

# Our most important customers

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built a cheese factory at Wisconsin. In 1869 Gerber manufactured for the first time Emmenthaler cheese. His success in this line soon awakened interest in other fellow countrymen. Before long other factories came into being and very soon this new industry was firmly established. Today there are 267 cheese factories in the U.S.A. where Swiss cheese is manufactured. They are spread over ten different States, from the Pacific slope to the Atlantic, but New Glarus still leads in this production. Of a total of 40,078,000 lbs., 27,993,000 lbs. come from Wisconsin. The second largest producer is Ohio with 4,249,000 lbs., then follows Pennsylvania with 645,000 lbs. while California produces 1000 lbs.

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NEWS IN BRIEF.

Do you know that the well-known firm of Nestle's has altogether 105 factories working, 87 of which are confining themselves to milk products and the remainder to chocolate and other sweets? 60 factories are in Europe, 11 in Central and South America, 18 in North America, 6 in Australia and New Zealand, 2 on the Continent of Asia and 8 in South Africa.

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MEIN HEIMATLAND, ADE. During March 1938, 139 persons left Switzerland to go overseas, 239 less than last year. During the first quarter 1938, 393 persons emigrated against 673 last year.

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According to the yearly report, the City of Zurich can boast of 369 Millionaires. The previous year's total was 264. The number of persons who are taxed for  $\frac{1}{2}$  million has risen from 470 to 496. A cheerful sign of improvement of the economic situation.

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The largest agricultural undertaking in Switzerland is the prison farm Witzwil. It has an area of 2,741 Jucharten, 161 of which are utilised for streets, buildings, railtracks, quarries etc. The rest is divided into 693 Jucharten cultivated grassland, 657 Jucharten grain culture, 780 Jucharten of root crops and vegetables. During the past year 421 Jucharten were utilised for rye, 428 with potatoes, 208 with sugarbeet, 118 with vegetables. Live stock amounted to 706 cows, 84 horses, 2 mules, 861 pigs, 420 sheep, 10 goats and 686 fowls. With a revenue of frs. 1,043,000 and expenditure of frs. 576,000, the profit amounted to frs. 467,000.

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A lady travelling the other day by tram from Lausanne to Chailly tendered a German mark for her fare. The conductor refused to accept it with the polite remark that Swiss money only would be accepted. "In a year's time," replied the lady, "you will gladly accept German money." Unruffled, the conductor paid attention to the other passengers until the next tramstop was reached, when he signalled to stop. Requesting the lady to alight, he remarked: "In a year's time you may resume your journey again, if you like."

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End of December, 1938: The Schweizerische Schützenverein in its 25 Cantonal groups consisted of 3,412 sections with 236,486 members. Bern is leading with 43,678 members, then follows Zurich with 30,601, Waadt 25,254, St. Gall 16,253, Aargau 16,088, Lucerne 13,751, Solothurn 9,878.

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OUR MOST IMPORTANT CUSTOMERS:

At the close of the first quarter of this year the monetary value of exports was as follows :- Germany 47,9 million francs (15%), England 34,2 millions (11.2%), France 31,3 millions (10.2%), Italy 22,1 millions (7.2%), U.S.A. 20,8 millions (6.8%). In comparison with last year, exports to Germany and Italy have risen 5,6 millions and 5,1 millions respectively. England's purchases have also increased by 3,6 millions while trade with U.S.A. and France show a respective decrease of 4,5 millions and 2,9 millions. Exports to Holland show an increase from 4 to 13,5 millions. Other countries showing an increase in purchases are British India, Brazil and Australia.

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HUMOUR: Teacher: "Hans, can you tell me where your heart is?"  
 No reply.  
 Teacher: "Can't you feel the beats under your chest?"  
 Hans : "No, I usually feel them somewhere else."