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Autor: Wetzel, Oscar

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SWISS CHILDREN'S ANNUAL CHRISTMAS PARTY.

Saturday, 1st January, 1938.

At Victoria Hall, Bloomsbury Square, W.C.1.

Most grown-ups sometimes feel that it would be very wonderful to become a child again without worries and troubles and full of hope and happiness. I most definitely felt like this when I saw the few hundred happy Swiss children at their Christmas Party last Saturday. At the entrance of Victoria Hall, when I was met by Father Christmas, I already wished I were a child. Then he could have patted my back and said — hallo little girl, what's your name? — instead of greeting me with a respectful — how-do-you-do. He certainly was very well made up. I would never have guessed his identity had it not been for his deep voice which is well-known in the Swiss Colony. (This is meant to be a compliment, Mr. Dupraz!) 

As the programme only started after three I had plenty of time to inspect the hall thoroughly. It was indeed a good choice, one of the two halls being reserved for the party the other one for serving tea. The stage was draped with two Swiss flags and a Union Jack, and on the right of the platform there was a big Christmas tree. Had I been a child I could have gone right to the front which was reserved for the young guests. But I had to move right back where the parents were sitting. The children were all eager and expectant, some of the girls dressed up in their party frocks. Their age varied from nine months to about 15 years.

The programme opened with "The First Noël" which the young ones sang very well, accompanied on the piano by Mr. A. Steiner. The Rev. C. Th. Hahn then said a few well-chosen words about Christmas being the time when we commemorate the birth of Jesus, a time of joy when the children experience the love of their parents, and a time of goodwill which goes out to the children through the gifts of their fathers and mothers. He went on saying that, on Saturday, it was also a very sad time as we were without our friend, the late Pasteur Hoffmann-de Visme, who used to stand on that platform for many years. And he knew that Pasteur Hoffmann would like the children to enjoy themselves. He then asked all of us to be upstanding and honour the memory of the deceased by a brief silence.

After this address the beautiful old carol "Oh come all ye faithful" was sung, and then Mr. Graham Joss made the children sing "we're all together again." After that he gave them new words to the tune of "John Brown's Body," something about bananas, monkey-nuts and grapes and a gorilla. The third song was about the musician from fairy-land and his various instruments. And didn't the children like all this! They shouted and their eyes grew dark and their cheeks flushed with excitement. When Mr. Joss asked them whether they wanted to hear a Yodel their "Yes" could not be mistaken. I have never heard such an uproar with one single word. But it was justified as Mr. von Bergen, the Swiss Yodler, gave a splendid intimitable rendering of "Vo Luzern wäggä zu..." and "Z'Lüterbach han-i my Strumpf verlore...". The applause was — if anything — even more uproarious. Mr. Joss then came again on the stage, and the children sang the song of the six bottles (usually known as ten green bottles). Afterwards he made them try another tongue twister about railway engines, galloping horses and red Indians.

Meanwhile the hands of the clock had moved on to four o'clock, and the hall was practically full by now. — With great enthusiasm the children welcomed Uncle Syd and Uncle Nelson. The latter was a marvellous artist drawing pictures with top speed. Children and adults alike, I am sure, enjoyed his very clever and amazingly funny pictures which he did in black or coloured chalk. My husband liked the red Indian best, but I preferred the donkey's head which was a chicken when the panel was turned upside down.

When Uncle Syd called Joey the Clown (whom the children had met last year) their pleasure and excitement was boundless. The two men, otherwise known as Murray and Hylton, showed a few very good tricks with Mr. Campart's bowler hat. Joey took out of it innumerable silk handkerchiefs and miles of streamers. Uncle Syd broke an egg into the hat and when he took it out it was intact again. Joey swallowed Mr. Campart's gold watch and chain and do you know where they found it? — in a leaf of bread wrapped up in several papers. As the last part of their performance they produced some wonderful animal shadows on a screen, and crowned it all by Uncle Syd extracting out of Joey's mouth a tooth almost as big as his head. The children showed their appreciation by three riotous cheers. Mr. Campart and all those who helped in organising and carrying out the whole party also received three cheers, and they certainly very much deserved them. Thanks to their excellent organisation there was not the slightest disturbance or disorder when the children went

into the other hall for their tea. I watched them from the doorway munching cakes and sipping tea, their faces happy and shining. They wore paper hats and pulled crackers — a real Christmas Party!

Afterwards they all received a carrier bag with a very well chosen present. And soon after five they left with their parcel tucked under the arm and talking happily to Santa Claus and Joey the Clown.

In years to come when the children have grown up, they will realize that these splendid Christmas parties are the result of the untiring work of such great lovers of children as those I have already mentioned, as well as Miss Matthey to whom it is due that the tradition of this Fête could be carried on, and Miss Sidler who has such a very good knowledge of catering and who did such excellent work in the refreshment department. I also mention Mrs. Joss who is an expert at organisation, Mmes. Mueller, Simmen, Wyss, Kummer, Campart, Chapuis, Hahn, Barty, Baume as well as Messrs. Joss, Weber, Nicklaus, Zwink, Chapuis, Goergens and the many other helpers, young and old, who have given their services year after year, but whose names cannot all be mentioned as I would have to give a very long list.

Mariann.

EMIGRATION OF SWISS INDUSTRIES.

By OSCAR WETZEL.
(Continuation).

METAL AND MECHANICAL INDUSTRY.

Watch Industry, etc.

This industry is established in Switzerland in three different districts. It was introduced in Geneva by French refugees towards the end of the 16th century. It was started in Neuchâtel in 1679, more by accident, by a young blacksmith, named Richard, who after having seen a pocket watch was able to imitate and perfect the production. His sons perfected his work, and 10 years after his death in 1752, we find already 500 watchmakers in the Neuchâtel mountains.

In the Canton of Vaud, the watch industry goes back to the activity of the French refugees who came to Nyon at the beginning of the 18th century.

The Geneva industry is the most ancient of the three and naturally played the most important rôle in Switzerland up to the French Revolution.

From Neuchâtel the watch industry developed towards the Bernese Jura and the adjoining cantons.

After the Treaties of 1814 and 1815, which established peace in Europe, the watch industry as well as other Swiss industries marched continuously forward, naturally interrupted sometimes by rises of short duration.

Also in this industry, we find a certain amount of emigration, but owing to the fact that the necessary labour could not be found abroad, in most cases the success has not been as great as in other directions.

At the moment, there exists Swiss Works in Paris, St. Leu, Besançon, Morleau, Seloncourt, Annemasse, Cluses, Gaillard, Billegarde, etc. Quite a number of these factories are attached to Swiss works and few of them are independent.

The Swiss factories in France are the most dangerous competitors to our industry owing to their thorough knowledge of the process of manufacture, enabling them to make good quality watches at comparatively cheap prices.

In 1767 we find two Swiss starting at Pforzheim the first Watch and Jewellery factory. In 1800 this had already developed into 80 different firms with about 1,000 workmen in this town. Later, in the 19th century, Pforzheim developed more in the direction of jewellery, which attracted quite a number of good Swiss workers and manufacturers.

The development of the watch industry in the United States of America is connected with the name of Peter Ingold of Bienne, who after having invented a number of machines for the watch manufacturer and vainly tried to introduce them in his native country, found a new place of activity on the other side of the Atlantic. He founded his first factory in 1852 at Roxbury (Mass.) where his newly invented machines were installed. To develop this new industry more speedily, Swiss and English watchmakers were brought over to America and from then on it became a powerful competing firm.

It was in the second half of the 19th century, after the Exhibition at Philadelphia in 1876, that the Swiss manufacturers realised that they were up against powerful competition abroad, and it was then that the real development of Swiss quality watches started.

In this industry, more than in any other, we find to-day that the manufacturers and the workers co-operate in order to try and prevent emigration of sections of the industry, as well as the workers, because both sides can see the great dangers lying ahead.

Only a short while ago, it was stated in Swiss newspapers that the Swiss Government had refused permission for a series of watchmaking machines, made in Switzerland, to be exported to Russia. We only hope that such arrangements will not make the quality of the produced goods suffer in the vain hope that by sticking together they can run the world.

MACHINE INDUSTRY. Electro-Technique and Material, Etc.

The origin of Swiss machinery goes back to the end of the 18th century, but it really started more as repair shops for other industries. From this developed the construction of looms, etc., according to the requirements of the textile industry. Slowly these shops became independent.

The Electro-Technique industry naturally is still much younger, and really got its final push forward by the work done for the Electro-Technique development of our water power in Switzerland.

As many other Swiss industries, the machine industry works to a large extent for foreign markets where they have been able, in spite of many difficulties, to make a way for their products owing to the quality produced. Here again we find the same fact repeated that owing to competition abroad and protection of the respective countries by duty, the important firms of Switzerland were forced to make arrangements for manufacture in foreign countries.

Already long before the War, large firms like Sulzer, Brown Boveri and Escher Wyss had established subsidiary works in Germany. The first of these was Escher Wyss who in 1880 built a factory in Ravensburg. In 1881 Sulzer followed and started a factory at Ludwigshafen. In 1882, we find another Swiss firm starting in Budapest with agricultural machinery. From then onwards this movement of emigration developed and seemed to be inevitable with the increase in size of the Swiss factories.

Brown Boveri starting developing abroad long before the Great War:

In 1898 at Manheim.

In 1910 at Saarbrücken.

In 1902 at Paris.

In 1904 at Milan.

In 1904 at Christiania.

In 1910 at Vienna and Budapest.

In addition to these companies, Brown Boveri were interested in numerous associated firms.

The Company of Dubied started with a factory in Pontarlier, another in Sheffield and one in Milan.

We find Saurer starting in France at Suresnes, and after the War in 1919 in the same place with a factory for the production of textile machinery, whereas formerly they had only manufactured automobiles.

During the War, this movement of export of Swiss industries was naturally nearly stopped, but after the War there came a new impetus into this industry owing to the increased import duties of all adjoining countries.

METAL INDUSTRY.

Re: Aluminium.

The manufacture of aluminium was introduced into Switzerland by the Aluminium Company of Neuhausen in 1888. With the inception of this Company great interest was aroused abroad, and when later on emigration of this industry became necessary, the good connections greatly helped towards success.

For the production of aluminium, cheap labour is necessary. As the available power in Neuhausen was found to be insufficient, subsidiary companies were founded in Badisch Rheinfelden in 1897, and in Gastein (Austria) in 1899.

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FOOD INDUSTRY. (And International Business. II.)
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 of Locle 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 Depôts, 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 auxillary 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 Biessenhofen, 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 Eichel an.
Da steht nun, rief er aus und überschlug die Arme,
Dass sich doch Gott erbarme!
Da steht nun so ein Baum, der Kürbse 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 Superdent 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's 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.

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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.