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Visit of the Swiss Minister with Members of the Colony to the DAILY MAIL IDEAL HOME EXHIBITION.



H. E. The Swiss Minister being received inside the Exhibition by Mr. Clarke, one of the Managers of the Exhibition, and Mr. Bingguely.

At the instigation of Mr. H. Bingguely, the Swiss Minister honoured the Daily Mail Ideal Home Exhibition with his visit a few days ago.

The Swiss Minister, accompanied by Mr. Rezzonico, Councillor to the Swiss Legation, arrived at the Exhibition at 5 o'clock, and was received by Mr. E. C. Clarke, one of the Managers of the Exhibition, and our compatriot Mr. Bingguely. A number of distinguished members of the Colony were present.

The Minister was shown the many features of the 21st Ideal Home Exhibition. He was greatly impressed by the beautiful decoration of the Golden Hall of Homage.

One of the first exhibits visited was that of Bulle Clocks, where Mrs. Bingguely received the party, after which she joined them in touring the

Exhibition. The Minister was interested to learn that Bulle Clocks with their constant increase in business were now also manufacturing in Switzerland. His attention was directed to these famous battery clocks showing the times in all parts of the World. Switzerland was not omitted by any means, and the Basle time had been prominently displayed so that the Minister would be able to see the time in his home town.

The gardens were particularly admired by the Minister, who felt the atmosphere was very similar to Switzerland, and he was greatly impressed by the purity of the sun set effects.

The party then proceeded to the Scottish section where the wonderful Crypt of Glamis Castle was visited, and the Minister was particularly interested in the Scotch relics, being himself a well-known authority on old silver and antiques.



His Excellency sitting down with Queen Charlotte.

After that, the party went over a full size reproduction of the Bridge of the "Queen Mary." Fortunately, irrespective of the weather conditions which were so stormy, the Queen Mary maintained its reputation of being perfectly steady, and none of the members of the Swiss Colony were affected by sea sickness.

A visit to the labour saving section, and to the Navy at Home proved of great interest, particularly to those of the party who happened to be members of the Swiss Navy. One of the most interesting features was the reproduction of the Rooms of English Monarchs.

The Beauty Section also attracted the attention of the visitors, and most of them were anxious to go and watch the beautiful mannequins inside the fashion theatre.

The Ideal Home Exhibition is officially timed by Bulle Clocks, over fifty large public Bulle Clocks are installed at Olympia specially for the Daily Mail Ideal Home Exhibition, and were seen all over the Hall. I am told also that over 400 Bulle Clocks are in use on the stands, these being loaned by Bulle Clocks as a service to Exhibitors.

Another huge clock, 10 feet in diameter, made by Mr. Bingguely, was *greatly admired*. This is made of glass, and has maps displaying the British Empire. The time in each part of the Empire is shown by a Bulle Clock, and the whole is brightly illuminated.

After the visit of the Exhibition, a little cocktail party was graciously offered by the Daily Mail to our Swiss friends, and the Minister declared himself very satisfied with his visit, and considered the Exhibition the best he had seen. (Photos by courtesy of the Daily Mail).



The Minister being received at the Bulle Clock Stand by Mrs. Bingguely.



The Party Visiting the Gardens.

Amongst the members of the Colony were present: Messrs. E. Luterbacher, Swiss Bank Corporation; A. F. Suter, N.S.H.; L. Chapuis and Mr. G. Marchand, City Swiss Club; C. Campart, Secours Mutuels, O. Grob and J. J. Schneider, S.M.S.; A. Homberger, W. Gattiker, V. C. Ceresole, Swiss Federal Railways; Dr. Kessler, Neue Zürcher Zeitung, G. Keller, Schweiz. Depesch Agentur; A. Stauffer, Swiss Observer.