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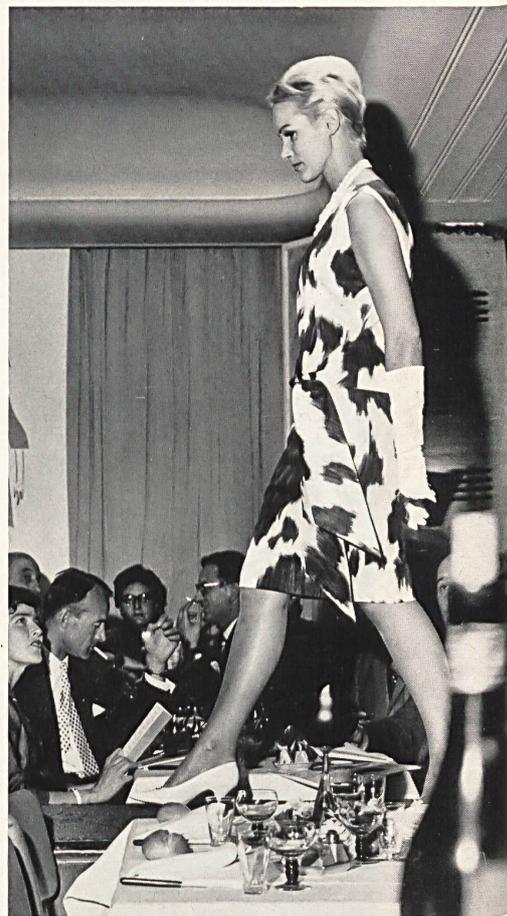
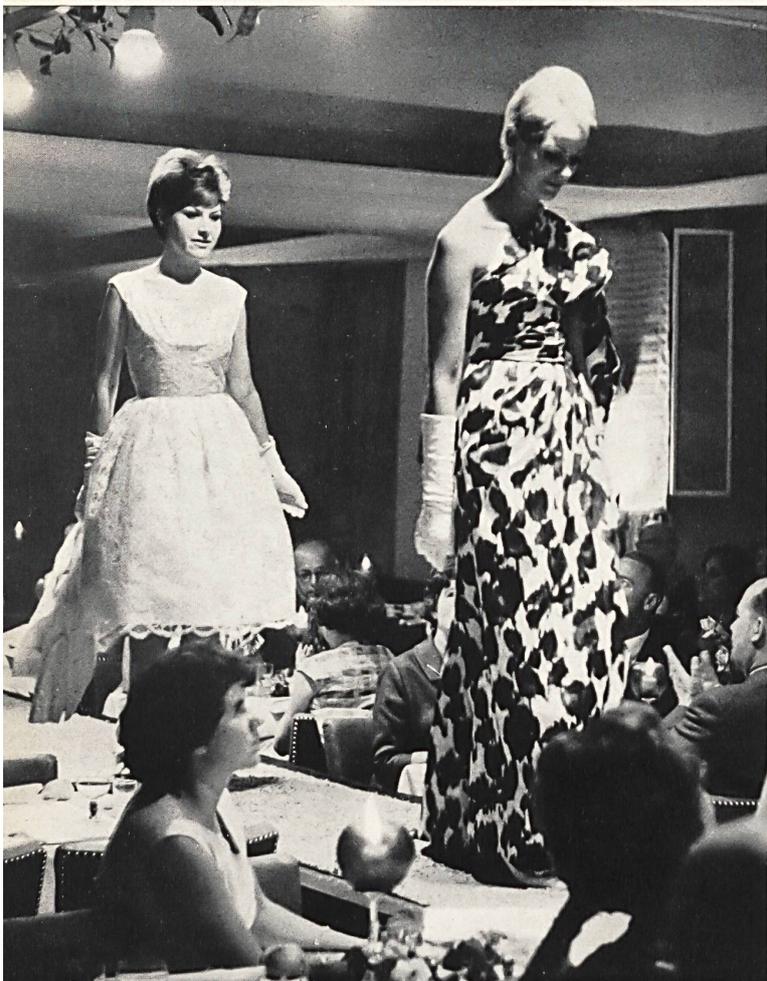
Egyptian Cotton

Cotton, which has been cultivated in the Nile delta for many thousands of years, is Egypt's main export item.

In 1960, Switzerland imported 21,467,664 Swiss francs' worth (\$ US. 4.98 million) of raw Egyptian cotton out of a total value of S.Fr. 144.8 million (\$ US. 33.7 million) for imports of this raw material. The raw cotton that Switzerland buys from Egypt is the high quality long staple cotton so highly appreciated by the St. Gall fine cotton fabrics and embroidery industries. In order to draw attention to this fact and to make Egypt in its capacity as a supplier of raw cotton better known to the Swiss general public, the Publicity Centre of the Swiss Cotton and Embroidery Industry in St. Gall, in compliance with a request of Mr. H. A. Hassan, Commercial Attaché of the U.A.R. for the cotton trade, organised a special publicity week on behalf of Egyptian cotton. This event was held from June 26th to July 1st in the Oscar Weber department stores in Zurich. In addition to the shop-windows, all of which laid the emphasis on Egyptian cotton in their displays, the interior decoration of the shop featured the

same theme, especially in the drapery department where photographs were displayed showing the growing, harvesting and preparation of the raw cotton. The attention of visitors was also drawn to Swiss articles made of Egyptian cotton.

Pendant le défilé
During the display
Durante el desfile
Während der Vorführung



Pendant le défilé
During the display
Durante el desfile
Während der Vorführung

The week was opened by a special reception for the press consisting of a cocktail party and banquet during which guests were able to admire a parade of some seventy models in Swiss cotton fabrics made from the Egyptian raw material, over half these models being supplied by a



LEUMANN-BOESCH & CO. S. A., KRONBÜHL

Robe d'après-midi en tissu tissé en couleurs
 Afternoon dress in colour-woven cotton fabric
 Vestido de tarde de algodón tejido en colores
 Nachmittagskleid aus Baumwoll-Buntgewebe
 Photo Tenca

dozen Swiss firms and the remainder by couturiers and ready-to-wear manufacturers from Austria, Egypt, France, Germany, Italy and Spain. The parade was subsequently repeated twice a day, throughout the week in question, in the store's restaurant at breakfast and tea-time.

On these pages we show several photographs taken during the press showing and some of the Swiss models featured there.

ALGO S. A., ZURICH

Robe d'après-midi en tissu de coton imprimé
 Printed cotton fabric afternoon dress
 Vestido de tarde de algodón estampado
 Nachmittagskleid aus bedrucktem Baumwollgewebe
 Photo Tenca



«SAMODE», MODEN S. A., MONTREUX

Robe d'après-midi en batiste de coton avec broderie bordure
 Cotton batiste afternoon dress with embroidered edgings
 Vestido de tarde de batista algodón con cenefa bordada
 Nachmittagskleid aus Baumwoll-Batist mit Bordürenstickerei
 Photo Tenca

