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## 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.

