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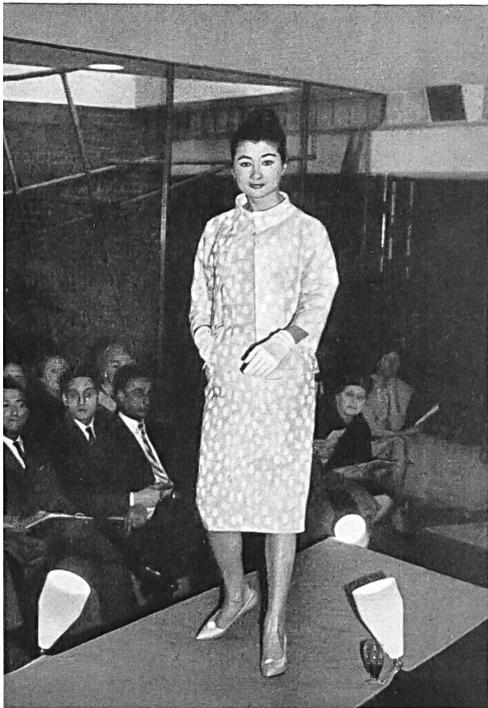
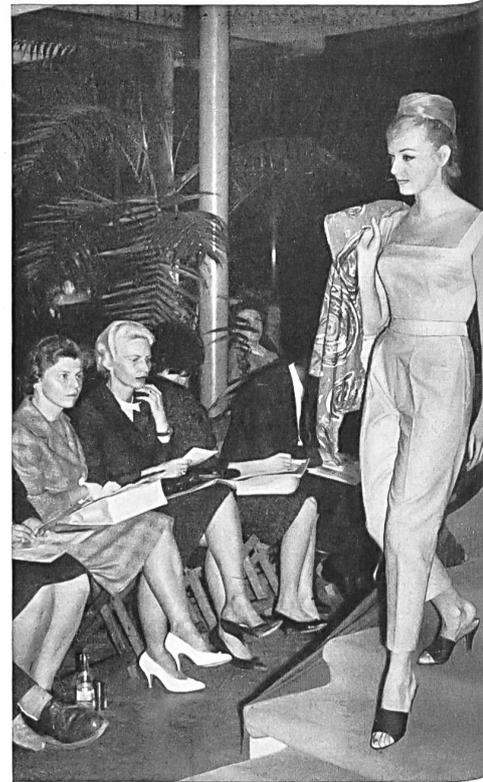
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Swiss Cotton Weeks 1960

This year the St. Gall Office for the Promotion of the Swiss Cotton and Embroidery Industries once again organised a number of their traditional "cotton weeks" for the purpose of popularising this fibre throughout Switzerland. Included in the campaign was a series of fashion parades showing models made with embroideries and fabrics of St. Gall, to be held in 12 Swiss towns and organised each time in collaboration with the local retail trade. The tour started in Zurich, in the Zoological Gardens, with a special display put on for journalists. This first, highly successful fashion parade showing some sixty models made by Swiss couturiers and ready-to-wear manufacturers was held in the original if somewhat unusual setting of the new monkey house. Opposite we reproduce some of the models shown on this occasion.

This presentation was preceded by a cocktail party and press conference given in the new bird house by the international organisation Felisol. Our readers know that the yellow and blue Felisol label (Regd. trade mark) guarantees the colour fastness of the fabrics

Photo ATP



GUGELMANN & CIE S.A.,
LANGENTHAL

Tissu fin de coton tissé couleurs
Fine cotton colour-woven
Algodón fino tejido en colores
Feines Baumwoll-Buntgewebe
Modèle Hugo Brandeis S.A., Zurich

Photo ATP

bearing it. These colours are washable, fast to light and the elements, according to the nature and purpose of the fabrics. In Switzerland this label is used by over a hundred firms who are entitled to mark their textile products with it.

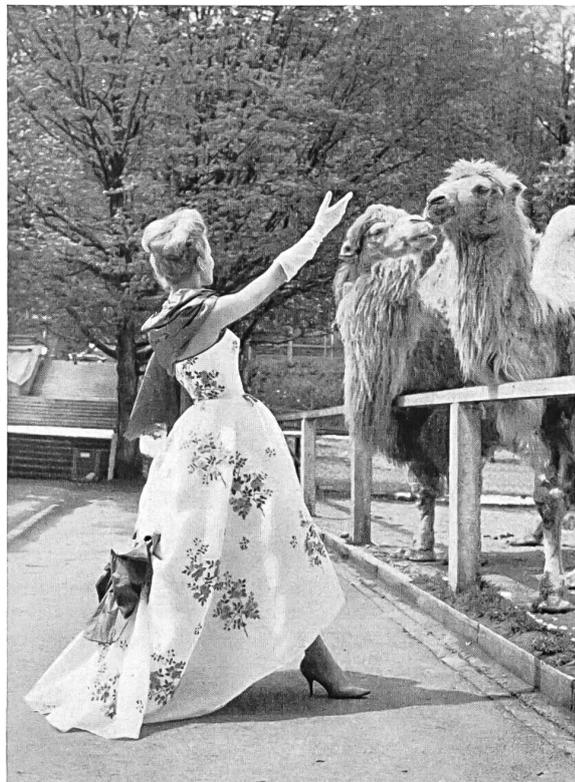


Photo Tenca

UNION S.A., SAINT-GALL
 Organdi ricement brodé
 Richly embroidered organdy
 Suntuoso organdí bordado
 Reich bestickter Baumwoll-Organdi
 Modèle Rolf Cafader & Co., Zurich



STOFFEL & CO., SAINT-GALL
 Fin reps de coton chiné
 Fine warp printed twilled cotton
 Repts de algodón fino, chiné estampado
 Feiner Baumwoll-Reps mit Chiné-Druck
 Modèle Macola S.A., Zurich



UNION S.A., SAINT-GALL
 Délicat organdi brodé
 Delicate embroidered organdy
 Exquisito organdí bordado
 Zart bestickter Baumwoll-Organdi
 Modèle Leisinger & Co., Zurich

J. G. NEF & CIE S.A., HERISAU
 Fin reps de coton chiné
 Fine warp printed twilled cotton
 Repts de algodón fino, chiné estampado
 Feiner Baumwoll-Reps mit Chiné-Druck
 Modèle Willy Meyer S.A., Zurich

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