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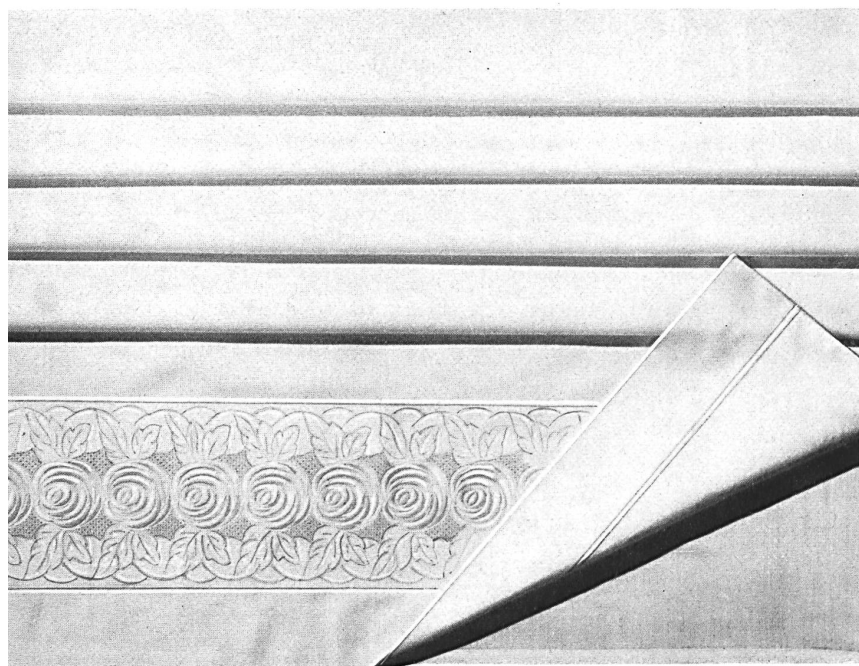
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FABRICS FOR THE HOME

Linen

Linen fabrics are known to have existed some five thousand years ago. They have been found in ancient Egyptian tombs, and linen fabrics found in early Swiss pile dwellings (approx. 2500 B.C.) can be seen in the National Museum in Zurich. In Switzerland, linen weaving and the linen trade first began to prosper in the 16th century. From eastern Switzerland they spread to the cantons of Bern and Aargau where the linen industry is mainly situated today.

The manufacturing programme of Swiss linen mills comprises all fabrics for use in the home, hospitals, boarding schools, hotels, restaurants, etc. Other firms also manufacture special fabrics for industrial purposes, the army, the post office and the railways.

Thanks to their superior quality, the diversity of the supply and the readiness of firms to meet the wishes of the clientele, Swiss linens are famous not only in their home country but throughout the western world, to all parts of which they are regularly exported.

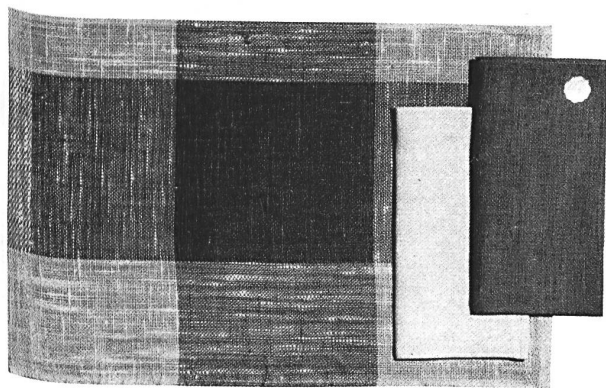
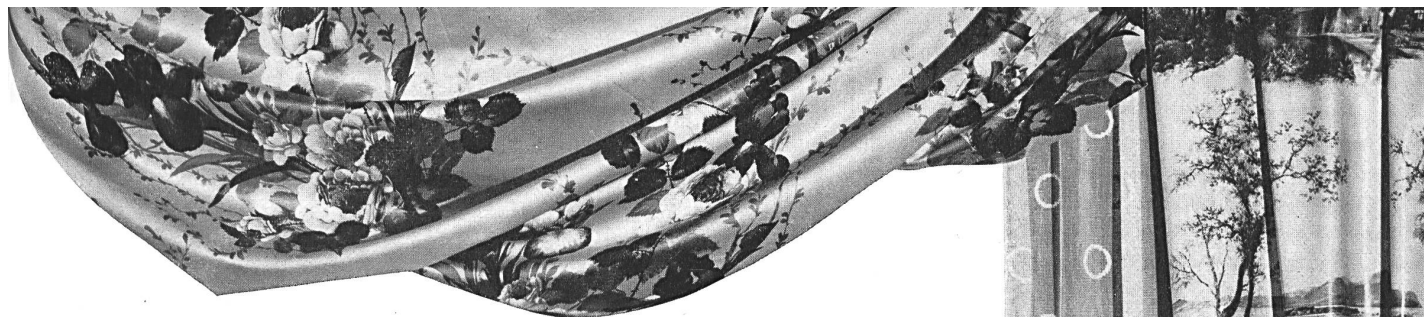
Cotton

Cotton is widely used for all household purposes and interior decoration. Let us first of all mention pillow slips and sheets decorated with dainty embroidered edgings, which look especially lovely on coloured grounds. There are also pillow slips and bed-spreads in fine pastel shades with printed stripes, checks and floral motifs that go extremely well with plain sheets. There are also complete sets of bed linen in pastel shades of blue, pink or yellow, inviting all sorts of attractive combinations. The fashion emphasis today is on the richer tones: fir-tree green, royal blue, curry and silver-grey, in fine silky percale that is pleasant to the touch, dries quickly and is easy to iron.

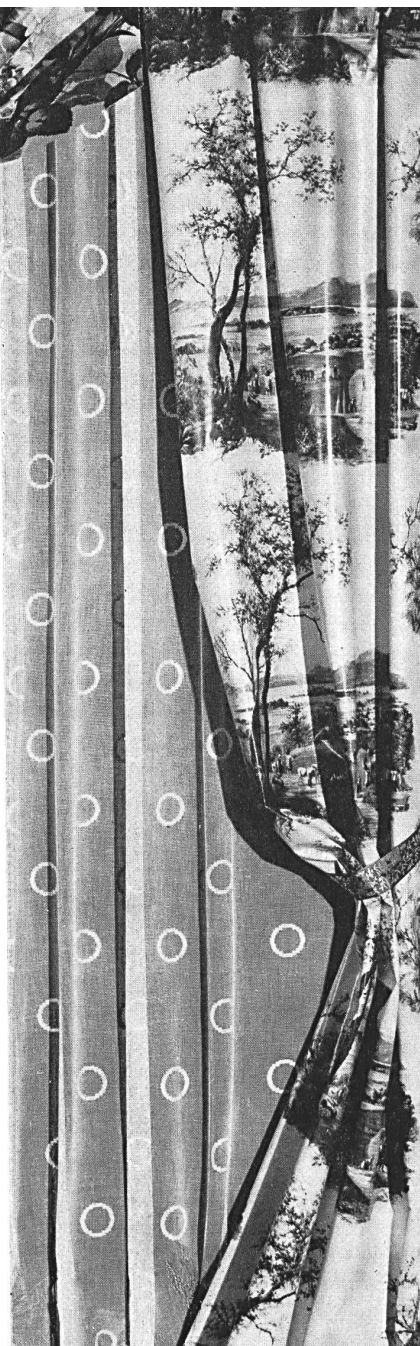
For kitchens and bathrooms, colour and bright designs are the order of the day: soft, absorbent bath towels as well as face towels, face-cloths, table-cloths, tea-cloths and aprons — all naturally in colours that are fast to boiling.

In the table-linen, let us mention above all the smart batiste table cloths with dainty floral prints and the luxurious looking embroidered table-cloths.





In the printed furnishing fabrics, manufacturers have acquired great skill and mastery with regard to printing techniques, colours and the artistic level of the designs in the high novelty styles. The quality of the ground fabrics is equalled only by their elegance. The same is true regarding the manufacture of net curtaining in cotton, which is standing up well to the onslaught of synthetic fabrics. Outstanding in this field are the voiles with dotted Swiss effects or Schiffli embroidery, the organdies and flammé fabrics in linen and cotton in the Nordic style so popular today. Let us also mention boilable cotton marquisette that is shrink-resistant and requires very little ironing, all properties that make it popular in districts where the atmosphere is particularly polluted.



Wool

In the sector of fabrics for the home, wool is mainly represented by the blanket factories. These produce a very wide range of classical and modern articles; among the latter there are lovely blankets in wool and camel hair, others with both sides a different colour, blankets with Jacquard designs and many other types of travelling rugs and divan covers for the modern home. Let us also mention the manufacture of woollen carpets (see below) and fabrics for furniture and curtains, represented by a number of firms (see also p. 30).

Carpets

All the traditional types are manufactured in Switzerland, from woollen carpets, carpets in moquette, tapestry and velvet carpets, tufted carpets, hand-woven and hand-knotted carpets, etc... as well as carpets in stiff fibres (jute, coconut, manilla, sisal). For some years now, manufacture has been extended by the use of staple fibre and synthetic fibres as well as the use of the tufting technique. The latest achievement is the application of the flocking process to carpet manufacture, using nylon flock. Finally, we must not forget to mention the long or short pile cotton carpets, some of which are even washable.

