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## 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. Schäd (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.

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