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MODUM AG, BASEL

# MINI-DESIGNS FOR COTTON TABLECLOTHS

A new trend towards mini-prints on tablecloths seems to be starting up. To meet this new demand, Modum Ltd., Basle, has produced a number of very fine prints of scattered flowers on soft-coloured cotton grounds, sky blue and pink being the most popular colours with the consumer. Shapes vary from round to rectangular and square; in addition to the three standard sizes, any other size required can be made to

measure. There is an attractive range of "sister" designs featuring partly different colourways, partly larger or smaller versions of the same motif, as well as the same pattern in positive or negative form while, for example, new decorative effects are created by placing square tablemats on round tablecloths.

The demand for backed tablecloths is met by fine non-reversible PVC cloths. The special finish leaves the appearance of the textile underneath clearly visible, so that these "wipe-clean" articles are quite different from the usual oilcloth tablecloths.

- Deutsche Version siehe «Übersetzungen»
- Version française voir «Traductions»
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