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Miss America visits Bancroft's

While in Switzerland, Miss Lynda Lee Mead Miss America for 1960, was invited by the Zurich office of Joseph Bancroft & Sons Co. Ltd. to a luncheon party which was also attended by a large number of representatives of Swiss industry and the textile press. An added attraction at the luncheon was a small but charming fashion display. All the models shown were made in Switzerland of «Minicare» fabrics, that is to say fabrics treated with Bancroft's famous finishing process, or of «Ban-Lon» Nylsuisse stretch yarns. The luncheon was honoured by the presence of Mr. David E. Thomessen, the United States Consul General in Zurich.

Opposite can be seen some of the models shown, all of which were produced by Swiss ready-to-wear and knitwear manufacturers.

With regard to Miss America, it should be added that she is no ordinary beauty queen. Selected each year from among the candidates from every state in America, she incarnates the ideal young American college girl. Her election involves her in an incredible round of ceremonies, banquets, interviews, radio and TV appearances, as well as a round-the-world trip of over 120,000 miles, all of which is obviously no sinecure. After her year's tour of duty, Miss America will be given a scholarship enabling her to attend college for four years.

CHRISTIAN FISCHBACHER CO.,
SAINT-GALL

Embroidered «Minicare» fabric
Modèle Cafader & Co., Zurich
Photo Tenca



METTLER & CIE S. A., SAINT-GALL

«Minicare» cotton fabric
Modèle Jantzen
Photo Tenca

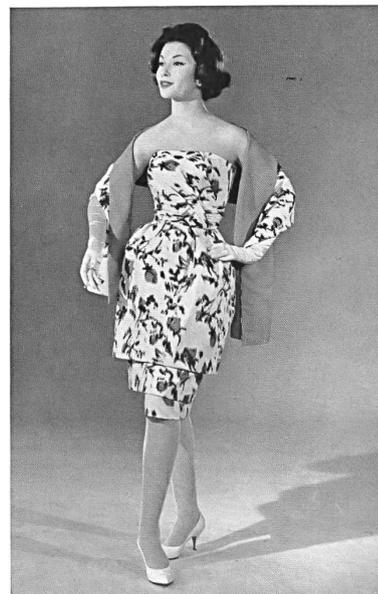


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SOCIÉTÉ
DE LA VISCOSE SUISSE S. A.,
EMMENBRUCKE

Warp printed «Ban-Lon» fabric
Modèle Cafader & Co., Zurich
Photo Tenca

SOCIÉTÉ
DE LA VISCOSE SUISSE S. A.,
EMMENBRUCKE

«Ban-Lon» fabric
Modèle Dubarry, Käthe Schenkel-Eckert,
Horn
Photo Tenca



MISS AMERICA 1960: LINDA LEE MEAD

JAKOB ROHNER S. A.,
REBSTEIN

«Ban-Lon» guipure lace
Modèle Maison Gack, Zurich

NABHOLZ S. A.,
SCHOENENWERD

«Ban-Lon» training suits
Photo Photopress