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Letter from Germany

ROBT. SCHWARZENBACH & CO., THALWIL
Kettbedruckter Taft (Kleid) und Seidenorgandy
(Mantel)
Taffetas chiné (robe) et organdi de soie (manteau)
Modèles Charles Ritter, Hambourg-Lubeck
Photo F.C. Gundlach



Summer is the great season for cotton. And in Germany, when the word cotton is mentioned, our thoughts immediately turn to the host of Swiss fabrics that are always in such great demand for their outstanding quality, their very smart and attractive designs and the practical advantages conferred on them by their finishes.

So far no synthetic fibre has succeeded in taking the place of cotton, a natural product whose properties make it extremely pleasant to wear. On the contrary, there has been an almost complete return to cotton in the field of lingerie. Most nightgowns and pyjamas are made of batiste or poplin, either plain or with dainty designs; in winter the preference is for flannel. All the shops are showing more and more lingerie sets, vests and pants knitted in very fine cotton yarns, and Swiss hosiery and knitwear manufacturers offer lovely models, so light, dainty and vaporous that they look almost like lace. Glimpses of saucy flounces of broderie anglaise can be seen peeping out from under the fashionable full skirts of today; for the sake of femininity young women and girls seem quite prepared to do all the starching and ironing required by this season's very feminine lingerie.

Swiss cotton fabrics, embroideries and lace are used in large quantities in Germany for blouses, whose popularity continues as strong as ever, in spite of changing fashions. The firm of Wollenschläger & Co. at Baden-Baden has specialised for forty years in the making of this perennial favourite of German fashions. Right from the beginning it succeeded in striking out in new directions and today presents models that are so original and varied in cut, and so well made down to the smallest detail that they



HEER & CO. S.A., THALWIL

« Funny face » bedruckte
Baumwolle / coton imprimé
Modèle Horn, Berlin
Photo Hubs Flöter



HEER & CO. S.A., THALWIL

Reinseiden Duchesse
Satin duchesse pure soie
Modèle Lindenstaedt &
Brettschneider, Berlin
Photo Ursula Knipping

FORSTER WILLI & CO., SAINT-GALL

Motiv-Stickerei auf weissem Batist
Broderie sur batiste blanche
Modèle Charles Ritter, Hambourg-Lubeck
Photo F.C. Gundlach

are as suitable for wear with smart informal suits as for very dressy occasions. The fabrics used by this firm are supplied mainly by Swiss manufacturers, whether of Minicare cotton, poplin, batiste, faille, satin, embroideries or lace.

Berlin ready-to-wear manufacturers like Heinz Oestergaard, Detlev Albers, S. & E. Uli Richter, and Horn, as well as the well known couturiers, in particular Toni Schiesser of Frankfurt and Charles Ritter of Hamburg-Lubeck, have also made lavish use of Swiss specialities in their summer collections.

The romantic spirit of today's world fashions affords countless opportunities for using filmy organdies and light batistes, both printed and embroidered, as well as silk organdies, lace and taffetas in abundance. Waists are emphasised, necklines attractively framed and every smart dress has its coat to match, made mainly



WALTER SCHRANK & CO.,
SAINT-GALL

Maigrüner Stickereistoff
Tissu brodé vert printemps
Modèle Toni Schiesser, Francfort s.M.
Photo F.C. Gundlach



FORSTER WILLI & CO., SAINT-GALL

Mattlila Batiststickerei
Batiste mauve brodée
Modèle Charles Ritter, Hambourg-Lubeck
Photo F.C. Gundlach



FORSTER WILLI & CO., SAINT-GALL

Stickerei mit Applikationen
Broderie avec applications
Modèle Toni Schiesser, Francfort s.M.
Photo F.C. Gundlach



STOFFEL & CO., SAINT-GALL

Bedruckter Baumwollsatin
Satin de coton imprimé
Modèle Heinz Oestergaard, Berlin
Photo F.C. Gundlach



UNION S.A., SAINT-GALL

Organdy-Lochstickerei
Broderie anglaise sur organdi
Modèle Heinz Oestergaard, Berlin
Photo F.C. Gundlach



REICHENBACH & CO., SAINT-GALL

Blau-weiss gestreifter Batist
und Stickereigalons
Batiste rayée bleu et blanc
et galons brodés
Modèle Toni Schiesser, Francfort s.M.
Photo F.C. Gundlach

of chiffon or silk organdie with the same pattern as the chiné taffeta or printed satin of the dress.

The lovely raised embroideries on batiste, the macramés and the appliquéd work of Forster Willi enjoy a place all their own ; their aristocratic beauty marks them out for the creation of models that are generally deceptively simple, with slender lines and great distinction.

Swiss ready-to-wear manufacturers have succeeded in strengthening still further the friendly relations they enjoy in Germany with professional buyers and the public by the skill and speed with which they have succeeded in keeping abreast of the feverish pace set by Paris fashions during the last few seasons : it has always been possible to find Swiss models in the stores completely in keeping with the latest fashion trends.

Emily Kraus-Nover

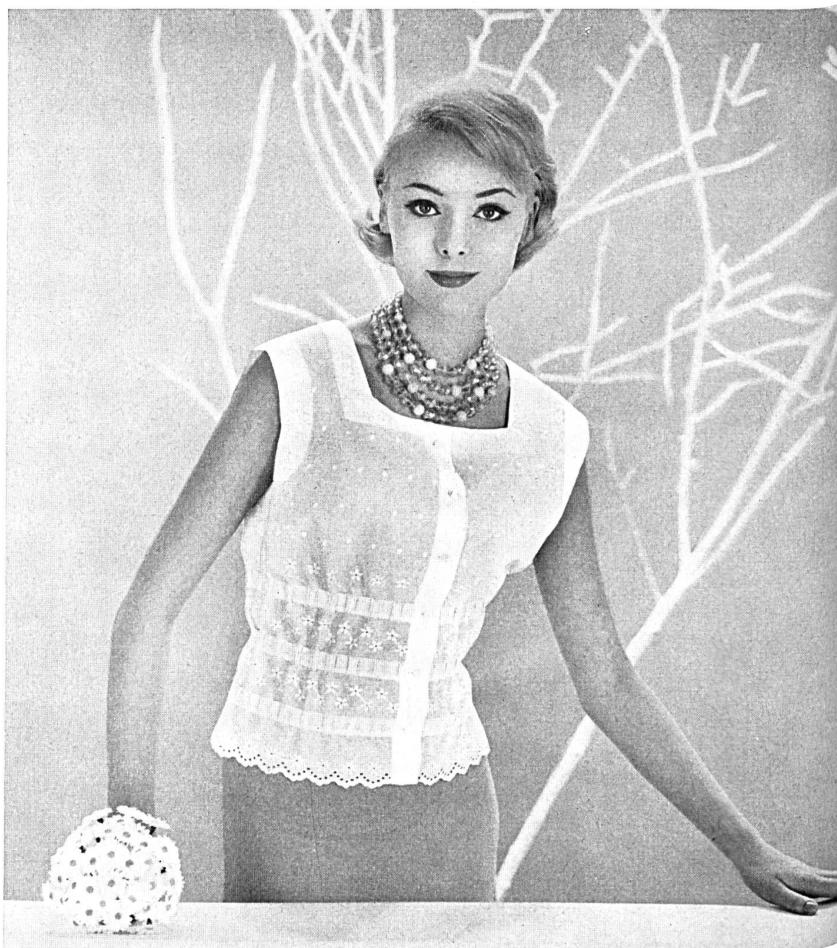
ELSAESSER & CO., A.G.,
KIRCHBERG (Berne)

Handbedruckter Baumwollsatin
Satin de coton imprimé à la main
Modèle S. & E., Uli Richter, Berlin
Photo F.C. Gundlach



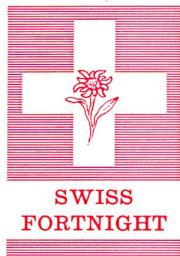
REICHENBACH & CO., SAINT-GALL

Organdy bestickt
Organdi brodé
Modèle Toni Schiesser, Francfort s.M.
Photo F.C. Gundlach



SABROSA A.G., SAINT-GALL

Bestickter Batist
Batiste brodé
Modèle Woco Blusen, Baden-Baden
Photo F.C. Gundlach



Swiss Fortnight, London, Manchester, Glasgow, «Switzerland on Show»

October 5th to 17th 1959

For two weeks Switzerland is to be on show in London, and other cities in England and Scotland, and arrangements are being completed for a programme of cultural, commercial and social activities from 5th to 17th October.

Sponsored by the Swiss Embassy, by Swiss public and private organizations, «Switzerland on Show» will present for the first time in Great Britain a picture of this small but progressive nation in the heart of Europe. The Fortnight is being undertaken as a reciprocal arrangement following a British Week in Zurich, and offers the people of England and Scotland a positive example of Swiss creative effort, commercial enterprise and hospitality.

Main shopping thoroughfares in London, Manchester and Glasgow will feature Swiss merchandise in window displays, while exhibitions of a vast range of consumer products will be held at Park Lane House, London, and elsewhere. Fashion shows have also been planned.

In addition to the exhibition of goods and services the organizers of the Fortnight will arrange a comprehensive display of the country's cultural activities.

Exhibitions

Tate Gallery

Exhibition of Modern Swiss Painting and Sculpture, organized by «Pro Helvetia».

Royal Institute of British Architects

Exhibition «Modern Industrial Architecture in Switzerland», organized by the Association of Swiss Architects.

Ceylon Tea Centre

Exhibition «Good Industrial Design in Switzerland», organized by the Swiss «Werkbund», and an exhibition of prize-winning posters assembled by «Pro Helvetia».

Royal Festival Hall

Book Exhibition of the Swiss Association of Booksellers and Publishers; «Glimpses of Switzerland», organized by «Pro Helvetia»; colour transparencies depicting «Industry in Harmony with the Landscape», composed by the Swiss Office for the Development of Trade; display of old travel posters by the National Swiss Tourist Office.

Swiss Hostel for Girls

«Exhibition of paintings, sculpture and handicrafts by Swiss women artists» — «The Swiss Help the Swiss» — social work in the Swiss colony since the foundation of the Swiss Church in London in 1762.

Tryon Gallery

«Exhibition of engravings of mammals and wild birds of Europe», by Robert Hainard.

At Madame Tussaud's

Special exhibition of wax models of personalities connected with Switzerland; unveiling of the wax model of Henri Dunant, founder of the International Red Cross.

Park Lane House-Exhibition

Watches, textiles, embroideries, shoes, chocolate and other food products, wines and spirits. Panels illustrate contacts between Switzerland and Great Britain through the ages, banking, insurance, shipping, transport.

Hulton House, Fleet street

Exhibition of light Swiss engineering products.

* * *

Bright window displays

in the West End of London and the shopping centres of Manchester, Glasgow and other towns. Oxford street, London, will be gaily decorated with Swiss and cantonal flags.

Big stores

will have special exhibitions, as well as demonstrations by Swiss craftsmen wearing national costumes. Samples of wines, kirsch, cheese and soups.

Swiss Epicurean Week

different hotels and restaurants (including stores) will serve Swiss dishes and Swiss wines.



Provisional Programme for London

October 4th

National Film Theatre

Opening of the Swiss Film Season.

BBC Television

Showing of the musical film « Swiss Airs » — BBC production with music composed and arranged by Robert Blum.

October 5th

BBC Third Programme

Studio performance of « The Tempest » by Frank Martin, conducted by Ernest Ansermet, of Geneva.

October 6th

Fashion show

of the Exporters' Association of the Swiss Clothing Industry.

Dorchester Hotel

Charity ball in aid of the British Pestalozzi Children's Village, Battle (Sussex), organized by the Anglo-Swiss Society, under the patronage of the Swiss Ambassador.

October 7th

Royal Festival Hall

Concert by the BBC Symphony Orchestra, conducted by Ernest Ansermet.

October 8th

London Planetarium

Gala Evening « Under Swiss Skies » (night sky as seen from the Jungfraujoch).

October 11th

Swiss Church

Evening Service, followed by a concert of English and Swiss music by Sophie Wyss, soprano, Reginald Paul, piano, Gareth Morris, flute.

Royal Court Theatre

Lecture by Prof. Max Wildi on « Modern Swiss Drama » by arrangement with the « English Stage Society ». Short scenes from works by Dürrenmatt, Frisch, etc. will illustrate the lecture.

October 14th

Royal Festival Hall

Organ recital by Eduard Müller.

October 15th

BBC-Studio concert

by the Collegium Musicum Zurich, conducted by Paul Sacher.

October 16th

Royal Festival Hall

Concert by the Collegium Musicum Zurich, conducted by Paul Sacher.

October 17th

Wigmore Hall

Concert by the Consort of Viols of the Schola Cantorum Basiliensis, under the leadership of August Wenzinger.

October 21st

Royal Albert Hall

Scottish-Swiss folklore evening, organized by the British Pestalozzi Children's Village Trust and the « Fête Suisse » Committee.

**S W I S S
F O R T N I G H T**





What Switzerland offers British Consumers

Importers, wholesalers and retailers
who are interested in any of the articles
mentioned below

can obtain information and addresses by writing to
The Swiss Office for the Development of Trade
Zurich, Dreikönigstrasse 8 — Lausanne, 18, rue de Bellefontaine

Silk industry

Ladies' dress goods.
High class novelty fabrics for evening wear, day wear, sportswear
in silk, rayon, cotton, wool, nylon, terylene, orlon, spun rayon, etc.
Jacquard woven, printed, plain and fancy woven.
Tie silks.
Scarves.
Shirting materials.
Umbrella fabrics.
Shoe fabrics.
Facings for evening wear.
Novelty linings for fur coats.

Embroideries for children's dresses, bibs.
Embroidered aprons.
Mats, table sets, table runners.
Curtains.
Church embroideries and garments.
Flag, pennants, badges.

Cotton industry

Printed cotton fabrics for blouses and dresses (satin, renforcé, etc.).
Plain structure fabrics (imitation linen, etc.).
Fancy woven cotton fabrics for dresses.
Fancy woven cotton shirtings.
Colour woven fabrics.
Cotton interlinings for collars.
Water repellent rainwear fabrics (novelties).
Printed fabrics for lingerie.
Printed cotton fabrics for curtains (chintz, satin, structure fabrics).
Printed ladies' handkerchiefs.
Colour woven ladies' and men's hankerchiefs.
Figured ladies' and men's handkerchiefs.
Piqué.
Muslin.
Organdy.
Dotted Swiss (plumetis).

Wood textile industry

Worsted and woollen yarns
down to the finest counts for weaving and knitting, including : raw
yarns, dyed yarns, crêpes and voiles (worsted), fancy twists, mixed
yarns, synthetic yarns.
Worsted and woollen yarns for hand-knitting
(prepared for retail sale).
Worsted and woollen fabrics for all uses,
from the heaviest to the lightest weights, including : dress fabrics,
fabrics for women's suits and coats, fabrics for men's suits, fabrics
for men's overcoats (carded), gabardine (worsted), fabrics for ski-
trousers, elasticised fabrics for ski-trousers, écrù and dyed cashmeres
for printing and embroidery, tropical fabrics, tartans, smooth and
crêped mousselines, écrù, dyed and printed fabrics for duffle coats,
novelty fabrics, etc.
Scarves, bandannas, squares, etc. (plain, colour-woven or printed).
Furnishing fabrics and drapes, woollen plush.
Blankets and travelling rugs.
Woollen and animal hair rugs and carpets.
Fabrics for slippers and industrial fabrics of all kinds.
Felts and woollen filtering fabrics.
Other felt articles for all uses.
Stuffing fabrics of fur and twisted animal hair.

Embroidery industry

Embroideries on cotton, linen, silk, rayon, synthetic fibres, wool.
Burn-out laces, guipures.
Trimming articles :
bandes, entredeux, galloons, motifs.
Embroidered blouses, blouse fronts.
Collars, cuffs, jabots.
Handkerchiefs.



Linen industry

Kitchen-, table- and bed-linen
in white and colour ; fine damasks for tablecloths and napkins.
Linen for hospitals, hotels, boarding schools, etc.
Ticking for mattresses.
Fabrics for sun blinds.
Sail cloths.
Canvas covers.
Industrial fabrics (cloths for cheese manufacture and book-binding).
Needlework fabrics.
Furnishing fabrics and curtaining.
Dress fabrics.

Silk ribbon industry

Taffeta ribbons.
Single and double face satin ribbons.
Failleline ribbons.
Heavy faille ribbons.
French petersham ribbons.
Tartan ribbons.
Novelty hairbow ribbons.
Pointed nylon hairbow ribbons.
Rayons, silk and nylon velvet ribbons.
Shoulderstrap ribbons.
Figured satin ribbons.
Jacquard ribbons.
Nylon cloqué ribbons.
Crêpe ribbons.
Novelty hat ribbons.
Chocolate and tinsel ribbons.
Floral ribbons.
Typewriter ribbons.

Footwear industry

Ladies high fashion footwear.
Cocktail shoes.
Courts.
Straps and evening sandals.
Evening shoes.
Walking, trotteur and casual shoes.
Growing girl and teenage shoes, ballerinas.
Fashion and classical, week-end and leisure footwear of all types for men.
Ski boots.
After ski boots.
Boots.
Warm lined casuals and courts.
Hiking and mountain boots.
Golf, tennis and every type of sport shoe including boating, basket-ball, and trampoline.
Slippers and mules.
Children's fashion and casual footwear.

Clothing industry

Ladies' coats and costumes.
Coats and costumes for children.
Dresses.
Beachwear.
Blouses.
Skirts (woven, jersey).
Girls' and children's wear (woven, jersey).
Knitted babies' wear.
Jersey dresses and knitted outerwear (for ladies, for men).
Knitted underwear (for ladies, for men, for children).
Men's and boys' clothing.
Duffle-coats, auto-coats for ladies.
Raincoats and loden coats (for ladies, for men, for children).
Ski- and sports-wear (woven, jersey).
Leather clothing, nappa and Suède.
Ladies' underwear of woven materials.
Corsets, brassières.
Men's shirts and underwear of woven materials.
Underwear crêpe-de-santé.
Men's collars.
Ladies' stockings (silk, nylon, wool, etc.).
Sport stockings and socks.
Bathing suits (woven, jersey).
Housedresses.
Neckties.
Scarves (woven, jersey).
Knitted gloves.
Sewing silk.
Knitted fabrics.
Ladies' hats ; models.
Hoods.
Trimmings for ladies' hats.
Felt hats for men.
Showerproof hats for ladies and gentlemen.
Caps and ski-caps for ladies, men and children.
Uniform caps.

Strawbraids industry

Strawbraids for ladies hat from the finest to the rough handmade types, including all kinds of extended Crinbraids.
Jerseys and allovers of straw and rayon materials for the ladies hat-trade.
Hatshapes sewn, handwoven and embroidered.

