

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: - (1956)

Heft: 1277

Rubrik: News from the colony

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. 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. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

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. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

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. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 13.08.2025

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

NEWS FROM THE COLONY.



Willy Deutsch.

The many friends of Mr. Willy Deutsch will be interested to hear that he has recently — after more than fifty years — given up his Swiss business connections and is going into semi-retirement. That does not mean that he is going to indulge in a life of *dolce far niente*, but will carry on with a few of his English connections.

Willy Deutsch was born at St. Gall, and after receiving his schooling at the primary, secondary and cantonal schools in St. Gall, he entered in 1902, the firm of Stoffel & Co., the largest textile concern of his native town.

In 1907, he was transferred to the firm's London agents, Messrs. C. Walser & Co., of Cheapside, who had at the time one of the most important agency businesses in the City of London, representing all the leading silk firms of Switzerland and elsewhere.

In 1910, the firm of C. Walser & Co., ceased to exist, and the representation of the St. Gall firm was entrusted to the capable hands of our friend, a position which he held for 30 years, until the first "Blitz" on the City in September, 1940, completely destroyed their offices in Friday Street.

Mr. Deutsch then carried on at his home address until the end of the war, when he re-started acting for Messrs. Stoffel & Co., on an agency basis at Great Portland Street, where he has remained until recently. He was thus connected with this firm for well over 50 years.

Despite his manifold engagements in the business world. Mr. Deutsch has found time to take an active part in the life of the London Colony. For a number of years he was a member of the committee of the City Swiss Club, a Council member of the Swiss Mercantile Society, and the Nouvelle Société Helvétique where he has rendered useful services, and today

he is still on the committee of the Swiss Economic Council.

For a great many years, our friend has been a faithful collaborator of the "Swiss Observer", writing under the pseudonym of "Gallus".

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. Perhaps one of his best efforts was the "Sonetten Kranz" written on the occasion of the 650th anniversary of the foundation of the Swiss Confederation, which was excellently translated into English by our distinguished collaborator, Mr. J. Schad (J.J.F.S.).

On this further mile stone in the career of Willy Deutsch, we wish to thank him for all he has done in the past for our Colony and our paper, wishing him a happy and carefree eventide in the company of his life's companion, and in the intimate circle of his family and friends.

ST.

DIET FOR SUCCESSFUL MOUNTAINEERING.

Every article of diet considered for inclusion amongst the high-climbing rations of an important mountaineering expedition has to pass two crucial tests. Does it provide concentrated nourishment? Is it light and easy to carry

So, it is a fine tribute to the qualities of 'Ovomaltine' ('Ovaltine') that the Swiss Himalayan Expedition under the leadership of Albert Eggler carried this famous food beverage with them when they recently achieved the triple triumph of climbing Mount Everest (29,028 ft.) twice, as well as scaling Lhotse (27,890 ft.) for the first time.

'Ovomaltine' was also carried by the previous Swiss expeditions and many other successful mountaineering teams, including the victorious British Mount Everest Expedition of 1953 and the Kangchenjunga Expedition of 1955.

Treasured the world over

Panda
REGD
ribbons

Everyone adores them they're so so gay and colourful in a variety of designs :— stripes, spots, checks and tartans. Also self colours in satins, taffetas, failles and petershams. Ask for "Panda" and know you are buying the best.



Regd. Trade Mark

SELECTUS LIMITED

BIDDULPH · STOKE-ON-TRENT

Telephone: Biddulph 3316-7.
Stoke-on-Trent.

Telegrams: Selectus,
WHOLESALE & SHIPPING