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A JUBILEE.



J. L. GUGGENHEIM.

Next month a Swiss-managed concern, Messrs. Peacock & Co. (Tailors) Ltd., of 5 Cork Street, London W.1, will celebrate the 50th anniversary of their foundation, and we have much pleasure in extending to them our heartiest congratulations.

On 11th March it will be half a century since our compatriot, Mr. J. L. Guggenheim, established himself in the Metropolis as a tailor. He was born in December 1879 in Baden, and thus at the end of the current year will be able to put on record a second jubilee, namely the one of his 80th birthday, for which we wish him *ad multos annos*!

Mr. Guggenheim 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 this 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. These visits were for the last 22 years always undertaken with "Swissair".

Apart from general tailoring the firm had also specialised in the making of uniforms for diplomats, and a number of Ambassadors and Ministers — amongst them some Swiss ones — have presented their credentials in various capitals in uniforms made by Peacock's.

In 1940 the firm's premises were destroyed through bombing, and our friend had to start again almost from scratch. Undismayed, and with real Swiss tenacity, he went to work, and before long he was successful in regaining and adding to his former *clientèle*, and to-day the name of Peacock 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, and where he is often seen.

On being asked recently what his hobbies consist of, he told the writer with a smile, "My hobby is work, and I have no time for retiring". This is, no doubt, the key to the success our compatriot has achieved in his business venture.

ST.

AN APPOINTMENT.

We congratulate Mr. R. L. Thomas, of 32 Cyril Mansions, Prince of Wales Drive, S.W.11, on his appointment as General Manager of British Brown-Boveri Limited, 75 Victoria Street, S.W.1, in succession to the late Mr. Henry Oswald.

Mr. Thomas was born in Jussy (Ct. Geneva) in June 1924. He received his schooling in Geneva, Lucerne, and at the Federal Institute of Technology (ETH), Zurich, where he completed his studies. He joined the firm of Brown-Boveri A.G. Baden in 1949, first as a draughtsman in the Gas Turbine Design Department, and later as Research Engineer in the Laboratory for Aero-Dynamics.

From 1953 to 1955 Mr. Thomas held the post of Sales and Contracts Engineer in Pakistan, and after his return to Europe, in the winter of 1956, joined British Brown-Boveri Limited London; there he was mainly occupied with the supply and erection of machinery to Rolls-Royce for their aero-engine high altitude testing plant.

In the Swiss army he holds the rank of First Lieutenant of Infantry.

We wish Mr. Thomas much success in his new position of responsibility.

EDITOR'S POSTBAG.

Swiss Benevolent Society,
31, Conway Street,
Fitzroy Square, London, W.1.

A. Stauffer, Esq.,
The Swiss Observer,
London, E.C.2.

Dear Mr. Stauffer,

May we, through the columns of the "Swiss Observer", tell all our good friends who so kindly answered our Christmas Appeal that their great generosity enabled us to distribute parcels of clothing, household articles, food and other comforts to close on 200 people in all. How much pleasure this action has given is shown by the numerous expressions of thanks and appreciation which we have received and which we gladly pass on here to the donors — private individuals, firms, the Sewing Groups of the Colony — as well as to the willing helpers who gave us their time and goodwill in preparing, packing and distributing these parcels.

And we are, of course, grateful also to you for your kindness in allowing us space for our Appeal.

Yours very truly,
SWISS BENEVOLENT SOCIETY,
J. Zimmermann,
Secretary.

16th February, 1959.