

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1938)
Heft: [1]

Artikel: Linen
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DOI: <https://doi.org/10.5169/seals-799547>

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Linen

No other material is as truly spring-like as linen. It is suggestive of country holidays. Its cool smoothness is particularly pleasant on hot days. New linens are strong, supple, uncrushable and possess many excellent qualities.

The heavy, straight folds and the clear, straight lines of linen are invaluable for tailor-made coats and skirts which are becoming more fashionable from day to day. It is a great boon for every woman, even for those who are no longer as slim as they might wish to be. Linen dresses fit well and are always smart.

Linens are indispensable for yachting and golfing costumes, and are preferred to all other materials by our leading dressmakers. The thicker kinds make splendid sports coats of a most becoming dull white.

The different textures have been the subject of close study and are so ornamental in themselves that complicated styles and trimmings are quite unnecessary.

In addition to its use for personal wear, linen is much appreciated for household and table use. Its bright, cheerful colours go well with rustic pottery and supply just that quality of freshness that we need in summer.

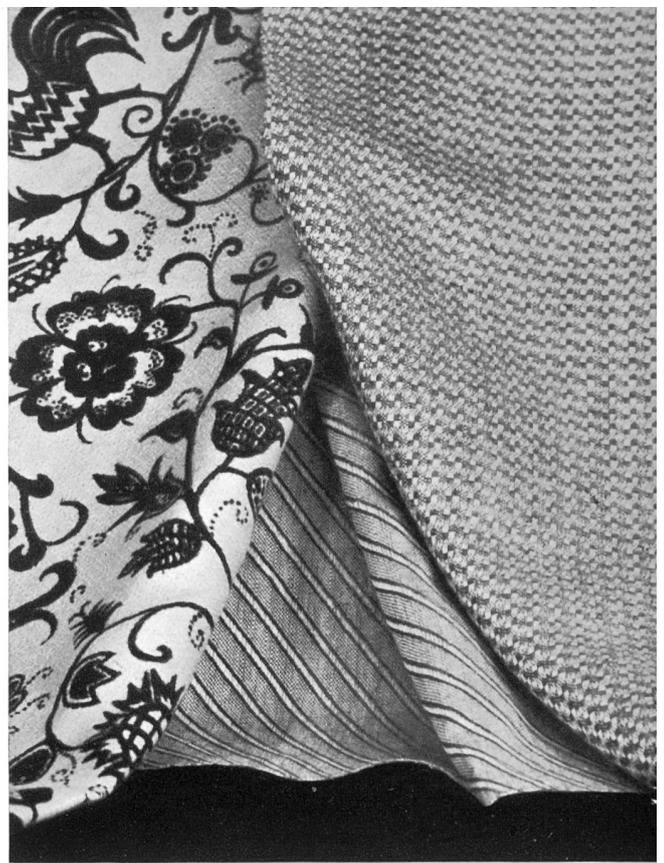
I have pleasant memories of an appetising breakfast in one of those delightful, wellkept Swiss inns. Everything was neat and clean. There were gaily coloured, flowered cloths on the tables, where honey, fresh butter and lovely, crisp rolls awaited me. Piles of clean linen smelling of fresh air and sunlight were being put away in large cupboards. It was a feast of colour and so restful that I could not make up my mind to leave this peaceful spot.

Are these simple little joys not a very important part of the real holiday feeling?

The decoration of modern houses is not complete without linen. A lampshade of starched white linen with large pleats gives wonderful light. Curtains of «toile armurée», hand-printed in different colours, give a pleasant diffused light. Garden furniture, lounges with comfortable rocking-chairs are rendered more attractive by gaily-coloured linen cushions.

The seaside, the hills and the country are all subject to its charm. It is the unfailing companion of summer, of simple comfort and elegance, the true friend of women in the home, – a friend who makes their numerous tasks less irksome.

J. W.



Linen fabrics with designs ancient style for table-cloths and curtains. Creation of Schmid & Co., Burgdorf.



Creation of Tissage de Toile de Langenthal Ltd., Langenthal.

Photo W. Hoflinger, Basle.