

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: - (1969)
Heft: 1583

Artikel: Joesph Guggenheim 90
Autor: MM.
DOI: <https://doi.org/10.5169/seals-696722>

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: 06.02.2025

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

Mr. W. Renz will be 71 and Mr. C. Nater 61 on 2nd January, and Mr. J. Christen of Oberwill (Zug) 81 on 3rd January. Mr. E. P. Locher will be 76 on 4th and Mr. A. Baenziger 75 on 7th January. Mrs. L. Meyer will celebrate her birthday on 10th and Mrs. L. Moehr on 12th of the month. Mrs. H. Tschuy will be 69 and Capt. T. D. Richardson, O.B.E. 83 on 16th January. And now, an omission: Mme. Roost, of St. Imier, was 92 on October 30th. Congratulations all round!

ACKNOWLEDGMENTS

We wish to thank the following subscribers for adding donations to their subscriptions or Christmas Greetings and/or for taking out or renewing gift subscriptions for friends or old-age pensioners:

Miss B. A. Bujard, Mrs. R. D. Diviani, Mrs. A. E. Gamper, Mrs. R. Peter (Niederglatt), Mrs. A. C. Stahelin, Monsieur l'Ambassadeur R. Faessler (Stockholm), Monsieur le Ministre W. de Bourg (Lausanne), The Rev. P. K. Wipf (Sissach), and Messrs. A. P. Berti, L. A. Durnat, G. Godet, G. Gysi, G. Hediger, J. E. Jenny, F. J. Meier (Diessenhofen), A. Obrist, E. C. Schmid, O. Schoenholzer, J. R. Suter (Zurich), H. Walti.

We are most grateful for their kind and welcome support.

PERSONAL

In Memorium

SEITZ — in loving memory of my dear husband Frank who passed away on 26th December, 1964. I remember you always — Kathleen.

FORTHCOMING EVENTS

JANUARY

- Wednesday 14th. Swiss Mercantile Society. Monthly Meeting. 7 p.m.
- Tuesday 20th. Royal Festival Hall 8 p.m. Nikita Magaloff plays Beethoven's Piano Concerto No. 2.
- Saturday 24th. Swiss Mercantile Society. Annual Banquet and Ball. Dorchester Hotel. (Not in February!)
- Tuesday 27th. Swiss Club Edinburgh. 8 p.m. 187 Canongate Fondue Party.
- Tuesday 27th. City Swiss Club. Card Evening.

DISPENSARE FRANCAIS

Pendant tous ces derniers mois, les médecins consultants ont continué avec un extrême dévouement et en dépit des conditions matérielles défavorables, à assurer un service de consultation au Dispensaire Français.

Les travaux d'aménagement du nouveau Dispensaire se poursuivent activement et il est espéré que le nouveau Dispensaire ouvrira ses portes avant la fin de l'année. Dans des locaux modernes et fonctionnels le Dispensaire pourra poursuivre ainsi la tradition séculaire de l'ancien Hôpital Français et offrir à tous les Français ou Francophones de condition modeste un service complet de consultations gratuites. Dès l'emménagement dans les nouveaux locaux, nous ferons connaître largement les nouveaux horaires de consultation mais d'ores et déjà, on peut dire que les consultations seront plus fréquentes et que nous envisageons également des consultations en fin de journée, pour permettre aux personnes employées de bénéficier des services du Dispensaire.

La future adresse du nouveau Dispensaire Français sera:

Jellicoe House,
4, Osnaburgh Street,
London, N.W.1.

(Jellicoe House est pratiquement en face de la station de l'Underground Great Portland Street).

Nous regrettons d'annoncer le décès du Docteur Robert Rowe, qui fut pendant 30 ans attaché comme Chirurgien à l'ancien Hôpital Français. Il avait pris sa retraite en 1934 et est décédé l'été dernier dans le Midi de la France, où il s'était retiré avec sa femme. (RLT)

JOSEPH GUGGENHEIM 90

Few reach the age of 90, and in the Swiss Community in Great Britain it is a very rare event indeed. On 15th December, Mr. J. L. Guggenheim, of 71 Hamilton Terrace, N.W.8, will celebrate his 90th birthday. A couple of years ago a mistake cropped into the S.O. birthday column, and I gave his age inadvertently as 10 years younger. If I did this today, nobody would query it on seeing "Guggie", for he certainly does not look his age. He was born at

Baden in 1879, and learned his trade, that of tailoring, in Zurich before coming to London in 1900 to learn cutting. 60 years ago, he founded the firm of Guggenheim and Peacock. He fostered fine craftsmen such as the Stanburys and has enjoyed long associations with Donald Chambers, a co-director who was with him for well over fifty years, and Thomas Cairns, another director, chief cutter since 1946.

Every aspect of the craft — making, cutting, buying and selling — has given him satisfaction and pleasure, possibly because he has followed his own advice: "Take interest in your work. If you want to succeed in any profession you must love it".

Mr. Guggenheim believes that most of the changes he has lived through in the trade have been for the better. Working conditions, for instance. He also considers that standards are higher and young tailors better.

On the other hand he deplores the fact that clothes have lost the variety of traditional styles which existed before 1914 when morning coats, dress coats and dress overcoats were essential in a gentleman's wardrobe.

It was the individual nature of a garment which appealed to Mr. Guggenheim. But the factors which govern changes in general taste remain a mystery to him.

Customers and colleagues know Mr. Guggenheim simply as "Guggie". They popped in to shake hands and often accompanied their cheques with letters beginning "Dear friend Guggie".

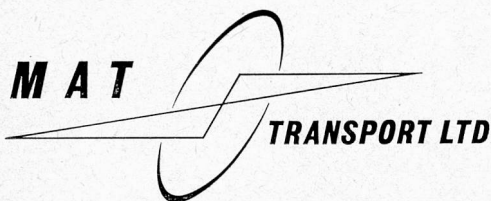
This personal contact which is the heart of the bespoke trade kept Guggie busy in later years in an administrative capacity.

He was the longest-serving member of the British bespoke trade, indeed its Doyen. Mr. Guggenheim has been a great traveller all his life, and he has returned to his native Switzerland again and again. In the life of the Swiss community, too, he has taken an interest, and well do I remember him as an excellent dancer not so many years ago at the City Swiss Club Ball.

His many friends send him hearty congratulations and best wishes on this special occasion and they hope he will keep his sense of fun for many more years to come. (MM)

PIONEERS of MODERN TRANSPORT

Specialists in **GROUPAGE** Services
to and from Switzerland and most
other Continental destinations.



"Arnold House", 36-41 Holywell Lane,
LONDON, E.C.2.

Tel. 01-247 6500

Telex. 28404/21453

Trainferry

TIR Trailers

I.S.O. containers

Lift-units, etc.

ALLIED HOUSES:

BASLE

M·A·T TRANSPORT A.G., Peter Merian Strasse 50
PHONE: 351800. TELEX BASLE 62216-MATTRANS

ZURICH

M·A·T TRANSPORT A.G., Sihlfeldstrasse 88, 8036 Zurich
PHONE: 258992/95. TELEX: ZURICH 62458-MATTRANS