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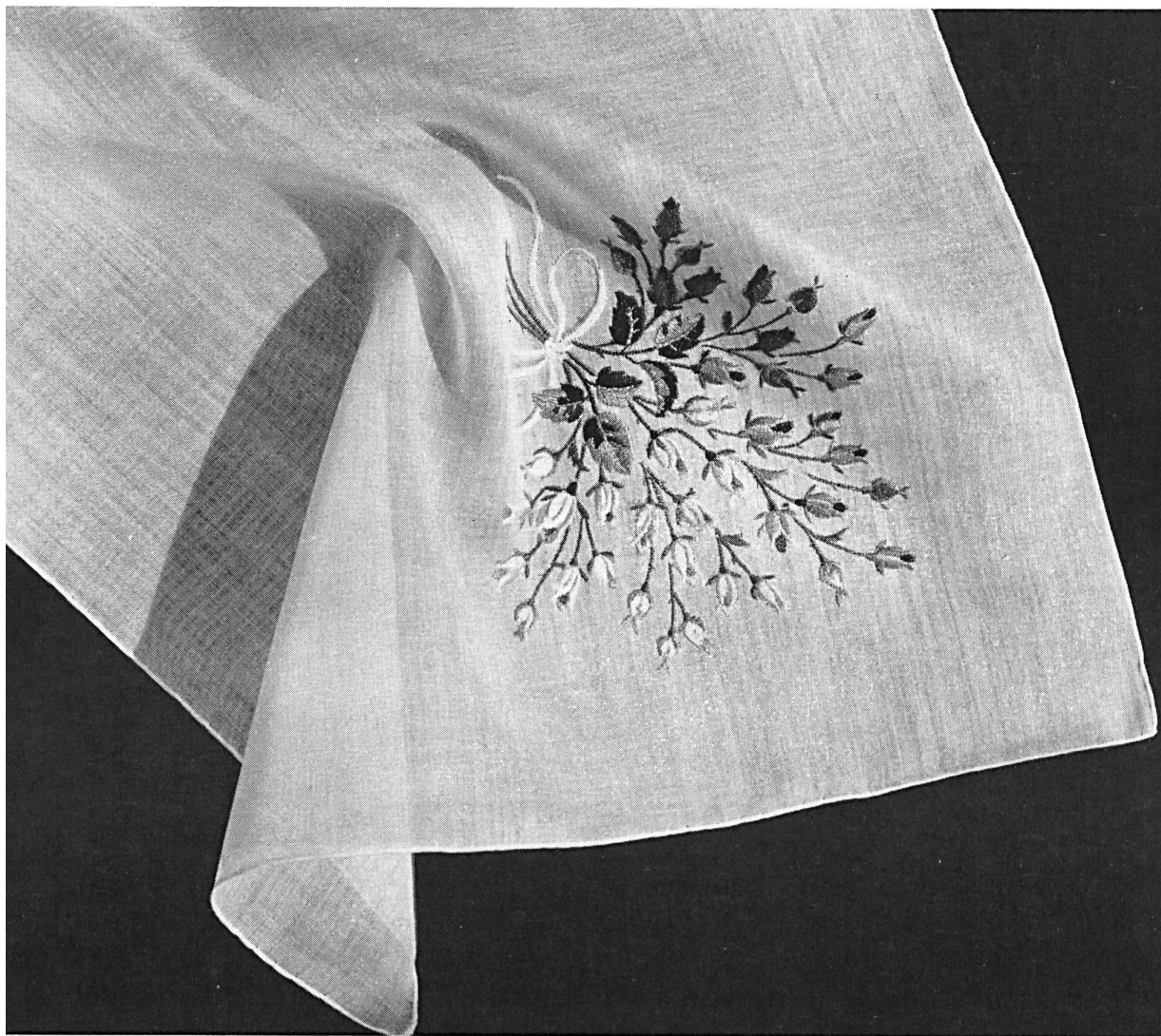
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## An anniversary in the embroidery industry



*A. Günther & Cie S.A., Saint-Gall.*

Forty years ago, just before the end of the first world war, A. Günther, a textile merchant at St.Gall with a taste for independence, started up an export concern dealing exclusively in embroideries. He was only twenty-seven at the time, the small capital at his disposal had been lent him by a friend and the post-war period was destined to be disastrous for the St. Gall embroidery industry. And yet ... this firm developed, thanks to the ability and sheer hard work of its founder. In 1924, the firm opened up its own factory at Appenzell, equipped with hand-machines; ten years after the foundation the factory boasted 10 automatic shuttle machines (Schiffli). Then came the terrible slump of the thirties with its long succession of troubles and disasters. The second world war and the immediate post-war years put further obstacles in the way of the natural flow of exports. These difficulties in no way daunted Adolf Günther and his associates, but rather urged them on to greater efforts so that they succeeded by sheer deter-

mination in overcoming all obstacles. By adapting its production to the changing fashions, by making a point of always pleasing the customer, always respecting delivery dates and laying great emphasis on quality, the firm developed fast and well, all the time concentrating on its speciality — embroidered handkerchiefs.

In 1946, the concern moved into new premises big enough to house the manufacturing plant too. In 1951, on the death of Adolf Günther, who had lived to see the great progress made by the concern he had founded, the firm was taken over and run along the same lines by his son and son-in-law.

On the occasion of its fortieth anniversary, celebrated at the height of its prosperity, the firm presented its friends with the beautiful commemorative handkerchief shown opposite; the embroidered design — a very colourful spray of roses — is not only a symbol of commercial success but a proof of quality.