

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: - (1950)

Heft: 1130

Artikel: Willy Deutsch

Autor: [s.n.]

DOI: <https://doi.org/10.5169/seals-687622>

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WILLY DEUTSCH.
(GALLUS.)

To write about a personal friend, who is happily still amongst us, is no easy task; one feels to a certain degree shy of exposing one's innermost feelings in public, especially when the man is known to be of modest disposition and reluctant to be exposed to the glare of the limelight.

If, to-day, I take the risk of embarrassing the subject of my biographical notes, I do so, because I very deeply feel he richly deserves, that a tribute, however small and inadequate, should be paid to him.

Willy Deutsch, known to the readers of this paper under the pseudonym of "Gallus" has, almost from the foundation of the "Swiss Observer", over thirty years ago, been a constant and prolific contributor.

Many of the patriotic demonstrations held in the Colony have been reported in our columns by his easy flowing pen, either in prose or verse. His sonnets have portrayed many an important event in the Colony. He has written with great feeling of anniversaries, birthdays, weddings, etc., in his inimitable style, and if ever a history of the Swiss Colony shall be written; its biographer will find rich material for his task from Willy Deutsch's writings.

Like another faithful collaborator of the Official Organ of the Swiss Colony in Great Britain, J. Schad (J.J.F.S.), of whom I had the honour to write in our recent Xmas Number, "Gallus" has translated, on the invitation of the City Folklore Club, many of our patriotic and folklore songs into English.

His translation of the well-known Swiss Hymn, "Trittst im Morgenrot daher", was honorably mentioned by Dr. A. Lätt (first Editor of this paper) in his Radio talks for "Auslandschweizer".

Perhaps one of his best efforts was the "Sonetten-Kranz" written on the occasion of the 650th anni-

versary of the foundation of the Swiss Confederation. (Translated into English by J.J.F.S.)

* * *

Willy Deutsch was born at St. Gall in the house "Zum Gutenberg" Multergasse, where the "Hotel Schiff" now stands, and where his father and his grandfather before him carried on business as paper merchants and stationers.

After receiving his schooling at the primary, secondary and cantonal schools St. Gall, he entered an apprenticeship with the largest textile concern of his native town, in which firm he later served as an employee.

In 1907, he was transferred to the firm's London Agents, Messrs. C. Walser & Co., Mr. C. Walser, a compatriot of ours, who had at the time one of the most important textile agency businesses in the City of London, representing all the leading silk firms of Switzerland and elsewhere. This firm occupied three houses in Cheapside, employing a staff of 70-80 people, many of whom were Swiss. In the year 1910, the house of C. Walser & Co., ceased to exist, and the representation of the St. Gall firm was entrusted into the capable hands of our friend, and has been efficiently carried on by him, through two wars, up to this day.

Owing to Swiss trade having declined somewhat during the 1930's, due to the devaluation and the imposition of customs duties on all imports, he, in addition, took up the representation of British firms.

Mention should be made, that "Gallus" before coming to England observed all his military service duties, and in 1914, when the Swiss army was mobilised, he served, for some time, as a subaltern, in the "Foreign Legion."

W. Deutsch is a happily married man, with two daughters, and one little grand-daughter.

Despite of his manifold engagements in the business world, he has found time to take an active part in the life of the London Swiss Colony. For a number of years he was a member of the Committee of the City Swiss Club and the Swiss Mercantile Society, where he rendered useful services; he was also a member of the Councils of the Nouvelle Société Helvétique and the S.M.S., and to-day still occupies the post of secretary of the Advisory Board to the Swiss Mercantile Society Employment Agency and is a Committee Member of the Swiss Economic Council.

* * *

In concluding these notes in respect of a never failing collaborator, who has, by his modesty and high sense of duty, endeared himself to a large circle of friends, I wish to thank him most sincerely for the great help he has given me for many years in editing this little paper of ours; and for his sincere friendship and encouragement which I have, and always shall, appreciate, a friendship loyal and devoted, which I hope will remain undimmed until the end of our days.

ST.

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