Zeitschrift:	The Swiss observer : the journal of the Federation of Swiss Societies in the UK
Herausgeber:	Federation of Swiss Societies in the United Kingdom
Band:	- (1924)
Heft:	172

Rubrik:Financial and commercial news from Switzerland

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. <u>Mehr erfahren</u>

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. <u>En savoir plus</u>

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. <u>Find out more</u>

Download PDF: 13.08.2025

ETH-Bibliothek Zürich, E-Periodica, https://www.e-periodica.ch

lady with a long beard would be grateful for a bunch of grapes, some peach-peelings, a cigarette, or, as a tit-bit, a masticable portion of the 'Morning Post.' Carona et Morcote.

Dans son issue du mois d'octobre, *The Mill-*gate Monthly nous donne, sous la plume de M. Alfred Holt, une charmante description d'un joli coin de pays et peu connu. C'est le Tessin de nouveau, mais le Tessin pittoresque loin des hôtels

<text><text><text><text><text><text><text>

THE SWISS CHOCOLATE TRADE.

THE SWISS CHOCOLATE TRADE. Swiss chocolate, like Swiss milk, enjoys the best of reputations on the markets of the world, and this reputation has been enhanced since the appearance of milk chocolate. The long experience of the manufacturers, a capable commercial organi-zation, exemplary plants and careful and cleanly preparation of the products have always contributed to heighten the reputation of Swiss chocolate, and, especially since the commencement of this century, have continually increased the number of its mar-kets. Before the war, Switzerland was in the sixth rank of chocolate-making countries in regard to the quantity produced, preceded by America, Germany, France, England and Holland. But Swit-zerland exported the greatest quantities. As the production of medium sorts of chocolate is possible everywhere, chocolate factories have arisen all over everywhere, chocolate factories have arisen all over the world with the increase in consumption. Hence superior brands alone can compete in the world's markets.

markets. If we follow the development of the Swiss chocolate trade from its beginnings as a big in-dustry, we shall at once see that, like so many other industries of this little country, it spread its activities far beyond the frontiers of Switzer-land as soon as it was in a position to produce typical qualities (milk and fondant chocolate) such as other countries were not able to obtain from their own manufacturers. The importation of fo-reign chocolates into Switzerland was not, in contradistinction to conditions on so many other markets, checked, nor was the development of the Swiss products founded in any way on cheaper raw materials or labour. Swiss chocolate owes its repu-tation only to the capabilities of its manufacturers, who cope with foreign competition by means of carefully made and tasty productions, and by eem-ploying far-sighted modern commercial methods. The difficulties to be overcome, particularly in consequence of the smallness of the country, and because foreign competitors had learnt in time to make many things better than they had done previously, are not easy to describe. If we follow the development of the Swiss

The	Swis	s exports of	cocoà pr	oduc	ts were:	
Year	Val	ue in france	Year	V	alue in fra	inc
1873		1,060,000	1919		114,689,50	4
1885		1,912,000	1920	· · · ·	96,421,53	õ
1895		3,762,909	1921		57,608,66	2
1905		31,859,961	1'922		27,216,00	0
1910		41,408,668	1923		20,257,00	0
1915		90,732,859	1924 (6 n	iths.) 14,174,00	0

1915 ..., 90,732,859 1924 (6 mths.) 14,173,000 The above figures do not call for comment. To them may be added the home consumption, which was estimated in 1910 at Frs. 18,500,000, and in 1923 at about Frs. 39,000,000. The Great War proved, more than anything else previously, the necessity of cocca and chocolate products as invaluable foods with high calories and great possibilities of conservation. Not only did products as invaluable roods with high catories and great possibilities of conservation. Not only did friends and relatives vie with each other in send-ing these to the men at the front, but also the war commissariats of nearly all countries began within a few months after the outbreak of the war to buy

them wholesale for the needs of the troops. One mistake was constantly made, however, by foreign countries, viz., that they set too low a value in their orders on the quality of the goods to be delivered, seeing that their chief attention was almost exclusively confined to the question of price. Chemistry tells us that fat has about double as

the fact that it performs other important functions in the nourishing process. And we also know that chocolate, the less it is rich in fat, the cheaper it is, for the simple reason that in its manufacture as much sugar and as little cocoa as possible are used.

The fat contents of the cheapest chocolate made in accordance with the Swiss Food Acts is about In accordance with the swiss root Acts is about 16%; fondant and milk chocolate have on an average 30% of fat. These chocolates, owing to the extreme perfection of their preparation, are undoubtedly more digestible than cheaper chocoundoubtedly more digestible than cheaper choco-lates. The Swiss Army Commissariat was the first at the beginning of the war to supply the troops with chocolate to eat between whiles. They se-lected for this purpose the special kind made in the works of Tobler's, Limited, at Berne, viz., their patent fondant chocolate with malt biscuit, known under the name of "Nimrod." The Swiss Chocolate Trade is a typical export trade. In 22 small and large factories it gives occupation at present to about 5000 operatives, and uses about 6000 H.P. The capital invested in the trade has been estimated at about Frs. 100,000,000. This capital is entirely Swiss, and the Swiss choco-late industry has been able to keep itself clear from the infiltration of foreign capital. Owing to the big capital necessary for paying

Owing to the big capital necessary for paying the extensive technical and commercial apparatus of a chocolate factory, nearly all the establishments have been transformed in the course of the last 20 years' development into joint stock companies. The most important of these also have plants

Ine most important of these also have plants in other countries, as well as sales organizations and storehouses in the chief towns. The two biggest milk chocolate producers, Peter-Cailler-Kohler and Tobler, also possess their own milk-boiling houses in Switzerland. (Switzer (Evelociter)) (Swiss Exporter.)

FINANCIAL AND COMMERCIAL NEWS FROM SWITZERLAND.

The various Federal Departments some weeks The various Federal Departments some weeks ago submitted to the Federal Treasury their budget schemes for 1925. These estimates are still being sifted through by the Federal authorities, in the hope of discovering means of still further reducing expenditure, but on the provisional showing there was already a notable reduction of budget deficit to be recorded. It is now estimated that the Federal accounts will show a deficit of about 164 willing former which generating former former Federal accounts will show a denert of about $16\frac{1}{2}$ million francs, which compares very favour-ably with a budgeted deficit of Frs. 37,800,000 for the present year. In the case of the latter, the eventual results will, of course, turn out very much more favourably than was foreseen in the

much more favourably than was foreseen in the budget. The Cerlikon Machinery Works closed their year at the end of June with a net profit of Frs. 1,947,899, which is approximately the equivalent of that achieved in the previous twelve months. The dividend is again 8 per cent, on the capital of 16 million frances. It is remarked in the direc-tors' report that for the first half of the business year the effects of the general business slump made themselves very clearly felt, and that only in the spring of 1924 was any real improvement to be recorded. This tendency has, however, per-sisted, and the Company's workshops are now busy. The demand for the electrical plant and requisites manufactured by the firm has greatly increased, which has been available for industry in Switzerland

Iand. The Zuckerfabrik und Raffinerie A.G. in Aarberg closed its year on the 30th of June with a net profit of Frs. 103,113, as compared with Frs. 181,114 in the previous year. The dividend of 6 per cent.—is repeated. The Cantonal Bank of Zurich has just increased its capital by the issue of a 5 log log of 10 for a start of the second for a start of t

its capital by the issue of a $\partial_{2} \phi_{0}$ loan of 10 million francs. The new loan was fully subscribed at once, and the lists were closed.

STOCK EXCHA		E PR	ICES		
	1140				
Bonds.		Oc	t.7 O	ct. 14	
Swiss Confederation 3% 1903		73.8	5% 7	3.67%	
Swiss Confederation 5% 1923	97.50%		97.87%		
Federal Railways A-K 31%		77.30%		76.30%	
Canton Basle-Stadt 51% 1921			100.25%		
Canton Fribourg 3% 1892		67.00%		67.75%	
SHARES.		Nom.	Oct. 7	Oct. 14	
		Frs.	Frs.	Frs.	
Swiss Bank Corporation		500	642	642	
Crédit Suisse		500	675	678	
Union de Banques Suisses		500	540	540	
Fabrique Chimique ci-dev. Sar	1000	3170	3115		
Société pour l'Industrie Chim		1000	1887	1861	
C. F. Bally S.A		1000	1110	1105	
Fabrique de Machines Oerlike	on	500	645 🔔	650	
Entreprises Sulzer		1000	610	-627	
S.A. Brown Boveri (new)		500	292	289	
Nestlé & Anglo-Swiss Cond. Mk	200	198	198		
Choc. Suisses Peter-Cailler-Ko	100	145	145		
Comp. de Navig'n sur le Lac Lé	man	500	505	480	



t. 14

Fur Coats, Evening Cloaks, Wraps, and Fur Ties :: :: of every description at all prices. Every kind of Fur made and re-made to latest fashions at moderate charges. FURS CLEANED. All Garments made on our own premises. CROWE & CO. (London), LTD. Shipping & Forwarding Agents, 158, BISHOPSGATE, LONDON, E.C.2. Telephone : Bishopsgate 1166-1169 AND AT MANCHESTER LIVERPOOL ANTWERP STRASBOURG MULHOUSE BASLE ZURICH ST. GALL CHIASSO COMO MILAN GENOA ROME.

A. UNDEN,

Manufacturiug Furrier. 19. Wardour St., Leicester Sg.

Special Daily Services to and from Italy, Switzerland and France, connecting with sailings from all ports. Efficient Organisation for Colonial and Overseas Traffic. C.O.D's. collected and remitted promptly Through Bills of Lading issued.

MISCELLANEOUS ADVERTISEMENTS

Not exceeding 3 lines:—Per insertion. 2/6; three insertions. 5/-Postage extra on replies addressed c/o Suriss Observer.

ENGLISH LADY (Certificated) requires Morning or Afternoon Engagement to teach young children; Rich-mond or Putney district preferred.—Reply, Miss W., c/o. 'Swiss Observer,' 21, Garlick Hill, E.C.4.

FOR SALE, Several excellent Anthracite Stoves (dis-used, central heating been installed); different sizes; cheap. — Apply, C. Isenschmid, 19, Robert Mews, Hampstead Rd., N.W.1. 'Phone: Museum 6527.

MAID or USEFUL HELP (Swiss) required at once; some housework and very good sewer essential; four children at boarding school; quiet country situation; two other maids; good wages.—Send all particulars to Mrs. Oliver, Hassendean Bank, Hawick, Scotland.

MOTHER'S HELP. willing to cook: four in family; small house.—Brown, 24, Radnor Rd., Harrow.

ENGLISH HOME; gentlemen; single or double; 2 beds; evening dinner, etc.; single from 37/6; quick access City and Westend.—20, Briston Grove, Dicken-son Road, Crouch Hill, N.8.

SWISS FAMILY would accept one or two Paying Guests at very nice private residence in Crystal Palace district; large garden and tennis court; reasonable terms.—Please address all enquiries to Box W. S., c/o. 'Swiss Observer,' 21, Garlick Hill, E.C.4.

FINSBURY PARK (near Tubes), 13, Alexandra oad. — Comfortable Home; cooking excellent and liberal; terms moderate.

WANTED, Swiss General Housemaid for small modern house; German spoken.—Apply, 266, Green Lanes, N.4.

FINSBURY PARK.—Bedrooms to let, furnished; board as required; easy reach City and all parts; bathroom; terms moderate.—6, Portland Road, N.4.