

# Man of style

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## FORTHCOMING EVENTS

- Every Sunday 7 to 11 p.m. — The Swiss Catholic Youth Club — Social at Westminster Ball Room, 30 Strutton Ground, S.W.1.
- Every Thursday, from 6 to 7.30 p.m. — Discussion Circle in English — Young men specially invited. Tea from 6 to 6.15 p.m. Swiss Y.M.C.A., London Central Y.M.C.A. Building, Great Russell Street, W.C.1.
- Every Thursday from 7.30 p.m. to 10 p.m. — Unione Ticinese — meets at the Swiss Hostel for Girls, 9 Belsize Grove, N.W.3. All Ticinesi welcome. The "Corale" rehearses from 8 p.m. to 9 p.m.
- Every 1st Tuesday at 7.30 p.m. — Swiss Get-Together at 2 Sussex Place, Widcombe, Bath.
- Every last Thursday of the Month — Swiss Club Manchester — Ordinary Monthly Meeting from 6 p.m. at the Midland Hotel, Manchester.
- Tuesday, 14th January, 7.30 p.m. — Nouvelle Société Helvétique — TALK (with discussion) on "Switzerland and the Swiss Abroad" by Dr. H. J. Halbheer (Berne) — followed by ANNUAL FILM SHOW — Livingstone Hall. (See advertisement.)
- Wednesday, 15th January — ASSEMBLY OF PRESIDENTS OF SWISS SOCIETIES IN GREAT BRITAIN.
- Saturday, 25th January — Swiss Mercantile Society — ANNUAL BANQUET AND BALL — Dorchester Hotel, W.1.
- Tuesday, 28th January, 7.45 p.m. — Nouvelle Société Helvétique — INFORMAL GATHERING to meet and hear Minister M. Jaccard, Chief of the Section for the Swiss Abroad, Département Politique Fédéral. (Details to follow.)
- Thursday, 30th January — Swiss Club Manchester — MONTHLY MEETING.
- Friday, 31st January, 7.15 p.m. — Swiss Philatelist Society — ANNUAL GENERAL MEETING followed by film show — Swiss House, 35 Fitzroy Square, W.1.
- Wednesday, 5th February 1964 — Secours Mutuels des Suisses à Londres — First Meeting in the New Year — at Swiss House, 35 Fitzroy Square, W.1, at 7 p.m.
- Saturday, 8th February — Swiss Club Manchester — CHOUROUTE LUNCH followed by the ANNUAL GENERAL MEETING.
- Wednesday, 19th February, 7 p.m. — Swiss Mercantile Society — ANNUAL GENERAL MEETING — Swiss House, W.1.
- Saturday, 14th March — Wigmore Hall — PIANO RECITAL by Ruth Huggenberg.

### WELFARE OFFICE FOR SWISS GIRLS IN GREAT BRITAIN

11 Belsize Grove, London, N.W.3.

(Nearest Underground Station: Belsize Park)

#### RECEPTION HOURS

Tuesday, Wednesday, Thursday, Saturday  
2 p.m. to 5 p.m. or by appointment

Telephone: PRImrose 4260

## MAN OF STYLE

### A DOYEN OF THE BESPOKE TRADE

Joseph Guggenheim dislikes publicity as much as he hates controversy. It is however a burden he has to bear frequently, the penalty of being one of the longest-active members of the British bespoke trade.

He founded Peacock & Co. with Mr. A. Peacock 54 years ago as Guggenheim & Peacock. He fostered fine craftsmen such as the Stanburys and has enjoyed long associations with Donald Chambers, a co-director who has been with him for fifty-two years, and Thomas Cairns, another director, chief cutter since 1946.

Born in 1879 in Baden, Switzerland, Mr. Guggenheim learned tailoring in Zurich before coming to London in 1900 to learn cutting.

Each 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.

"The workpeople get a break today and the lulls between busy periods are not so sharply demarcated. The slack seasons in pre-war times were a nightmare to masters and men."

He also considers that standards are higher and young tailors better: "Training methods are more rational and the demands made on the new generation of tailors more severe because of the delicate materials used."

On the other hand he deplors 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 is the individual nature of each garment which above all appeals to Mr. Guggenheim. But the factors which govern changes in general taste remain a mystery to him.

"When wide trousers were in fashion, narrow trousers looked spivvy; now it is the turn of the wide trouser to look ridiculous."

Of two things he is sure: "Changes in style will never be dictated by the whim of a designer, and all sudden and extreme deviations from tradition die a natural death."

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

This personal contact which is the heart of the bespoke trade keeps Guggie busy even today in an administrative capacity. He still travels abroad, too, keeping in his hand at measuring and fitting customers.

For holidays, he often returns to Switzerland which for him is "a home from home".

(By courtesy "Style Weekly", 31st October 1963.)

### OUR NEXT ISSUE

Our next issue will be published on Friday, 24th January. We shall be grateful to receive reports and contributions by the first post on Wednesday, 15th January. Short news items only can be accepted later.