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Switzerland would have had it long ago. It is easier to get a majority amongst 200 parliamentarians than to win over a 2½-million electorate!

In addition, Swiss women take an active part in running the country, even if not on the political scene. They enjoy the same schooling and training facilities; universities have been open to them since well over 100 years ago — the first woman doctor in Europe was a Swiss who graduated in 1874 (Marie Heim-Voegtlin). We have women university professors, scientists, business managers, artists, authors, musicians, conductors, ministers of the Church, lawyers and civil servants, doctors and women members of the armed forces. Women sit on commissions of experts dealing with all manner of subjects from health to social insurance, from orphan care to film censorship, from price control to defence. They are justices of the peace and labour advisors. There are women members of the International Red Cross Committee, and here we remember their tremendous part during the war. Of the 2,400 Swiss helpers in the Prisoners of War Organisation in Geneva, most were women workers.

There is a small village in the Canton of Berne, Limpach, where a few years ago (possibly it is still the same today), the Commune Clerk and the Commune Treasurer were women, the verger was a woman, the post mistress, and the woman who delivers the mail; the local cobbler's, the building contractor's, one of the finest farms in the district and the dairy — all run by women! Let anyone say that the Swiss woman is not capable! It is not a sign of primitive reaction if she feels she wants to be better informed before taking on political responsibilities, but she is learning and gaining experience. Progress is slow, and there is no doubt that she will get the right to vote before long.

She is no political outcast and she is certainly not to be pitied. Her position is a secure one. The moment of reaching her full political maturity will fall in a vital period of the new space era. The Swiss woman will then have an enviable position. For she will have more power and responsibility than women anywhere else in the world.

(MM)

## TECHNICAL ITEMS

### Switzerland at Expo 70 Osaka

The Swiss pavilion at the Osaka Universal Exhibition is designed to illustrate the theme "Diversity in harmony"; in this connection let us remember that the general theme of the exhibition is "Progress and harmony for humanity". As a matter of fact, those responsible for the project deliberately avoided the idea of presenting Switzerland by means of a big traditional exhibition. The goal aimed at was to create

in the visitor's mind a lasting though simplified picture of what Switzerland really is and what she stands for. The highlight of the Swiss display is undoubtedly the "Radiating Structure" which can be compared to a stylised tree. Just under 70 feet high, lit by some 32,000 electric light bulbs, the "Structure" is brought to life by an electronic musical device imitating the rustling of leaves. The visitor is immersed in a fairy-tale enchantment, being enveloped in an "incandescent" silvery veil which, without dazzling him, lights up the night sky with a magical glow. However, the pavilion also includes a thematic exhibition, an information centre and a restaurant. On the occasion of this exhibition, the Swiss Office for the Development of Trade has produced a set of 5 richly illustrated volumes, describing the many facets of Switzerland. In addition, the same office has printed a prospectus for mass distribution to all visitors, containing a stereo record of Swiss music. April 24th will be the official Swiss day. In order to celebrate the event, six symphony concerts will be conducted by the Swiss conductor Charles Dutoit, with the flutist Aurélie Nicolet and the singer Lisa della Casa as soloists. In August, "The Meteor", a play by the Swiss playwright Friedrich Dürrenmatt, will be performed in Japanese, while in September the Swiss Modern Ballet Company will give eight performances. Other cultural events are also planned, without being official. Let us mention among others, the tour of Japan by the "Fribourg Choral Society".

### "ART", International Exhibition of Art in Basle

An International Exhibition of Art will be held in Basle in June, 1970, and will subsequently be repeated every year. This exhibition quite simply entitled "ART" will be held from June 12th to 16th. The first "ART" exhibition will occupy an area of 700,000 sq. ft. in the premises of the Swiss Industries Fair. Works of the 20th century will be on display as well as some of the most remarkable art books published during the last ten years. All the exhibits will be for sale and their authenticity will be guaranteed by the exhibitors.

### "Swiss Market Survey", 3rd Edition, 1970

At its congress in 1948, the International Chamber of Commerce (ICC) proposed the publication of a series of surveys on the markets of different countries. Wishing to give this scheme its active support, the Distribution Commission of the Swiss National Committee of the I.C.C. brought out a first "Swiss Market Survey" in 1958, followed by a second edition in 1962. The success of these first two works encouraged the Commission to publish a third edition taking into account the important modifications of structure and method that have occurred in the

field of market surveys during the last few years. As a result, the section giving precise information about the structure of the Swiss market has been extended and amplified to satisfy more fully the needs of foreign exporters. Whereas the first two surveys were published only in French, the third edition is to be published in three languages: French, German and English. The French edition is already available, while those in English and German will be obtainable within a few months. This third edition of the "Swiss Market Survey" is in the form of a paper bound in-quarto book printed in offset; of the 200 pages it contains, 100 are devoted to tables. It is published by the "Association for the Publication of the Swiss Market Survey", 18 rue de Bellefontaine, 1001 Lausanne, Switzerland.

### A new electronic snow warning system

The recent avalanches that caused over forty deaths in the French Alps were cruel reminders of the necessity for winter safety devices and systems. Although the recent invention of a Swiss firm does not in fact actually predict avalanches, it nevertheless possesses great interest for all those responsible for clearing snow from roads, railroads, aerodromes, etc. It is an electronic device giving the alarm as soon as it becomes necessary to start clearing the snow. This new system requires no electrical installation and is 100% reliable, even at very low temperatures. It reacts as soon as the snowfall is 1 to 10 cm. deep depending on the setting of the instrument. The electronic snow warning system makes it possible to rationalise snow clearing services and to do away with night-watch posts. This invention won the silver-gilt medal at the last International Inventors' Salon in Brussels. The same Swiss firm manufactures a flexible rubber blade for clearing away wet snow by means of trucks or tractors. Easily fitted to all snow-plough blades, it requires the services of only one man and enables roads and aerodromes to be scraped thoroughly clear of snow.

### Preview of the Watch Exhibition at the Basle Fair in 1970

Among the novelties to be presented at the next Swiss Industries Fair in Basle (from April 11th to 21st), visitors will be able to admire the latest creation of a big watch firm in the canton of Solothurn. Striking proof of the diversification of Swiss production in this field, the "DS-2 Super PH 1000 M" is a diving watch guaranteed waterproof to a depth of 1,000 metres (3,280 feet). The outer bezel, fitted with a safety-catch, revolves only if it is submitted to a certain pressure. The watch, whose dial is orange-coloured for better visibility, has seven watertight joints, a screw-in crown and a hardened mineral glass. The self-winding movement is protected against shocks by an elastic shock-absorbing ring.



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## Sensational New Feat by the Swiss Watch Trade

The first high-frequency self-winding chronograph in the world, made by a Le Locle firm (canton of Neuchâtel) has just accomplished a feat unique of its kind. Securely attached to the landing-gear of an Air France Boeing 707, it made the flight from Paris to New York under the most extreme atmospheric conditions. In 25 minutes the temperature dropped from +4° to -62° C and the pressure was reduced by 75%. These flight conditions lasted seven hours, at a height of 35,000 feet. Finally the self-winding chronograph was exposed without any special protection to the severe shocks experienced on landing. In spite of the exceptional hardships it had to endure, checked to the nearest second on departure and arrival, it continued to work with absolute precision.

## Fresh success in the United States for Brown, Boveri

The biggest private electricity company in the United States, the American Electrical Power Service Corporation (AEP) has just placed an order with Brown, Boveri Co. Ltd. at Baden (canton Aargau) for three additional groups of steam turbines with a unit power of 1,300 megawatts for its thermal coal-fed power stations. At the same time it reserved an option for the purchase of a similar complementary unit. Bearing in mind that, in 1967, the AEP ordered a 1,300 mw group and another of 1,100 mw for a nuclear power station, Brown, Boveri now holds orders for seven units of this category, for the United States. The overall power developed by these machines corresponds to that of all electrical power stations installed in Switzerland.

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\* \* \*

SALES EXECUTIVE, dual Swiss-British national, seeks position with Swiss Company in Sales/Exports preferably based in

London to expand in G.B. market, but with view to moving back to Switzerland at a later date. Please write to Box No. 2, The Swiss Observer.

\* \* \*

YOUNG ENGLISHMAN of Swiss extraction wishes to meet Swiss person who would be willing to converse in German. London-Middx. area. Please write to Box No. 3, The Swiss Observer.

\* \* \*

PRODUCE MERCHANT with modern offices in Holborn area seeks PART-TIME SECRETARY for FRENCH and/or GERMAN CORRESPONDENCE 1 or 2 days per week (hours 10-4). Please reply at Box No. 4, The Swiss Observer.

# THE RISE OF THE NESTLE EMPIRE

Switzerland's largest company, Nestlé, was founded by two men, Henry Nestlé, operating at Vevey, and Charles A. Page, an American, who opened the world's first condensed milk factory at Cham, near Zug.

Charles A. Page was the United States' Consul in Zurich. Realising that Switzerland's plethoric milk production could be profitably used elsewhere, he had the brilliant idea of setting up a condensed milk factory whose production would be directed towards the most important market of the day, Great Britain. He asked his brother, George Page, an official at the Defence Ministry in Washington, to come to Switzerland with the necessary machinery. It was thus that he started a factory bearing the name of "Anglo-Swiss Condensed Milk Co." in 1866 at Cham, which, with Vevey, can be considered as the birthplace of Nestlé.

At the same time, Henry Nestlé was opening a small factory devoted to the preparation of floured milk, a health food for children discovered and developed by himself. Henry Nestlé, who kept a store for soap, seeds and petrol lamps in Vevey, was passionately interested in chemistry and its practical applications. Also, children in his days were still dying of undernourishment and this prompted him to look for a simple and essential food. After many years of experimentation in his backshop, he found a way of making a concentrated milk by compressing it with an air pump at low temperature and

devised a means of amalgamating the milk in this new form with flour to produce a highly nourishing paste. The success of this new product was immediate and seven years after his invention, Nestlé was running a sizeable factory with 30 workers producing 2,000 boxes of floured milk a day.

The factory in Cham also began producing floured milk and Nestlé retaliated by going into condensed milk. The two companies decided to end their competition and merged in 1905. They became known as the "Nestlé and Anglo-Swiss Condensed Milk Co."

Chocolate became a predominant Swiss industry during the 19th century. It began with F. L. Cailer, who founded a small factory and chocolate shop in Vevey in 1819. He had observed the way Italian chocolate makers were grinding the cocoa by hand and subsequently invented the first mechanical way of preparing chocolate powder, thereby producing a far cheaper chocolate.

His son-in-law, Daniel Peter, settled in Vevey next to the Nestlé factory, and had the idea of applying Nestlé's process to cocoa and milk. After many years of trials, he managed to bind milk with cocoa powder and discovered *milk chocolate*.

Gottlieb Kohler, who moved from Lausanne to Biel to start a business in colonial wares in 1793, founded a small chocolate factory in 1818 with his sons. The firm acquired a flour mill called "Bramafam" in Lausanne and, later, a