

Eglise suisse = Schweizerkirche

Objektyp: **Group**

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

Band (Jahr): - **(1938)**

Heft 843

PDF erstellt am: **09.08.2024**

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FOOD INDUSTRY.

Chocolate.

The Swiss Chocolate industry under its modern form dates back to the beginning of the 19th century, but only towards the end did it develop into a great Export industry of considerable importance.

The introduction of the manufacture of Milk Chocolate brought with it great progress. The Swiss Chocolate manufacturers always made a point of producing good quality products, and improvements in this direction also necessitated unceasing alterations to machinery, which again brought with it the need of considerable capital. It is understandable, therefore, that small manufacturers have successively been replaced by bigger concerns. To-day, the majority of factories are Limited Companies, as all the industries have had to overcome great difficulties in order to establish themselves well on the Overseas markets.

Also here, we find that Swiss industrialists had to establish factories abroad many years before the War, to avoid the very great Import Duties and also to develop the markets already found.

The first Swiss concern who opened a factory abroad was Suchard who started in Lörrach (South Germany) in 1879 — this as the result of a new Customs tariff passed by the German Reichstag. In 1882 the same firm started another factory in Austria at Bludenz. In 1893 it was the Chocolate factory of Klaus von Loele who established a factory in Morteau (France). Suchard also started a factory in 1904 in Paris, in order not to lose its old clients, and to profit from the reduction of import duties on Sugar in France.

This example was followed by Peter & Kohler who in 1908 also started a factory in Paris. The firm of Tobler bought in 1905 the Chocolate firm of Talmonie in Turin.

In 1908 the first factory of Peter & Kohler was established in the United States at Fulton, and in 1909 we find Suchard establishing a new factory in San Sebastian, Spain.

During the War, the firm of Peter, Cailler, Kohler started manufacturing in England, first under the name of the Silverthorne Company at Battersea, and later under the name of the Hayes Cocoa Company Ltd., Hayes. After the War, we find great development in this direction — Peter, Cailler, Kohler again started in 1919 a factory at Pontarlier (France) and in 1922 one in Hattersheim. Villars started a factory in Lyons in 1922, and another one together with Van-Houten in Weesp (Holland).

In 1922 we again find Tobler taking part in a new factory near Bordeaux. Suchard established a new factory in New York in the same year, and in 1923 with one at Bucharest where, however, they only have 10% of the total capital in hand.

The Nestlé & Anglo-Swiss Condensed Milk Co., on the other hand started during the year 1922 a new Chocolate factory in Australia.

These are only a few points taken from the great development of the Swiss Chocolate industry abroad.

Further, the Nestlé Company who in the meantime absorbed Peter, Cailler, Kohler, took over Sarotti in Berlin, and absorbed the factory in Hattersheim. This Company also started a factory in Copenhagen. They developed the English factory at Hayes, where by now about 1½ million pounds are invested. They also started factories in Spain, Italy, Turkey, South Africa, Buenos-Aires and in New York.

THE MILK PRODUCING INDUSTRY.

Nestlé & Anglo-Swiss Condensed Milk Co.

The history of the Swiss Condensed Milk industry, which includes also the manufacture of children's food is very much bound up with the development of the Nestlé & Anglo Swiss Condensed Milk Co. It will therefore be interesting to follow the policy of expansion which has been followed by this Company in all parts of the World.

The "Anglo-Swiss Condensed Milk Co." was founded in the year 1866 on the initiative of Chas. Page, at that time Consul of the United States in Zurich, and his brother George Page. At the same period the house of Henry Nestlé in Vevey started the manufacture of Milk Powder, to which was added a little later the production of condensed milk. After many years of competition these two firms were in 1905 united under the name of "Nestlé & Anglo-Swiss Condensed Milk Co." with domicile in Cham and Vevey.

Already before this agreement, foreign factories had been started by the two Societies, and from 1905 considerable development was made so that in 1921 the concern had 80 factories and over 300 Dépôts, agencies and Sales houses. In addition, they had acquired the commanding interests in 12 Subsidiary companies. In certain countries the factories are under the direct control of the Company, in others the Mother Company exercises control through the intermediary

of auxiliary companies in which they are financially interested.

During the War, this Company naturally came across a lot of trouble in connection with its interests in the different European countries. It was also found necessary to acquire a number of factories in the United States in order not to abandon a great part of its clients to other manufacturers. This was the reason for starting the "Nestlé Food Company" in New York, with its different subsidiary companies.

In 1917 the Company started the manufacture of Condensed Milk in Australia after having purchased two factories in Queensland. The Australian interests of the Nestlé Company are under the name of "Nestlé & Anglo-Swiss Condensed Milk Co. (Australasia) Ltd. at Sydney.

This Company now has factories in Switzerland, England, Spain, Holland, Norway, Sweden and France, but after the Swiss factories those in England are the oldest, as in 1873 we find a report about them in the Company's papers.

Since that time, and especially during the last few years, all the English factories have been thoroughly modernised, and can to-day be claimed as some of the most up-to-date condenseries, not only in England, but in the whole world.

Other Milk Producing Concerns.

The Berner Alpen Milk Company started a factory at Blesshofen, Bavaria in 1906, especially to satisfy the German clients, and also the German colonies. The same Company started in Rumilly (Savoy) in 1920.

(To be continued.)

KALENDERPOESIE.

In einem kompendiösen Sackkalender für das Jahr 1833 lesen wir die folgende Poesie:

DER BAUER UNTER DER EICHE.

Ein Bauer wanderte, sein Essen zu geniessen,
Dem Schatten eines Eichbaums zu,
Und gähnte schon bei jedem Bissen
Recht herzlich nach der Mittagsruh.
Gewohnt von Jugend auf zu zänkischen Gedanken,
That lang ihm schon sein gnädiger Herr nicht recht,
Oft predigte der Pfarr' zu schlecht;
Jetzt kam ihm ein, einmal mit Gott zu zanken.
Gelegenheit war da. Er sah die Eicheln an.
Da steht nun, rief er aus und überschlug die Arme,
Dass sich doch Gott erbarme!
Da steht nun so ein Baum, der Kürb'sen tragen kann,
und hier und da ein Nüsschen dran.

Allein, mein Gott, man darf's nicht sagen:
Denn sagt man was, so geht's an ein Verklagen,
Da nimmt der Superdient gar artig uns herum
und schreibt wol gar an's Consistorium.
Nur schreib ich jedem in's Gewissen,
Ob sich ein Kürb's zum Stengel schickt,
Ich seh's bei mir: die meisten sind zerknickt —
Das hätt' mir anders werden müssen!
Gerade umgekehrt. Hier sollten Kürb'se sein!
Er sprach's, und gähnt und schlummert ein.
Zum Unglück stiess ein Nordwind in die Eiche,
Und eine kleine Eichel traf
Derb unsern Bauer auf den Schlaf.
Hilf Himmel! fuhr er auf und fühlte nach dem Streich,
Ist das ein Schmerz! was hab' ich Thor gedacht:
Wenn's nun ein Kürb's gewesen wäre?
Verzeih mir's Gott! und ewig sei ihm Ehre,
Denn er hat Alles recht gemacht!

PERSONAL.

We extend sincere sympathy to Mr. and Mrs. M. De Frenne, of 93, Norval Road, North Wembley, Mr. De Frenne's father having died in Brussels; and to Mr. and Mrs. H. L. Charnaux, of 31, Stanhope Road, Streatham, Mr. Charnaux's father having died in Geneva.

FORTHCOMING EVENTS.

Wednesday, January 12th, at 8 o'clock — Monthly Meeting, followed by an entertainment "Stuff and Nonsense," by Mr. Will Owen, at "Swiss House," 34/35, Fitzroy Square, W.

Friday, January 21st, at 8 o'clock — Nouvelle Société Helvétique — Annual General Meeting — (supper at 3/- to be served at 6.30 p.m. sharp), at the "Foyer Suisse," 15, Upper Bedford Place, W.C.1.

SWISS BANK CORPORATION,

(A Company limited by Shares incorporated in Switzerland)

99, GRESHAM STREET, E.C.2.
and 11c, REGENT STREET, S.W. 1.Capital Paid up £6,400,000
Reserves - - £1,560,000
Deposits - - £39,000,000All Descriptions of Banking and
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MUSEUM 7055 (Office)
Telegrams : SOUFFLE
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Purgatorio C. xiv. Dante
"Venir se ne dee giù
tra ' mist' Meschini."
Dante, Inferno. C. xxvii.PAGANI'S
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(Langue française).79, Endell Street, Shaftesbury Avenue, W.C.2.
(Near New Oxford Street).

Dimanche 9 janvier :

11h. — M. le Pasteur Emery.

11h. — Ecole du Dimanche.

6h.30 — M. le Pasteur Emery.

Le Pasteur Emery reçoit le Mercredi de 11 heures à midi 30, à l'église, 79, Endell Street, W.C.2. S'adresser à lui pour tous les actes pastoraux. (téléphone : Museum 3100, domicile : Foyer Suisse, 12, Upper Bedford Place, W.C.1.)

SCHWEIZERKIRCHE

(Deutschsprachige Gemeinde).

St. Anne's Church, 9, Gresham Street, E.C.2.
(near General Post Office.)

Sonntag, den 9. Januar 1938.

11 Uhr morgens, Gottesdienst und Sonntagsschule.

7 Uhr abends, Gottesdienst.

8 Uhr, Chorprobe.

VERDANKUNG.

Die Kirchenpflege und der Pfarrer danken allen freundlichen Gebern, die mitgeholfen haben in den vergangenen Tagen Freude zu bereiten, recht herzlich. Die gütigen Geber können des Dankes auch der Empfänger versichert sein.

Printed for the Proprietors, by THE FREDERICK PRINTING CO., LTD., at 23, Leonard Street, London, E.C.2.