

# ACROW - thirty years of progress

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### ACROW — THIRTY YEARS OF PROGRESS

In 1936, a young Swiss from Solothurn landed in England with barely £50 to his name. He set out to found an engineering company whose "works" consisted of space under a railway arch at Bow in East London and whose "offices" amounted to a single room in Charterhouse Square, London E.C.

Today, in his early fifties, the still young man is a successful business magnate and a millionaire, his company a world-wide engineering organisation with modern factories and Office premises covering acres and acres all over the globe.

The man: Mr. W. A. de Vigier, the firm: the ACROW Group of Companies.

On Saturday, 8th October, the thirtieth anniversary was celebrated by a splendid Banquet and Dance at Grosvenor House, Park Lane, W.1, with over 1,200 sitting down to dinner in the spacious Ball Room. Scores of flags of all the countries in which ACROW have companies and agents, were displayed from the gallery all around the hall, and the orchestra of the Royal Artillery entertained the guests during the meal.

One of the distinctive features of ACROW gatherings of this kind is the awards for special productivity results and loyal service by the staff. Mr. de Vigier welcomed guests and members of the staff and proceeded to make the presentation of trophies and prizes, ably assisted by his attractive wife and two daughters.

The Vice-President of ACROW IBERICA (Madrid), Mr. C. de Zulueta, replied for the guests in a witty manner, likening Mr. de Vigier to the other William, that of 1066, and reminding the audience that both of them had Harold to contend with! He also referred to an ACROW football match earlier in the week, in which Mr. de Vigier had made a name for himself as goal keeper.

The second part of the evening was given over to dancing to two bands and entertainment of a special kind: one of the cabaret turns was a Display by the Mased Royal Artillery Band under the direction of Mr. M. A. Pope, A.R.C.M., Bandmaster Royal Artillery. It was a superb show of music and marching by highly skilled performers, forty-six strong and dressed in the splendid gala uniform of the R.A. Military precision and discipline were combined with first-class musicianship, and never has the writer heard such thundering applause which only died down once the promise of a second appearance had been extracted from the toastmaster. Anybody watching the grand spectacle must have been thrilled, and the many foreign guests could not have been given a finer show to present the British image at its best.

The ACROW business ramifications cover building construction and civil engineering equipment and plant, dredging machinery, storing and partitioning systems, refrigeration, conveyors and storage tanks, scaffolding and re-inforced plastic products, to mention but a few from a formidable list of products. Mr. de Vigier, dynamic and full of initiative and drive, may be the man at the top, but as he said in his speech, he has had the good fortune to lead an excellent team motivated by the ACROW motto "Where there's a will, there's a way", and with such men he could look forward with the utmost confidence to the challenge of the future.

MM



Among the guests were: Mr. Th. von Speyr (Swiss Bank Corporation), the Editor of the "Swiss Observer", Mr. H. E. von Gunten (Brown Boveri) and Mrs. von Speyr.

(By courtesy of "Nebelspalter".)

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