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Autor: Chambrier, Thérèse de
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New York Letter

The embroideries and fine cottons of St. Gall are suited to many uses, both in interior decorating and fashions. American manufacturers of babies' and children's clothing, such as «Primrose», «Pandora», «Celeste» and «Youngland» for example, always reserve a special place for them in their collections. America clothes her children with love. And it is with love that Swiss embroiderers design their dainty flowers, their garlands and arabesques, the dots of their dotted Swiss which will adorn the party frocks of little girls in America... and so many other countries besides, where the embroideries and fabrics of St. Gall have for generations been synonyms of elegance and good taste. This tradition goes back to the beginning of the Victorian era,

as can be seen from so many old photographs in family albums. And how charming it is to be able to see at the present moment in New York, in the windows of B. Altman of Fifth Avenue, little «Pandora» and «Primrose» dresses trimmed with embroideries that are exact copies of patterns dating back to the beginning of the century. Primroses and spring flowers are embroidered in subtle tones of pink, yellow, blue and green with a delicacy equalling that of the tiny flowers on Dresden china, with their shaded effects so true to nature.

If manufacturers of dresses for children and little girls choose embroideries as beautiful as these, it means that they do not let the comparatively high price of an



Celeste, New York
Embroidered organdy by
A. Naef & Co., Flawil
Representatives: M. E. Feld & Co.,
New York

exceptional trimming prevent them from giving their models the touch of perfection that will make them stand out from the average. Sometimes a small insertion, a yoke or pockets in embroidery are all that are needed to set off the simplicity of a dress in a plain fabric and to make it into a smart dress at a price within the reach of all. The perfect finish and strength of Swiss embroideries enable them to be cut without any risk of their coming undone, and to be used in a thousand and one different ways to give an infinite variety of effects.

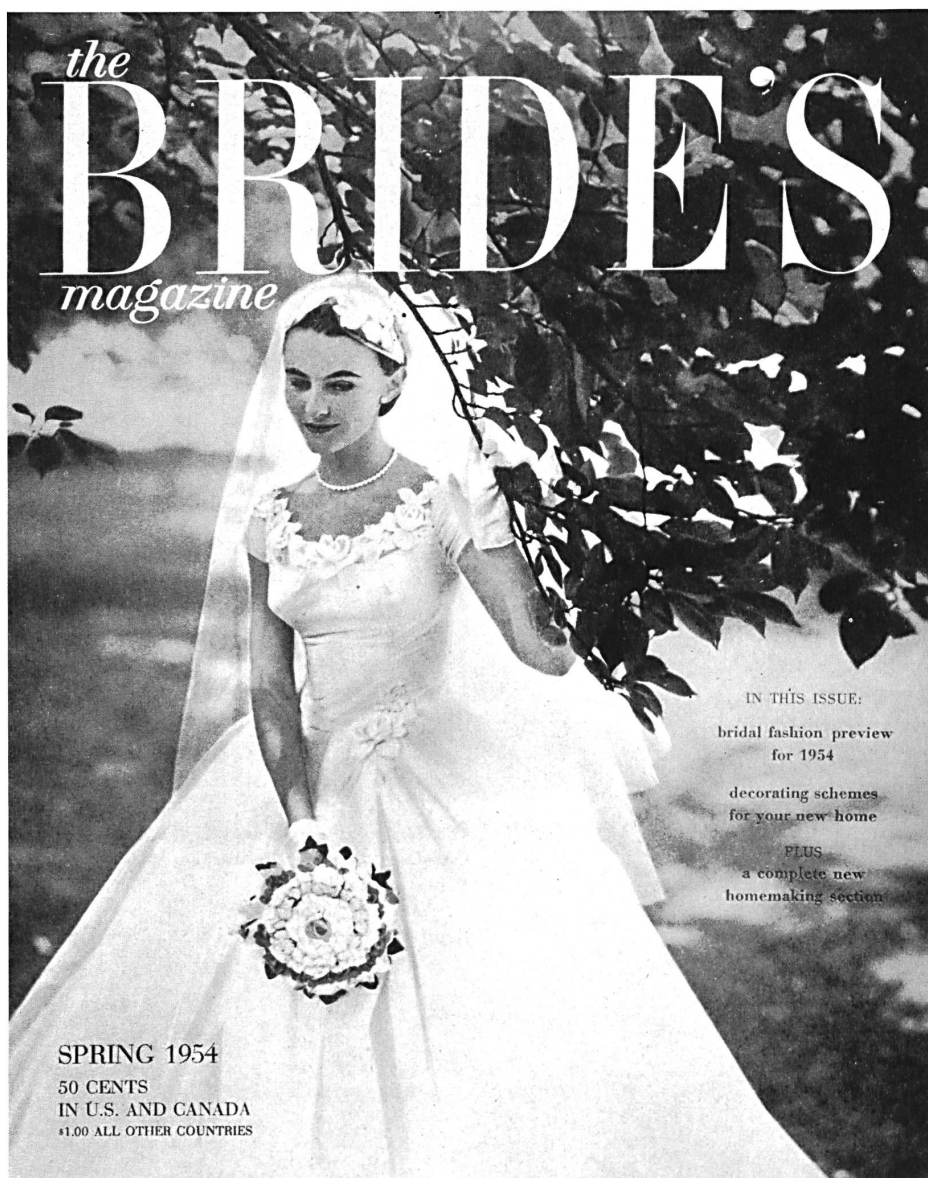
The embroideries of St. Gall have always been imitated and copied in America in the more usual qualities, for a huge market which Switzerland alone could not supply. In fact the production of American embroideries is in the neighbourhood of 50 million dollars per year, whereas the annual imports of embroideries from Switzerland amount to no more than about nine hundred thousand dollars. Thus Switzerland is far from being a competitor of the United States in the field of embroidery. Its production is entirely different, being based on quality



Mrs. X. wearing an embroidered organdy dress by
Caro-Lena Shoppe, Birmingham (Alabama)
 Fabric by
A. Naef & Co., Flawil
 Representatives : M. E. Feld & Co., New York



Youngland, New York
 Embroidered organdy by
A. Naef & Co., Flawil
 Representatives : M. E. Feld & Co.,
 New York



Pandora, New York
 Bridal dress with embroideries
 appliqué by
A. Naef & Co., Flawil
 Representatives: M. E. Feld & Co.,
 New York

and exclusiveness. The introduction into America of the ideas and designs of Swiss embroidery manufacturers is a stimulus and a source of inspiration to the whole of the American embroidery industry. In fact, the authentic St. Gall embroidery is to American embroidery what solid silver is to silver plate. Each has its merits and its advocates.

Thanks to the airplane, light-weight Swiss embroideries now arrive in America by air. A piece of embroidery can leave the looms of St. Gall and be in the show rooms of the New York representative twenty-four hours later. Among the numerous firms importing textiles and selling Swiss embroideries and imitations, there are some in a class of their own — as, for example, M. E. Feld & Co. — which have always been devoted exclusively to the distribution of embroideries made in Switzerland, in

spite of the huge choice of Swiss-style American embroideries that are found on the market. This is an instance of loyalty to quality and a perfection of workmanship comparable to that of modernised craftwork that has kept unspoilt its highest traditions. This is one of the peculiarities of the astonishing town that is New York: alongside gigantic concerns manufacturing ordinary quality goods one also finds more exclusive firms, where the feeling for quality is developed to its utmost extreme, whether they be jewellers, diamond cutters, furniture makers or importers of textile specialties such as those of St. Gall. In New York, this immense market, everything is needed and to suit all tastes; there are customers for even the finest and best quality articles, in all fields of industry, technics and the fine arts.

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