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Mr. Emil Reichenbach, embroidery manufacturer, well-known to the French Authorities and Chambers of Commerce for his endeavours on behalf of the long-suffering St. Gall industry, has given an interview to the "*Journal Suisse de Paris*" and is reported as having said: "The embroidery industry, the creator of St. Gall's greatness, has lost much ground. Sixty years ago, this was a staple industry. Embroideries were fashionable, the only changes being in the designs. St. Gall was then known all over the world as the manufacturing centre for beautiful embroideries, indeed some of them real works of art. Even to-day, the town still has excellent manufacturers, designers and merchants. Their duty must be to adapt themselves; some of the embroideries are no longer in use, others are still in demand. The policy must, therefore, be to follow the demands of fashion and to adapt the means of production to these demands. With good will this is not impossible. Some embroidery manufacturers have increased their turnover in spite of unfavourable conditions by producing different articles." *St. G. T.*