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Autor: [s.n.]
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The Cotton Fleet

«The cotton fleet is in» is the title of the new itinerant display organized by the Office for the Promotion of the Swiss Cotton and Embroidery Industries in St. Gall. As usual, this exhibition is intended to publicize, first of all, the cotton fibre, its origin and the industrial processes it undergoes and, second, the fabrics made of this fibre by St. Gall manufacturers. This year, the display consists of 12 parts (composed of photographs, samples and explanatory texts) grouped in pairs in stylized boats, of the old Mississippi paddle-steamer type. The parts are specially designed to be easily moved and set up in shop-windows. The exhibition will therefore be on view in the windows of several big shops in a number of towns in Switzerland.

A glance — even a fleeting one — at this attractive display will enable shoppers to see for themselves the important part cotton plays in Swiss industry, the complexity of the work involved in the conversion of this fibre and the wealth of the manufacturing programme it makes possible for the industries of Eastern Switzerland, ranging from fabrics for industrial uses to the most luxurious embroideries and including of course a great many fabrics for practical, everyday uses without forgetting the famous little handkerchiefs.

The «cotton fleet», conceived by the Basle graphic artist Ferdi Afflerbach, will be increased next year by a dozen new ships. Here's wishing them — happy cruising!



Deux unités de la flotte du coton
Two vessels of the cotton fleet
Dos navios de la escuadra del algodón
Zwei Einheiten der Baumwollflotte

