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Los Angeles

We have often called attention in these regular reports, to the interest shown by Californian producers in the novelties that Swiss manufacturers of embroideries and fabrics are able to offer. Swiss production, thanks to its adaptability, its suppleness and the vast scope of its possibilities, and thanks, too, to the fact that it always keeps abreast of the latest trends in fashion, is perfectly well able to supply textiles meeting the very varied tastes of the most widely different parts of the world.

Those readers of «Textiles Suisses» who regularly follow the reports in its columns from the various markets overseas, know that California constitutes a world apart as far as fashion is concerned. The climatic conditions and the proximity of the world's greatest film production centre give it a particular importance, not only in the United States itself but also in the world. It is therefore interesting to note that the products of the Swiss textile industries are appreciated not only in Paris — the capital of haute couture, in New York — the greatest American clothing market, but also in Los Angeles —



HOWARD GREER
Embroidered braid in velvet and
duchesse satin
by Forster Willi & Co., St. Gall.

a town which has an undeniable influence on the whole of the United States.

The photographs reproduced here illustrate the use made of St. Gall embroidery by one of the leading firms in Los Angeles; this is true encouragement, showing that Swiss textile products of good taste and high quality are used not only in haute couture but also in the production of fashions designed to meet the needs of very large classes of consumers.

HOWARD GREER
Embroidered velvet allover,
by Forster Willi & Co., St. Gall.