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Interior Decoration



For several years now, interior decorators have been trying to conceal and soften the severity of modern furniture. When an idea is in the air, one sees it suddenly blossom forth like the grand finale of a fireworks display, because it corresponds to a need, a desire for change. It is the excesses of the creators of yesterday — and even today — that have made us suddenly grow tired of the starkness of modern styles and revived our affection for the periods that are considered out-dated because too near to us in time, but in which we have found inexhaustible sources of renewal. This Louis-Philippe style that we disdained, the Napoleon III furnishings that we thought of merely as dust traps, the 1880's with their intricate whorls and draperies, the 1900's that we ridiculed, we are now resorting to them to soften the geometric austerity of the moderns. Which leads us to use materials such as net curtaining, fringes, guipures, embroideries, dotted Swiss, everything in fact that helps transform the atmosphere of a home, and out of something cold, impersonal and stark creates a gay, warm, comfortable setting.

* * *

It takes little to make a room attractive, intimate and charming. Here, at random, are a few ideas, based once again on the principle that one wants to brighten without heaviness. The styles of which we were speaking above were based on the use of dark, thick, heavy fabrics and draperies. With today's range of fabrics one can beautify while remaining light and ethereal.

Do you remember the curtain one put behind the bed, crowned with a tester? The curtain was thick, made of the same material as the bedcover, which was like a continuation of it (just as in the East the carpet unrolls from the ceiling to the end of the divan). This is an idea that can be revived. Imagine a satin or even satinette background in a plain colour, on which is placed an almost diaphanous dotted Swiss, or a guipure. And the bed is resplendent with beauty. No difficulty in the selection, since one needs only choose the colour one likes for the under-cover. Even if it were very bright, the transparency of the dotted Swiss, or the open-work of the guipure, would tone it down.

The same general idea will do for the armchair whose back will be protected with an antimaccassar giving the same contrasts.

Bedrooms

Bathrooms



And this is the procedure one will adopt too for the window curtains: light net, with soft designs or self-toned embroideries, in conjunction with a plain double curtain, of the same colour as the bed-cover, held by loops of guipure.

The room will have grace and unity in its decoration, especially if — the lay-out of the apartment permitting — you do away with the door separating it from the bathroom and hang another set of curtains with the same contrasts.

* * *

And here we are in the bathroom with its gleaming tiles and shining chromium plating. But you can make it less clinical looking.

First of all you place a dressing table in it, any table will do; if it is oval, it's perfect; if it is rectangular, it's not so good, but you can still make something of it. A plain fabric on the top, braid or a galloon all round, and below, a flounce with every imaginable variation permitted. Single, double with a sheer effect as for the bed, anything will do provided you do not skimp on the material. In front of the dressing table a pouf, treated in the same manner.

As for the bath itself, we have seen tops disguising it, with particularly striking effects. All one has to do is cut out a piece of plywood for the top, on which one then glues an attractive fabric, the overhanging sections on either side being left loose.

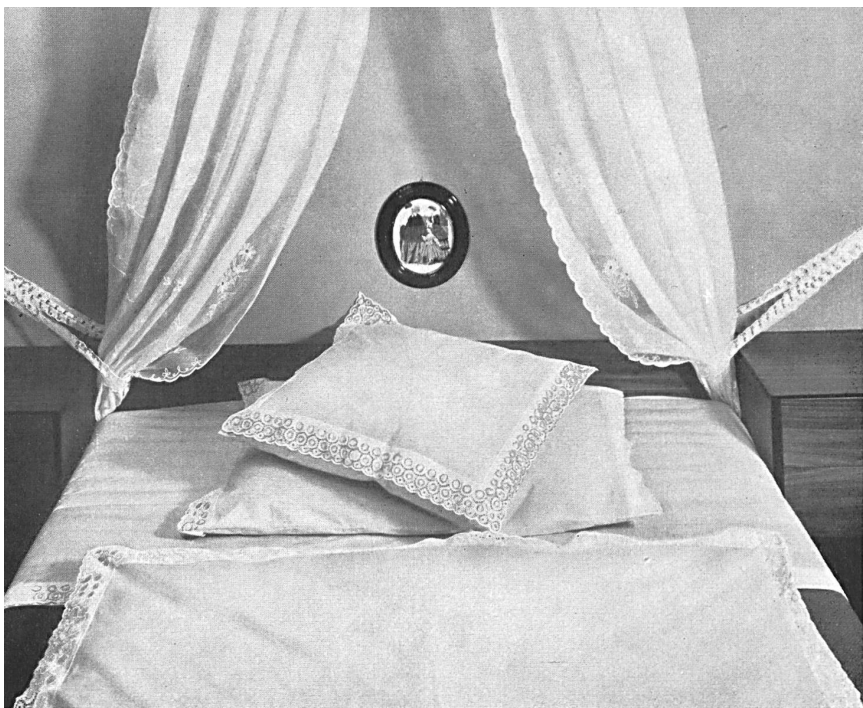
If you wish to add a final touch of femininity, you can still frame the mirror with two swathes of fabric, again naturally light in texture, with tassels or pompoms on either side to complete the effect.

* * *

And when, for these fabric effects, one has the whole wide range of Switzerland's sumptuous production to choose from, one can never go wrong or be short of ideas.

All this belongs to the realm of illusion and fantasy, the realm in which Christian Bérard excelled, and in which, today, Annie Baumel, Hermès' window decorator, reigns supreme, her window displays rightly being considered the most beautiful in the world.

Gala

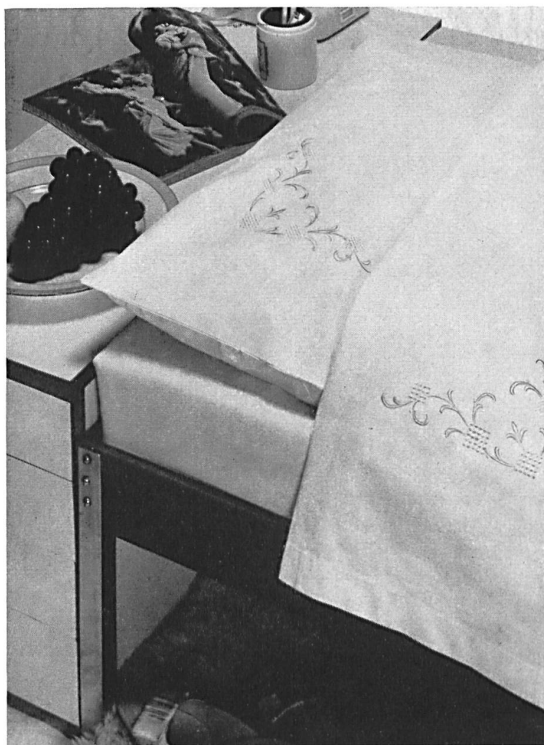


MAX SANDHERR A.G., BERNECK

Rideaux en mousseline de coton brodée
Curtains in embroidered cotton muslin
Cortinas de muselina de algodón bordada
Vorhang aus besticktem Baumwoll-Mousseline

« FISBA », CHRISTIAN FISCHBACHER CO., SAINT-GALL

Ravissants draps en percale ornés de bordures brodées;
se font en nombreux coloris pastel
Attractive percale sheets decorated with embroidered
bands; available in many pastel shades
Encantadores sábanas de percal, adornadas con cenefas
bordadas; se las hace en muchos colores pastel
Reizende Bettwäsche aus Percale mit Stickereibordüren
verziert, in vielen Pasteltönen erhältlich
Photo Momino Schiess



Garniture de lit brodée en coton
Cotton embroidered bed linen
Lencería de cama, de algodón bordado
Bestickte Baumwoll-Bettwäsche

« DUBARRY », KÄTHE SCHENKEL-ECKERT, HORN

Pyjama juvénile en bastiste de
coton « Minicare » avec broderie
anglaise de Saint-Gall
Youthful pyjamas in « Minicare »
cotton batiste with St-Gall eyelet
embroidery

Pijama juvenil de batista de algo-
dón « Minicare » con bordado en
punto inglés de San Gato
Jugendliches Pyjama aus « Mini-
care » Baumwoll-Batist mit
St-Galler Lochstickerei

« FISBA », CHRISTIAN FISCHBACHER CO., SAINT-GALL

Garniture de lit en percale, drap
de dessus et taie d'oreiller garnis
d'un ruban brodé
Percale bed linen, top sheet and
pillow slip decorated with embroi-
dered band

Juego de cama, de percal, sábana
de encima y funda de almohada
adornadas con una cinta bordada
Bettwäsche aus Percale, Oberlein-
tuch und Kissenüberzug mit auf-
genähtem Stickereiband
Photo Momino Schiess





Jeu de linges-éponges en coton pour invités, avec inscription *ad hoc* en tissage jacquard
 Set of cotton guest towels, with Jacquard weave lettering
 Juego de toallas de felpa, de algodón, para los huéspedes, con inscripciones ad hoc en textura jacquard
 Baumwoll-Frottiertücher-Garnitur für die Gäste, mit entsprechender, eingewobener Jacquard-Aufschrift

Un cadeau toujours apprécié ! Jeu complet de linges-éponges: tapis de bain, serviette, gant de toilette, serviette pour invités, etc.
 An ever popular gift ! A complete set of towels: bath-mat, towel, face-cloth globe, guest towel, etc.
 ¡ Un regalo siempre muy apreciado ! Juego completo de toallas de felpa: alfombrilla de baño, toalla, guante de baño, toallas para los huéspedes, etc.
 Ein netter Geschenkartikel ! Komplette Baumwoll-Frottiertücher-Garnitur mit Badematte, Handtuch, Gästetuch, Waschlappen und Waschhandschuh





Drap de dessus, appuie-tête et rideaux avec galon brodé incrusté — Top sheet, antimacassar and curtains with embroidered braid insertions — Sábana de encima, almohada y cortinas, con galones bordados incrustados — Oberleintuch, Nackenkissen und Gardinen mit eingesetzten Stickereigalon



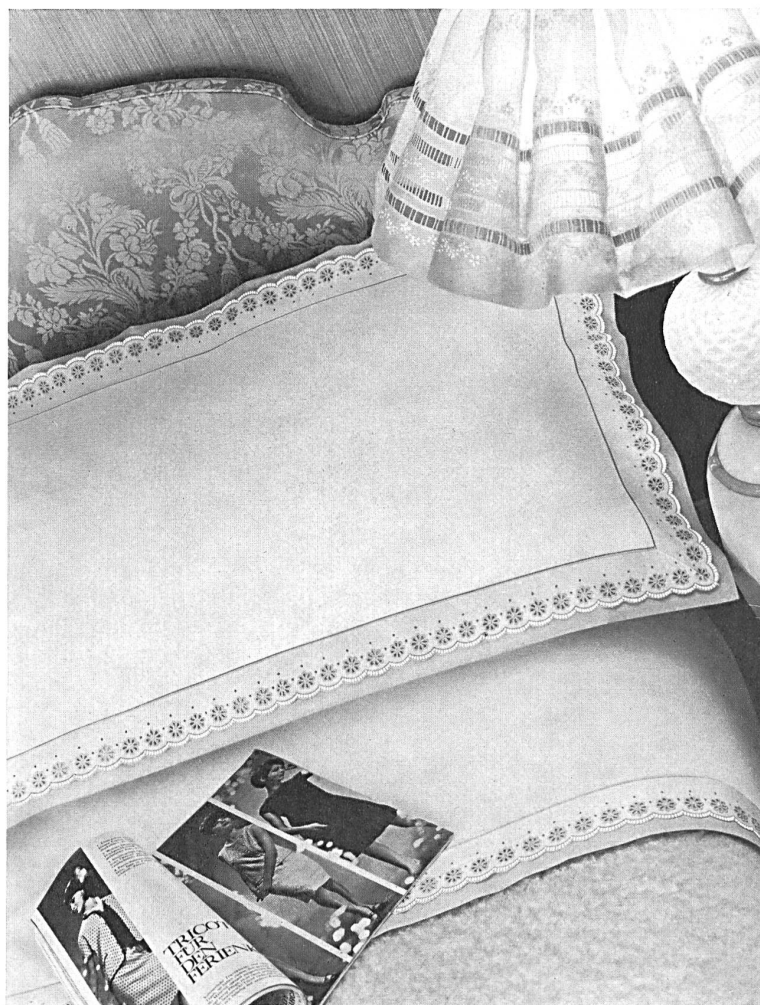
Dessus de lit et coussin d'apparat en broderie anglaise; abat-jour en organdi brodé — Bedspread and decorative cushion in eyelet embroidery; lampshade in embroidered organdie — Cubrecama y almohadón en punto inglés; pantalla de organdí bordada — Bettüberwurf und Zierkissen in Lochstickerei; Lampenschirm aus besticktem Organdi

FORSTER WILLI & CO., SAINT-GALL



Appuie-tête avec broderie de couleur
Antimacassar with coloured embroidery
Almohadón con bordado en colores
Nackenkissen mit farbiger Stickerei

Photos Rast



FORSTER WILLI & CO., SAINT-GALL

Draps de lit en percale garnis de broderie
Percale sheets trimmed with embroidery
Sábanas de percal con adorno de bordados
Percale Bettwäsche mit Stickereigarnitur

Linges-éponges avec bouquet brodé incrusté —
Towels with embroidered bouquets — Toallas de
felpa con un ramo de flores bordados e incrustado —
Frottierwäsche mit eingesetztem, farbigen Blumen-
motiv und Festonrand

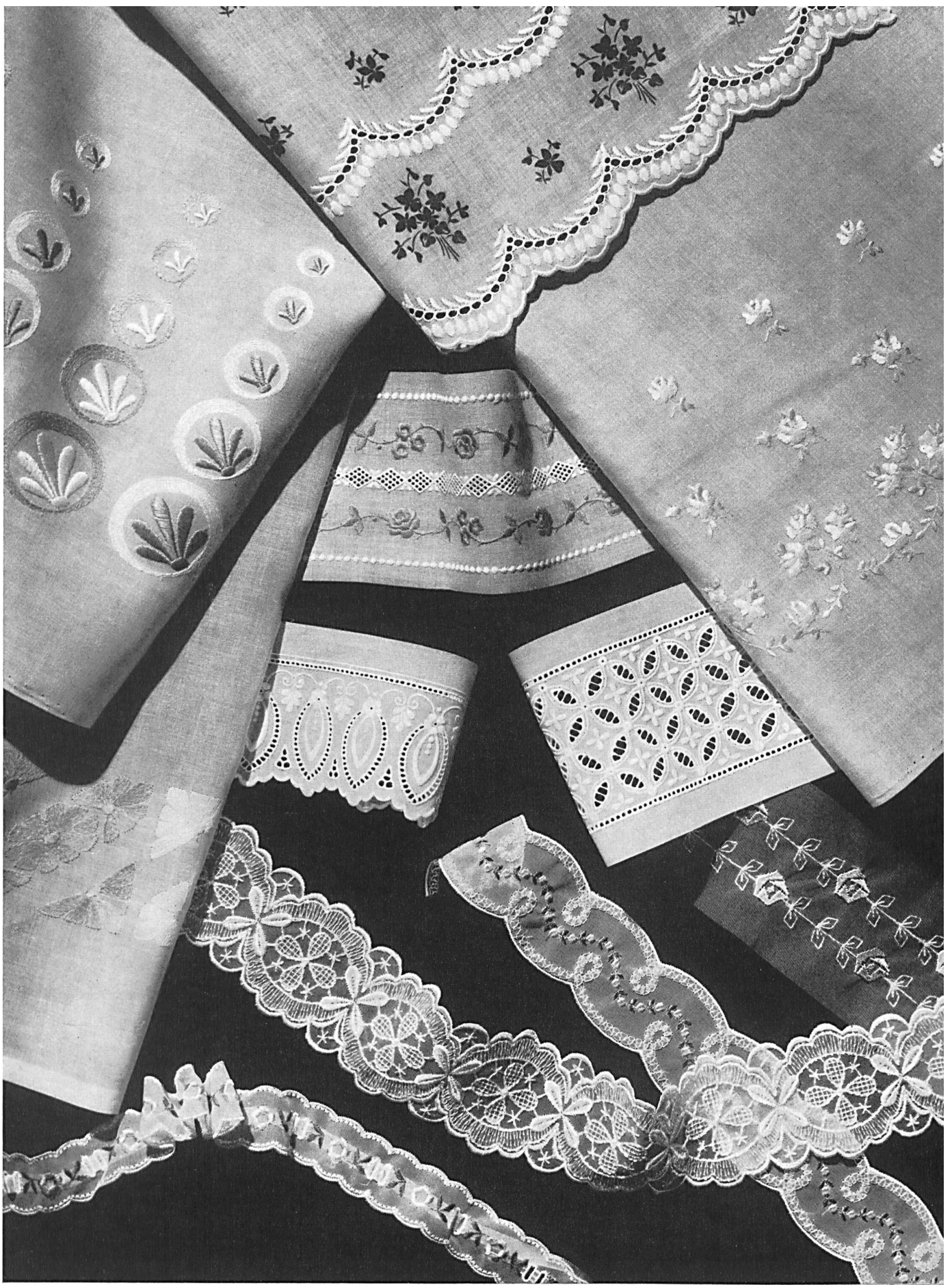
Boîte à serviettes Kleenex, serviette de toilette et serviette pour
invités brodées ton sur ton — Kleenex case, self-toned embroidered
face towel and bath towel — Caja para servilletas Kleenex, toallas
corrientes y toallitas para huéspedes, bordado del mismo color que
el fondo — Kleenex Schachtel, Handtuch und Gästetuch mit Stickerei
Ton auf Ton





WEBEREI SIRNACH, SIRNACH

Draps de lit en percale de coton peigné avec bordures tissées deux tons — Combed cotton percale sheets with two-tone woven borders — Sábanas de percal, de algodón peinado, con cenefa tejida en dos colores — Percale-Baumwolltücher aus peigniertem Garn mit zweiton-ingewobenen Borden



JACOB ROHNER S. A., REBSTEIN

Broderies sur batiste et nylon pour garniture de draps, taies et lingerie de nuit —
 Embroideries on batiste and nylon for trimming sheets, pillow-slips and dainty night-
 wear — Bordados sobre batista y nylon, para adorno de sábanas, fundas de almohada
 y lencería de cama — Nylon-, Batist-Bänder und Flouncings zum Verziern von Bett-
 tüchern, Kissenüberzügen und Nachtwäsche
 Photo Droz



FILTEX S. A., SAINT-GALL

Marquises de «Térylène» à effets de fils coupés de la dernière collection — «Terylene» marquises with clip-cord effects from the latest collection — Marquises de «Terylene» con efectos de vainica, de la última colección — «Terylene» marquises mit Scherli-Effekten aus der neuesten Kollektion

Photo Droz



SOCIÉTÉ SUISSE DE L'INDUSTRIE TULLIÈRE S. A., MÜNCHWILEN

Rideaux « Muratex » tricotés, 100 % synthétiques — Knitted « Muratex » curtains,
100 % synthetic — Cortinas « Muratex » de malla, 100 % de fibras sintéticas — Voll-
synthetische Raschelgardinen Marke « Muratex »

Photo Droz