

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1940)
Heft: 3-4

Artikel: Linen
Autor: Y.G.
DOI: <https://doi.org/10.5169/seals-799537>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 22.07.2025

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

Linen

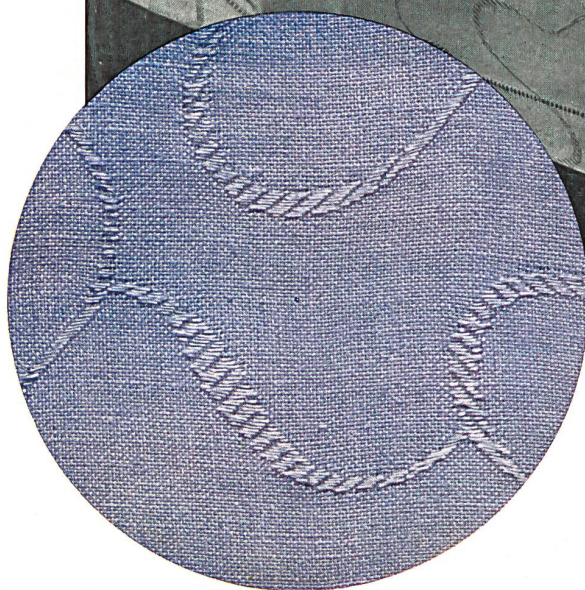


Table Linen by Worb & Scheitlin Ltd.,
Burgdorf.

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.