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Swiss Australian friendship

Early in the year, Swiss-Australian friendship was further cemented when Stoffel & Co. of St. Gall organised an official reception in honour of Rosemary Fenton, Miss Australia 1960! It should be pointed out that Miss Australia is no ordinary beauty queen; the title is awarded to the winner of a contest between nominees of the six states of the Australian Commonwealth, in which beauty is only one of the factors, taken into consideration in conjunction with charm, intelligence, the social graces, etc.

24-year old Miss Rosemary Fenton comes from Lord How, a small island with a population of only 180 inhabitants. As holder of the title of Miss Australia 1960, she tours Europe, Great Britain and the United States, and on her way from Rome she stopped at St. Gall for a few days. During her visit to this town Stoffel & Co. organised a fashion parade in her honour; this showing, which was attended by the press, featured coats and dresses for the summer 1961 made of Stoffels cotton fabrics by some ten Swiss manufacturers.

In addition to Aquaperl coats — either pure cotton poplin or mixed with terylene — in fashionable shades, those present were able to admire a number of fabrics with abstract designs, stripes and checks, mainly in colour woven styles, a traditional speciality of the firm. Finally let us mention some attractive dresses made of small Stoffels handkerchiefs. This charming little parade showed the active contribution cotton fabric manufacturers make towards the creation of fashion.



Five models made of Stoffel's fabrics

From l. to r.: models: Kurt A.G., Lucerne (2×); A.G. Jacob Scherrer, Romanshorn; W. Kriesemer & Co. A.G., Saint-Gall; Macola A.G., Zurich

During the showing; extreme right Miss Rosemary Fenton next to Mr. Max Stoffel.

Model Geny Spielmann



Rosemary Fenton, Miss Australia 1960, happily receiving a present from M. Beat Stoffel.



Stoffels fabrics for every moment of the day

From l. to r.: models: A. Kriemler-Schoch, St.Gall; W. Kriesemer & Co. A.G., St. Gall; A.G. Jacob Scherrer, Romanshorn; Macola A.G., Zurich

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