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SWISS WATCHMAKING INDUSTRY AWARDED  
ADVERTISING PRIZE

A committee of experts set up by the American magazine Reader's Digest has just awarded a first prize to the Swiss Federation of Associations of Watch Manufacturers (FH) for the advertising this group carried out in the United States between 1955 and 1961. It is interesting to note that very few foreign firms have so far succeeded in winning the prizes for advertising awarded by this jury. In the field of watchmaking, there are only two prize-winners: the Swiss FH and an American company.

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**Laugh a little . . .**

The old Indian comes to town for the first time in his life. He is shown one of the largest shops and the lift takes his particular fancy. An old woman enters the lift, the automatic doors close and the lift rises upwards out of sight. After a little while the lift comes down again and a sweet young girl steps out. "If I had known that such things happen in town," says the old Indian, "I would have brought my old squaw along."

\* \* \*

I met a colleague who sat alone at his usual table in the "Wirtschaft." He held a pack of cards in his hands. When I asked him if it was interesting to "Jass" with himself he answered me: "It would be quite good, if only I did not have to run around the table."

\* \* \*

Dialogue: "What actually do you do now?"  
"I work for the government."  
"Are you a government employee?"  
"No. Taxpayer."

—From *Nebelspalter*

ADVERTISING SPACE AVAILABLE

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