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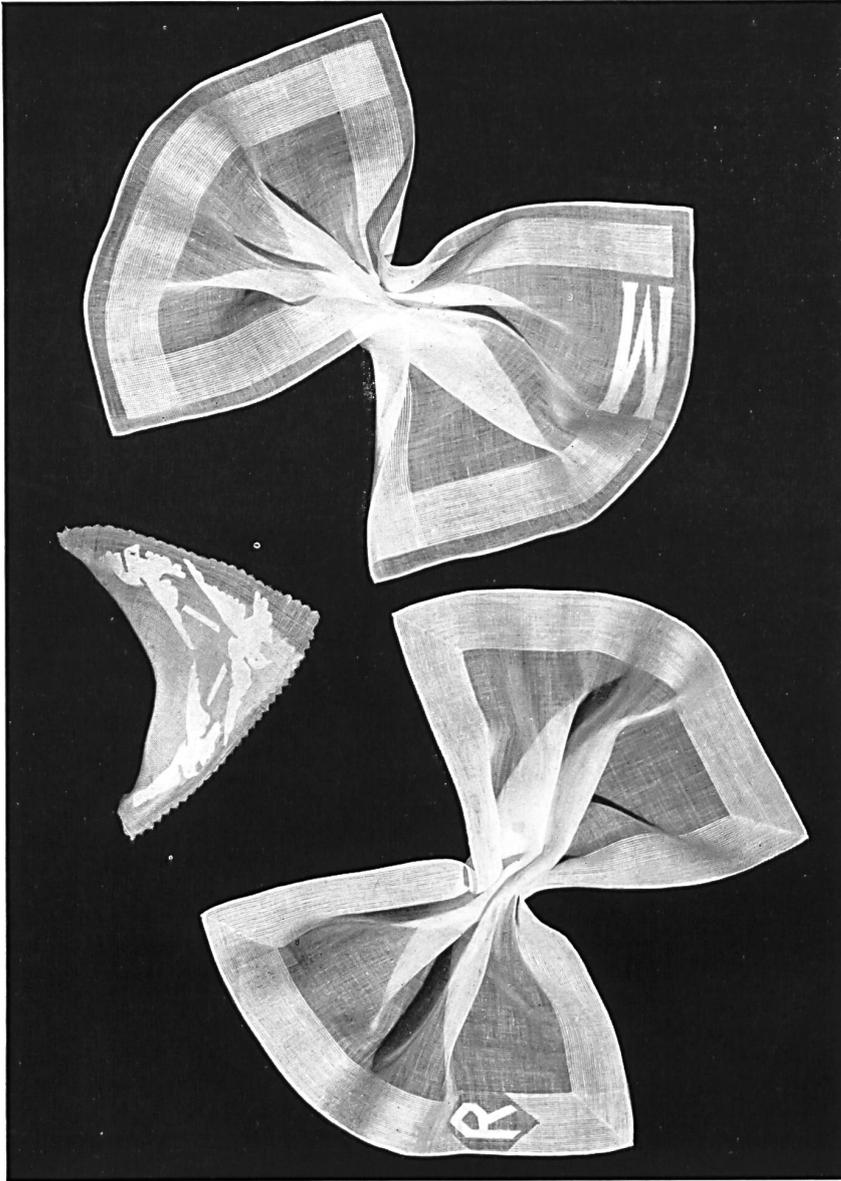
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Linen



Handkerchiefs of drawn-thread work
Presented by J. Heeb Ltd., Appenzell.
Photo de Jongh.

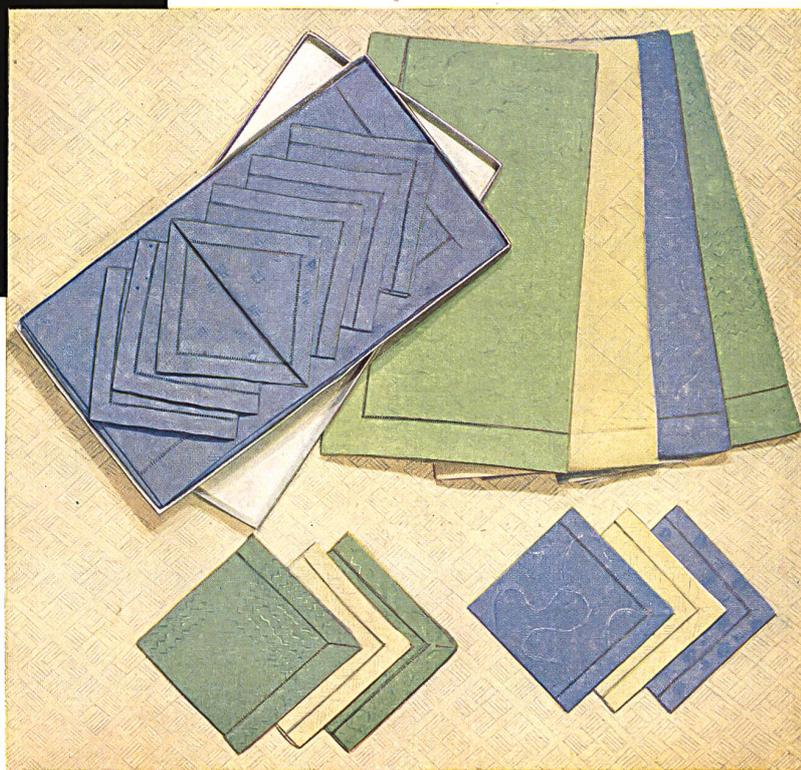
The qualities of linen have been recognised ever since the dawn of history ; indeed they were known and appreciated in the time of the Pharaohs. We find frequent allusions to linen throughout the annals of human endeavour, for it is a pure textile and in its use it was not confined only to the making of rich cloths and luxury garments but was also woven in the modest thatched cottages for everyday wear - due, no doubt, to its reputation of being a hard-wearing and, in consequence, an economical textile.

In our days, linen is certainly the textile which presents the maximum of possibilities. For household use linen cannot be equalled and table linen including fine damasked table cloths and napkins is always indispensable to a really soigné repast. Linen is almost exclusively used in Swiss Hotels which enjoy a world-wide reputation and we are all familiar with the woven inscriptions on table linen. Swiss linen, without exaggeration, is to be found in all the luxury hotels of the world, and is used for all sheets whether of pure or half-linen, pillow-cases, damasked or embroidered, and tea-cloths, aprons etc. employed in the kitchen or pantry. In the home, linen serves the same purposes.

Improved methods in the textile industry during these last few years added to the comparatively recent vogue for life and sport in the open-air, has considerably developed the uses to which linen is put. For the table, guaranteed



Table linen
created by Worb & Scheitlin Ltd., Burgdorf.
Photo Bauty.



fadeless materials of rustic simplicity for country week-ends and camping have come back to fashion, while an unwonted popularity is enjoyed by linen in the manufacture of dresses. This textile, fine or coarse, bleached, ecru or coloured, hard-wearing and unshrinkable, is greatly used in the fabrication of country suits. And so we find that, tailor-mades, summer dresses, beach and week-end ensembles along with masculine attire, do but follow the experience made by tropical residents of the practicality of linen for warm-weather wear. Even the realm of hand bags and shoes has now been invaded to continue further the possibilities of the application of linen.

Linen is used, thanks to its extreme durability, in an infinite number of domains including those already mentioned and in the manufacture of underwear, shirts, handkerchiefs, trim blouses, pochettes and knick-knacks of all kinds and, last but not least, in the fabrication of blinds, tents, coverings for aeroplanes, strainers and cheese-cloths.

The Swiss flax industry, aided by the most modern and well-equipped machinery for textile manufacture, and with a long experience dating back to the time when the country people cultivated the flax themselves and prepared it on the spinning-wheel and the frame-loom, is now in a position to produce in every afore-mentioned domain articles of perfect and irreproachable taste.