

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: - (1950)

Heft: 1147

Rubrik: To our subscribers

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften. 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. [Siehe Rechtliche Hinweise.](#)

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. [Voir Informations légales.](#)

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. [See Legal notice.](#)

Download PDF: 02.03.2025

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

late industry delivered 7 million 50 grm bars of chocolate to the Swiss armed forces. Theobromine increased the physical endurance and raised the morale of our soldiers.

As in other fields, our industry also had its worries. Raw materials restricted by quotas could no longer be obtained in sufficient quantities. Skilled workers left to go into other industries. These difficulties did not last long however. International restrictions on cocoa beans were lifted a little over a year ago and the home industry was able to continue its successful progress. It is expected that in 1950 exports will amount to a value of about 10 million francs. Home consumption has settled down somewhere in the neighbourhood of 48 million lbs. Swiss chocolate is in such demand nowadays that our industry could again export about 100 million francs worth of chocolate every year if there were no difficulties such as customs barriers and currency restrictions in the way. But unfortunately these difficulties still exist. Exports of chocolate will very probably undergo a further appreciable reduction in the course of the years to come once the industries of countries touched by the war have recovered. Nevertheless a healthy optimism reigns throughout the Swiss chocolate industry.

(*Swiss Industry and Trade.*)

KOREA.

Unhappy land, laid waste and desolate,
Its towns in ruins, homesteads set alight,
The highways thronged with families in flight,
Terror, despair and misery their fate.

No alien enemy stood at the gate
That threatened them and brought about their plight,
But brother facing brother, in a fight
Provoked by ignorance and senseless hate.

Theirs was no war for glory and for fame,
They were involved in a far deeper game,
Misguided pawns on Asia's checkerboard.
Whatever be the end, this tragedy
May prove once more the ancient truth that he
Who draws the sword shall perish by the sword.

J.J.F.S.

Xmas Greetings

Following former years' practice we propose to publish again in our December issue a collective greeting.

The scarcity of paper and the costs of Xmas cards, should induce many of our subscribers to make use of this facility to extend to their friends the compliments of the season.

Those of our readers and friends wishing to be included should forward name and address to our office not later than Tuesday, December 5th, 1950, together with remittance for 6/-.

TALKING ABOUT HIS HOBBY.

FROM DEREK MEAKIN.

Every week-end for five years Mr. George Dixon, a business representative in Berne, Switzerland, took his camera into the mountains. He travelled hundreds of miles by mountain railways and by postal coaches along snake-like Alpine passes, and he climbed to spots inaccessible to the ordinary English tourist.

Now he has turned his one-time hobby into a full-time business. With the thousands of coloured slides he took on his week-ends before the war he has become a lecturer on Swiss life and scenery.

At his home in Arden Street, New Mills, Mr. Dixon, who is now 43, told me he has received invitations to give his 80-minute lecture "The Alpine Mirror" in most of the big towns in the North-west. Already he has a bookful of engagements from photographic, literary and philosophic societies, libraries and educational authorities who want him to visit this winter.

"I have been interested in photography since I was a schoolboy", he said. "Now I only take natural colour photos. To my mind that is the only way of truly expressing the subject."

TO OUR SUBSCRIBERS.

The Publishers would be greatly obliged, if subscribers who are in arrears with their subscriptions would kindly forward their remittance as soon as possible.

Fly

SWISSAIR

TO

SWITZERLAND

Daily direct services to Zurich, Geneva and Basle. Special Winter Fares (valid 23 days) will be reintroduced from the 15th of December.

LONDON - ZURICH (return)	... £25 0 0
LONDON - BASLE (return)	... £23 10 0
LONDON - GENEVA (return)	... £23 10 0
MANCHESTER - ZURICH (return)	... £29 10 0



For reservations please apply to
your **LOCAL TRAVEL AGENT**