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International Horse Show and Races, St. Gall 1961

At the end of every summer, St. Gall celebrates its big event of the year, the International Horse Show and Races. This sporting event, which attracts the elite of the world's riders to this charming city, is a welcome pretext for the embroidery and cotton industry and trade to display some of their finest creations.

This year, as in other years, the Office for the Promotion of the Swiss Cotton and Embroidery Industries had organized a fashion parade to be held on the race course. The attractiveness of the setting added particular charm to the presentation of the models.

Opposite we show some of the photographs taken on this occasion.

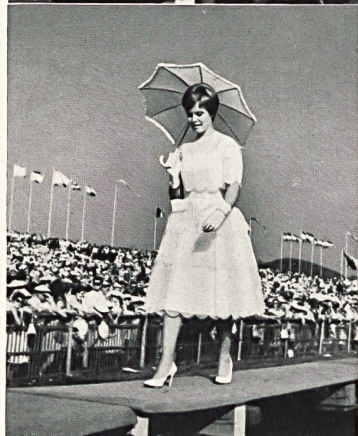


MACOLA S. A., ZURICH
Cotton dress with embroidered appliqué motif
Photo Krüsi

ROSE BERTIN, ZURICH
St-Gall heavy guipure
evening dress



HECTOR
GROSSENBACHER S. A.,
ZURICH
Youthful dress in vaporous
St-Gall embroidery



«MYLORD»,
DUMAS, EGLOFF & CO.,
CHATEL-ST-DENIS
Jacquard woven ski jacket



VOLLMOELLER S. A.,
USTER
After ski trousers and cot-
ton pullover



In Connection with the Horse Show and Races

On the occasion of the International Horse Show and Races, the St. Gall firm of Sabrosa Ltd. invited its foreign representatives to a four-day visit for the discussion of sales problems. This firm's foreign collaborators also had an opportunity of familiarizing themselves on the spot with the manufacture of embroideries. The visit closed

with an excursion to the Engadine, in which the firm's staff and suppliers as well as members of the trade press also took part.

During the International Horse Show and Races, five mannequins wearing dresses of embroidery, made by Sabrosa and a St. Gall couture house, strolled among the public.



SABROSA A.-G., SAINT-GALL.

Broderie sur organdi
pure soie, tissu de :
Embroidery on pure silk
organdy, fabric by :
Bordado sobre organdi
seda pura, tejido de :
Stickerei auf reinseidenem
Organdy,
Gewebe von :
Robt.
Schwarzenbach & Co.,
Thalwil
Photo Kriewall



SABROSA A.-G., SAINT-GALL

Broderie soie deux couleurs sur satin duchesse pure soie, tissu de :
 Two-tone silk embroidery on pure silk Duchesse satin, fabric by :
 Bordado de seda en dos colores sobre raso duquesa pura seda, tejido de :
 Zweifarbige Seidenstickerei auf reinseidenem Satin-Duchesse, Gewebe von :
 Robt. Schwarzenbach & Co., Thalwil
 Photo Kriewall