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Letter from New York

Swiss fine cottons and embroideries as popular as ever



Miss Lynda Bird Johnson, fille aînée du vice-président des Etats-Unis et de Mrs. Lyndon B. Johnson, lors d'une réception diplomatique donnée en son honneur à Washington, porte une robe de gala de Miss Marie of Pandora Frocks, en organdi blanc de Stoffel & Co., Saint-Gall et garnie d'une broderie d'azalées de Forster Willi & Co., Saint-Gall.

Miss Lynda Bird Johnson, elder daughter of the Vice-President and Mrs. Lyndon B. Johnson, is shown at a diplomatic reception given in her honor in Washington, wearing a princess style gown created by Miss Marie of Pandora Frocks and fashioned of white Swiss organdie by Stoffel & Co., Saint-Gall, elaborately trimmed with embroidered azalea flowers by Forster Willi & Co., also of Saint-Gall.

In New York, as indeed throughout the United States, the embroideries and fine cottons of Switzerland are extremely popular for the hot weather, for they enable every woman to combine a high standard of elegance with comfort in spite of a climate that can be oppressive at times. They are worn therefore not only at receptions,

parties and society weddings, for which they seem to have been specially made, but also on the beaches, in the holiday and week-end resorts and the smart restaurants, wherever in fact the American woman is to be found relaxing and enjoying herself, from sun-up to sun-down and much later! Naturally embroideries and organdies

A. NAEF & CIE S.A.,
FLAWIL

Garnitures de motifs
brodés blancs et roses
Trimmings of pink and
white embroidered mo-
tifs

Modèle Antoinette, New
York



are not the only materials used for these fashions, which include the whole range of plain, figured, color-woven and printed fabrics: batiste, poplin, piqué, satin and a host of others besides. Unfortunately lack of space prevents us from showing here all the photographs sent to us, illustrating the widespread success met with by Swiss textiles throughout the United States, or even from contenting ourselves with merely listing all the designers who presented models made of Swiss fabrics in their latest collections. Let us just mention then the names of Tina Leser, who fashions Swiss cottons into exciting beach

outfits, Pauline Trigere, who works with the « artists' series » of fabrics by Mettler, Count Sarini and Sophie of Saks Fifth Avenue, who uses white embroidered cottons for cocktail styles, Philip Hulitar, Lilly Daché, Ceil Chapman and Adele Simpson, among many others, not forgetting of course the lovely children's styles by Caradele, Celeste and Elena Dress Company.

Nor should we forget to mention the Swiss handkerchiefs, especially the little embroidered and printed hankies, which are such perennial favourites all over the United States.



UNION S.A., SAINT-GALL

Garnitures de broderies
Embroidery trimmings
Modèle Edith Salzmänn



FORSTER WILLI & CO., SAINT-GALL

Broderies et organdi suisses
Swiss embroidery and organdie
Modèle John Frederics



STOFFEL & CO., SAINT-GALL

Chapeau d'organdi
Organdie hat
Modèle Mr. John

REICHENBACH & CO., SAINT-GALL

Piqué de coton
Cotton piqué
Modèle Adele Simpton



METTLER & CO., S.A., SAINT-GALL

Brocart de coton
Swiss cotton brocade
Modèle Philip Hulitar

CHRISTIAN FISCHBACHER CO.,
SAINT-GALL

Tissu de coton
Cotton fabric
Modèle Luis Estevez



1. J. G. NEF & CO. S.A., HERISAU

Coton imprimé
Printed cotton fabric
Modèle Sally Victor

2. STOFFEL & CO., SAINT-GALL

Satin de coton rayé
Striped cotton satin
Modèle Lanz of California

3. METTLER & CO. S. A., SAINT-GALL

Coton imprimé de la « série d'artistes » d'après une composition de
Zao Wou-Ki
Printed cotton fabric from the « Artist's Series » after a composition
by Zao Wou-Ki
Modèle Pauline Trigere

Swiss Fabric and Embroidery Center