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Linen

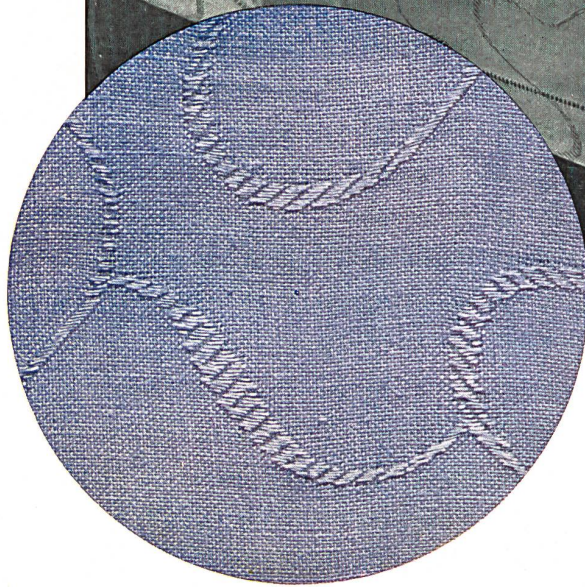


Table Linen by Worb & Scheitlin Ltd.,
Burgdorf.

Photo Bauty, Lausanne.

LINEN, the height of fashion! Do you know of any fabric that is pleasanter to wear, that has so many advantages and admirers, even though it does not claim to be suitable for glamorous evening dress? It owes its reputation above all to its serviceable qualities. Linen was known to the ancients. It has stood the test of centuries. In the olden days Swiss peasants sowed and span the flax for their own garments.

The Swiss linen-weaving industry is the outcome of the practical experience of many generations. It has perfect technical appliances at its disposal, and has thus acquired a splendid reputation. It is the very material for present-day requirements, preference being given to clear, severe lines. Even the smartest of women, who had vowed never again to wear linen, have now become convinced that it sets well and has a youthful effect. When treated carefully, it may worn on the most varied occasions, a little imagination making it possible to obtain striking effects. And now that linen is uncrushable, nothing better could be wished for.

Linen is suitable for everything: for sports or country wear and for tailor-mades both for men and women. Nor need any want of variety be feared, for Swiss firms are constantly turning out new models and surprising novelties. Good linen is always effective. Linen tablecloths for dinner and other parties, either snow-white or in soft pastel shades patterned in the same colour, or else blue on white or pink on blue are as pretty a thing as can be imagined. We need but call to mind all the variety in damask tablecloths and napkins with brightly coloured stripes on a plain-coloured ground. These high-class goods, which never lose their charm of colour or texture through use or washing, are much in request in hotels in this and other countries.

The Swiss linen mills also make linen sheets in all sizes, while St-Gall embroiderers give fine specimens of their skill in the shape of festoons, hemstitching, insertion and monograms, which give so charming a personal note to household linen.

Y. G.