

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1959)
Heft: 3

Artikel: The swiss cotton train
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-798552>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 14.09.2025

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

The Swiss Cotton Train



In connection with the Second National Cotton Week, which was held in Switzerland from May 23rd to 30th, the Office for the Promotion of the Swiss Cotton and Embroidery Industry organised an itinerant exhibition for the benefit of retailers and the press. In order to cut down the work of packing and unpacking to a minimum, and at the same time to give an original setting to the display, the Office for the Promotion of the Swiss Cotton and Embroidery Industry chartered a train, which enabled it to present the same exhibition in fourteen of the biggest towns in Switzerland. The train consisted of four coaches one fitted up as a cinema-projection room, where guests were shown a documentary film on the growing and use of cotton, another containing, in spite of the small space, an extremely comprehensive display of all the clothing, furnishings and other articles made from cotton in Switzerland. The other two coaches had been converted into a comfortable, luxurious lounge in which visitors could attend a fashion parade, which was particularly interesting since all the fabrics and embroideries presented were novelties that had not yet been put on the market, some of them even having been made specially for the occasion in short lengths only, before being incorporated in the standard production of factories. The very lovely articles that we were shown there, in particular in embroideries, printed cottons and even poplins for rainwear, as well as the designs and colours, all augured well for the future of Swiss embroideries and cottons.

