

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1964)
Heft: 1

Artikel: Swiss fortnight at Neiman-Marcus's, Dallas (Texas)
Autor: Bräker, Elsi
DOI: <https://doi.org/10.5169/seals-798162>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 23.02.2026

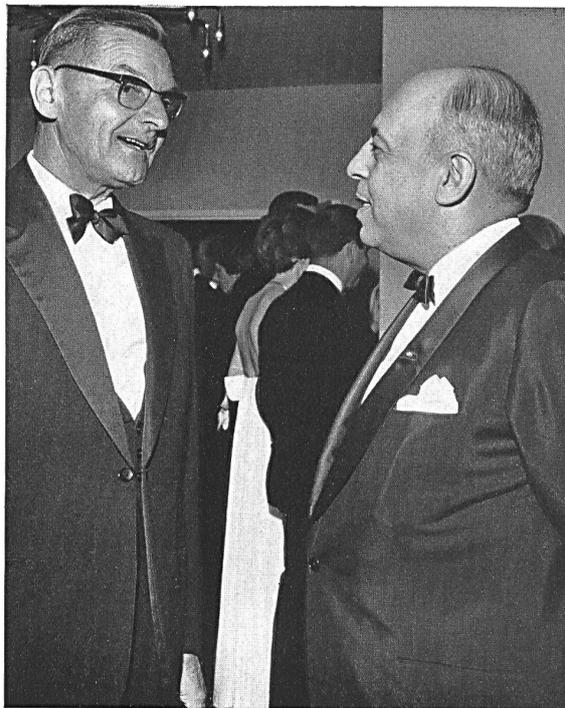
ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

Swiss Fortnight at Neiman-Marcus's, Dallas (Texas)

On the occasion of the « Swiss Fortnight » in Dallas, all the leading personalities of Texas, including the Governor himself, John B. Connally, and the Mayor, Earle Cabell, as well as a great many Swiss guests took part in a brilliant « Ambassadors Ball » at the Sheraton-Dallas Hotel. The Swiss Ambassador to the United States, Mr. Alfred K. Zehnder and Mr. Stanley Marcus, President of Neiman-Marcus Ltd., were both present, thus bearing witness to the close ties of friendship linking Texas and Switzerland.

It is not for nothing that the name of Neiman-Marcus is a byword in Dallas. It is a name symbolising the very highest standards, a name that invites quality and cultivates perfection. At Neiman-Marcus's everything seems just right and in its right place. There is luxury, yes, but a luxury that does not cloy and which, without losing any of its exclusiveness, has nevertheless been kept within reasonable bounds. A visit to this famous « institution » is a lesson in perfect good taste.

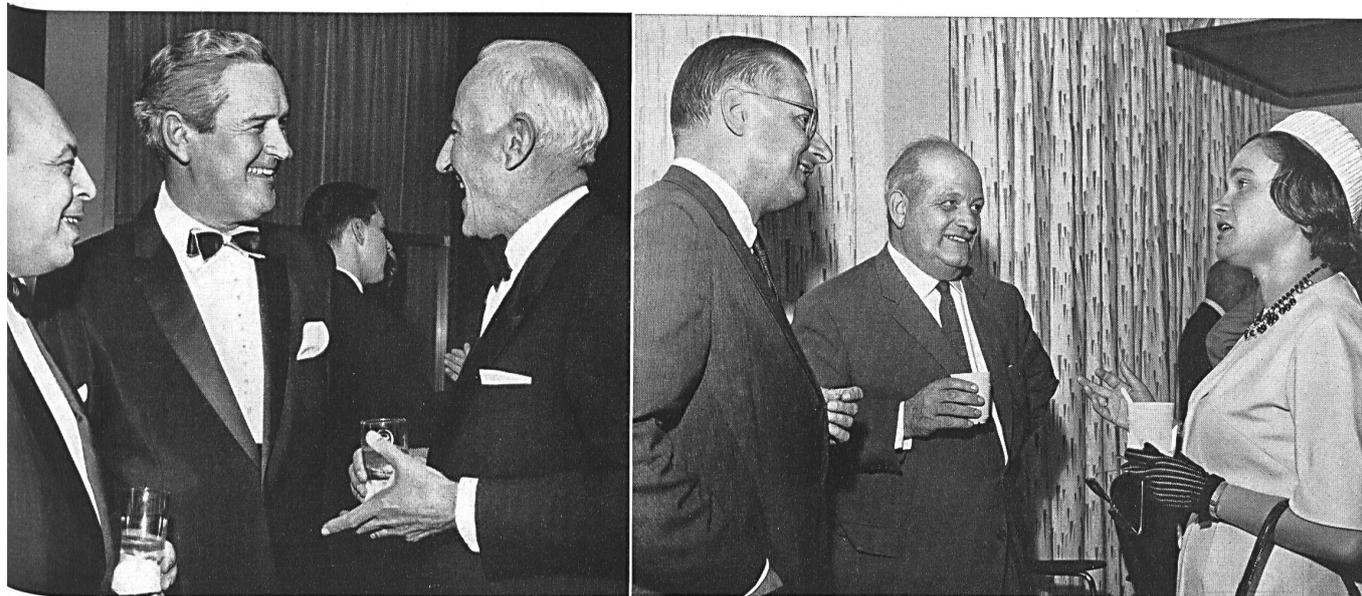
Every year at the time of the famous « Texas State Fair, » Neiman-Marcus offers hospitality to a different foreign country. During the last few years, France, Great Britain, the Far East and Italy have been invited; next year it will be the turn of Denmark, while this year it was Switzerland's. The Neiman-Marcus buyers succeeded in getting the maximum variety of products from Switzerland while the decorators were able to give a perfect picture of Switzerland and her production. Even Swiss



Mr. G. Desplands, President of the Swiss National Exhibition 1964 (left) in conversation with Mr. Stanley Marcus of Neiman-Marcus, Dallas

From left to right, Mr. Stanley Marcus, President of Neiman-Marcus, Dallas, Mr. John B. Connally, Governor of Texas and Mr. A. K. Zehnder, Swiss Ambassador to the United States.

Mrs. A. K. Zehnder, wife of the Swiss Ambassador to the United States, in conversation with Mr. Eric Cathomas, President of the Exporters Association of the Swiss Clothing Industry (centre) and Mr. W. Lusecher of Rau Ltd., Zurich



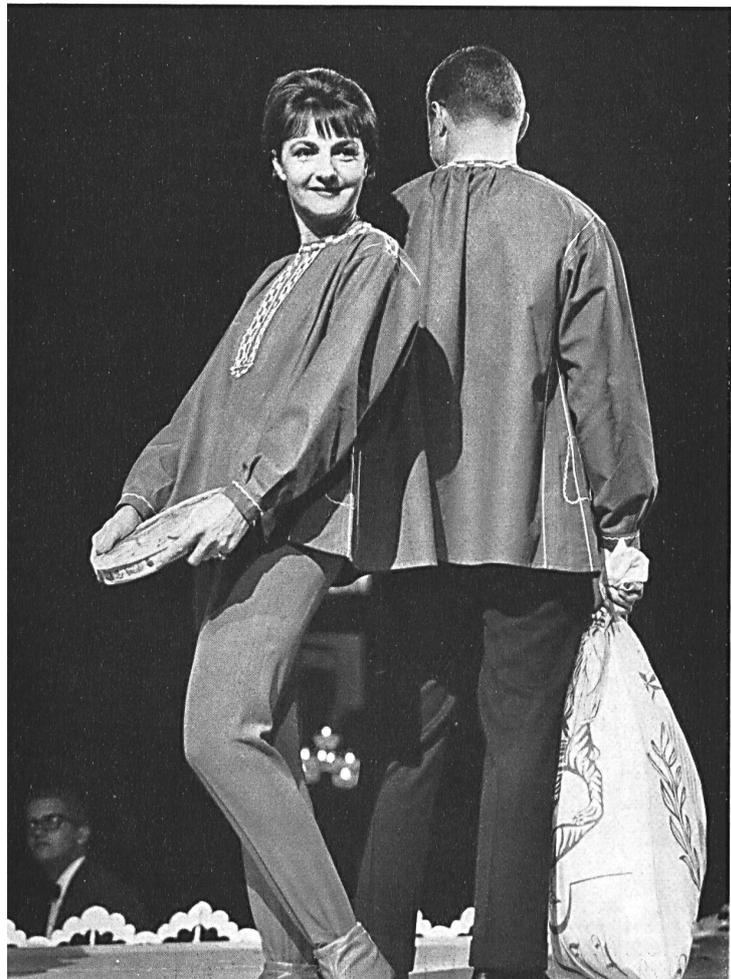


1.2.3. Quelques articles suisses vendus par Neiman-Marcus et présentés en public à l'occasion de la « Quinzaine Suisse »
Some of the Swiss goods sold at Neiman-Marcus' and shown on the occasion of the « Swiss Fortnight »

1

visitors themselves were amazed. How much more so the thousands of Texans, many of whom unfortunately still believed that all good Swiss spend their time yodeling while tending their cows at the foot of the Matterhorn, managing somehow in the meantime to make a little cheese and manufacture a few watches! The poster showing a frail little Swiss cow leaning against a great big sturdy Texan bull only served to strengthen this idea. But this false impression was fortunately soon dispelled by the really unique display of Swiss products of all kinds. Not only among the watches, clocks and musical boxes but also in the ready-to-wear clothing, the accessories, the embroidered fabrics and numerous articles of interior decoration, there were items of exquisite workmanship. They brought forth exclamations of astonishment and enthusiasm from the Texans. The bookshop cabin and the foodstuffs stands were taken by storm. In the « Zodiac » room shoppers could try Swiss dishes and drinks served by attractive young coloured waitresses dressed in more or less authentic Swiss costumes, to the accompaniment of Appenzell songs and yodeling. The atmosphere was relaxed, everyone was happy and gay.

But the Swiss showed that they have other strings to their bow, in the political, economic and cultural domains, in particular by prominent representatives of Switzerland giving a number of talks. The first was that of Mr. A. K. Zehnder, the Swiss Ambassador, who explained the concept of Swiss neutrality to the « Dallas Council of World Affairs »; Professor Alfred Bosshardt, Manager of the Swiss Clothing Exporters Association spoke at the Dallas « Import-Export Club » about European integration problems, while Mr. Werner Imhof, Washington Correspondent of the « Neue Zürcher Zeitung » gave a talk on Switzerland's present situation to the Dallas « Public Relations Society ». In conjunction with the performance of Max Frisch's « The Firebugs », Mr. Lukas Burekhardt, the Swiss Embassy's cultural attaché and Mr. Jakob Bräcker spoke to students of the « Dallas Theater Center ».



LES FILS FEHLMANN S.A., SCHÖFTLAND

Blouses d'armailis en toile de couleur avec garnitures brodées
Swiss peasant (armailli) blouses in coloured linen with embroidered trimmings
Blusas de vaquero suizo, de tela de color con adornos bordados
Schweizerische Sennenblusen aus unifarbigen Stoff mit bunter Stickerei



1.2.3 Varios de los artículos suizos vendidos por Neiman-Marcus y presentados al público con motivo de la « Quincena Suiza »
 Einige Artikel schweizerischer Provenienz im Verkauf bei Neiman-Marcus und gezeigt in der Modenschau anlässlich der « Swiss Fortnight »

The public library also took part in the « Fortnight » with an exhibition of Swiss inn signs, and various historical and geographical collections and a number of cinema shows. Schools and several big private concerns also developed the theme of Switzerland, while the radio and

television devoted a number of interesting programmes to the tourist aspect of the subject; Texans undoubtedly now know a great deal more about Switzerland than the stilted picture postcard view they had of it before.

Elsi Bräker



HALLER & CO.,
 ZURICH
 Robe du soir en satin
 duchesse lilas
 Evening dress in
 lilac-coloured
 duchess satin
 Vestido para la
 noche, de raso
 duquesa color de lila
 Lilafarbenes
 Duchesse Satin-
 Kleid



Madame Stanley Marcus, lors de la « Quinzaine Suisse » à Dallas, portait une création en ciré cloqué de
RUDOLF BRAUCHBAR & CIE S.A., ZURICH
 Modèle de Sarmi Inc., New York

Mrs. Stanley Marcus at the « Swiss Fortnight » in Dallas wore a creation in ciré cloqué from
RUDOLF BRAUCHBAR & CO., LTD., ZURICH
 Model by Sarmi Inc., New York

Señora de Stanley Marcus, llevo durante la « Quincena Suiza » una creación de « encerado » abullonado de
RUDOLF BRAUCHBAR & CIA S.A., ZURICH
 Modelo de Sarmi Inc., Nueva York

Frau Stanley Marcus trug anlässlich der « Swiss Fortnight » ein Modell aus « ciré cloqué » von
RUDOLF BRAUCHBAR & CO. AG., ZURICH
 Modell Sarmi Inc., New York



Miss Frances Niles, présidente du Dallas Fashion Group et M. Hans Baertschi, directeur du bureau de New York de l'Office national suisse du tourisme admirent une robe faite au moyen de plus de cent mouchoirs suisses, exposée à Dallas pendant la « Quinzaine Suisse »

Miss Frances Niles, President of the Dallas Fashion Group and Mr. Hans Baertschi, Head of the New York branch of the Swiss National Tourist Office, admire a dress made of over a hundred Swiss handkerchiefs, on display at Dallas during the « Swiss Fortnight »

Miss Frances Niles, presidenta del Dallas Fashion Group y don Juan Baertschi, director del despacho en Nueva York de la Oficina Nacional Suiza del Turismo, admiran un vestido hecho mediante mas de cien pañuelos suizos, expuesto en Dallas durante en « Quincena Suiza »

Miss Frances Niles, Präsidentin des « Dallas Fashion Group » und Herr Hans Baertschi, Direktor der newyorker Agentur der Schweiz. Verkehrszentrale betrachten ein Kleid mit über hundert schweizerischen Tüchli angefertigt, das während der « Swiss Fortnight » in Dallas ausgestellt war.

Modèle Amy Couture, Bâle

Document Swiss Fabric & Embroidery Center, New York
 Photo Ed. Miley, Dallas