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it is constantly endeavouring — not only in the field of scientific, technical and aesthetic research but also on the distribution level — to promote and consolidate the reputation of Swiss watches on the world market. The scale on which these efforts are being carried out allows the Swiss watchmaking industry to take immediate and full advantage of every valid form of progress, provided it is compatible with a heightening of the intrinsic qualities of the watch. This open-minded and open-armed attitude to progress is the best and surest guarantee of the continuing success of Swiss watches.

A WATCH FOR £20,000 OR LESS

Swiss watches ranging in price from a few pounds to £20,000 were on display at the 7th International Watch and Jewellery Trade Fair at Earls Court recently.

The £20,000 represented the price of a dazzling platinum model which is studded with 156 specially-selected diamonds and crowned with a superb 7.8-carat emerald.

Another high-fashion model, which retails at £5,250, and boasts eight superb blue and white diamonds which surround a white sapphire glass, was on show. One new model was in the shape of a coin. Another was concealed behind the mirror of a gold evening bag which is fringed with diamonds.

Many watches in the low-price category, and strongly competing in elegance and design with their expensive counterparts, were exhibited.

Men were not neglected as far as fashion is concerned. Ultra-thin watches, one with an automatic movement only 2.2 mm. thick, were shown. Other models were guaranteed waterproof to depths of more than 330 feet. The movement of another was cased in a vacuum which ensures that it is not affected by extreme climatic changes.

Many new clocks could be seen. Besides high-quality 8-day alarms, there were electronic luxury boudoir clocks, clocks that "run on light", and clocks that "run on air".

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