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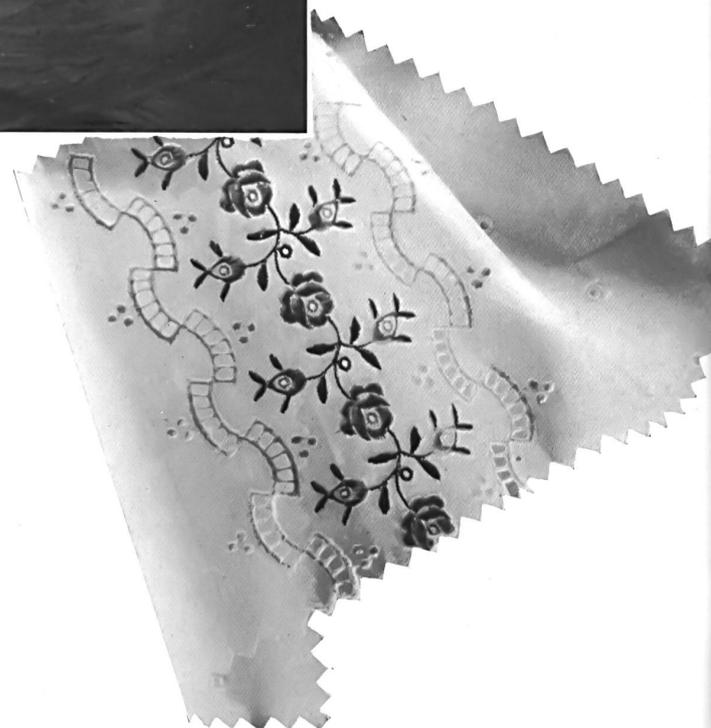
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**REICHENBACH & CO.,  
SAINT-GALL**

Organdi blanc, brodé en rose.  
*Modèle : Brigitte, Cannes*  
Montex, Paris



Ici et ailleurs...

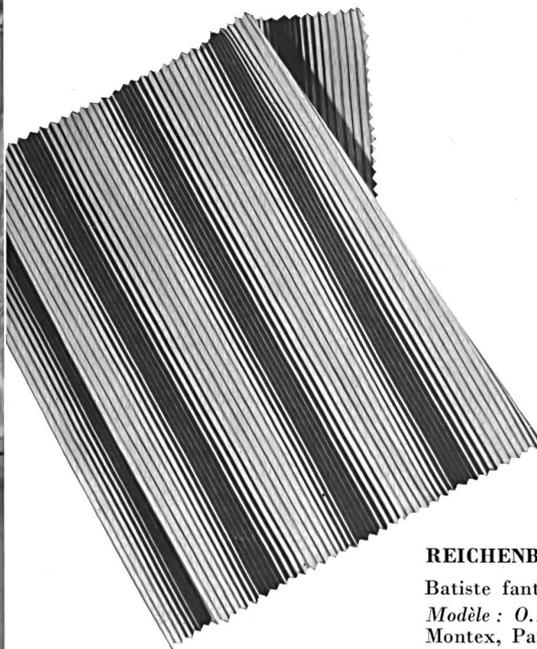
Here, there and everywhere...

De aquí y acullá...

Aus aller Welt...



**REICHENBACH & CO., SAINT-GALL**  
 « Resupra », popeline brodée en couleurs.  
 Modèle : J. Tiktiner & Cie, Nice  
 Montex, Paris



**REICHENBACH & CO., SAINT-GALL**  
 Batiste fantaisie infroissable.  
 Modèle : O.F. Delapierre, Nice  
 Montex, Paris

Photo Guebwiller



**RUDOLF BRAUCHBAR & CIE,  
ZURICH**

Tissu de coton façonné.  
*Modèle : Brigitte Claude, Nice*  
Montex, Paris

Photo Photomic

**RUDOLF BRAUCHBAR & CIE,  
ZURICH**

Twill de coton imprimé à la main.  
*Modèle : Brigitte, Cannes*



**ROBT. SCHWARZENBACH & CO.,  
THALWIL**

Starlane

*Modèle : Jacqueline Monnin, Paris*

Photo Derby



**ROBT. SCHWARZENBACH & CO.,  
THALWIL**

Starlane.

*Modèle : Max Mozès, Paris*

Photo Louis-R. Astre



1

1 Robe en coutil uni; manteau en coton à rayures satin, tissées en couleurs.  
 Vestito di rigatino unito; mantello di cotone con righe di raso, tessitura in colore.  
 Modèle: Veneziani, Milan

**SOCIÉTÉ ANONYME A. & R. MOOS, WEISSLINGEN**

2 Pavots imprimés, rouge sur blanc.  
 Papaveri stampati, rosso sopra bianco.  
 Modèle: Veneziani, Milan



2

3



4



3

Satin de coton imprimé.  
 Raso di cotone stampato.  
 Modèle: Veneziani, Milan

4

Coton imprimé sur fond jaune.  
 Cotone stampato sopra fondo giallo.  
 Modèle: Veneziani, Milan

Photos Tenca

*A dress trimmed with Swiss embroidery awarded first prize by the Australian Wool Bureau*



**FORSTER WILLI & CO.,  
SAINT-GALL**

Heavy white wool guipure.  
(The centre of each guipure rose  
is re-embroidered with sparkling  
silver lamé.)

Model: Charlotte  
Fifth Avenue Gowns Pty. Ltd.,  
Melbourne

Photo Athol Shmith

Each year the Australian Wool Bureau organizes a big competition in which special awards are made for the best entry in each specific section of the various fields of fashion.

Winning entries are judged on design, originality, workmanship and finish, and must of course be fashioned from wool or woollen fabrics.

After winning the first prize awarded in the evening wear section in 1955, *Charlotte Fifth Avenue Gowns* of Melbourne again won first prize in the same category in 1956. We are pleased to be able to reproduce here this year's prizewinning model. It is a formal evening gown of featherweight tissue georgette wool in a delicate shade of misty lilac pink.

A striking feature of this dress was that the only trimming consisted of *white wool guipure lace embroidery from St. Gall*. This wide band of beautiful white lace circled the off-the-shoulder neckline and covered the side seams of the dress from armhole to hem.

The gown was designed by Mrs. Charlotte Blau, who began her dress designing career in Europe, then later came to Australia to start up with her husband her own business, *Charlotte Fifth Avenue Gowns*. We should like to congratulate her here, not only on the great distinction she obtained for the second year in succession, but also for having used with such good taste a lovely St. Gall guipure, that we are happy to see sharing the honours in this success.