

The Swiss Watch Fair

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Minister, accompanied by Mme. Paravicini, and representatives of the French, German and Belgian Embassies.

Commander R. G. Studd acted as Chairman. "The Times" writes:

Across the arena marched the band of the Royal Marines to a place on the platform, and then followed speeches of welcome from the Chairman and Commander R. G. Studd, managing director of the association, and a presentation of prizes by Lady Kathleen Studd.

Those preliminaries over, there was heard the skirl of bagpipes in crescendo as, with the pipers at their head, a group of dancers from the Highland Dancing Club entered. They danced their traditional reels to the music of their pipes, which sounded strident under a roof, even in so large a building as the Albert Hall. Flemish music and folk dances were then performed by Belgian fisherfolk, known as the "United Fisher Friends" Society. One of the dancers was a woman of 70, who, born in London, went to Belgium to live after her marriage 50 years ago. The society was formed in 1928 to cultivate the traditional Flemish dances and its membership consists mainly of fishermen and their families. The funds they collect are used to relieve the needs of dependents of fishermen drowned at sea.

The dancers wore costumes which dated from the eighteenth century. The women had white caps with black aprons and shawls over scarlet dresses. The men wore south-wester hats, scarlet fishing boots, and russet-coloured smocks, which at sea they cover with oilskin capes. Men and women wore clogs, and with these they effectively beat time to the music of the band according to the custom of original clog dances.

The "Bella Nissa" Folklore Group, Provençal dancers from Nice, were making a first appearance in London. They had, however, already appeared in six European countries and represented France at the Olympic Games in Berlin. The women carried bouquets and wore crinoline dresses of various colours, and the men white flannel trousers and shirts with bow ties, and sashes round their waists.

The Edelweiss Swiss Yodel Choir included an Alpine hornblower. They were introduced by the Swiss Minister, who spoke of the happy and intimate friendship existing among the Swiss and British peoples. The choir are well known to visitors to Lucerne. Their uniform consists of black velvet coats with abbreviated sleeves over white silk shirts, and each man wears a small round cap in which silver badges gleamed, these having been awarded as prizes in yodelling competitions. An echoing yodel, with one of the choir answering at the opposite end of the hall, was a simulation of the echo of a yodel call resounding from an Alpine mountain peak.

Traditional music and dances performed by a German team of men and women dancers from the Glottental, in the heart of the Black Forest, were a fitting finale to a programme which was full of interest. Few of the performers had left Southern Germany before they made the journey to London. With them came a costume band from the village of St. Georgen and a man carrying an old umbrella who had a load of cuckoo clocks strapped to his back. They chimed at intervals when the band ceased playing. Part-songs and a spinning song were sung by the women, and the men ended a dance by turning head over heels. All the company took part in the Black Forest dance, and led by the band they marched from the arena while the audience applauded heartily, the girls in acknowledgement waving miniature Christmas trees, the men giving the Hitler salute.

THE SWISS WATCH FAIR.

Since 1917 Basle has been the seat of the most important annual demonstration of Switzerland's economics and industry, viz., the Swiss Industries Fair, which will be held for the 22nd time from March 26th to April 5th, 1938. The Swiss Industries Fair at Basle is part of the cycle of big European industrial fairs, and one of its most important and attractive sections is the Watch Fair, which was instituted somewhat later and will be held this year for the 8th time.

Its age does not matter, for the Swiss Watch Fair has already grown into a tradition. Moreover, it fills a real need, being called upon to co-ordinate two common interests — those of the manufacturer and those of the merchant, wholesaler and retailer.

The importance of this display of the Swiss Watchmaking Trade has been confirmed since its start by the interest it has aroused in all circles interested in the trade, a reciprocal interest on the part of both manufacturers and buyers, as proved by the fact of the parallel increase in the number of exhibitors and of visitors from one year to the other. This year, for example, the Watch Fair will total 55 exhibitors, of whom 45 are among the best known watch factories, and some ten representatives of allied trades (electric clocks, watchchains, jewellery, etc.). It is completed by a didactic presentation of model show-cases of the greatest interest to retailers, who will thus be able to gather a number of ideas for

the arrangement of their shop windows. As the pavilion reserved for the Watch Fair is completely taken up it may well be said that there has never been such a plentiful and varied display of all kinds of watchmaking products. Every buyer will be able to find the article he requires, which will be demonstrated to him either by the manufacturer himself or else by his representative. He will be able to obtain all the information he may desire as to market trends and fashions, watchmaking novelties, the best articles to import, the necessary formalities, etc. Made to feel welcome from the outset, in quietly elegant surroundings, the visitor will find united all the conditions favourable to commercial negotiations and the conclusion of business. The advantages offered him by direct dealing with every guarantee will more than compensate him for the expenses incurred by his journey to Basle and his stay in that city.

We take this opportunity of calling to mind that the big European railways offer considerable reductions of their fares to visitors to the Swiss Industries Fair. Information may be obtained from the Fair Management, Swiss Legations and Consulates, Swiss Chambers of Commerce abroad and the principal travel bureaux.

"LES CRIS DU MONDE."

d'ARTHUR HONEGGER.

C'est un événement musical de la plus haute importance que l'annonce du concert que l'Orchestre Romand offrira aux Suisses à l'étranger le *Lundi 14 Mars*, avec le concours du grand Chœur Caecilia de Soleure, de Mmes Berthe de Vigier et Lina Falk et de M. Charles Panzéra, trois solistes bien connus. Ce concert, en effet, révélera aux auditeurs une des œuvres les plus importantes d'Arthur Honegger, "Les Cris du Monde," qui furent écrits en 1931 par notre illustre compatriote. C'est grâce à lui, d'ailleurs, qu'aujourd'hui la Suisse participe, au premier rang parmi toutes les nations, au grand mouvement de renouveau musical et peut offrir des œuvres appréciées comme les meilleures productions de cette école qui considère la musique moins comme une suite mélodieuse et pleine d'harmonie, que comme le moyen de composer, par un effort parfois gigantesque, de véritables tableaux sonores d'une force expressive étonnante.

SYMPHONIC SOCIAL CHOIR — FANCY DRESS BALL.

On Thursday, February 17th, the Symphonic Social Choir held its Fourth Annual Fancy Dress Ball, at the premises of the Swiss Club, Charlotte Street, W.1, and as is usual with the Choir, it was an enormous success. The number of Fancy Dresses was greater than ever and the Judges had some difficulty in deciding the winners of the prizes. The Choir have always been very generous with the number of prizes given and the number this year amounted to 25. The Ladies' First Prize was awarded to Mrs. A. Heinz, who came as a very realistic Popeye the Sailor. The second, third and fourth ladies' prizes were given to Miss P. Zurluh (Swiss Winter Sports), Mrs. Martin (Indian Lady) and Miss M. Heinz (Carol Levis). The Gentlemen's First Prize was awarded to Mr. J. Solosy (Ancient Egyptian) and the second third and fourth prizes to Mr. A. Siegel (Gondolier), Mr. J. Dorn (Redskin) and Mr. L. Solosy (Princess Juliana's Baby). The Dance was well supported and conducted and all present had a most enjoyable evening.

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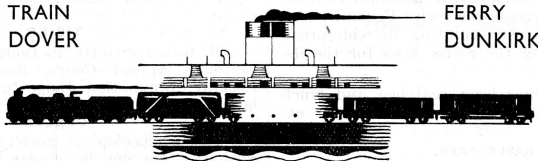
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