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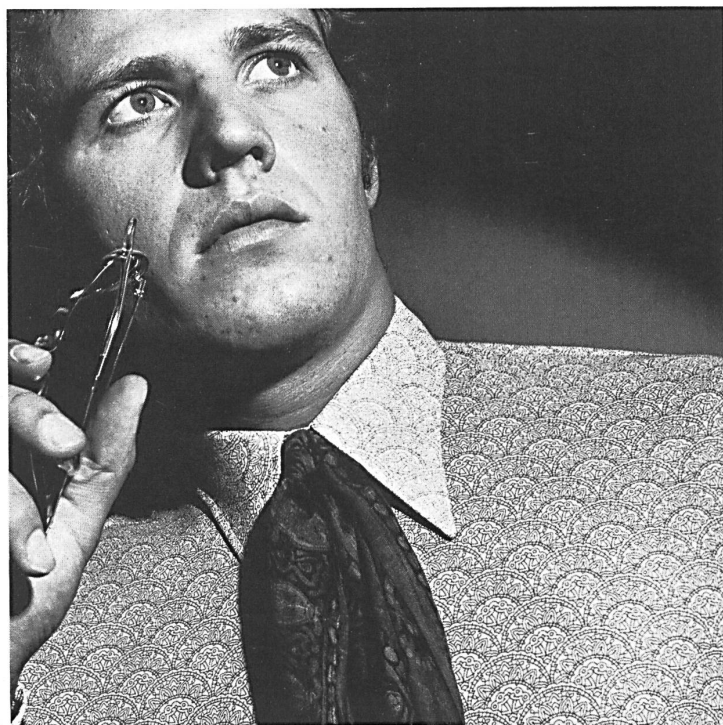
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AN ENGLISH SWISS STORY

ENGLISH TAILORING
AND SWISS FABRICS
SPIN
A SIX-SCENE
SHIRT TALE

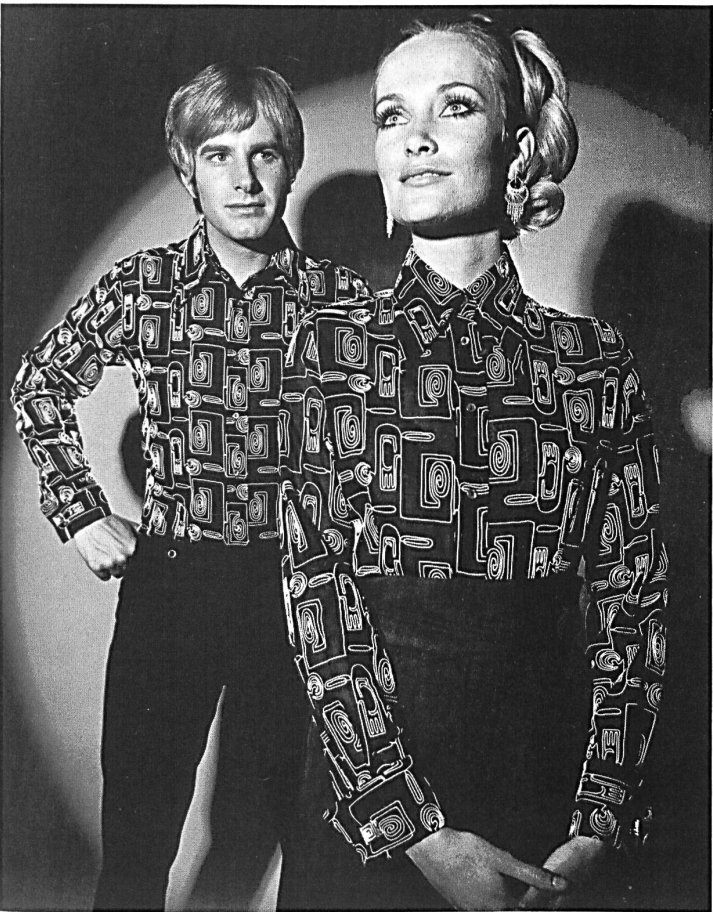
When one sees the great variety there is nowadays in men's shirts, no longer confined to a few boutiques but produced by the largest shirt manufacturers in the country and available in every large store and prominent shop in England, one has to remind oneself how much men's fashions have changed here within as remarkably short period of time as the last five years.

It was then that John Michael introduced a special collection of printed and embroidered Swiss voile shirts to a group of male fashion journalists in London. They all admired the shirts

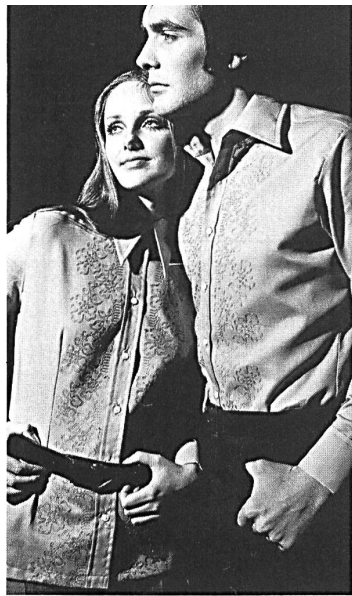
but to a man the verdict was "the shirts are beautiful but I cannot see myself wearing an embroidered shirt". Now this is quite accepted and no longer even unusual. When questioning a few years ago some of the more conservative shirt makers in England about the possibility of fine Swiss voiles, crepon, Tutorette and embroideries for day shirts, a typical comment was "I have enough headaches with fashion as it is, I am not looking for more". However, just these shirt manufacturers now produce the most fashionable models in Swiss fabrics and embroideries, not only for evening shirts, but indeed also for day and leisure wear and partnered with ladies shirts.

Men's shirtings in plain, fancy woven, printed and embroidered cotton, in mixture fabrics, fine wools and silks cotton and synthetic jersey are at the present time among the most important textile export articles from Switzerland to England.

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1. HAUSAMMANN
TEXTILES LTD.
WINTERTHUR
White voile printed in
geometric design
Model: Carston Shirts
Ltd., London
2. BISCHOFF TEXTILES
LTD., ST-GALL
Cotton voile
embroidered with
cross-stitch motifs
Model: Le Roi Mens-
wear Ltd., London
3. TACO LTD.
GLATTBRUGG
Pure cotton voile print
Model: Bonsoir
Limited, London
4. J. G. NEF & CO. LTD.
HERISAU
Cotton voile with
corded embroidery
Model: Bonsoir
Limited, London
5. TACO LTD.
GLATTBRUGG
Cotton corded
embroidery on pure
cotton ground
Model: Bonsoir
Limited, London
6. METTLER & CO. LTD.
ST-GALL
Pure cotton voile print
with satin stripes
Model: Bonsoir
Limited, London