frothy embroidery, ephemeral creations of dressmaking — that most whimsical of industries, the watch — indispensable ornament, has its place too, and particularly because it is also subject to the caprices of fashion.

In 1949, taking advantage of an International Chrono-

metrical Congress, the " Montres et Bijoux de Genève " Association invited a certain number of Swiss firms situated outside Geneva who were known for the high quality of their production to take part in its annual exhibition. The result was the remarkable " Montres et Bijoux " exhibition held in Geneva this autumn. We are happy to be able to give here a very brief idea of the exhibits displayed by the twenty-two watch manufacturers who took part, for the most part specially designed watches rather than the ordinary articles known by everyone, at least in Switzerland.

R. C.

N. B. The catalogue of this exhibition can be obtained by applying to the Editor of " Textiles Suisses "



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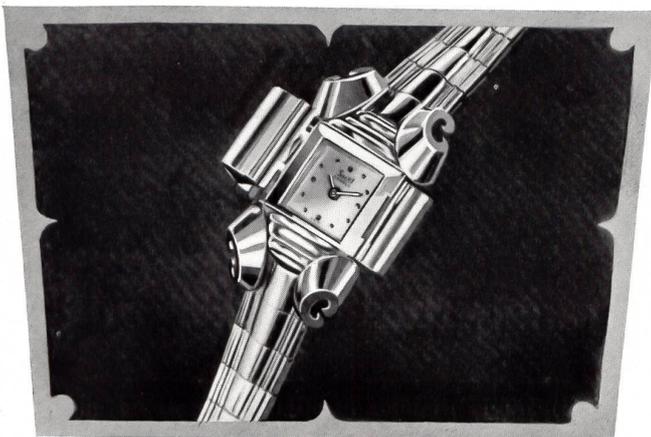
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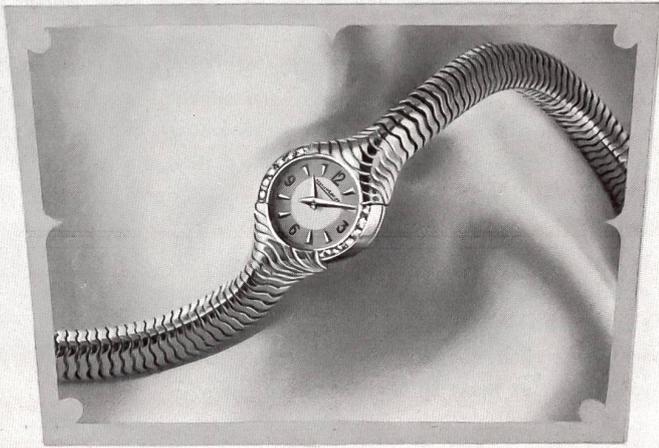
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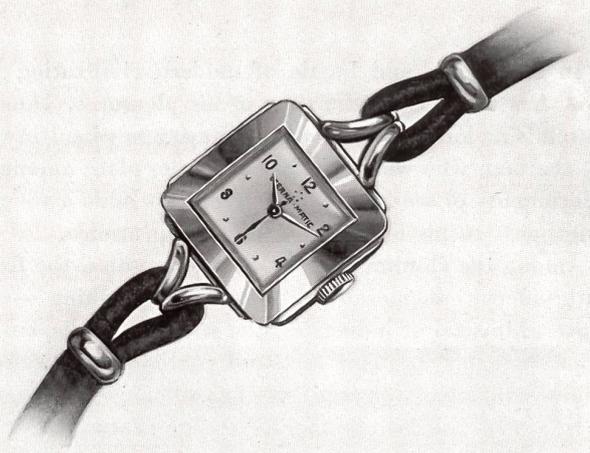
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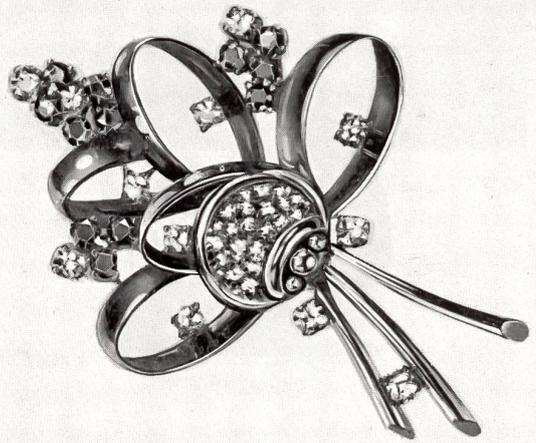
MOVADO



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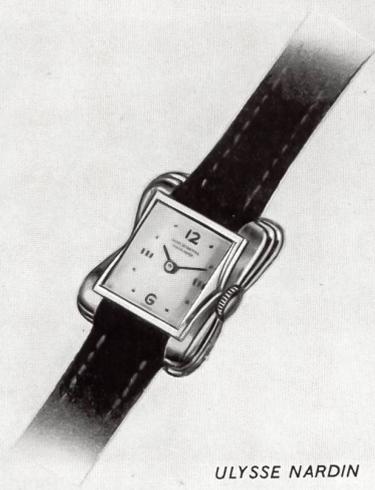
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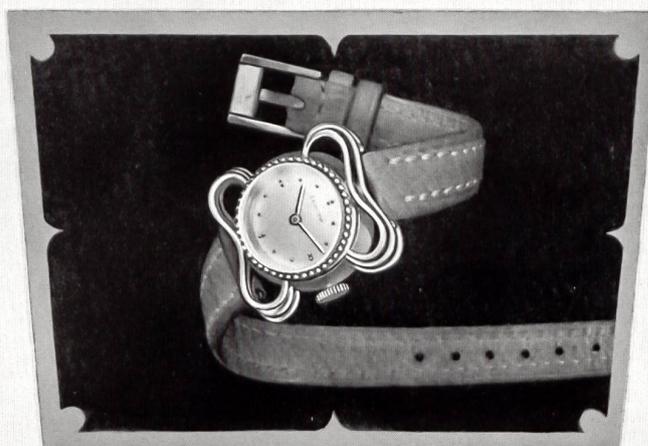
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INTERNATIONAL WATCH



ZÉNITH



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INTERNATIONAL WATCH



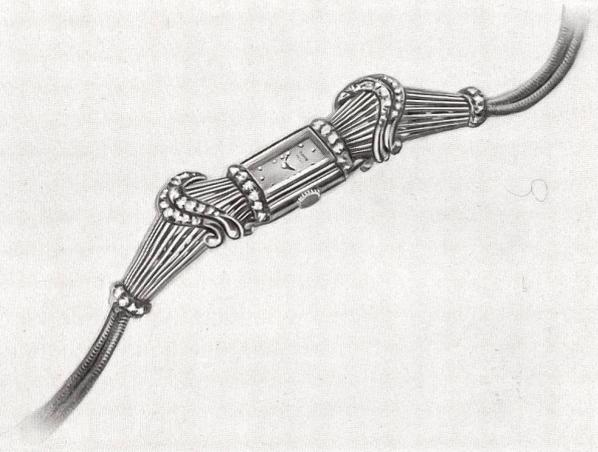
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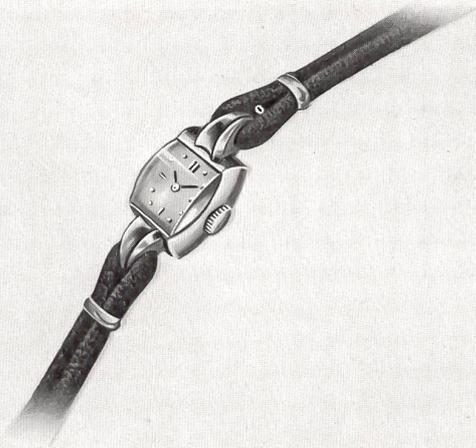
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