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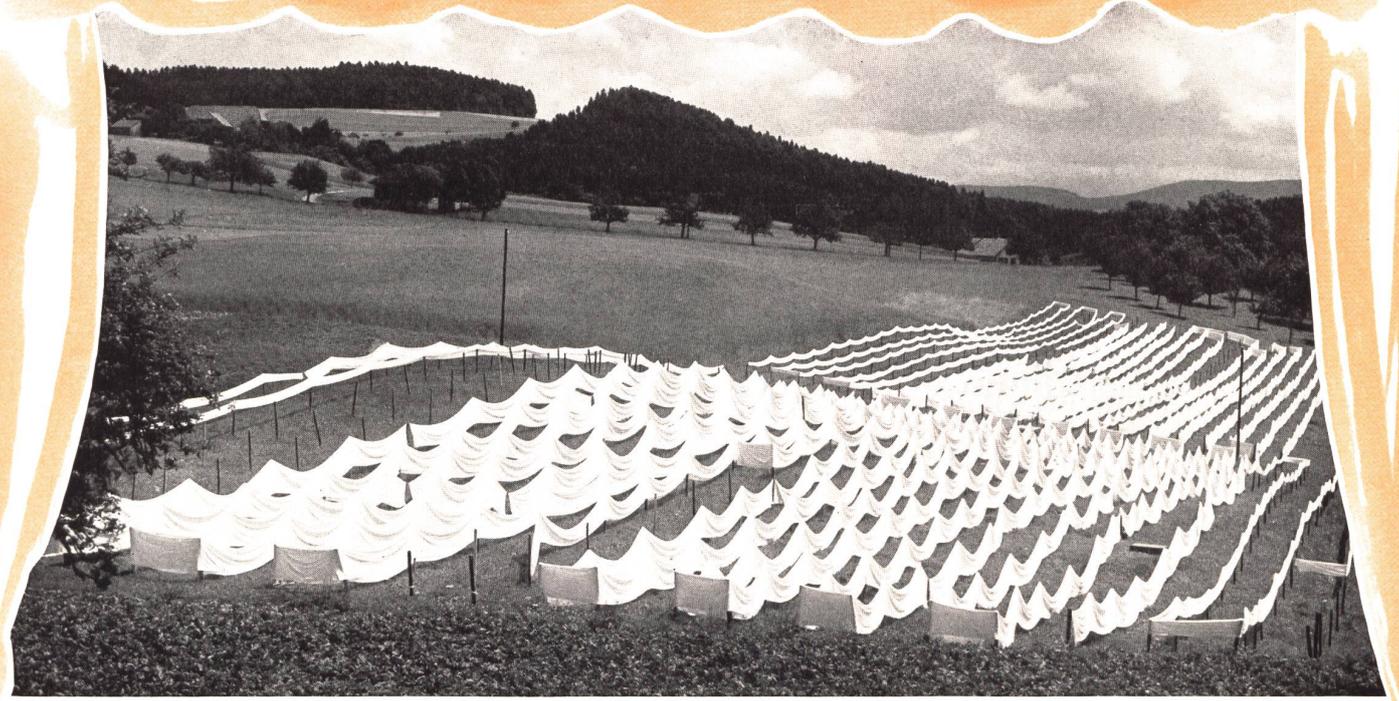
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LINEN FABRICS



Linen fabrics bleaching in the meadows.



To-day as in the 15th century, linen can still be seen bleaching in the meadows in Switzerland. These distant origins lend respectable tradition to the Swiss linen industry ; which, however, does not prevent it from being modern when it chooses, that is to say where technique and science can contribute to an improvement in quality. Linen is a noble fabric ; it has been so from time immemorial. One imagines the Gods on Olympus clad in finest linen, the white robes of the elect, the raiment of the just and the wise ! And, moreover, its nobility is not one that tarnishes easily. It is the aristocracy of the truly great who have discovered for themselves the value of effort. Born of the soil, transformed by sun and water, it has kept an inherent and genuine robustness, an original strength tempered with softness, which allow it to excel everywhere. Its fibre is supple and resistant, soft and firm, shiny or dull as the case may be, and lends itself to a wide variety of uses.

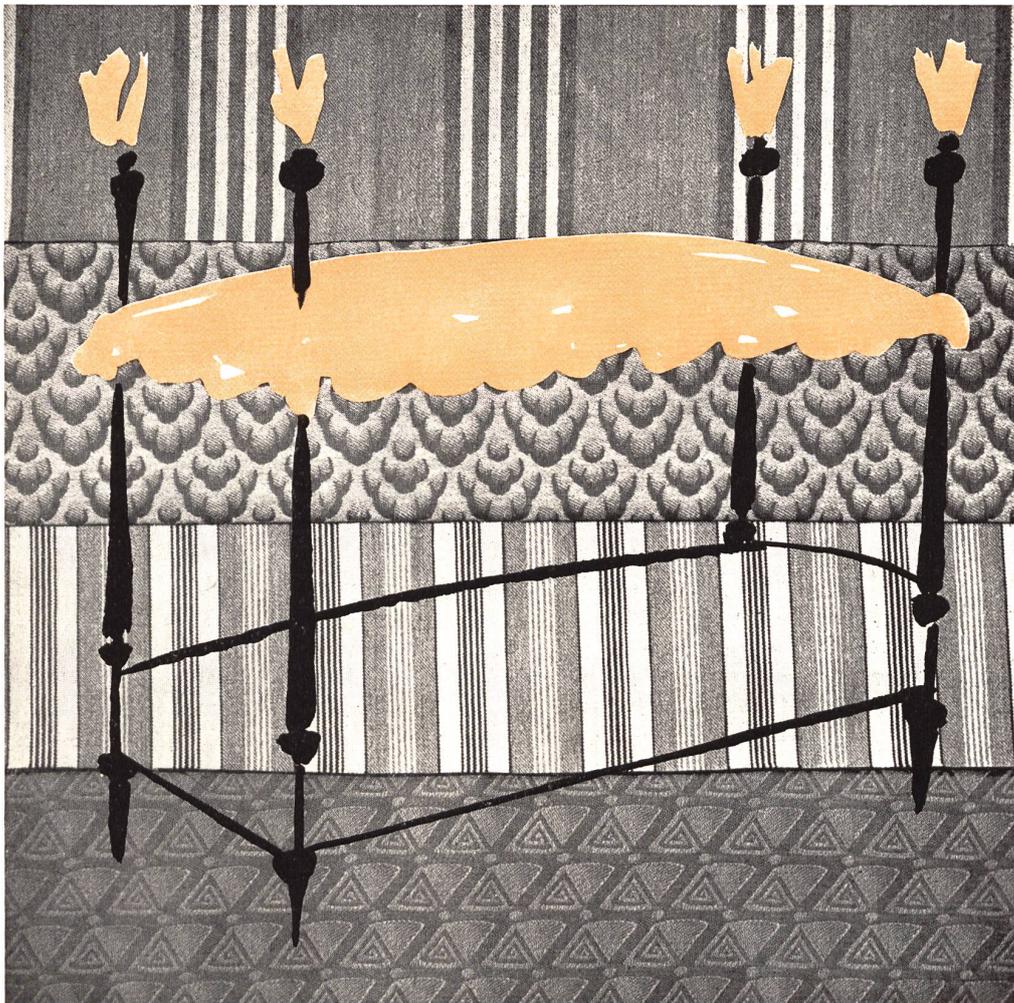
Jacquard loom for linen-weaving.



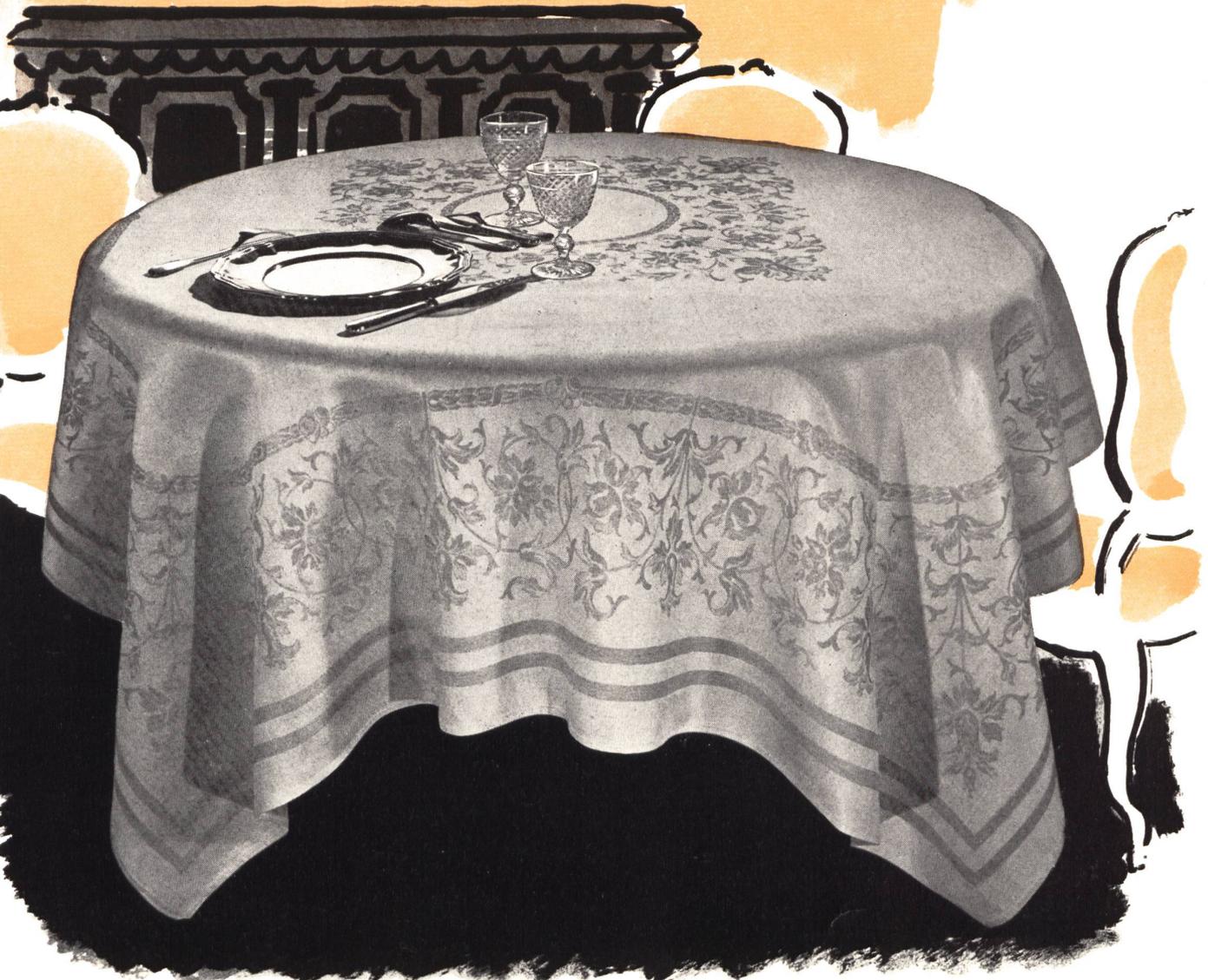
Linen kitchen cloths : absorbent, hard wearing, and do not leave traces of fluff on glass.

The damask designs shine softly under the lights, on the table-cloths and napkins between the crystal, the silver and the rare china, while in the kitchen and the pantry stand tall piles of linen. In the gardens and on the terraces in the shade of blinds or brightly coloured sunshades, men and women in fresh linen outfits have tea ; fancy or rustic cloths add a gay note to the tables among the chairs and deck-chairs of striped drill. And all this is linen, every single bit of it. We find this wonderful material in other places too, in the bathroom and on the beach, for instance, where one can have an invigorating rub-down with soft and absorbent towels. And at night when we go to bed, it is linen that gives such restful and delightful freshness to the sheets...

A decorative and yet a serviceable fabric, strong and yet soft, resistant to wear, *linen* is *irreplaceable*. No new discovery, however



Pure and half-linen ticking in light resistant colours.



The beauty of linen : the design on this rich damask table cloth is inspired by the Eastern Swiss embroidery dating from 1590 that can be seen in the background (Basle Historical Museum).



Linen is the ideal fabric for tropical wear. Unshrinkable, uncrushable fabrics in washable and light resistant colours.



Linen makes—supple, absorbent and hard wearing towels, very invigorating to the skin.

Half-linen drill for chaises-longues. Bright and gay colours, light resistant and weatherproof.

Finest damask hotel linen.
 Worb & Scheitlin S. A., Tissage de toiles, Burgdorf.
 Linen and half-linen. Table linen, white and coloured, sheets and pillow-cases, toilette towels, kitchen toweling on demand with name woven in.



sensational, could possibly affect its age-old prestige. A strange and wonderful destiny, it has survived the ravages of time in the hidden depths of deep tombs as in the mud of our lake-side resorts; it has watched the passing of the great events of history and it has remained as it was, to become even greater. For to-day, precisely on account of its excellence, it is called on to put itself at the service of everyone and to fulfil often quite humble tasks, but tasks for which the best can never be too good, by virtue of the very true proverb « noblesse oblige ».

The Swiss linen industry which has managed to make a happy combination of progress and tradition, is able to supply pure and half-linen fabrics of fine quality for all purposes. To mention but a few items of household linen: damask table-cloths and napkins, sheets — plain or with hand embroidered Appenzell motifs — kitchen cloths, hand



towels, bath towels, etc. Switzerland, moreover, specialises in hotel linen with woven inscriptions, which can be found in all parts of the world. Let us also mention fancy tea-cloths with or without matching napkins, dyed or woven in colour, and either in classical design or in the rustic style in which Swiss manufacturers excel. Switzerland also produces linen fabrics for furniture and curtains, either plain, printed, figured, or

Finest hotel linen with woven inscriptions.
 Schmid & Cie, Burgdorf.
 Manufacture of all kinds of linen and union fabrics. Drill for tropical wear. Hotel-linen in superior qualities with woven inscriptions or crest.



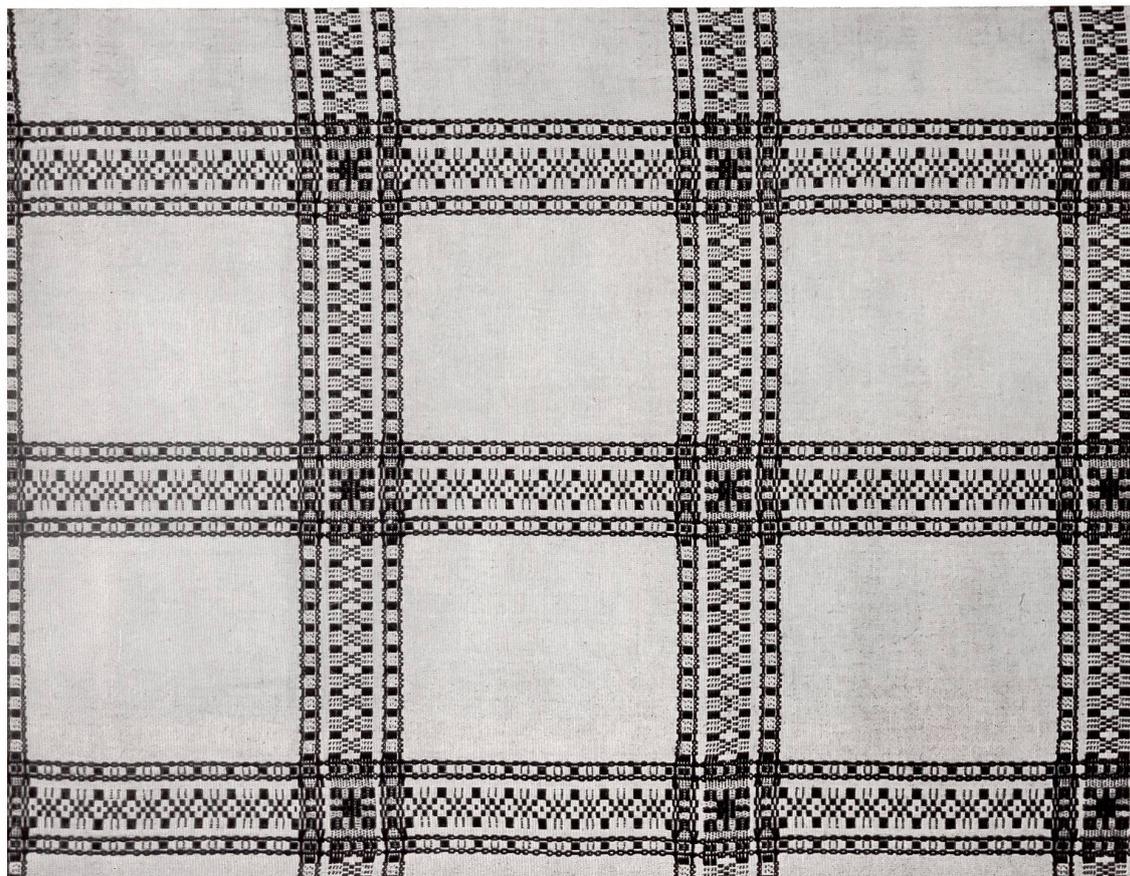
Pure linen table cloth, Renaissance style, Jacquard weave inspired by a rustic Swiss motif.

Tissage de toile de Langenthal S. A., Langenthal.

Specialities : fancy napery, all kinds of hotel linen with inscriptions, dress fabrics, household linen.

woven on Jacquard looms, fabrics for needlework, ticking, drill in fadeless colours for garden furniture, waterproof materials in fast colours for blinds, unshrinkable and crease-resistant materials for summer clothes and clothes for the tropics. The mention of these few articles, to which many another should be added, gives but a faint idea of the variety and beauty of these products. In the illustrations on these few pages, some very fine examples of Swiss production — but unfortunately too few — may be seen. Nevertheless, they enable one to appreciate its variety and give, too, a very good idea of the originality of certain creations in which old original Swiss motifs have been used, and at the same time interpreted, by the weavers.

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Half-linen table cloth, warp and weft brocaded, unshrinkable, in light resistant and washable colours.

Lauterburg & Cie,
Tissage mécanique de
lin et coton,
Langnau (Berne).

Linen fabrics for tropical wear, table cloths, white and coloured table linen, pure and half-linen household linen, bath towels, ticking, drill for garden furniture, fabrics for blinds.