

# Thoughts and wishes

Autor(en): **[s.n.]**

Objektyp: **Article**

Zeitschrift: **The Swiss observer : the journal of the Federation of Swiss Societies in the UK**

Band (Jahr): - **(1937)**

Heft 790

PDF erstellt am: **12.07.2024**

Persistenter Link: <https://doi.org/10.5169/seals-686358>

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THOUGHTS AND WISHES.

A Swiss Food Industry of world wide reputation,  
the famous MAGGI products.

The year 1936, with its tribulations, disappointments and often bitter experiences, is about to pass into oblivion, and few will be the tears shed over its passing away. It has left the world little better if not worse off than at its commencement, and a tired world is still longing and waiting for the betterment, which has been so often promised and yet seems so slow to arrive.

There are people who have almost given up hope, and have predicted that the ten lean years will be doubled if not trebled. Although there is little cause to be optimistic, whilst there is so much unrest, misunderstanding and illfeeling amongst the various countries; yet it would be a sad outlook indeed if not one glimmer of hope was left in our hearts, that things must ultimately take a turn for the better. Does it not largely depend on each member of the community to hasten along, the turning of the tide? We all, each of us, some in a smaller, some in a larger degree can help to make our earthly abode a fitter and better place; by trying to foster that spirit of goodwill towards mankind. Let us start at home, or amongst our countrymen here and in our homeland, let us make an effort to understand each other more, to forgive and forget some of the things which have vexed or annoyed us in the past, to live more up to the maxim that "to err is human, but to forgive devine." —

It behoves the Editor of the *Swiss Observer* to pass a parting glance at the outgoing year, it would be superfluous to state, that the universal crisis had no effect on our venture, the truth is, that we have suffered like everyone else, and if we have not broadcast our distress, we have done it, in order not to add to the worries of those who have given us their support in such a generous way, we believe in trying to fight our own battle, without squealing and appealing, whenever a dark cloud appears on the horizon. One of the biggest disappointments for the Editor was the small almost insignificant response to the Appeal for new subscribers in our special 17th Anniversary number. Our faithful and untiring collaborator *Kyburg* has taken up his pen to appeal to our compatriots throughout the British Isles, he has done it in a way, which will endear him for ever to all those, who have our little paper at heart, unfortunately the success of his labour has been so small, that we have not yet found the heart to acquaint him of the great disillusionment we have experienced.

It may be that we missed *le moment psychologique*, and that our prospective new subscribers were awaiting a more convenient moment to give us their support, which is so badly needed. It would be indeed a splendid New Year's resolution to become a reader, and therefore supporter of the *Swiss Observer*. If each one of our present subscribers would make it a duty to induce *only one* friend of theirs to become a regular subscriber, *all our troubles and anxieties would be at an end*, and we could then go to work with a joyful heart, to improve and enlarge the *Swiss Observer*.

This seems to us not an impossible task, and we make an earnest appeal to our patrons to try and persuade at least *one* of their friends to give us this help. —

Yet in spite of some disappointments, the Editor is glad to say, that he has received throughout the year, numerous messages of appreciation and encouragement, especially from readers from the provinces, to whom the *Swiss Observer* is almost the only link between them and their country.

The Editor wishes to thank his collaborators, *Kyburg*, *ck.*, *M.G.*, *H.E.* and *E.G.L.*, for their great and never failing help, without which it would have been almost impossible to carry on. He wishes to thank the Swiss Minister and the Swiss Consuls at Liverpool, Manchester and Glasgow for their appreciated and valuable co-operation. The Publisher for his never failing help and advice. Thanks are due to all those who have, from time to time sent articles or communications; including those, who, on many occasions have informed him, that they were *going* to write, and who *never* wrote, and he sincerely hopes, that amongst their New Year's resolutions will be the one, to honour a long standing promise.

May he be forgiven, if he strikes on the eve-tide of a New Year, a personal note. He wishes to thank most humbly another of his collaborators who has served him well, who has shared with an unflinching spirit, his anxieties, who has sat with him side by side listening to never-ending speeches at various functions; who has cut out all, or most of the *sob stuff* from his articles, thus deserving the thanks from all those, who would have to read it. Who has kindled in him the flame of enthusiasm for a work, which is not always as easy as it looks, he means

*His wife.*

ST.

Who ever has stayed in Switzerland, be it at a hotel or in a private house, while thoroughly enjoying a good meal is almost sure to have consumed in one form or another some of Maggi's Products. The name of "Maggi" in Switzerland is a household word, and the products are universally recognised by the Cross Star trade mark with their well known colours of red and yellow and the name "Maggi" on every product.

In Switzerland everyone, even the young, can tell where Maggi's Products are made. They are manufactured in up-to-date and modern hygienic factories at Kempptal, in the heart of the country, surrounded by fragrant woods and bright pastures — an ideal and wonderful healthy spot.

A hundred years ago no one would have dreamt of finding one day here in the midst of peaceful countryside, a wide plant of factory buildings harbouring such an industrious life. There stood nothing but a solitary mill driven by water from a brook named Kempt running through a valley, hence its name "Kempptal" (Kempt valley), where peasants from the neighbouring farms brought their produce. The mill belonged to the father of Julius Maggi, the inventor of the original Maggi's Products.

It became Mr. Maggi's aim, which he eventually achieved, to produce good nourishing soups in packet form containing all necessary ingredients such as vegetables, fat, meat, salt, etc., ready for use. By adding water only to a Maggi's Soup Tablet and cooking for a short while as per instructions, you obtain a *pint* of soup unequalled in quality.

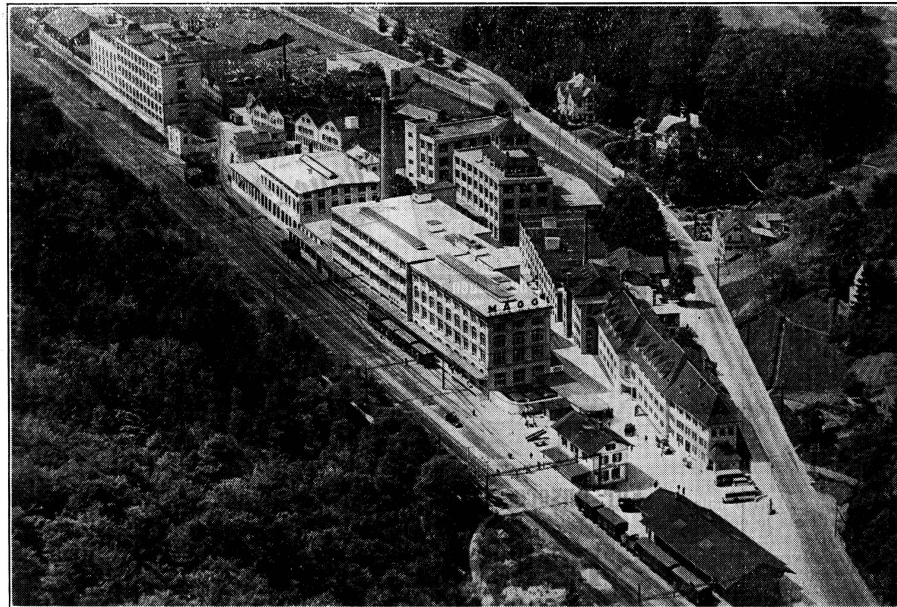
Further quality products followed such as Maggi's Bouillon and Consommé Cubes from which half a pint of best beef broth can be obtained instantly for the surprisingly low cost of 1d. per cube.

Another well-known product is Maggi's Seasoning, easily recognised by its specially shaped bottle with drop stopper attachment. The addition of a few drops of this product, according to palate, will instantly improve in an amazing

way the *natural* flavour not only of soups, but of a great variety of other dishes. Maggi's Seasoning to-day is in daily use in millions of homes as well as at leading hotels and innumerable restaurants and nursing homes in all civilised parts of the globe.

The house of The Maggi Co. grew so quickly and to such proportions that it became necessary to have their own vast agricultural estates, thereby guaranteeing the supply of fresh vegetables, etc., direct from the fields. It has always been a principle with The Maggi Co., to select only the best raw materials, subjecting them to a special drying process thereby retaining their full food value. Their methods of manufacture are the acme of perfection covering quality, cleanliness and hygiene, and during the past 50 years they have been brought, by indefatigable scientific research and technical experience, to a standard second to none. The factories are provided with the most up-to-date equipment and every process is carried out under the most advanced conditions. In fact a Maggi factory is nothing else but a giant kitchen of spotless cleanliness, as all Maggi's Products are made with the same natural ingredients as food would be prepared in every household. *No chemical Preservatives* whatsoever are used in their manufacture. The wholesomeness of Maggi's Products is recognised by the many Hospitals and Nursing Homes where they are used freely in the patients' fare.

It is no doubt due to these facts of highest quality and purity, that, without resorting to a glaring publicity, this important concern has developed from the original quiet mill at Kempptal to such extent that to-day there exist Maggi factories in many European countries. Maggi's Products are also supplied practically the world over. Their distribution in Great Britain is in the hands of Messrs. Marber & Co., 1, Stanhope Street, London, N.W.1, and should any reader find difficulty in procuring Maggi's Products, Messrs. Marber & Co., will at any time be pleased on request to furnish addresses of grocers where they are on sale.



THE MAGGI WORKS AT KEMPTAL (SWITZERLAND).

LA POLITIQUE.

Mélancolique fin de session.

La session d'hiver des Chambres fédérales est parvenue à sa fin, qui fut sans gloire. Comme on le sait, le Conseil national a fait preuve, tout d'abord, des sentiments les plus démagogiques, ses plus mauvais éléments cherchant à se tailler une popularité facile au détriment d'un budget déjà mal équilibré. Puis, l'opposition des Etats laissant craindre qu'il devint impossible de prendre une décision définitive avant Noël, la Chambre se résigna à quelques concessions de principe, et adopta la motion Suter, amendée, adoucie et lénifiée, selon les meilleures recettes. De leur côté, les sénateurs avaient mis pas mal d'eau dans leur vin — trop capiteux, décidément, pour des

gens d'âge, et de sens rassis. Les insurgés du début se sont mués peu à peu, comme tout, d'ailleurs, le faisait prévoir, en négociateurs enclins à pactiser, fût-ce au prix de grands renoncements. Plus de renvoi au Conseil fédéral, plus de rébellion ouverte, plus d'injonctions impressionnantes! Simplement, de modestes petits vœux, inoffensifs, gentils, à l'eau de rose et à la bergamote.

Au lieu que le budget soit adopté sous d'expresses réserves, sous des conditions précises dont l'inobservation le rendrait caduc, il est voté avec des formules dont le Conseil fédéral fera ce que bon lui semblera. S'il lui plaît, à la session de printemps — qui commencera le 1er mars —, de déclarer que les économies souhaitées se sont