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New York Letter



A Marianne Couture model, St. Gall, worked with approximately 120 handkerchiefs



An Anny Couture creation, Basle, made of 100 handkerchiefs
Photos: Office de propagande, St. Gall.

Handkerchief dresses made of St. Gall printed, embroidered or lace-edged handkerchiefs are being featured in department store window displays throughout the United States as part of the campaign promoting these articles.

Swiss handkerchiefs on television

Hildegard, the popular American singer, being presented with a Swiss handkerchief through the courtesy of Paul and Mary Ritts, host and hostess of the NBC-TV Family Show. Hildegard frequently uses St. Gall handkerchiefs to harmonize with her incomparable wardrobe.



Gold lamé cotton fabric from St. Gall
Theatre outfit by Philip Hulitar,
New York

Swiss cotton fabrics are no longer reserved exclusively
for warm seasons and tropical climates. They are also
extremely popular all over the United States for day and
evening fall fashions, as these three photographs show :

Jewels by Cartier, New York



Black cotton fabric from St. Gall
Teal Traina model, New York

St. Gall Embroidery
Burke-Amey model, New York
Photographs : Swiss Fabric and
Embroidery Center, New York

