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The ennobled

Cotton Fabrics of Switzerland

Once again the curtain is lifted for a peek into the present and nearby future on the feature fabrics of the feminine world—the Ennobled Cotton Fabrics of Switzerland.

The costumes displayed at the New-York World's Fair are from the current Spring and Summer collections of the manufacturers cooperating in this show. They are practical, salable costumes and accessories which the manufacturers have developed in their regular lines this season.

The varied types of costumes displayed indicate the extensive use of Swiss Fabric costumes for the tiny tot to the more mature woman and for day and evening dresses, blouses, lingerie and accessories, in fact, for most all occasions.

The Swiss Fabrics utilized in this show lend themselves naturally and logically to the costumes into which they are fashioned.

The manufacturers and the textilists associated with the fabric trade about St. Gall, Switzerland, deliberately chose cotton as the fibre evolving these unusual tissues for feminine wear.

This fibre is ideally suited to their fabric manipulations and lends itself admirably to the various effects which have been so much admired in the St. Gall textile artistry.

These Swiss Fabrics epitomize characteristics and qualities indigenous to Switzerland.

The combined efforts of the chemist in their research work, the artistry of Swiss weavers, the ingenuity of textile printer and finisher and the art of the engraver as well as the originalities of the textile designer, are employed in their production.

In the manipulation of the cotton fabric, the chemists in cooperation with the finisher, frequently employs processes which permanently transform the physical and microscopic qualities of the cotton fibre into a new material.

Hence they are referred to as permanent finishes because the character of the cloth is permanently changed. As no films or starches are used in accomplishing these effects, they only require washing or dry cleaning — and in some instances ironing to restore their original fresh, crisp appearance. The clarity of transparency of Swiss Organdy is unique.

The family of Swiss Fabrics, produced in Switzerland, finds increasing usage throughout the year.



The fabrics reproduced on the opposite page and displayed in the Swiss Pavilion at the New York World's Fair, have kindly been furnished by the Industrial and Arts and Crafts Museum in St. Gall. The manufacturers of these fabrics belong to the Swiss Fabric Group of New York and to the following Associations in Switzerland :

The Swiss cotton textile exporters Association, St. Gall ; The Swiss Master Spinners, Doublers and Weavers Association, Zurich ; The Swiss Finishers Association, St. Gall.

1. Organdy Imago. — 2. Cloqué Organdy. — 3. Swiss Damask Organdy. — 4. Crêpe - O - Plastic. — 5. Madrisa Organdy. — 6. Lace-Imago. — 7. Crêpe Cilana. — 8. Printed Organdy. — 9. Hecomba. — 10. Nelo. — 11. Spectral. — 12. Imago. — 13. Cloqué Fantaisie.


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