

THE 1959 LINE'S THE SNOWLINE.

It was snowing at the Kleine Scheidegg; not an ideal day for ski-ing. Judging by the look of the Wetterhorn, a 12,000-foot towering, forbidding mass, the best bet for an hour or so was to let the snow get on with it and take it easy in the hotel; especially as the Swiss Clothing Exporters' Association was putting on a fashion show, proving how smart and becoming a girl can look, while enjoying the winter sports. Haute Couture can make a brave show, 7,000 feet up in the Swiss Alps. The playing cards motif suggests a Full House at the hotel, or a running flush down the ski-slopes.

Ruth, a well known model from Zurich, displayed a "Poncho" cape, over light blue, knitwear trousers. Pathe News camera crew filmed the show exclusively. Perhaps few people in Britain have thought of the Swiss as fashion leaders, but in the winter-sports field it's natural that they should be. Vreni's after-ski skirt had its admirers. No doubt Vreni herself had admirers too.

Who is Sylvia? Obviously another lovely model. As she's also a ski-ing champion, she wears the outfit as to the manner born. And once again, here's Helen. Her flaring, reversible anorak, and corduroy after-ski trousers would make a lot of heads turn in her native New York. Broadway wolves might even whistle.

No one can ski at night, so this time Ruth models a television suit. With a nylon fur jacket, it's a knitwear creation. Apparently in the Alps you can't just wear anything when you watch TV.

It looks as though the Swiss Alps were the winter fashion centre of the world. And if any of the lovelies get lost in the snow now and then, how nice to be a St. Bernard dog and nose them out. Anyway, it was a fashion show Switzerland could be proud of.