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proclamations de notre vieil ami le *Swiss Observer*—la certitude réconfortante que nous aussi, qui sommes restés en arrière, nous aurons cette année notre Fête du 1er août. Et c'est ainsi qu'il existe heureusement, entre nos amis lointains et nous-mêmes, un lien invisible de pensées, qui nous unit dans un même sentiment de dévouement et de gratitude pour la Patrie.

Chers compatriotes, conservons toujours, malgré les causes personnelles de soucis ou de déceptions, malgré l'éloignement, l'enthousiasme profond pour cette communauté vivante qui dépasse le cadre de l'individu et de la famille avec leurs intérêts et qui, au dessus des divergences de langue et de religion, nous réunit dans un esprit de solidarité, cimenté par des siècles d'histoire. Et honorons et saluons toujours avec fierté et respect le symbole magnifique et digne de cette communauté, ce symbole qui flotte ici devant vous; la croix blanche sur fonds rouge.

Switzerland is often called the *playground* of Europe: the playground where an untroubled crowd lightheartedly spends in pleasant recreation an easy time free of care. Switzerland a playground? This may be so, and we sincerely hope it is—for those who are coming to our country, as welcome guests, to seek rest, recreation and distraction. But for the Swiss themselves the country is by no means a pleasure ground and a playground. It is a place of hard and honest daily work, where everybody, each citizen, has to fulfil his duties towards himself, his family, his neighbours and his country.

We are not a big nation, and we are not a people with worldly ambitions and a showy outfit. Ours is a modest, small country and all that our Government and people want to do, and are trying to do, is to work for the best, to hold an honourable place amongst the peoples of Europe, to work with that view in mind, thoroughly, frankly and fairly. Up till now, the Swiss has always honestly tried to live up to this principle wherever he went; he has been welcomed and received in a friendly way here and in all parts of the world. He has been valued for his eagerness to work, to get on and to do well, and he has been respected for his loyalty and his honesty. This has been so for centuries, since the days of the great battles in foreign lands; this is so to-day and we all hope and believe that it will be so in times to come.

Our Government and our authorities have their difficulties and sorrows like any others. Not

all is at home as it ought to be. In certain discontented quarters a so-called "new spirit," a sort of unsound internationalising storm mentality rages against and tries to upset our old, tried and tested institutions and traditions. In some places this tendency, occasionally and temporarily, even gets the upper hand. But those who think that such movements mean coming disaster, that in some future day, near or far, this will mean the end of our old Confederation, are pessimists, and pessimists of a very *lugubre* sort. At all times, as far as history goes, there has always been a "new spirit." This symptom in itself is never a real danger, but it is oftentimes a useful and wholesome warning to those who let themselves drift into slackness and carelessness about matters of public weal. That "new spirit" becomes a danger then, only when it is left free to spread and to sway and finally to reign as it pleases. Thank God, in our country the old and healthy spirit is still strong enough to be master of things when they threaten to become unpleasant. Thank God our people has now, as it always had, a full sense of duty, a full sense of responsibility of what it owes to its ancestors and to its descendants. And it must be our most fervent wish for our country and for ourselves, it must be our birthday wish under the Federal Banner, that we all, and our brothers at home, will do what we can, with heart and soul, to keep intact, sacred and pure, the liberty of our people and of our country.

If this is so, then, my dear compatriotes, can we celebrate this national day with a peaceful mind, with joy and a clear conscience.

Liebe Landsleute! vergessen wir nicht, dass wir auch heute gewissermassen auf Schweizerboden stehen. Es ist ein besonders glückliches Zusammentreffen, dass die Londoner-Schweizer-schützen uns in so liebenswürdiger Weise eingeladen haben, die erste-August-Feier neben ihrem Schützenstande abzuhalten. Der Schweizerschütze ist in der ganzen Welt bekannt, sowohl für seine Kunst wie für seine Gesinnung. Nirgends lernt man den Schweizer besser kennen als auf einem eidgenössischen Schützenfest. Dort versammeln sie sich, alt und jung vom Bundespräsidenten bis zum Studenten der Hochschule und zum Sohne der Alpenweiden. Gibt es einen schöneren Gruss als den Schweizerschützengruss, gibt es einen schöneren Trunk als den Schweizerschützen-trunk. Unsere Kolonie wäre nicht ein richtiges Abbild unserer Heimat, ohne die "Swiss Rifle

Association," die an hellen Sommerabenden die edle Kunst der Schützen in echter Schweizerart zu pflegen weiss.

Dass wir auch einen Turnverein besitzen, versteht sich eigentlich von selbst. Soeben sind unsere Londonerturner mit Kranz und Ehren vom eidgenössischen Turnfest in Luzern zurückgekehrt, wo sie von den frische, frohe, fromme, freie Kameraden in der Heimat herzlich begrüsst und gefeiert worden sind. Wir sprechen ihnen heute nicht nur unsere Glückwünsche, sondern auch unsere Dankbarkeit aus, dass sie in so würdiger Weise das Fähnlein der Londoner-Kolonie an den Ufern des Vierwaldstättersees hochgetragen haben.

Dass man uns nicht vergisst in dieser Stunde, im Anblick der Alpenfeuer, dafür haben wir einen Beweis, wie er uns kaum in einer schöneren und würdigeren Weise hätte zukommen können. Der Bundespräsident, der dieses Frühjahr eine kurze Zeit in London zugebracht hat, hat die Schweizerkolonie in der fernen Weltstadt nicht vergessen. Er hat damals ausserordentlich bedauert, dass der notwendigerweise streng private Charakter seines Besuchs es nicht zugelassen hat, irgendwie einer offiziellen Vereinigung seiner Landsleute in London beizuwohnen und dass er sich damit begnügen musste, sich über unser Wohlergehen in streng persönlicher Weise Aufschluss geben zu lassen.

Loud applause greeted these speeches by our Minister. He was followed by Signora Theresa Lunghi, who, in a peroration which is reproduced below, extolled in magnificent prose the beauties of Helvetia and the virtues of her people. This speech was also received with great and well-deserved acclamation.

On. le Signor Ministro, egregi e cari compatriotti,

Corrono oggi 637 anni dacché veniva concluso il primo patto di alleanza scritto fra le genti di Uri, Svitto ed Unterwald, quel patto che costituì l'atto di fondazione della Confederazione Svizzera. In questa solenne ricorrenza, piena di alto significato morale e politico, anch'io mi onoro di portare un saluto nostalgico alla Patria lontana, nell'armonioso e dolce idioma del Ticino.

Tutti noi Svizzeri abbiamo forti ragioni di essere fieri della nostra cara Patria, che è il cuore dell'Europa, non solo per la sua posizione geografica, ma non più perché tre grandi stirpi della vecchia Europa vi si fondono in una pacifica convivenza, serbandone ciascuna le proprie qualità e

DR. WANDER—AN EPIC IN INDUSTRY.

The following survey is taken from the August issue of the *Monthly Review* published by the "Swiss Office for the Development of Trade." —

Swiss foodstuffs exported to other countries have long been of good repute all the world over. Swiss cheese, Swiss chocolate, Swiss condensed milk, Swiss jam have become regular articles of consumption (even in countries which generally give decided preference to home industries and home produce) on account of their matchless quality and sound composition and in spite of occasional higher prices. In no other line of business are better results brought about by the good old Swiss principle of aiming at quality and not at cheapness. In the case of textile and metal goods the fewest purchasers are capable judges of quality, whereas everyone has a more or less correct appreciation of foodstuffs. One of the most interesting facts connected with this circumstance is the triumph of Ovaltine all the world over. The origin and history of the firm which produces this ideal food is therefore the subject we propose to deal with today.

Dr. George Wander, a young scientific chemist in Berne, was one of the first to give his attention to the preparation of various forms of Malt Extract. In spite of being black in colour and somewhat bitter, his first preparation, made in 1865, soon attracted the attention of medical men, and a small house in Berne, which still stands, became the site of his first chemical works. This modern enterprise developed slowly but steadily, and at his death in 1897 his son inherited a small but well-established concern, the true value of which lay in the recognition of the fact of which but a very few were at that time aware, that foodstuffs must be treated with the utmost care in order to preserve the valuable properties of the raw materials. How many mistakes were made on this line in former times!

Even at the present day vital nutritive substances are killed by unsuitable treatment, such as long boiling at a high temperature, treatment with acids, the addition of chemicals for preserving, etc., so that the consumer is supplied with inefficacious, worthless goods. Great progress has of late been made in this respect. The knowledge of diastasis which converts starch into sugar, of lecithin, a nerve food and of vitamins which are now constantly spoken of, are all steps on the way to due respect of the organic structure of our foodstuffs.

Equipped with this valuable knowledge, Dr. A. Wander, the son of the founder, made it his aim

from the very beginning to prepare a perfect food, the base of which should be malt extract, and by means of which it should become possible to strengthen the whole system, even in cases in which the digestive organs required the most careful treatment. This food was to contain all indispensable nutritive substances in the most concentrated form possible and was at the same time to be appetising and digestible. In 1904 Dr. Wander's Ovaltine was brought before the public, a food containing all the health-giving properties of malt, milk and eggs, to which a small amount of cocoa was added in order to make it perfectly palatable.

The inventor himself had no conception of the important part which his preparation was to play among the foodstuffs of the world. He first thought only of valuable and easily digestible food for invalids, convalescents and over-tired persons. This end was gained more speedily than he had dared to hope, for Ovaltine soon met with the approval of a large number of well-known doctors and is now almost universally used when the strengthening of the whole system is necessary in addition to the special treatment of some forms of disease. Consumers themselves who had had the opportunity of becoming acquainted with the valuable properties of Ovaltine in cases of sickness, helped to spread abroad the fame of this food, which is still becoming increasingly appreciated on account of the growing intensity of work. There were and still are so many active workers who feel that they are overtaxing their strength that it was but natural that a tonic food which made the strengthening of the whole system possible, even in cases of severe illness, should also be used in order to establish a reserve of strength and to make it possible to cope with the hardest mental and bodily work. Ovaltine is nowadays looked upon as the tonic food to be used when ordinary food is not sufficient. Sportsmen have also fallen in with this idea and consequently make use of Ovaltine in times of training, and matches or competitions of any kind.

In 1910, six years after the first appearance of this tonic food beverage, Dr. Wander founded the first branch works in England, which were soon followed by the establishment of works in Germany. Ovaltine is now made in eight different chemical works, two of the branches in England and in the United States of America having outstripped the original works by far. In 1927, when the buildings in Berne no longer sufficed for the carrying on of the work, the Nestlé's Milk factory at Neueneegg, near Berne, which had for some time been closed, was bought and reorganised for the preparation of Ovaltine. Continuing on the same line, a great

number of chemical products have been put on the market which cannot here be enumerated. The Wander Works are now also successfully engaged in the pharmaceutical industry. From the point of view of sale, Ovaltine is still the most important product, there being no country in the world in which Dr. Wander's preparations are unknown.

Great and speedy development, such as has taken place here, has its own particular dangers. It is easier to steer a small boat than a large vessel. Not only must the head always be on the alert in order to steer a large concern safely past the hidden rocks of present-day commerce, each one of his fellow workers must also strain every nerve. The primary condition for good work is that all concerned should feel happy and take interest in their work. In order to achieve this they must have ample scope for their capacities and should have no pecuniary worries. The managers of the Wander branch works are therefore allowed more independence than is usually the case. Valuable ideas are always passed on by means of regular reports, and healthy competition is thus aroused, with the most satisfactory results. The same principles are applied to the staff. No important post is filled without careful investigation as to whether a suitable person is to be found on the staff. It has in this way come about that for many years no important post has been given to an outsider. Everything is arranged by promotion. It is clear that this method of advancement bears good fruit. Nothing is so discouraging for any member of a staff as the knowledge that there is no hope of promotion; it is that which leads to many of the symptoms so often found fault with in officialdom. Stagnation is always the beginning of decay.

The system of giving the staff a share in the profits was introduced in the Wander works long before the War, each member of the staff receiving a percentage on his salary equal to the percentage of dividends paid out. A well regulated system of pensions and funds for widows and orphans takes the burden of provision for the future and for their families off the employé's shoulders on about the same scale as in the case of federal officials. Exemplary provision for victims of accidents is made by the Swiss government. The Wander sick funds are also recognised by the State and were consolidated last year by the issue of a working capital.

Dr. Wander's special hobby is his chemical laboratory, for, like every far-sighted business man he knows that no man must ever rest content with results already achieved, however good they may be, but that unceasing striving after further knowledge and greater perfection alone gives a man the right to face the future with confidence.