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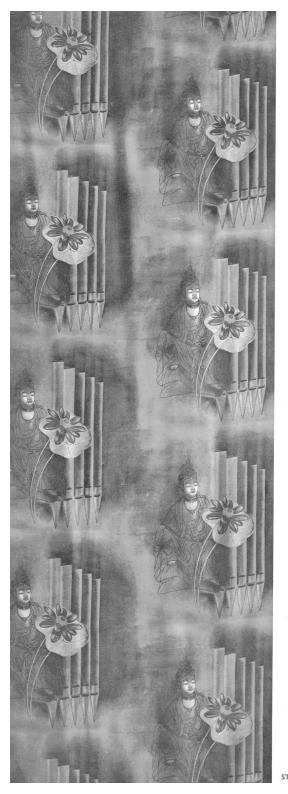
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LINDN

In Ancient Egypt linen was the symbol of divinputity and divine light, and the Gods loved linen.

Linen remained, throughout the ages, the distinctive prilege of gentility, and the Infanta Isabelle owed her fame to the durability of her line under-garment, which she wore three years long, until her husband Robert had confered Ostend. And thereby set the fashion for unbleached linen, which never show the trace of dirt.

Linen, today, is accessible to all who have a taste forculture and distinction.

In the last few years before the war, linen products we infinitely varied. The spinning mills made glad the hearts of weavers with all mann of yarns — fine, thick, mixed, smooth, raw, flaked and knotted. And still the basi fibres were woven from linum usitatissimum in its distinctive, unadulterated, classical lity, or mixed with cotton and innumerable other textile fibres in order to provide te good qualities beloved of the middle-classes.

As linen from Flanders, Ireland and the Baltic State grew scarcer, Italian hemp was used as a substitute, a less delicate and supple mated, but equally serviceable and resistant. And, as the raw material shortage grew, sdid it become a greater joy to produce something good from the little at one's disp^(al). Much experience was gained thereby, yet many desires must go unsatisfied, until ce more a plentiful output can place at the disposal of the weavers all such yarns as by can only dream of today, in their desire to make the world of fashion rejoice.

Apart from the yarns which form the basic materials the woven fabrics, the binding and structural processes in the manufacture of finish goods are of primary importance. Just as a strongly built house cannot be made ithout good bricks, so no fine weave can be obtained without good yarns. And now omes the craftsman who, according to his inspiration and knowledge, strives to cree the Best, so that, by complete surrender to the materials in his hands, he may cote something New and Good. And it is often very difficult to conceive warm surfer days when winter gales are blowing, or, in the midst of a desolate landscape, to lagine a gay, colourful Lido or bright garden. Nevertheless, the Spring returns at law. In April ne'er shed a clout, in May shed what you will, in June go linen-clad. "As so, as every year Spring blooms afresh, we succeed in finding new structures and new lours, so that the Gods, whom we love, may choose therefrom.

For many years past, apart from white and unbleached linen, coloured linens also have been produced. The application of fast colours is an at which has, for years, been perfected in Switzerland, thanks to the excellent dyestuff of Basle. The finishing of linen fabrics consists entirely in enhancing the good, nature properties of the filaments, in rendering them soft and supple and in maintaining neir natural, silken lustre.

Linen has retained its symbolical value for centuries and no other synthetic fibre can ever supplant it. For this reason, let us not lose trust the future, but cherish this priever supprant it. For this reason, let us not lose trust we shall once more be able to choose from a wide and abundant range of materials then we shall have at our disposal yarns which the weaver can only dream of now and, in the peaceful rivalry of nations, ever ne and more splendid weaves shall be created which, despite their novelty, will be ren iscent of that land which is the tetrnal source of human culture when the materials are the same and the same eternal source of human culture, where Isis, who fir inspired the cultivation of flax, was adored; where all who served the Gods were othed in the immaculate purity of linen, and where the wearing of white linen gar ats first foretold the coming of Christian prayer and penance.

WILY BRAND.

Managing Director of the " Fage de Toile de Langenthal S. A."

(Continued from page 42.)

Laces with highly stylized musical designs.

But embroiderers have not been content to exercise real fabrics; they have also used heavier materials, and cottons. Some of these are printed with bold des fanciful patterns.

Staple fibre, cotton and pure silk prints are dashing and original.



