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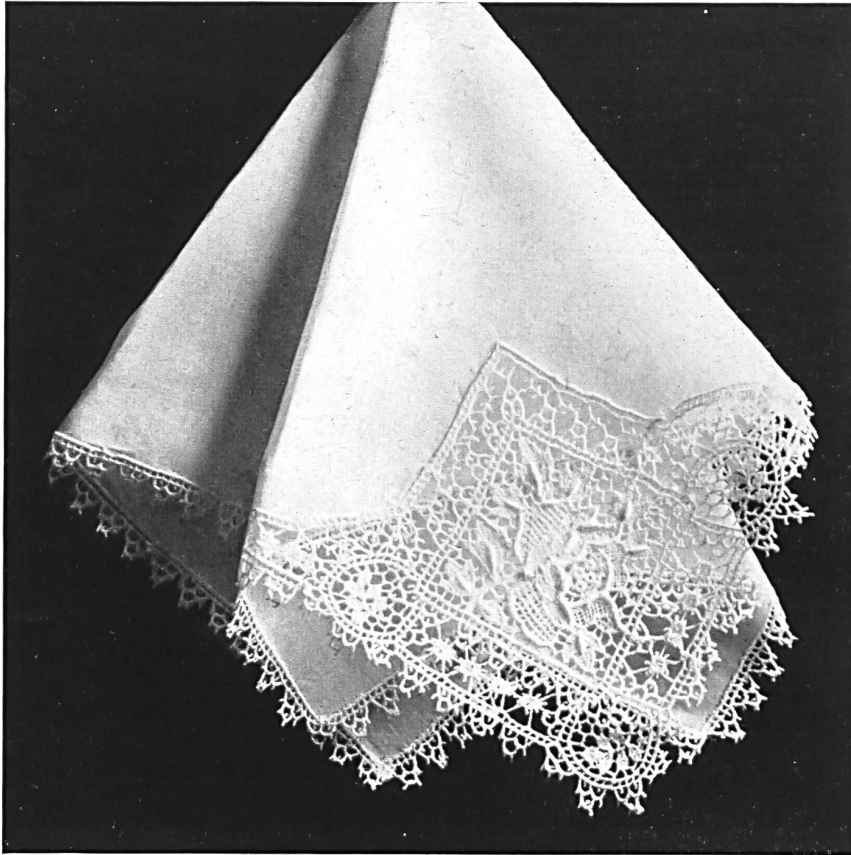
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Lace and

Handkerchief by Jacob Rohner Ltd., Rebstein.
Photo Blanc, Lausanne.

ST. GALL embroidery has long had an excellent reputation far beyond the boundaries of Switzerland. It may always be recognized by its quality and its technical perfection.

The masters of « haute couture » know that their customers are always on the lookout for novelties. Such novelties may be found

in the lace and embroidery collections of the different St. Gall firms.

Lace and embroidery are classical goods and may be worn at all times of day and on every occasion. The perfect complement

to a tailor-made costume is a discreetly elegant blouse in white lace or organdy, trimmed with open-work or embroidery. Raised woollen embroidery is seen on elegant afternoon dresses. All such dainty articles, cobweb lace by the piece for blouses and frocks, insertion, motifs for lingerie insets, collars, handkerchiefs, scarves, and flowers are produced by St. Gall manufacturers. Swiss embroidery may be worn at any and every age. It is equally fascinating on children's frocks and on glamorous evening gowns. Who would not take pleasure in dainty lace incrustations



Blouse by Ed. Sturzenegger Ltd., St-Gall.
Photo Heiniger, Zurich.

Embroidery

or gauzy embroidery motifs round the neck or on the hem of a skirt, in embroidered white tulle, daintily coloured, flimsy St. Gall organdy, tulle or muslin, and voile, either printed or with self-coloured trimmings?

Lace allied to silk or velvet is the fashion of the moment. This mixture of fragile and heavier fabrics is most effective in spite of the fundamental difference in the kind of material. On the other hand ribbons are much used on lace or tulle. This year's hit, however, is the revival of Swiss embroidery in scallops, raised and open-work marguerites and flower-heads.

All these diaphanous fabrics daintily accentuate the feminine line. Fragile as their appearance is, their durability is, as a matter of fact, almost incredible. Wash them like handkerchiefs, starch slightly, and then iron, and they will look as fresh and dainty as ever. Being uncrushable, they are as good as new after every washing.

Creative talent, careful execution, and first-rate quality may indeed be said to be characteristic of all the work done in the St. Gall lace and embroidery trade.



Blouse by Haury & Cie, St-Gall.
Photo de Jongh.



Embroidered fabrics by
C. Foster-Willi & Co., St-Gall.
Photo de Jongh.

The samples of embroidery shown in these pages have been placed at our disposal by the Industrial Museum, at St. Gall.



Left page :

Organdy Flounce with superposed Leaves of lace work.

Embroidered Organdy. Eyelet embroidery.

Right page :

Left: Embroidery on net. Centre: Embroidery on Organdy.

Bottom: Gallon in gold lace.

Cord Embroidery with Open-work Effects.

Colour Photo de Jongh, Lausanne.

