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St. Gall Embroideries

The embroidered fabrics reproduced on the opposite page are chosen among the numerous and diverse creations of St. Gall Embroideries displayed at the New York World's Fair 1940. The manufacturers of these fabrics belong to the Swiss Embroidery Exporters Association, St. Gall.

1. Organdy Allover, multicolored Embroidery.
- 2. Organdy Flouncing embroidered with Lace foliage, trimmed with Vallace.
- 3. Allover Embroidery on Battiste.
- 4. Eyelet Embroidery
5. Fine Organdy Allover.
- 6. Needlerun Laize on Muslin.
- 7. Allover Embroidery.
- 8. Embroidered Organdy Allover, embd. white and gold.
- 9. Black Crêpe embroidered multi-colour.
- 10. « Velourosa » Embroidery.
- 11. Embroidered Organdy Allover.



The combination of exquisite taste, the highest degree of perfection in the manufacture and the best quality of raw material has succeeded in awarding a most favourable reputation to the St. Gall manufacturers of this Swiss commodity. And indeed, from year to year that reputation, aided by the increasing improvement in technique and machinery becomes more renowned.



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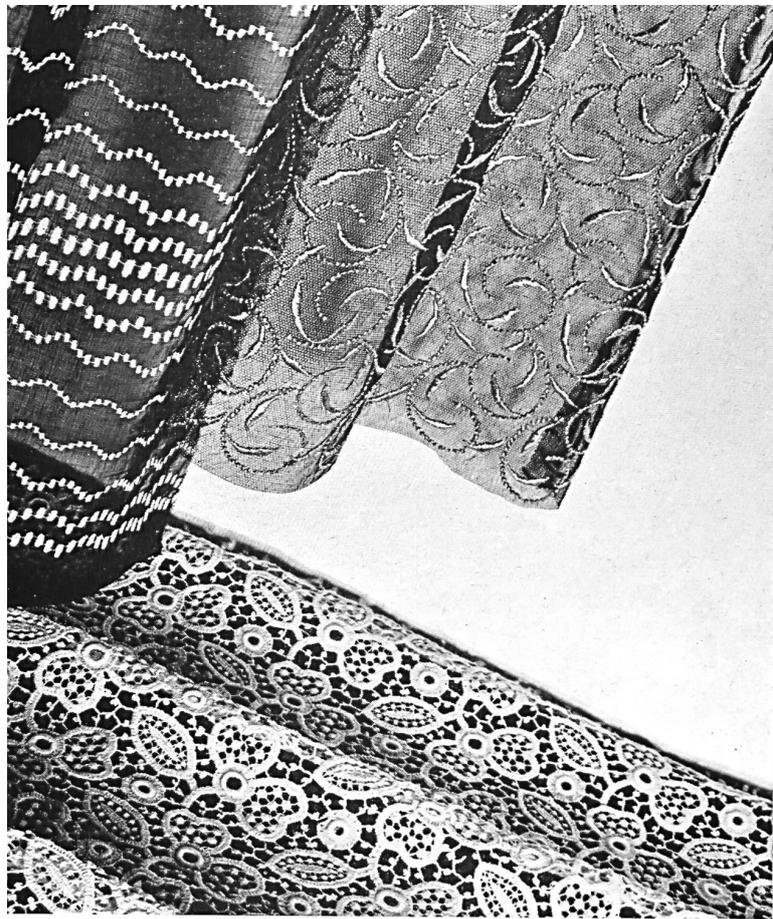
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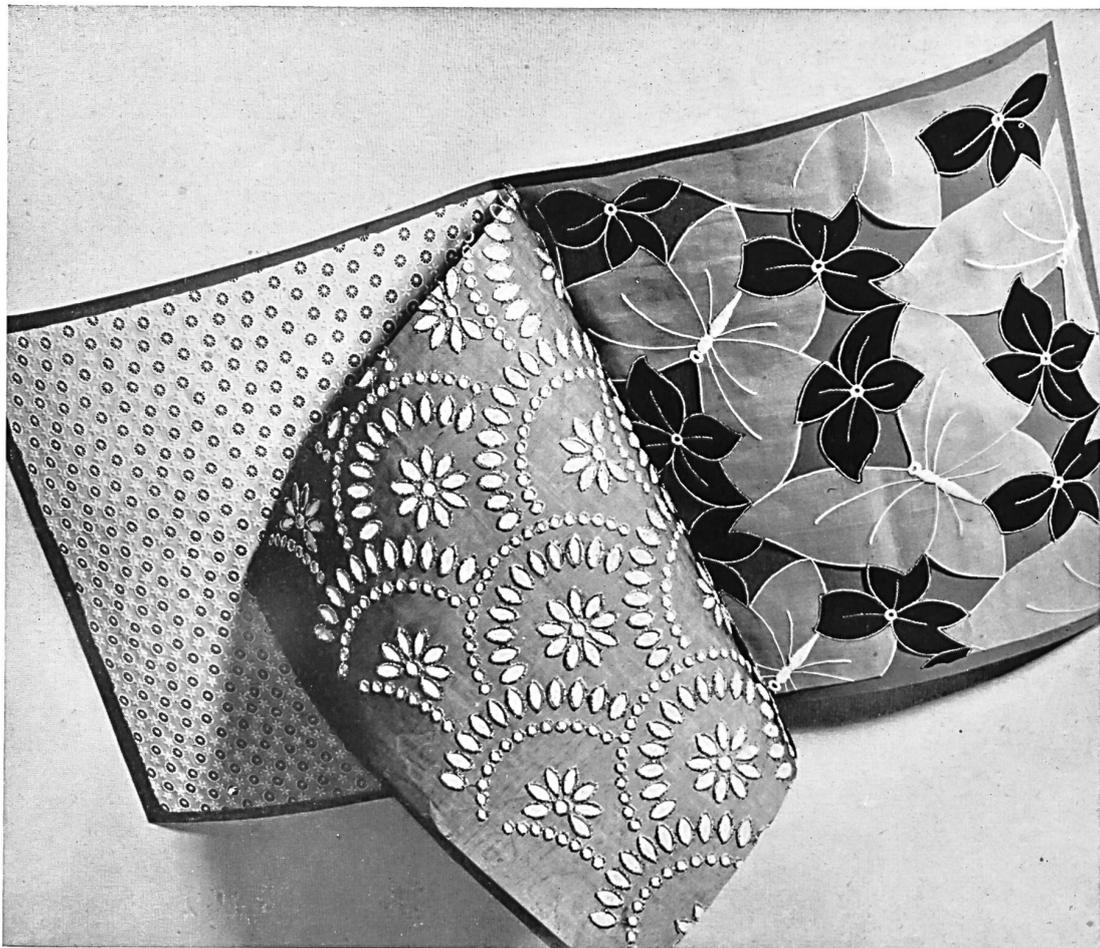
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Embroidered allovers created by Theodor Locher, St. Gall.
Photo Bauty.

That is indeed a tradition to be upheld with pride, but we might be permitted to wonder whether that very fact has given rise to a brief return of a fashion perhaps both transient and out-of-favour. That, however, is not the case. This year more than ever, the fresh lawns embroidered in various tones and the voiles enriched by motifs in many colours have enjoyed an unprecedented vogue. It is well-known what success feminine elegance can achieve from these fresh, youthful and easily-washed tissues which are hard-wearing in spite of their apparent fragility.

All the leading Dressmakers are making an ever-increasing use of Broderie Anglaise for the trimming of corsages and dresses. Moreover, nothing more entrancing or novel could be imagined than the embroidered petticoats worn under a filmly-transparent dress or under light summer materials.



Embroidered novelty piece goods created by P. Messmer & Co., St. Gall.
Photo Bauty.



Model Ardanse, Paris.
Tissue created by Union Co. Ltd., St. Gall.
Photo Dorvyne.

But Fashion, an ever-faithful follower of the edicts of Progress, always adapts itself to the actual tendencies of the moment. Thus it is not surprising that one of the greatest successes of today is the dress executed in Broderie Anglaise. Charming effects can be achieved by the clever assortment of bright designs on dark grounds, such as a brown ground embroidered with lemon, or a navy-blue embroidered with rose, with pale-blue or white.



Handkerchiefs and allover created by Ed. Sturzenegger Ltd., St. Gall.
Photo Bauty.

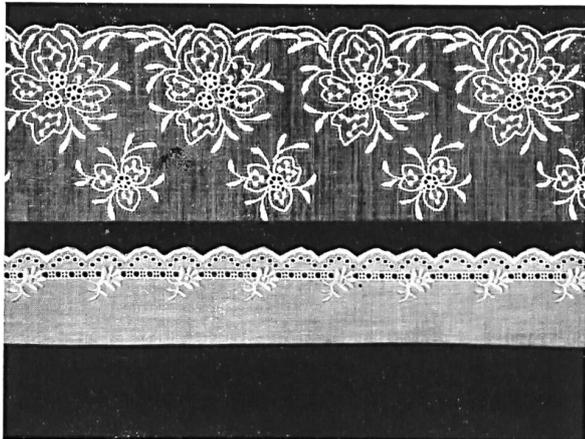
Fine Valenciennes incrustated on gauzy materials, garlands executed in lace, saucy little bouquets clinging to the dresses like sleeping butterflies, rich golden **galloons** of lace placed on black tulle and many other beautiful and fanciful creations defying description

— these are the outstanding novelties.

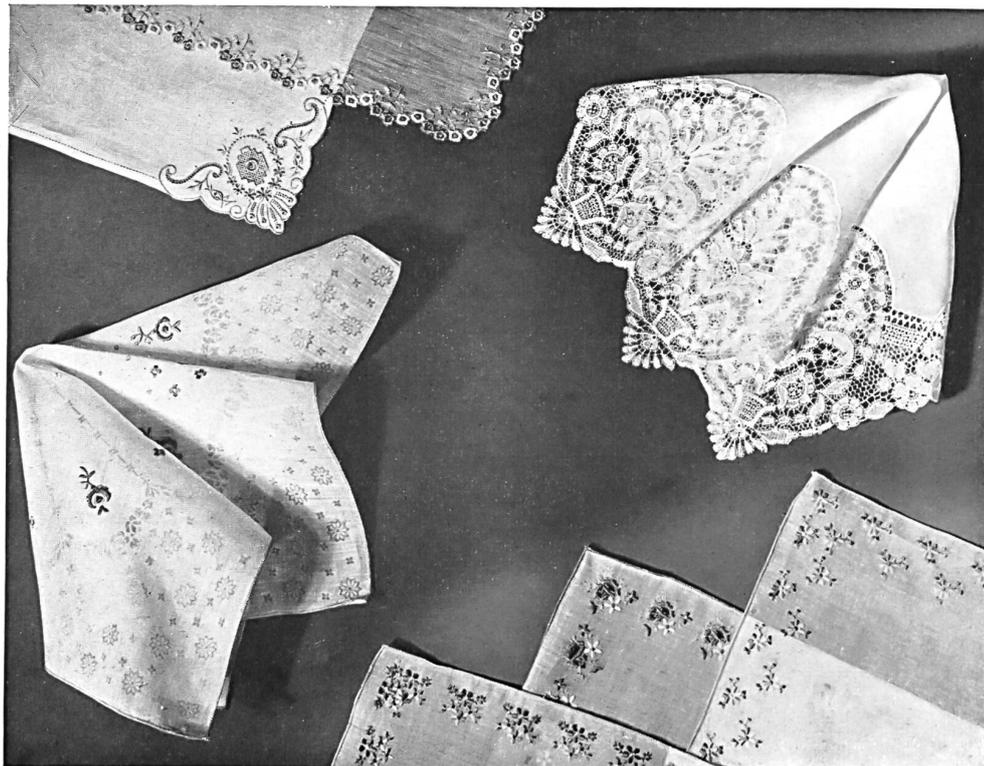
That cachet of unquestionable elegance given by the St. Gall embroidery to light-weight tissues is also shared by the heavier materials. Let us cite for example the suitability of the afore-said embroideries on sport jackets. Belts, handkerchiefs, hand-bags and other accessories enhanced by St. Gall embroidery are always in perfect taste.

We could not but admire the fervour displayed by the Swiss Industrials in the Swiss Pavilion at the New York World's Fair in their struggle to advertise their ever-growing stock of new ideas. Thanks to their researches in the art of treating the raw materials, they have once more distinguished themselves by producing a series of creations as attractive as they are original.

In spite of the difficulties of the epoch, we have no doubt that the Swiss firms will continue to meet with success in the endeavour to please their distinguished clients.



Creations by Jacob Rohner Ltd., Rebstein.



Ladies embroidered handkerchiefs created by P. Messmer & Co., St. Gall.
Photo Bauty.