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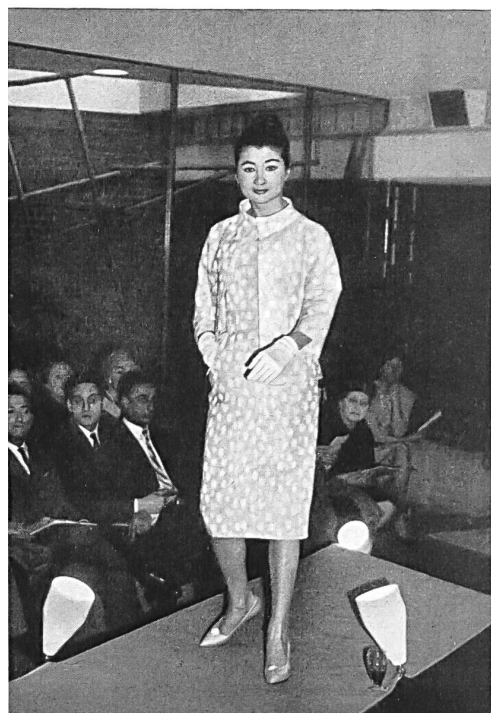
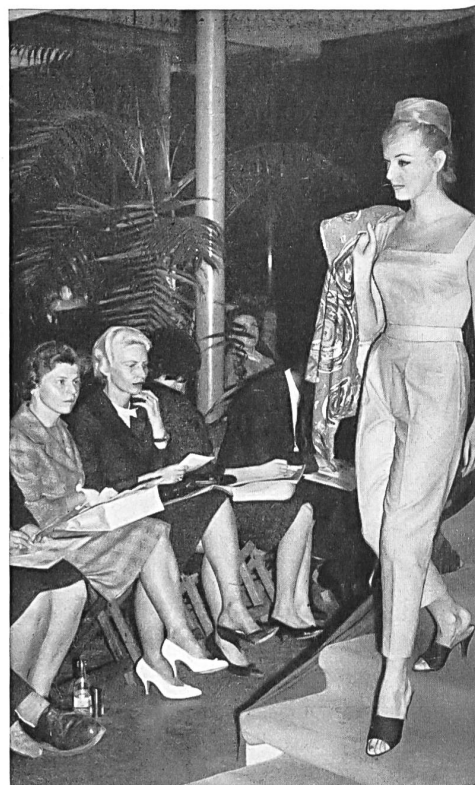
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# Swiss Cotton Weeks 1960

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.

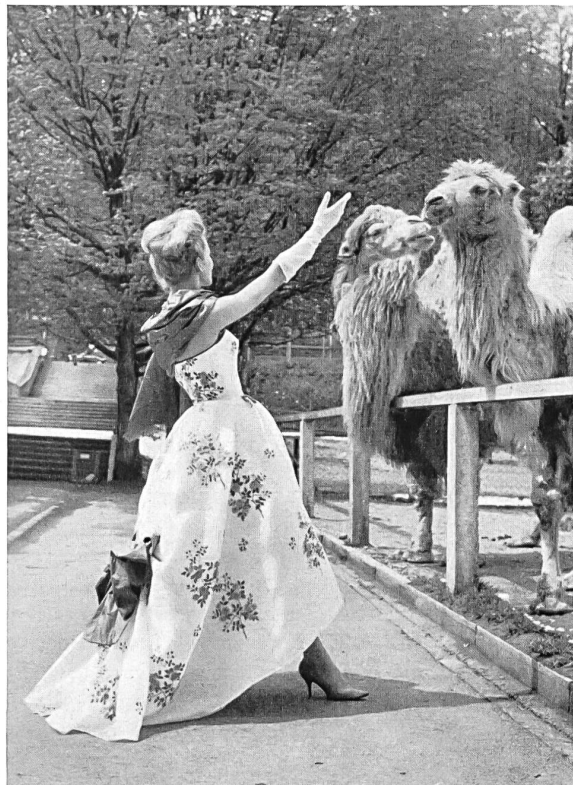


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UNION S.A., SAINT-GALL  
 Organdi richement brodé  
 Richly embroidered organdy  
 Suntuoso organdí bordado  
 Reich bestickter Baumwoll-Organdi  
 Modèle Rolf Cafader & Co., Zurich



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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