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NEWS FROM THE COLONY



J. L. GUGGENHEIM
80 years old

On Tuesday, December 15th, Mr. J. L. Guggenheim, of 69, Hamilton Terrace, N.W.8, Managing Director of Peacock & Co. (Tailors) Ltd., 5, Cork Street, W.1, will join the small circle of

octogenarians in the Swiss Colony, and we are extending to him our sincere congratulations and best wishes.

On 11th March of this year it was half a century since Mr. Guggenheim established himself in London as a tailor. He was born in 1879 at Basle, and went straight from school on to the "bench" learning the practical side of tailoring at Zurich, Frankfurt a.M., and the art of cutting in London. It was in September 1900 that as a young man, he came to London, to have "a look round" — and to gain some experience. Apparently his visit impressed him, for he stayed on nine years and later started a business of his own, within "The Golden Mile" of Savile Row.

Hardworking and painstaking, our friend was soon able to make a name for himself in the tailoring profession, enjoying the patronage of a substantial English *clientèle* to which he added in time an appreciable number of Swiss customers by paying periodical visits to our country, and to-day the name of his firm enjoys the reputation of being amongst the leading tailors in the West End of London.

Mr. Guggenheim, apart from being a member of the London Federation of Master Tailors, belongs to the City Swiss Club, which he joined in 1913.

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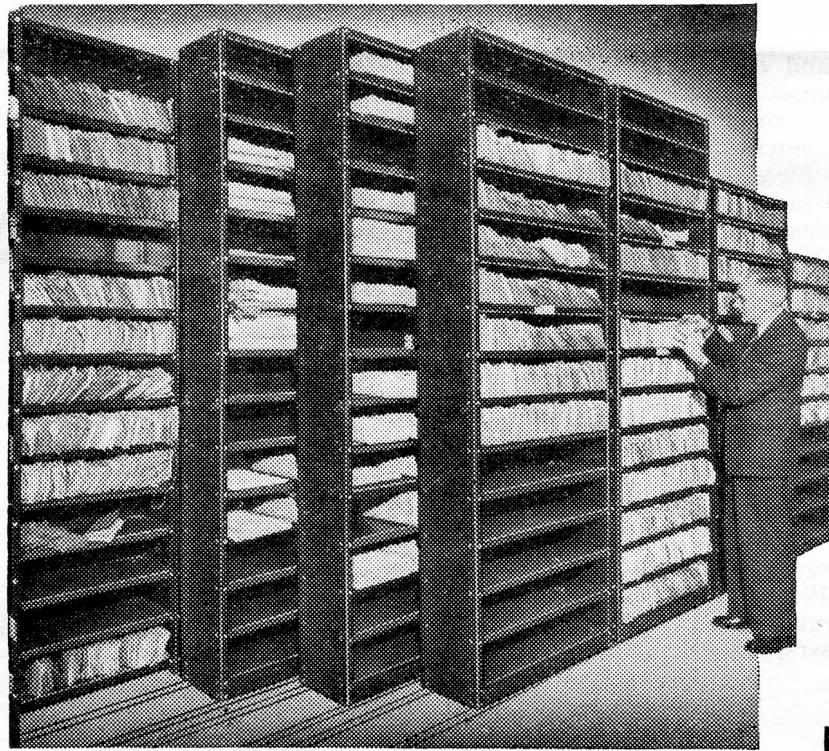


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