

# At the "Ideal Home" exhibition

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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., 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, Lissen & 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 a 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. Binggely 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.



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## FORTHCOMING EVENTS.

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

Tuesday, April 11th, at 8 o'clock — City Swiss Club — General Annual Meeting — at Pagani'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  
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42, Great Portland Street, W.1. et sera précédée  
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### ORDRE DU JOUR.

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

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## SCHWEIZERKIRCHE

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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 Chorpöbe.

Dienstag, den 4. April 1933.

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

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