

Swiss textiles at the New York World's Fair 1940

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We send a specimen of our "SWISS TEXTILES" free of charge on application and are always ready to give further information and to put applicants into touch with Swiss manufacturers.

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Swiss Textiles at the New York World's Fair 1940

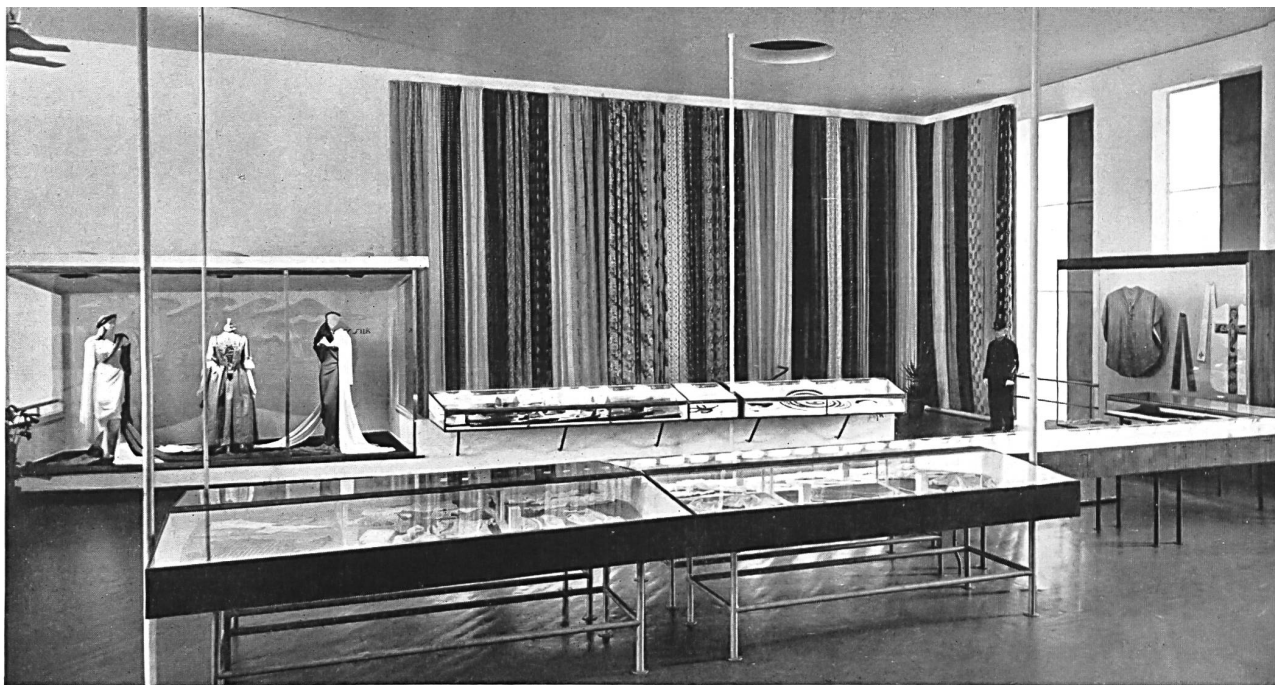
THANKS to an intense activity and an excellent method of display, Swiss textiles of world-wide repute hold a place of honor in New York, and arrest the attention of both the connoisseur and the ordinary visitor.

The textile section of the Swiss Pavilion occupies the whole of the large gallery on the first floor, which is approached by a stairway the walls of which are draped with embroidered fabrics and St. Gall organdies, plain and printed. This section is connected by a flower-decked gangway to the Sports section where are also to be found textile showcases containing sports clothing, knitwear and accessories.

Swiss organdies and St. Gall embroideries stand every chance of being popular in the United States. Keen-aired Switzerland provides America with fresh and dainty fabrics as colorful as flowerstrewn prairies, to adorn its hot summer days. These flowery charms bloom on the printed or embroidered dresses presented by the famous robot mannequins from the Swiss National Exposition in Zurich.



Maitschidress with hat of straw braids of Wohlen.



A plain organdy dress is embroidered with the new « skeleton » stitch presented for the first time in America. Flounces of Valenciennes lace and ribbons threaded through the embroidery add to the delicacy of the ensemble, as does also the hat to match, which is trimmed with the same embroidery.

A graceful pianist wears a strikingly original model of cloqué organdy, with great vivid flowers strewn on a black ground, and trimmed with a black velvet ribbon and Wohlen hair lace. The black woven hair hat is also trimmed with velvet.

Insouciantly seated in the foreground, the queen of the gathering wears a pink organdy dress, so remarkably embroidered, that it is a real museum showpiece. Frills of eyelet-holed Broderie Anglaise alternate with garlands of multicolored flowers and roses embroidered in relief. The Wohlen straw hat is edged with embroidery matching the dress. Standing deep in reverie, another lovely is adorned with a printed cloqué organdy ensemble, complete with cyclamen colored neck-scarf and a hat trimmed with bunches of flowers of the same material as the gown.

A frock of repoussé Venetian lace with applications of black taffetas draws the attention of the visitor by its very delicacy.

The hat inspired by the head-dress of a Swiss national costume frames the face with a foam of lace and black bows. The hand raising the skirt also holds a dainty handkerchief of St. Gall lace. A crisp gown of white organdy worn over a ground of aquamarine blue is embroidered with starfish motifs. The ensemble is finished off with a dainty up-tilted Breton, the brim of which is trimmed with the same motifs.

Another new and original model is a yellow organdy embroidered with tricolor plaid motifs and worn with a blue pill-box hat trimmed with floating ribbons.

Three dancing mannequins flaunt their organdy and printed cloqué skirts, velvet-trimmed.

One evening frock is of plain pink organdy, with a tight-fitting bolero and a large flounce of gold lace. A gold lace bonnet with pink feathers finishes off this quaint and most original ensemble. St. Gall exhibits other plain and printed organdies, embroideries, hand-embroidered Appenzell feather-stitching, which represent but a small selection of the rich and varied collections this Swiss industry has to offer. The St. Gall fabrics and embroideries have the advantage of meeting a thousand and one requirements, both for dressmaking and lingerie and for soft furnishings in the home.

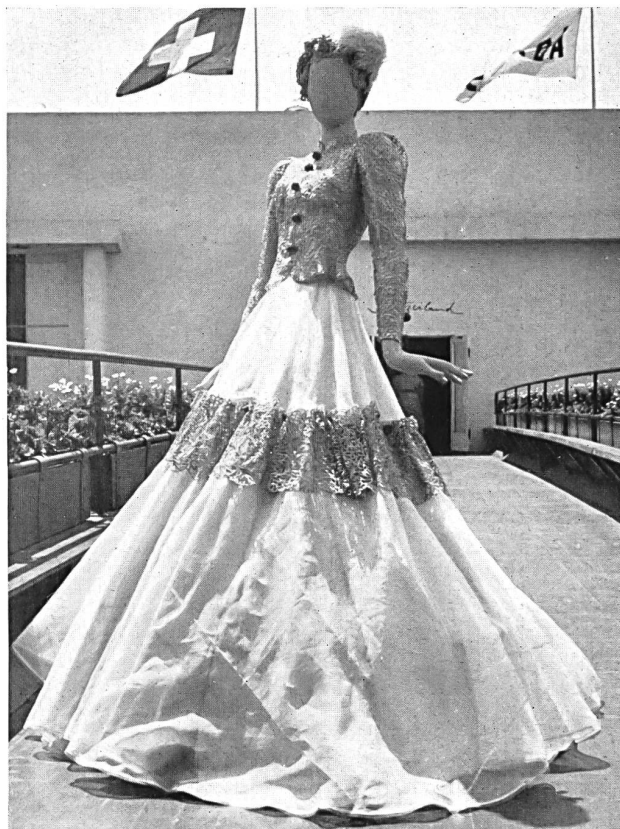
Many other articles do full justice to the St. Gall industry handkerchiefs, collars, bows, lingerie accessories and flowers to brighten dark-hued frocks, insertions and embroidered edgings for blouses, undies, household linen, etc. Silk undies are trimmed with richly embroidered tulle laces.

The reputation of Zurich silks is firmly established and the specialties of the industry for high-class dressmaking are highly appreciated: taffetas, watered silks, brocades, lamés and necktie silks in particular are much sought after for their splendid designs and their rich and supple texture.

The Aargau (Wohlen) braided straw industry offers a wonderful collection of millinery braids in the most diverse materials. Of all countries, America is the one where straw millinery should be most in demand, and the Aargau industry is in a position to supply every possible kind of strawbraid. For generations the workers of this industry have been specialized in hand-plaiting and later, in machine plaiting; this factor and also the most modern dyeing and preparing processes make Swiss strawbraids real quality products. On account of their flexibility, strength and dye-fast colors, they can be put to other uses than millinery: they can be made into handbags, belts and fashionable dress-accessories, elegant and durable despite their apparent fragility. The Swiss footwear have achieved perfection in their kind in New York as in Paris, London or Zurich. The most daring models are always tasteful and combine moderation with originality. The resulting elegance is just what attracts the American well-dressed woman who is always perfectly shod.

The Swiss leather industry exhibits leather specially tanned for waterproof sports footwear.

Swiss underwear is particularly appreciated by the American public which is well aware of its inherent qualities: fine wools which do not irritate the skin, elastic models which do not lose their shape, supple and unshrinkable, so well cut that some of





Swiss specialties :
Neckties and silks for neckties



the Swiss knitted undies have become stock models and are in demand year in, year out, without becoming old-fashioned. Other models follow the caprice of fashion by their cut, their novelty, their color-range. Swiss knitted underwear is much appreciated in climates subject to marked variations of temperature. Hygienic and elegant, Swiss haberdashery is essentially modern and practical, well suited to modern requirements.

The woven fabrics of Langenthal, Berne and Berthoud are represented at the Swiss Pavilion by linens suitable for country wear, fancy furnishing fabrics, fancy table linens, dainty clothes of all kinds, and by linens suitable for hotels, cafeterias and restaurants.

The intense enthusiasm for sports and the elegance displayed at Swiss health and sports centers have favored the development of ski equipment. Switzerland is specialized in the production of ski outfits which are both practical and elegant. Ski trousers of perfect cut are made of fabrics from which the snow falls away. Handknitted accessories, pullovers, blouses and scarves — a homecraft of the Canton of Lucerne — are much sought after for their perfect

finish and originality. Some sets of handknitted sports wear consist of a scarf, gloves, bonnet, socks and pullover all to match, trimmed with bright colors, knitted into the pattern, or embroidered.

Swiss industry produces special articles such as light and warm waterproof jackets which can be used for winter sports, camping or yachting.

No sports outfit is complete without printed squares of cotton, silk or wool, which can be used as handkerchiefs, scarves or necksquares. Even here the choice in fancy designs is inexhaustible, but most beloved are the Swiss « peasant scenes » which are also used to ornament leather belts with appliqué leather motifs.

Last but not least come the leather purses and bags worn on the belt, so useful for excursions and so light to wear.

At the Swiss Pavilion stall all sorts of dress-accessories and gadgets are for sale and they have proved a great success with the American public.

Th. de Chambrier.

(Communicated by Dr. Victor Nef, Commissioner General of Switzerland to the New York World's Fair.)