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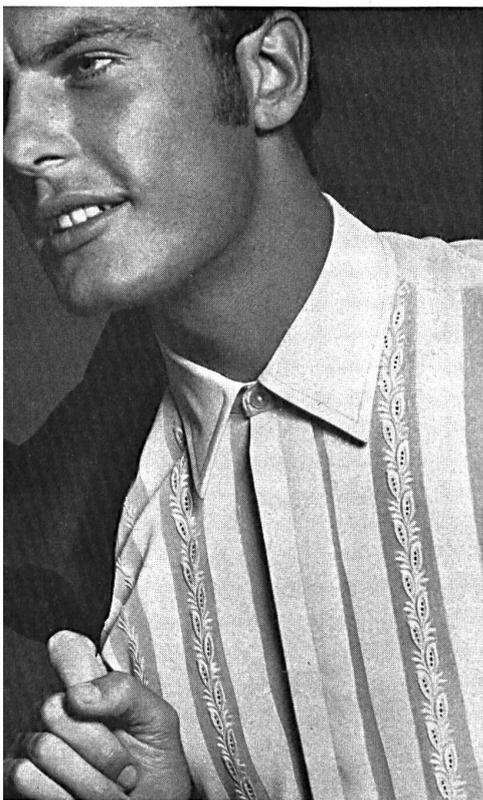
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Great Britain

Few textile specialities are as versatile as the products of the Swiss fine cotton and embroidery industries, which are now making a valuable contribution to the new trend in men's shirts, as shown by the four models on this pages created by British men's fashion stylists from fabrics hitherto reserved for the creation of attractive and filmy summer dresses and, more recently, striking tennis outfits.

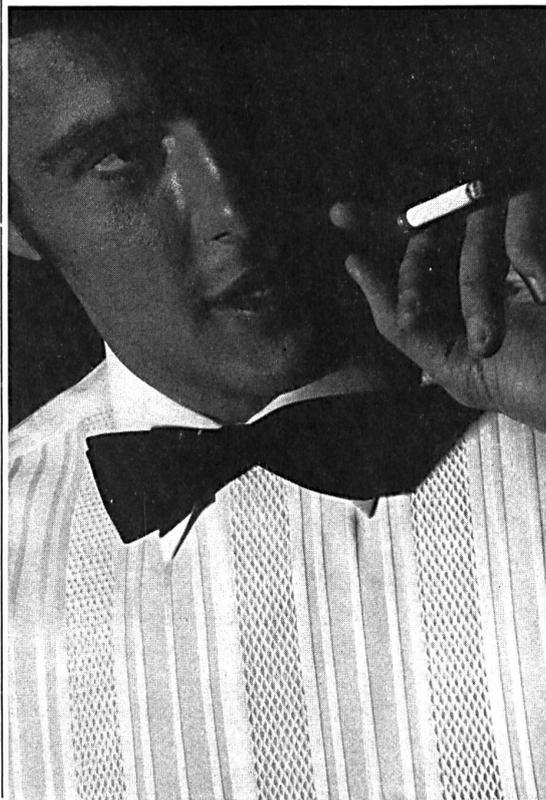
Cotton voile with embroidered bands alternating with corded panels; available in white, blue, pink and helio.

*Fabric by J.G. Nef & Co. AG, Herisau
Model by Carston Shirts Ltd., London*



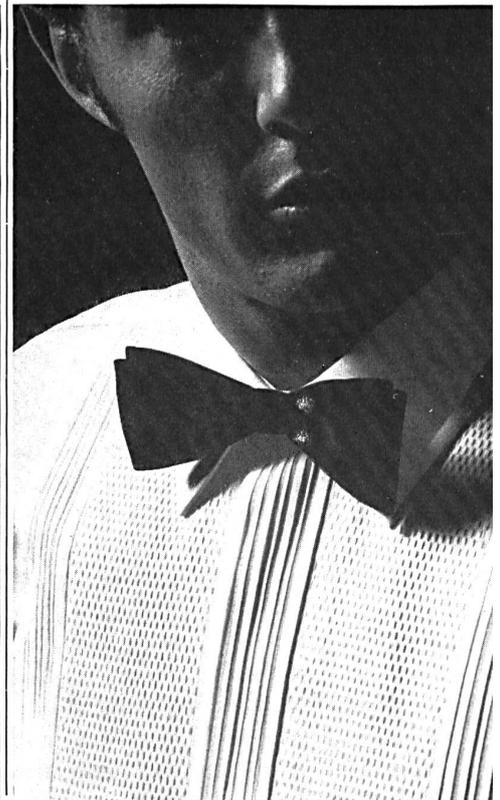
Fancy cotton, with alternate bands of honeycomb piqué and satin stripes. In white only.

*Fabric by Chr. Fischbacher Co., St. Gallen
Model by Mekay Ltd., London*



Fancy cotton with alternating bands of piqué and woven pleats. In white only.

*Fabric by A. & R. Moos AG, Weisslingen
Model by R.H. & S. Rogers Ltd., London*



Lace-edged, embroidered panel
on hand-tucked cotton voile. Available in white, pastel blue
or pink embroidery on a white ground.



*Embroidery by Union AG, St. Gallen
Model by Le Roi Menswear*