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Stand of the British Watch Cases, Ltd., at the British Industries Fair, 1949, at Olympia.

## Swiss Enterprise at the British Industries Fair at Olympia

We have from time to time published in the pages of this paper various accounts of firms, which, although registered as British concerns, are either wholly or partially managed or owned by our countrymen. By doing so, we had two aims in view, firstly to relate the successful endeavours of some of our compatriots, who, through sheer hard work and tenacity have built up a business or organisation having thus added new lustre to the good name of our country; and secondly, we intended to show an oncoming generation, what the spirit of enterprise of some of their compatriots had achieved, in spite of often almost unsurmountable obstacles.

These accounts are not, and were not meant to be advertisements; we gladly leave this to the Daily or Trade Press with their experienced staff of Publicity Experts.

To-day, we have the pleasure of mentioning that the British Watch Cases Ltd., of 236/240, Pentonville Road, Kings Cross, London, N.1, had, as on former occasions, a Stand of great attraction at the recent British Industries Fair at the Olympia. (See photographs.)

On Wednesday, May 11th, this Stand was honoured by a visit of two members of the Swiss Parliamentary Delegation, who, on the invitation of the British Parliament, stayed for several days in this country, namely M. Gustave Wenk (Basle), President of the States Council (Conseil des Etats), and M. Fritz Gruetter (Berne), National Councillor.

Both these distinguished Parliamentarians were highly impressed with the goods displayed and heartily congratulated the Management on their splendid achievements.

Mr. Gustave Wenk, who is President of the Basle Fair, in an interview, made some interesting comparisons concerning the two countries Trade Fairs.

He voiced his opinion, that the British Industries Fair, by admitting the general public on certain days only, instead of every day, as at Basle, had the advantage, that buyers visiting the Fair, were not crowded out by the public, but could inspect the respective stalls in greater comfort and with more leisure.

Referring in general terms to his, and his colleagues visit to this country, he said, that their stay was both instructive and enjoyable. He expressed

his surprise, that Great Britain, being one of the victorious nations was still rationed for foodstuffs.

Mr. Wenk was greatly impressed by the jewellery shown at the Olympia Fair, which he considered greatly superior, both in style and value, to that shown in Switzerland, although he considered the price asked for these goods rather high and doubted that the public in our country would pay these prices. He said that the Swiss people were very much alarmed at the various restrictions with regard to World Trade in general.

\* \* \*

The products of the British Watch Cases Ltd, being of original design, beauty and craftsmanship, attracted a great number of the public and delighted the most fastidious buyers. Every watch case — in gold, staygold or chrome reflected the very highest standard of workmanship, attained with the most modern machines and high precision.

There were over eight hundred models exhibited, which could all be supplied with high-class movements and the very latest design in dials under the trade-marks TREBEX, ARNEX, and LECRAM, which enjoy a great reputation both in this country and abroad.

In addition, this company has also a manufacturing Department of Precision Instruments capable of producing some 1,000 to 1,500 sets weekly.

We have had the privilege of paying a visit recently to their well-equipped and large factory at Pentonville Road, Kings Cross, and we noted with pleasure,

that some of the machinery in use, has been manufactured in our own country, and it should also be mentioned, that a congenial spirit between Management and Staff is one of the outstanding features of this firm.

This progressive and enterprising establishment owes its foundation and expansion to the Leuba family, who settled in London many years ago.

This family has been in that particular trade for almost a century and have been and are known in Switzerland for their fine workmanship.

To-day Mr. Marcel Leuba, who is well-known in the Swiss Colony, is the Managing-Director, he is also known for his outstanding ability, drive and personality, and is ably partnered by Messrs. John Illingworth, Léon Jobin and René Marchand, the last two compatriots of ours, who are equally well-known personalities in the Colony and in the horological trade.

The associated firm of Messrs. Marchand & Jobin, Ltd., of 100, Hatton Garden, London, E.C.1, are the distributors of the above-mentioned Company's products for the home market.

This concern which has been established since 1913, is noted for the comprehensive and extensive stock of such famous models as RECTA, MAJEX and PIERCE watches which are always available in a wide range. They certainly do full justice to their slogan — QUALITY AND SERVICE WITH COURTESY.



Left to Right: F. J. Meier, Marcel Leuba, A. Guichard, René Marchand, G. Wenk, States Councillor, Léon Jobin, F. Grütter, National Councillor, A. Stauffer, J. H. Speich.

It might be mentioned here, that the family Marchand too, has been established for many years in Switzerland, where their name in the watch trade has become almost a household word.

These then are the successful achievements of two firms which both started in a very small way; great ability, integrity, a keen sense of business instinct and responsibility, coupled with a good deal of hard work has secured them an honoured name in the profession.

We wish them the best of success in their respective business spheres and heartily congratulate them on their great achievements which not only honour them, but also our country.

ST.

### SWISS RELIEF COMMITTEE, LIVERPOOL.

At a Meeting, on the 21st of May, the following were elected to form the Committee:—

*President*: Mme. Geneviève O. Davidson.

*Treasurer*: Mr. L. C. Comte.

*Members*: Mr. H. Ott, Mr. P. Weber, Mr. Ch. Clottu.

Mr. E. Montag, after nearly half a century's service, asked the Committee to accept his resignation.

Mme. G. O. Davidson, who now takes his place, is from Geneva. She is one of the pillars of the French language in Liverpool, able to take the strain in good and bad times. Distinguished daughter of a distinguished father.

Louis Comte fortunately remains as Treasurer. He has rendered yeoman service.

Vice-Consul L. J. Faivre, who had served on the Committee for many years, insisted on retiring with his former chief although the reasons are not the same — he being a much younger man.

The Committee as a gesture of good will to the rising generation confirmed the decision to pay the fare London to Switzerland for seven boys and girls going on holiday there but incidentally we hope it will save work for the mothers.

### SWISS SOCIETIES, INSTITUTIONS AND CLUBS IN THE LONDON COLONY.

- SWISS BENEVOLENT SOCIETY (FONDS DE SECOURS),  
31, Conway Street, Fitzroy Square, W.1.
- SECOURS MUTUELS DES SUISSES À LONDRES,  
74, Charlotte Street, W.1.
- CITY SWISS CLUB, Brown's Hotel, Dover Street, W.1.
- UNIONE TICINESE,  
"Swiss House," 35, Fitzroy Square, W.1.
- UNIONE TICINESE (SEZIONE FEMINILE),  
"Swiss House," 35, Fitzroy Square, W.1.
- SWISS MERCANTILE SOCIETY,  
"Swiss House," 35, Fitzroy Square, W.1.
- UNION HELVETIA, 1, Gerrard Place, W.1.
- SCHWEIZERBUND (SWISS CLUB),  
74, Charlotte Street, W.1.
- NOUVELLE SOCIÉTÉ HELVÉTIQUE,  
"Swiss House," 35, Fitzroy Square, W.1.
- SWISS Y.M.C.A., 12, Bateman Street, W.1.
- SWISS MALE CHOIR, 74, Charlotte Street, W.1.
- SWISS ORCHESTRAL SOCIETY 35, Fitzroy Square, W.1.
- LONDON-SWISS PHILATELIC SOCIETY,  
"Swiss House," 35, Fitzroy Square, W.1.
- THE RÜTLI CLUB, 74, Carleton Road, N.7.
- ALPENROSEN-CLUB, St. Peter's Hall,  
Westminster Cathedral, Ashley Gardens, S.W.1.
- EGLISE SUISSE,  
Endell Street, Shaftesbury Avenue, W.C.2.
- SCHWEIZERKIRCHE,  
"Oak Room," Kingsway Hall, W.C.2.
- SWISS YOUTH CLUB, 86, Duke Street, W.1.

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