

Zeitschrift: The Swiss observer : the journal of the Federation of Swiss Societies in the UK

Herausgeber: Federation of Swiss Societies in the United Kingdom

Band: - (1961)

Heft: 1396

Rubrik: Woman's world

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 13.08.2025

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

Woman's World

"Velcro" in high fashion belts used by English couture Houses

"Velcro", the Bri-nylon Touch-and-Close fastener, has been welcomed as a revolutionary new fastener for clothes by the British Couture Houses of Paterson, Cavanagh, and Lachasse, who have used it to fasten many of the lovely belts by Paris House, used in their Autumn Collections.

Paris House have used "Velcro" on nearly all the belts in their fabulous new Collection, since it is by far the neatest and most effective way of fastening a belt — just press the two nylon strips together to close, and peel apart to open.

It is strong, yet neat and flat, and is invisible when closed — ideal for skirt plackets, jacket fronts, dresses, gloves, girdles, and bras.

Many ready-to-wear fashions already feature "Velcro", including Christian Dior bras, Au Fait bras, Dent's Gloves, Teddy Tinling tennis wear, and Louis London sportswear, to name but a few.

For sewing at home, it is obtainable in retail shops throughout the country, price 2/- for 6 inches (4d. an inch), and in ten colours.

"Velcro" is easy to sew, and can be cut to any length to ensure a perfect fit. It will wash, iron, dry-clean, and even go through the mangle, when it is closed, without any loss of strength or effect.

Lisa Della Casa Acclaimed For Her "Salome"

"Süddeutsche Zeitung" and "Merkur", Munich's most widely-read papers, were unanimous in their praise for the Karl Böhm-led performance of Strauss' "Salome", which because of Lisa Della Casa's first appearance in the title role was one of the most eagerly awaited events of this year's Munich Opera Festival. The sold-out performance, which took place in the Prinzregenten-Theater 19th August, attracted music reviewers from Switzerland, Austria, England, France and other countries and was also attended by a large number of European and American singers and conductors. Generalmusikdirektor Keilberth, especially overwhelmed by Mme Della Casa's magnificent rendition of Salome's Dance of the Seven Veils, expressed his desire to have the singer appear again in that role later on under his baton. Leontyne Price was one of Mme Della Casa's numerous colleagues who greeted and congratulated her after the audience had applauded for a solid thirty minutes.



Make delicious
OVALTINE
Your
Good Night Beverage

The Royal Linguist

Princess Alexandra is studying Japanese in preparation for her trip to the Far East in November. Her visit to Tokyo will be the first to Japan by a member of Britain's royal family since before World War II.

Miss Joan Plummer appointed by Swissair

The London Office of Swissair announce the appointment of a new Advertising and Publicity Officer, Miss Joan Plummer, who takes over from Mr. John Elliott.

Formerly copy-writer to the International Division of Spottiswoodes Advertising Ltd., Miss Plummer has also been an industrial and free-lance journalist.

Cocoa the Swiss way

Make delicious hot chocolate like one finds in most Swiss "tea-rooms" by first mixing cocoa to a smooth paste with single cream (have you ever tried mixing cocoa with milk?) and then adding the hot milk slowly. Now sit back, close your eyes, and drink and imagine you can hear the cow bells on the mountain side!

Tip for housewives

Line your cooker drip-tray with aluminium foil and save endless time in cleaning.

ALL IN
Favour
OF CONTINENTAL
Flavour
LOVE
MAGGI SOUPS



ONLY 1/6 A PACKET

9 DELICIOUS VARIETIES