

BUREAU OF FASHION TRENDS

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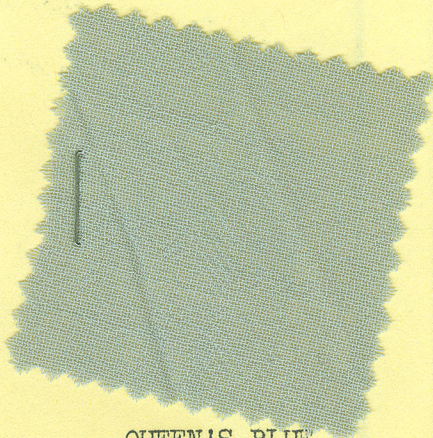
MANAGING DIRECTOR

April 7th, 1939.

FOR IMMEDIATE RELEASE

PURE VIRGIN WOOL

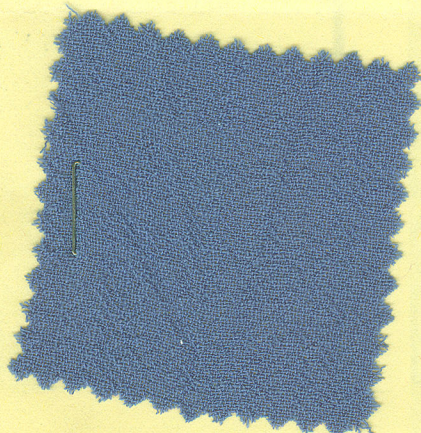
The Colors Chosen by Her Majesty Queen Elizabeth and Mrs. F. D. Roosevelt for the gowns they will wear as a friendly gesture to the International Wool Growers of Australia, South Africa, New Zealand and the U. S. A.



QUEEN'S BLUE

Pastel blue chosen by England's Queen has been woven by Forstmann Looms. Cool, delicate in texture and exquisite in color, the dress will be made to fit the "Queen's Taste" by Norman Hartnell - establishing the vogue for summer wools.

(This is the actual color and fabric.)



AZURE BLUE

Azure blue is the color chosen by Mrs. Roosevelt for her soft summer wool frock. John Emsley of Bradford, England, will weave the fabric and Clarepotter will design the dress which Mrs. Roosevelt will wear when she greets Queen Elizabeth on her arrival in Washington.

(This swatch is the actual color but not the British fabric, which has not yet arrived.)

From: Bureau of Fashion Trends
366 Fifth Avenue
New York City

FOR IMMEDIATE RELEASE

Wi. 7-7476

In connection with the announcement today by Mrs. Eleanor Roosevelt of important details concerning the special wool fabrics to be presented to her and to Queen Elizabeth, the following summary and background information may be of some assistance:

Mrs. Roosevelt has selected a very light weight blue crepe wool, to be called "Azure Blue." This is being specially woven by John Emsley, of Bradford, England. Mrs. Roosevelt's dress is to be designed by Clarepotter. London advises this material will be dispatched to New York on next Tuesday, April 11th.

Queen Elizabeth has selected a six-ounce pastel blue wool crepe, to be called "Queen's Blue." This has been specially woven by The Forstmann Woolen Co., of New York City. The Queen's dress is to be designed by Norman Hartnell, of London.

(Note: A committee representing the wool growers of 34 states at 11:30 A. M. today is presenting a handsomely decorated packet containing the fabric for the Queen's dress to Commodore R. B. Irving, in command of the Queen Mary, aboard the ship. The Commodore is to relay the packet with all speed to Buckingham Palace. The American committee

consists of Senator Harry H. Schwartz of Wyoming, Senator D. Worth Clark of Idaho, J. Bruce Wilson, of the Wyoming Wool Growers Assn., and G. W. Cunningham, of the Texas Sheep Raisers Assn.

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Background Information:

The wool growers of the United States and Great Britain seek by their presentation of the special fabrics to Queen Elizabeth and Mrs. Eleanor Roosevelt to symbolize the friendship and understanding which exists between the two nations, and the important part which wool has played in their development and commerce.

By their gracious acceptance of these fabrics, Queen Elizabeth and Mrs. Roosevelt have permitted millions of wool growers, weavers and other workers to feel that they will have an integral part in the historic first meeting on American soil of Great Britain's reigning monarchs and America's President and First Lady.

Immediately upon receipt of word that Queen Elizabeth and Mrs. Roosevelt would accept the fabrics, a search was instituted for the finest wool of the two countries. Specially selected clips of the finest virgin wool from the 34 wool producing states were assembled in Boston, and inspected by J. Frank Dings, an expert who has worked in the markets there for more than two decades. Similarly, the finest clips from Australia, New Zealand and South Africa were collected and inspected in London.

The U. S. raw wools then were sent to the Forstmann mills in Passaic, New Jersey, where the special fabric was woven and dyed in conformity with the desires expressed by Queen Elizabeth. It is this cloth which is being sent to London today aboard the S. S. Queen Mary.

Representative of the American growers in the international presentation is Mr. F. R. Marshall, secretary of The National Wool Growers Association. When the original announcement was made, Mr. Marshall said:

"Although separated by oceans and continents, a large percentage of the farmers of these two great democracies are united in the common work of providing mankind with an essential element of clothing. At this time, when the world is dominated by talk of war and armaments and broken boundaries, we are happy that millions of men in these two nations may unite in a gesture of friendship and understanding."

Representative of the growers of Great Britain is Dr. I. Clunies-Ross, of the International Wool Secretariat. In London, he commented:

"These fabrics will be symbolic of the historic role of wool in the development of the countries concerned, and its importance in the maintenance of prosperity in both nations and the development of world trade."

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