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Autor: Brand, Willy

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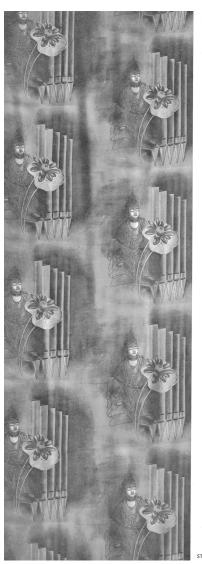
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LINEN

On Ancient Egypt linen was the symbol of divin Purity and divine light, and the Gods loved linen.

Gods loved linen.

Linen remained, throughout the ages, the distinctive polege of gentility, and the Infanta Isabelle owed her fame to the durability of her line ader-garment, which she wore three years long, until her husband Robert had one seed Ostend. And thereby set the fashion for unbleached linen, which never show the trace of dirt.

Linen, today, is accessible to all who have a taste for ulture and distinction.

Linch, today, is accessible to all who have a taste resulture and distinction.

In the last few years before the war, linen products we infinitely varied. The spinning mills made glad the hearts of weavers with all man of yarns — fine, thick, mixed, smooth, raw, flaked and knotted. And still the base bbers were woven from linum naitatisiumum in its distinctive, unadulterated, classical rity, or mixed with cotton and innumerable other textile fibres in order to provide to good qualities beloved of the middle-classes.

innumerable other textile fibres in order to provide the good qualities beloved of the middle-classes.

As linen from Flanders, Ireland and the Baltic State Irew scarcer, Italian hemp was used as a substitute, a less delicate and supple material, but equally serviceable and resistant. And, as the raw material shortage grew, side it become a greater joy to produce something good from the little at one's dispell. Much experience was gained thereby, yet many desires must go unsatisfied, until 'ee more a plentiful output can place at the disposal of the weavers all such yarms as 'by can only dream of today, in their desire to make the world of fisshion rejoice.

Apart from the yarns which form the basic materials and structural processes in the manufacture of finish goods are of primary importance. Just as a strongly built house cannot be made a structure good bricks, so no fine weave can be obtained without good yarns. And now "ones the craftsman who, according to his inspiration and knowledge, strives to cree the Best, so that, by complete surrender to the materials in his hands, he may effect something New and Good. And it is often very difficult to conceive warm surfer days when winter gales are blowing, or, in the midst of a desolate landscape, to "againe a gay, colourful Lido or bright garden. Nevertheless, the Spring returns at 12.11. "In April ne'er shed a clour, in May shed what you will, in June go linen-clad." "A fo, as every year Spring blooms afresh, we succeed in finding new structures and new flowing, or, observed year spring blooms afresh, we succeed in finding new structures and new flowing, or, coloured Lido every the surface and the surface of the server has been been been succeed the surface of the server has been server.

For many years past, apart from white and unbleache linen, cloured linens also have been produced. The application of first colours is and which has, for years, been perfected in Switzerland, thanks to the excellent dyestiff of Bale. The finishing of linen fabrics consists entirely in enhancing the good, and the properties of the filaments, in rendering them soft and supple and in maintaining four natural, silken lustre ceres suppliant it. For this reason, let us not lose trust close in the future, but cherish this priceless natural fibre. The time will come again whe choose from a wide and abundant range of materials of the future, but cherish this priceless natural fibre. The time will come again when the future, but cherish this priceless natural fibre and the company of the future in t

nance.

Will Brand,

Managing Director of the " \$100 de Toile de Langenthal S. A."

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Laces with highly stylized musical designs.

But embroideres have not been content to exercise cir art merely on delicate, etheral fabrics; they have also used heavier materials, as a linens, crèpes, staple fibres and cottons. Some of these are printed with bold des fanciful patterns.

Staple fibre, cotton and pure silk prints are dashin and original.

STOFFEL

