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BUSINESS NEWS

THE FIRST HUNDRED YEARS

One century. It's a good round number, and synonymous with pride. A mark to celebrate — whether it is the beginning of a new era, the attainment of a human life or a climax to the growth of an organised business.

Small wonder that Nestlé — the giant corporation nearing its own first Century — should this year join wholeheartedly in celebrating the Centenary of the first conducted tour of British Tourists to Switzerland, the headquarters and birthplace of her founder.

The selected band of young amateur actors and actresses who will in June re-enact that Swiss tour of 1863 plan to deviate a little from the original tour.

In the costume of that period, and equipped with such necessities as Miss Jemima was inspired to describe in her journal (they included umbrella and greatcoat!) this 1963 version of the Junior United Alpine Club will proceed to Geneva, sail across her lovely lake to Vevey, where they will be welcomed by the fifty strong Chansons de Vevey and a local band.

Had their predecessors arrived here amidst the "frowning mountains and shimmering lakes" just two years later they might have come upon Henri Nestlé working arduously in his tiny laboratory to produce the first "Milk Food" which was to become the basis of all baby food produced today.

This year's party will find instead, the magnificent building which houses the nerve centre of a thriving industry boasting 108 sales and production Companies with 350 branches and agencies throughout the world.

And doubtless they will have pointed out to them the model Nursery founded by Nestlé which stands high on one of Vevey's green hills.

Perhaps the latter, more than the statistics running into millions, for sales of Nescafé, Nestlé chocolate drinks and chocolate, stands as a noble tribute to the Company's founder. For the co-operation between Nestlé's scientific advisers and pediatricians the world over in providing the public with infant feeding products which fulfil specific dietetic needs, dates back to the time of Henri Nestlé. In his earliest "experimental" days, Nestlé sought medical opinion and advice. And today this tradition is rigidly adhered to.

The Nursery at Vevey provides the Company with the opportunity to follow carefully the progress and development of the children who are reared on its products. The responsibility is great, for, on average, these products feed one out of three European babies.

It was only three years after the first baby, critically ill and fifteen days old, responded to Henri Nestlé's experimental "Milk Food" that his laboratory became a factory, selling 8,500 packs of the food and only eight years later, in 1875, that half a million packs found their way to all corners of the world, an astounding figure for the times!

Yes, those young travellers of a hundred years ago might well have stumbled upon Henri Nestlé — and who knows how many other fragments of "history in the making"! We shall never know, but we do know that man can achieve prodigious feats in the space of a century. The evidence is all around us in every aspect of our lives. Who wouldn't be proud to say "I have lived one hundred years"!

(*Nestlé Bulletin, January 1963.*)

SWISS DIRECTOR TAKES OVER MILLSPAUGH CHAIRMANSHIP

Dr. Hannes Hofmann, a Swiss director of Millspaugh, has been appointed chairman and managing director of the company. He takes over from Mr. R. C. Heys, who stays on the Board. Millspaugh manufactures board and paper-making machinery.

This change has been made, a statement said yesterday, to give Escher Wyss, of Switzerland, the parent company, a more direct control of Millspaugh's affairs in view of its large investment in the company.

The executive directors of Millspaugh will be Mr. T. Hamer, sales and works director; Mr. T. Sutherst, technical director; and Mr. J. H. Little, financial director and secretary.

(*"Financial Times", 8th February 1963.*)

International Fair at Basle

The 4th International Fair for Building Machinery organised by the Swiss Building Machinery Manufacturers and Dealers Association is being held in the premises of the Swiss Industries Fair in Basle from 16th to 24th February 1963. In some 550,000 square feet of exhibition space, 80 exhibitors are displaying the most recent building machinery and appliances from 500 manufacturers and 13 countries. Judging from the number of those taking part, this year's fair will be considerably bigger than the last one, which was held in 1959. [O.S.E.C.]

The 1963 Geneva Motor Show

The next Geneva Motor Show will be held from 14th to 24th March 1963. The private car section is to be extended, and the show will also contain sections devoted to special coachwork, motor-cycles, bicycles, camping and accessories as well as a Nautical Section, which has been allotted twice as much space as in 1962. 1,041 manufacturers from twenty countries are exhibiting. The Geneva Motor Show is one of the very few exhibitions opened annually by the President of the Swiss Confederation.

"Ice in a few minutes"

A Zurich firm is placing a new ice-making machine on the market capable of manufacturing ice at a moment's notice, without any trouble. One has only to press a button to obtain almost immediately a continuous flow of chip ice. In this apparatus the method of manufacture is much more rational and more economical than the system used hitherto. By way of example, let us mention that the cost of 220 lb. of chip ice amounts to only S.Fr. 1.—. Chip ice is a practical substitute for ordinary ice in numerous uses: it is as clean as drinking water, does not stick together and melts very slowly owing to its extremely low temperature. It is ideal for iced packages, therapeutic uses, the stocking and transport of fish, the preparation of iced drinks and a host of other uses. The "Autofrigor S-400" machine is quite small, being only 85 cm. long, 61 cm. wide and 137 cm. high; in spite of its compact design, it produces approx. 880 lb. of chip ice per 24 hours. Its hermetically sealed refrigerating group is driven by a 1½ h.p. motor on three-phase current. [O.S.E.C.]