

Swiss watchmaking

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UNION HELVETIA SOCIETY. Memorial Service.

The annual pilgrimage to the Society's graves in Hendon Park Cemetery on Sunday the 16th day of October, organised by the Society, was made by several members, their wives and relations. Wreaths and flowers were placed on the graves, sent by the Territorial Administration, the London Section and the Club-house committees.

In spite of rain, which fell heavily during the afternoon, prayers were offered by the Rev. C. Th. Hahn, at the grave-sides, for those departed and for the living.

In the address to the living — always impressive — those present were told of the comfort Christ gave to His disciples and that that comfort was intended for all who believed in God.

"Let not your heart be troubled. — In my Father's house are many mansions: if it were not so, I would have told you. — I go to prepare a place for you. — And whither I go ye know, and the way you know. — I am the way, the truth, and the life: no man cometh unto the Father, but by me."

H. L. Stubbs,

Secretary.

SWISS WATCHMAKING. (A Satisfactory Period.)

The first six months of 1938 have been fairly satisfactory with regard to exports, the details of which will be given below. We cannot, however, pass over the disappearance in the course of the spring of three persons who stood in the first rank among those interested in the development of the watchmaking industry: Charles Edward Guillaume, honorary director of the International Office of Weights and Measures, to whom we owe a large share of the chronometrical perfection of 1938 watches, and who won the Nobel prize for Physics in 1920, F.-L. Colomb and Ernest Strahm who were eminent reorganizers of Swiss watchmaking in the years immediately after the great war. The discoveries made by Ch.-Ed. Guillaume concerning the expanding of metals and the best alloy for accurate adjustment of watches are sufficient to render his name famous in the history of science.

During the first half of 1938 exports have maintained a high level in the Swiss watch trade: 109 million francs as compared with 95 in the same period in 1937; 12,073,000 pieces as compared with 12,688,000. Although there was considerably less demand for finished works, there was a rise in metal and silver watches as well as in wrist watches with nickel and gold cases. Watches set with precious stones, looked upon as a special class, have found a good sale in certain countries, proving that purchasing power is on the increase. As a whole our exports are decidedly interesting in spite of numerous difficulties in international politics. They would continue to increase, the average value of exported watches would be greater still if it were not for the appearance of dark clouds on the horizon of several of our most interesting markets, creating difficulties in exporting stock and explaining the somewhat unsatisfactory reports in the daily papers. And yet stocks are exhausted in many foreign countries and should be renewed if a catastrophe is to be avoided. At the time of writing the outlook is better, and we have reason to hope that trade will improve in the autumn. The quality of Swiss watches is certainly not to blame for caution in purchasing. Besides the success already mentioned in observatories, the reputation of Swiss watches and chronometres is constantly spreading. Each month brings fresh successes, or as they are called, a record or a "performance." The latest of these is the admirable behaviour of the chronometre belonging to the American aviator Hughes, who crossed the Atlantic in the minimum of time and flew round the earth, from New York to New York, under extremely dangerous conditions. These instruments come from one of the large factories of the Swiss Jura which has met with great success for more than half a century. We are delighted rather than astonished at the news of this remarkable achievement and are now looking forward to still greater news.

J. D. F.

(Swiss Industry and Trade.)

TO OUR READERS.

The Editor of the Swiss Observer would be greatly obliged if readers would supply him with addresses of likely subscribers, so that specimen copies could be posted to them.

If such addresses supplied should be already included on our mailing list, no extra copies would be sent.

CESAR RITZ. Prince of Hoteliers.

CÉSAR RITZ. Host to the World. By MARIE LOUISE RITZ. Harpax. 12s. 6d.

Born in Switzerland in 1850 of peasant stock Ritz was in his prime when builders and engineers were producing innovations, and it is conspicuous in his methodical ascent to leadership in the hotel industry that he shrank from no expenditure to introduce revolutionary standards of comfort. The old families of Europe still had money, and new men from beyond the seas were making it in profusion. Ritz offered them opportunities of spending it in holiday resorts and capitals.

Some of the tastes which he was prepared to gratify by lavish outlay may appear ostentatious, but his wife's contention that he himself appreciated both essentials and elegancies is abundantly confirmed. His story is also the story of developments in hygiene and equipment. With him it was not enough that lighting should be practically useful; it must also be becoming. Mme. Ritz writes: "For hours and hours at a time I would sit while he and an electrician tried the effects of various coloured shades on my complexion." To these powers of organization Ritz added the tact to qualify him for the title of host which she has conferred upon him. It was exercised in attracting so many clients with well-known names that it must suffice to say that that of King Edward VII, as Prince of Wales, recurs.

Perhaps Ritz would attribute his success to his knowledge of gastronomy, for when he was in his late twenties we have him writing, *Dès cette époque je fus frappé de l'importance primordiale de la cuisine.* There is not space here unfortunately to do justice to his historic meeting with Escoffier and the dinner of the 10 financiers. They sat from half-past 8 until 2 — armchair being substituted for dining chairs, possibly without their knowledge, during the proceedings. "And none of the guests felt in the least indisposed on the following morning."

T.

PERSONAL.

We deeply regret to announce the death of Mr. J. Sterchi, Proprietor of the St. Martins Hotel, 8-11, Upper St. Martins Lane, W.C.2, at the age of 60. Mr. Sterchi was a member of the Union Helvetia for a great number of years.

CITY SWISS CLUB.

Messieurs les membres sont avisés que
L'ASSEMBLEE MENSUELLE
aura lieu Mardi 1 Novembre au Restaurant PAGANI,
42, Great Portland Street, W.1. et sera précédée
d'un souper à 7h. 15 précises (prix 5/-).

ORDRE DU JOUR.

Procès-verbal.	Démissions.
Admissions.	Banquet Annuel.
	Divers.

Régale musical par Mlle Marguerite de Siebenthal.

Pour faciliter les arrangements, les participants sont priés de bien vouloir s'inscrire au plus tôt auprès de Monsieur P. F. Boehringer, 23, Leonard Street, E.C.2. (Téléphone: Clerkenwell 2321/2).

Le Comité.

*Drink delicious "Ovaltine"
at every meal — for Health!*

FORTHCOMING EVENTS.

Tuesday, November 1st — (Dinner 7.15 sharp)
City Swiss Club — Monthly Meeting at Pagni's, Great Portland Street, W.1. (See advert.).

Thursday, November 3rd, at 8.30 p.m. — Swiss Orchestral Society — introducing Mlle. M. de Siebenthal, Pianist and Violinist at a Concert given in Conway Hall, Red Lion Square, W.C.1.

Saturday, November 12th, from 3 to 5.30 p.m. — Nouvelle Société Helvétique — "A Travers La Suisse." Film Show at Kingsway Hall, Kingsway, W.C.2. Admission Free.

Friday, November 25th — City Swiss Club — Annual Banquet and Ball at the Grosvenor House, Park Lane, W.1.

Tuesday, November 29th — Unione Ticinese — Concert and Ball in aid of the Fonds des Secours, at Pagni's Restaurant, Great Portland Street, W.1.

SWISS BANK CORPORATION,

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EVERY TUESDAY commencing
October 25th until November 29th
1938, commencing again from the first
Tuesday in January, 1939.

NEW RESTAURANT NOW OPEN.

In order to avoid disappointment, customers
are requested to place their orders early.

Divine Services.

EGLISE SUISSE (1762).

(Langue française).

79, Endell Street, Shaftesbury Avenue, W.C.2.

(Near New Oxford Street.)

Dimanche 30 octobre 1938 :

11h. — Culte — M. M. Pradervand.

11h. — Ecole du dimanche.

6h.30 — Culte — M. M. Pradervand.

Dimanche 6 novembre : Fête de la Reformation.

Retenez la date.

BAPTEMES.

Le 23 octobre, à l'Eglise Suisse, Elemer Forbat
et Olga Forbat, originaires de Pécs
(Hongrie).

SCHWEIZERKIRCHE

(Deutschsprachige Gemeinde).

St. Anne's Church, 9, Gresham Street, E.C.2.

(near General Post Office.)

Sonntag, den 30. Oktober 1938.

11 Uhr morgens, Gottesdienst. Pfr. Hahn.
Sonntagschule.

7 Uhr abends, Gottesdienst. Pfr. Hahn,
8 Uhr, Chorprobe.

Dienstag, den 1. November 1938.

2 Uhr 30 nachm., Nähverein im "Foyer
Suisse."

BESTATTUNG.

Am 21. November wurde bestattet :

Georg Brüsweiler von Salmisach (Canton
Thurgau); geb. am 17.9.1863 — gest. am
18.10.