

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: - (1933)

Heft: 597

Artikel: At the "Ideal Home" exhibition

Autor: [s.n.]

DOI: <https://doi.org/10.5169/seals-690017>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. 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. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

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. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

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. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 28.01.2026

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

distinguished company including one hundred members and their guests, three gate crashers and **ck.**

As I wandered round the room, I saw several persons who were present on the last occasion and others who were not. I was sorry to hear that the wife of one of our prominent members was unable to be present on account of ill health. On several occasions, this lady has been very kind to me, and has helped me by supplying technical details about the frocks worn. My heart once more began to grow heavy within me, when I met the Lady with the Cardinal Finger Nails. This does not refer to their shape, as they had not Cardinal Points, but to their colour, for I am informed that such is the correct description.

However, they pleased me so vastly that I forgot all about the frocks and so I shall have to find something else to say. And then I thought I was saved again, for I was introduced to an important guest from America, who expressed his willingness to be interviewed for the Swiss Observer. Oh joy! At last, someone had consented to be interviewed and I was just trying to remember the proper style of the american interviewer as I saw him when we approached New York, but whether it was the effect of the Cardinal Finger Nails or for some other mysterious cause, I have quite forgotten what he did tell me except, that I have a vague recollection that he said he had come over in connection with the Worlds' Fair at Chicago — a century of progress. I believe I was guilty of colossal ignorance for I did not know why there should be a Worlds' Fair at Chicago or with which century the progress was connected. However, if he reads these lines, perhaps he will forgive me and write a nice letter to the Editor, so that the readers of the Swiss Observer may really know what it is all about.

The Orchestra was most energetic and played a lot of jolly tunes, but I forgot to ask our musical expert if the tempo was right this time. In short, a very successful evening (Bother! I said that last time). Congratulations to the Committee, etc., etc., etc., etc., and I can now go to sleep until the summer evenings demand the services at the Brent Bridge Hotel of **ck.**

HANS R. HEITZ. †

The death of Hans R. Heitz came as a great shock to his numerous friends and business acquaintances. At the age of 54 many fruitful years should have been before him had Fate not willed otherwise. It may well be that his will power to do things, his tremendous energy, induced him to over-strain his physical strength, though he was by no means a weakling; but then his will to conquer difficulties, to organise and to control, and the work he put into these endeavours, practically knew no limits. Nothing was too much for him. Travelling at night, negotiating during the day, drafting contracts, agreements, getting business, so long as there was something to do. "H.R.H." did not think of sparing himself. Out-spoken decisions, perhaps rough at times, certainly always to the point, and invariably quick and positive, were some of his main characteristics. He was a capable, profound thinker and methodical planner; ready to listen to counsel at times, he was more apt to come to rapid independent decisions. He was a business getter of the very first calibre. He was more than that. He knew how to surround himself with able, willing, devoted co-operators. He knew also how to visualise, to weigh up chances, to take risks, and to read possibilities and the future in his particular line, better perhaps than most of his competitors. No wonder, therefore, that, after he had for many years been Managing Director of the Lep Transport & Depository Ltd., the end found him at the head of the N. V. Transport Maatschappij, Lassen & Co., Rotterdam, with Zurich as the centre from which he developed his activities.

In his youth he studied at the special School for Railway Officials in Bienne, and was for several years afterwards occupied as a railway clerk at different railway stations in Switzerland. His theoretical and practical knowledge of the business that he was to exploit later, viz. international transport, was consequently well founded. Without this special training, even his considerable personal qualifications could not have brought him to the zenith of a Transport Specialist's career.

Though his mind was almost constantly occupied with transport and shipping matters, he found a certain amount of recreation in the pleasures of a beautiful garden, and in farming. Those who were privileged to know his home in Surrey, and of late years in Reinach, Canton Aargau, can testify to his good taste and also to his hospitality.

He was a loving father, who followed the rearing of his two boys with the keenest interest, occupying himself with every detail of their bringing up and training. His family, the business concerns which he directed, and his colleagues and friends suffer great loss.

G. W.

AT THE "IDEAL HOME" EXHIBITION.

Among the 600 stands at the " Ideal Home " Exhibition, there are a few that should appeal especially to our compatriots.

During a casual walk on the opening day, which was by no means as well frequented as in previous years, we really could not help noticing the large stall occupied by the Bulle Co. Ltd., of which the popular Mr. H. Binggeli is the Managing Director. The display is pleasing to the eye, and the stand is permeated by a stimulating atmosphere: like its principal, the goods are infused with a life and rhythmic movement that seems to be everlasting. Apart from this, there is, at one of the entrance halls, an immense dial, which in an ingenious way proves that Bulle time is always the right time throughout the world.

The "Aidas Electric Ltd.," shows the well-known "Sadia" water heaters, which used to be manufactured in and imported from Switzerland. The nature of the exhibit does perhaps not exercise such a general appeal as the Bulle clock, and for this reason we should have liked to see the display a little more attractive. It is, however, well worth to have a chat with one of the salesmen, and you will be surprised to learn that, for a comparatively small initial expense, you can indulge in a daily hot bath at the cost of about twopence.

PATZENHOFER

FINEST

PILSENER & MUNICH

Lager Beer

Bottled at the Brewery

Sole Agents for U.K. and Export : JOHN C. NUSSLE & Co. Ltd.

8, Cross Lane, Eastcheap,
LONDON, E.C.3.

Phone : Royal 8934 (2 lines).

LIFE AFTER DEATH

presented in the light of
the CHRIST TEACHING.

Read

"The Greater World"
publ. weekly, 2d. a copy;
subscription rate 10/10 p.a.

"Le Monde Supérieur"
and

"Die Groessere Welt"
both issued monthly; 6d. a copy
subscription rate 7/- p.a.

ACCOUNTS OF PSYCHIC EXPERIENCES,
SPIRIT MESSAGES, SUPERNORMAL PHOTOGRAPHS.

Published at

3, Lansdowne Road, Holland Park, LONDON, W.11.
(Specimen Copies free on application.)

MISCELLANEOUS ADVERTISEMENTS

Not exceeding 3 lines:—Per insertion 2/6 three insertions 5/-
Postage extra on replies addressed to Swiss Observer

CHAUFFEUR, with excellent references seeks situation for private or commercial car. Last situation in London kept for 11 years, clean licence, speaks three languages. Apply Swiss Benevolent Society, 34, Fitzroy Square, W.1.

ABSOLUTE COMFORT at Regency House, 10, Redcliffe Street, South Kensington, S.W.10. (Phone : Flaxman 6129) Sunny corner house, divan bed sitting rooms, good breakfasts, bath, electric light, etc., from 25/- per week, near buses and tube.

MERCHANT near Bank offers share offices and staff with other business house. Apply Box No. 14, c/o Swiss Observer, 23, Leonard Street, E.C.2.

FORTHCOMING EVENTS.

Wednesday, April 5th, at 7.30 p.m. Société de Secours Mutuals — Annual General Meeting — at 74, Charlotte Street, W.1.

Tuesday, April 11th, at 8 o'clock — City Swiss Club — General Annual Meeting — at Pagan's Restaurant, Great Portland Street, W. (See advert.).

Wednesday, April 12th, at 8 o'clock — Swiss Mercantile Society Ltd. — Monthly Meeting — preceded by supper at 7 p.m. A lecture illustrated with colour slides of Mittelholzer, by A. Tall, Esq., on "Series of Views from the National Park to the Valais" will follow.

CITY SWISS CLUB.

Messieurs les membres sont avisés que

L'ASSEMBLÉE GÉNÉRALE ANNUELLE aura lieu le 11 avril au Restaurant PAGANI, 42, Great Portland Street, W.1 et sera précédée d'un souper à 7 heures (prix 5/-).

ORDRE DU JOUR :

| | |
|--|--|
| Procès-verbal. | Election des Vérificateurs des Comptes. |
| Admisions. | Election des Fidéicommissaires du "Club House Fund." |
| Démissions. | Press Reporter. |
| Rapport Présidentiel. | Réunions d'été. |
| Rapport des Vérificateurs des Comptes. | Divers. |
| Election du Comité. | |

Pour faciliter les arrangements, le Comité recommande aux participants de s'annoncer au plus tôt à M. P. F. Boehringer, 23, Leonard St. E.C.2 (Téléphone: Clerkenwell 9595).

FOYER SUISSE, 15, Upper Bedford Pl., W.C.1

SUNDAY, APRIL 2nd, 1933.

JOSEPHINE BUTLER,

by Miss A. P. DUNCAN, Secretary of Alliance of Honour.

TEA from 4-5

LECTURE 5-6

Every Swiss Girl Welcome.

AUG. BINDSCHEDLER

House Decorator

ELECTRICITY PLUMBING GASFITTING
CARPENTERING ROOFING Etc.

HIGH CLASS WORK AT MODERATE PRICES.

9, Tolmers Square, Hampstead Road,
Phone : MUSEUM 0412. N.W.1

W. WETTER

Wine and Cigar Importer.

67, GRAFTON STREET, FITZROY SQ., W.1

BOTTLED IN SWITZERLAND.

| | |
|---------------------|-------------------------------|
| Per Doz. 24/2 | Per Doz. |
| Clos du Mont Valais | Dezaley 56/- |
| Fendant ... | Johannisberg de Sion ... 54/- |
| White Neuchâtel ... | Dôle Red Valais de 56/- |
| Red Neuchâtel ... | Sion ... 58/- |

As Supplied to Whipsnade Zoo —

Nett Cash. Carriage paid for London.

COUNTRY ORDERS MUST BE PREPAID.

| | |
|--------------|--|
| Speciality : | REAL BRISAGOS "POLUS" ... 30/- per 100 |
| " TOSCANIS " | 15/- per 100 bouts |

ALL ORDERS EXECUTED IMMEDIATELY

Drink delicious "Ovaltine"
at every meal — for Health!

Divine Services.

EGLISE SUISSE (1762),

(Langue française.)

79, Endell Street, Shaftesbury Avenue, W.C.2.

(Near New Oxford Street)

Dimanche, le 2 Avril 11h. — M. R. Desaules.

6.30h. — M. R. Hoffmann-de Visme.

Dimanche des Rameaux, 9 Avril, Ste. Cène, ainsi que Vendredi Saint et Pâque.

SCHWEIZERKIRCHE

(Deutschschweizerische Gemeinde)

St. Anne's Church, 9, Gresham Street, E.C.2.
(near General Post Office.)

Sonntag, den 2. April 1933.

11 Uhr morgens, Gottesdienst und Sonntagsschule.

7 Uhr abends, Gottesdienst.

8 Uhr Chorprobe.

Donstag, den 4. April 1933.

Nachm. 3 Uhr : Nähverein im "Foyer Suisse."

Printed for the Proprietors, by THE FREDERICK PRINTING CO., LTD., at 23, Leonard Street, London, E.C.2.