

...sweet home

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...SWEET HOME

Each season brings its own pleasures and, with winter on the doorstep, we turn again to the sweet joys of home. The Englishman says proudly, « My house is my castle ». However, this sense of attachment to the home is not peculiar only to the nation which has given it so excellent a definition. The feeling also finds expression in the care taken to make one's house not merely habitable, but also comfortable, pleasing to the eye, convenient to live in and, in every way suitable for the purpose one requires of it, in accordance with the tastes of the master of the household.

Statistics show that Switzerland is one of the countries whose inhabitants spend the most, on an average, for home comfort ; besides, this country is also reputed for the extension of its hotel trades considered as a branch of national economy. In Switzerland, therefore, there is a highly developed sense of the « home », a desire for convenience and comfort. This being so, it is not surprising that the national textile industry should have been directed towards the manufacture of all the speciality products used in furnishing — curtains, carpets, table and bed-linen, hangings, upholstery fabrics, and the like. We do not propose to give here a systematic survey of this production, but merely to examine the different types of products in whose manufacture Switzerland excels, as will be seen from the rich documentation presented by manufacturers to illustrate the present publication.

Our survey begins with curtain fabrics, because it is they who screen our private dwellings from the street and public view ; a cold, anonymous room becomes cosily intimate as soon as its windows are adorned with the gauzy fabrics which distinguish the individual home, separating its inhabitants from the world outside. The small, frilly « window-pane curtain » can be of plain or fancy marquissette, plain or printed voile, of net, tulle — plain or more or less richly embroidered — trimmed with flounces, pleats, frills, ruchings or fringes — hanging straight across the pane or held in folds by a loop, applied directly against the window or from slightly projecting rods ; plain or embroidered linen blinds also screen the sun's too brilliant rays. All these products are typical of the textile industries of St. Gallen and its neighbourhood.

Framing the windows, gay or sober in colour, airy light or falling in austere folds, are the « big » curtains which create the atmosphere and ambiance of a room. These generally match the furniture and the same fabrics are often used to screen off doors or as wall hangings. Staple fibre is still greatly employed for this purpose — for this fibre has proved its worth — or linen and cotton, too, again enjoying their old-time popularity. In all these lines, colours are made especially light and wash fast.

Then too, there are the brocades and damasks, the heavy, plain or fancy satins with single or double warp, with Jacquard designs or stripes. Prints also — and in this field the Swiss textile industry has made great strides in perfecting printing processes and finishing, and can now offer a wide range of extremely artistic and beautifully made fabrics : classic cretonnes, Jouy percales, modern washable and permanently glazed chintzes. The printed fabrics are machine or hand-printed (screen printing) according to the value of the finished product ; the most exclusive designs are, of course, hand-printed on the finest materials. Owing to its glazed finish, chintz — now immensely popular — has the great advantage of not dirtying very quickly, and not absorbing smells (in restaurants, furnishings are exposed to tobacco fumes) and of being so resistant that they wear extremely well when used for upholstery. Our list must also include the nursery prints especially designed for the decoration of children's rooms. Some firms have specialized in upholstery fabrics of cotton or wool, stronger and heavier than those used for hangings.

Speaking of furniture, we must mention bedspreads and divan covers, rustic or classical in design, hand or machine-woven. Organdies and voiles, fancy and printed, make attractive cases for bed quilts. In the hotel trade, white or coloured cotton bedspreads (which can be boiled) are often used to protect the blankets. These covers, produced in honeycomb patterns, reps, piqués or quilted satins, are woven on Jacquard looms. Switzerland supplies big hotels all over the world with these goods, the name of the establishment being woven in as for table-linen and towels. We shall not speak at length here of the linen industry, with which we dealt more particularly in our second 1948 number, but would only say that pure and half-linen fabrics are in demand for the hotel trades and private households. Colour-woven cloths (Jacquard) can be obtained either finished with woven edging, in standard sizes, or by the piece. Our list would be incomplete without mention of table-cloths and doilies with matching napkins in plain, embroidered or appliquéed organdie, embroidered and appliquéed net, fancy printed table-covers, cloths with imitation hand-work embroidery and, lastly, linens and canvases for needle-work.

And lastly we come to carpets... the down-trodden carpets, without which the most beautifully furnished home would be cold, uncomfortable and alien and which isolate the cold rising from floors and pavings. There are carpets of all styles to suit all tastes and pockets. Hand-knotted or machine made — bedside rugs, stairs, squares, body carpets, — plain, warp printed — classical, oriental or modern in design — fine Wiltons, Axminsters and Oriental styles (the latter are produced in Switzerland by an original patented process), velvet and non-cut piles, Brussels, tapestries or looped hairyarns textures. All these lines — in pure wool, pure wool and hair mixtures, — are produced on standard or Jacquard wire looms, in light-fast colours, on cotton, hemp and jute grounds. Swiss carpet factories also produce all kinds of coir mats and carpets, mentioned in passing as we close this all too brief review of Swiss furnishing specialities.

R. Ch.



HAUSAMMANN & Cie, WINTERTHOUR

Quelques échantillons de notre riche collection de nouveaux tissus d'ameublement.

A few samples of our rich collection of new furnishing fabrics.

Algunas muestras de nuestra nueva y surtidísima colección de tejidos para tapicería.

Aus der neuen, reichhaltigen Dekora-tions-Kollektion.



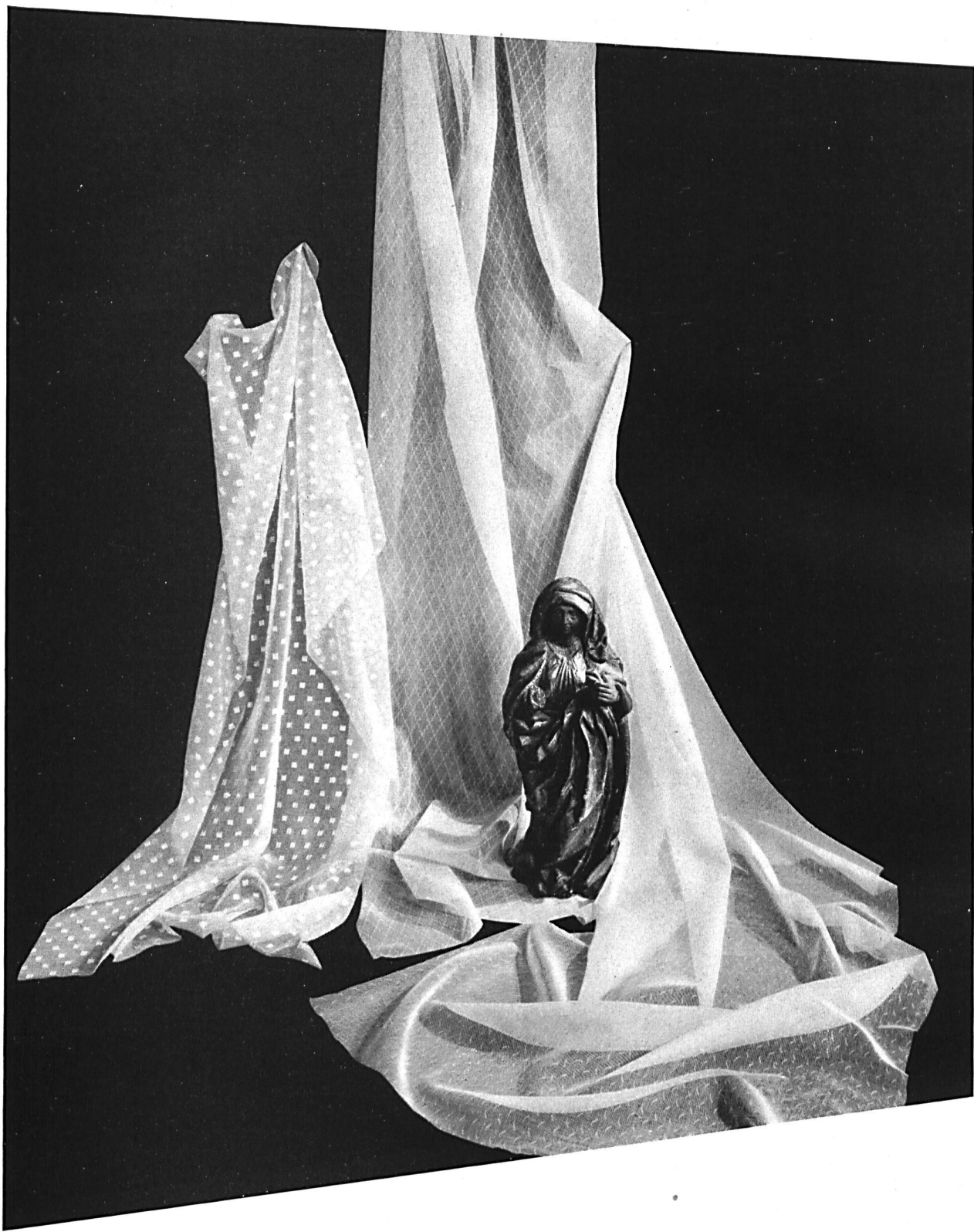
E. ROELLI & Cie, ST-GALL.

Tissus imprimés et brodés pour rideaux ; tissus pour meubles ; marquises et voiles ; plumetis.

Woven, printed and embroidered curtain materials ; upholstery ; marquises and voiles ; plumetis.

Tejidos Jacquard, estampados y bordados para cortinas y muebles ; marquises y voiles ; plumetis.

Vävda, tryckta och broderade dekorations- och möbiltyger ; marquises och voiles ; plumetis ; ledande i broderad tyll för gardinen.



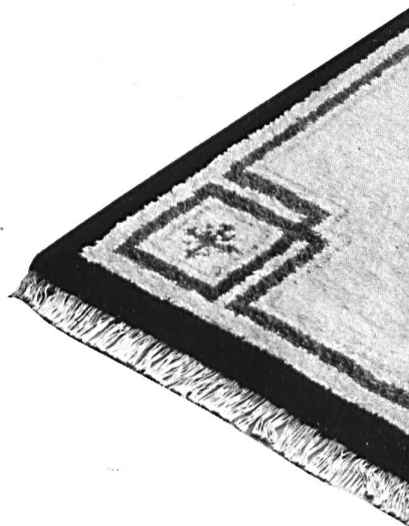
EMIL ANDEREGG S.A., WEINFELDEN

Voile fantaisie, pur coton, pour rideaux.

Pure cotton fancy voile for curtains.

Velo fantasía, de algodón puro, para cortinas.

Fantasia-Voile aus Baumwolle für Vorhänge.



A. TISCHHAUSER & Cie, TEUFEN

Tissus d'ameublement et de décoration,
tissés en couleurs, marquises et voiles ;
tapis tissés et noués à la main.

Upholstery and soft furnishing fabrics,
colour-woven ; marquises and voiles ;
woven and hand-knotted carpets.

Telas para tapicería y decoración, textura
en colores ; marquisetas y velos ; tapices
tejidos o de nudos hechos a mano.

Möbel- und Dekorationsstoffe buntge-
woben, Marquise, Voile, handgewobene
und handgeknüpfte Teppiche.





**SCHWEIZ. TEPPICHFABRIK,
ENNENDA.**

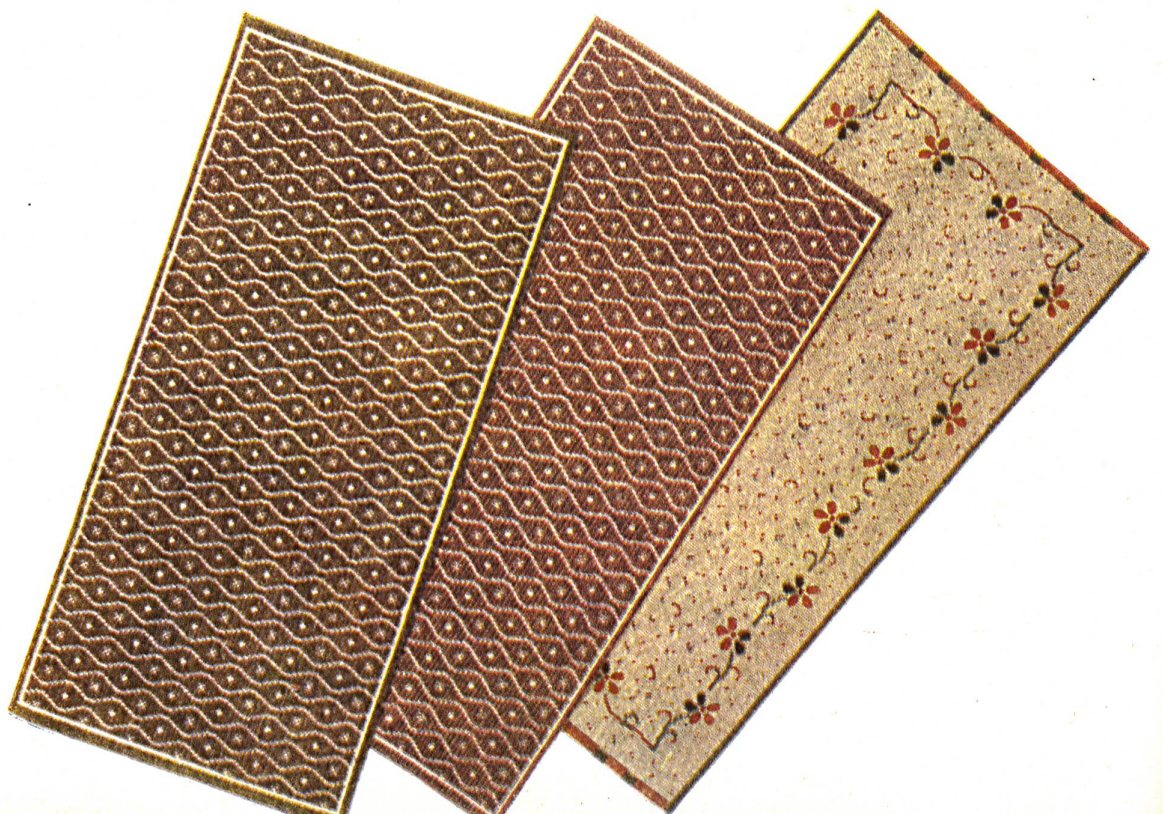
**FABRIQUE SUISSE DE TAPIS,
ENNENDA.**

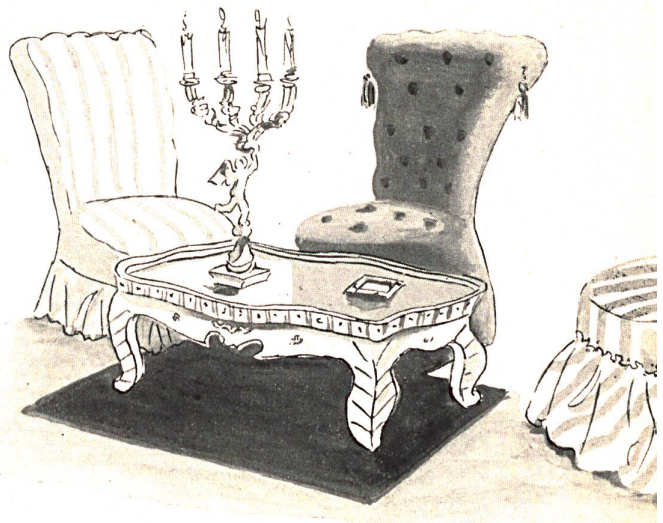
Fabricants de tapis de tous genres et
qualités.

Manufacturers of carpets and rugs in
all styles and grades.

Fabricantes de alfombras de todas clases
y calidades.

Fabrikanten von Teppichen aller Arten
und Qualitäten.





HONEGGER & Cie S.A., ST-GALL.

Fabricants de tissus pour vitrages et rideaux en tous genres. Ici, un échantillon de marquissette et un tissu pour rideaux.

Manufacturers of curtain fabrics in all styles. Here are a sample of marquissette and a curtain fabric.

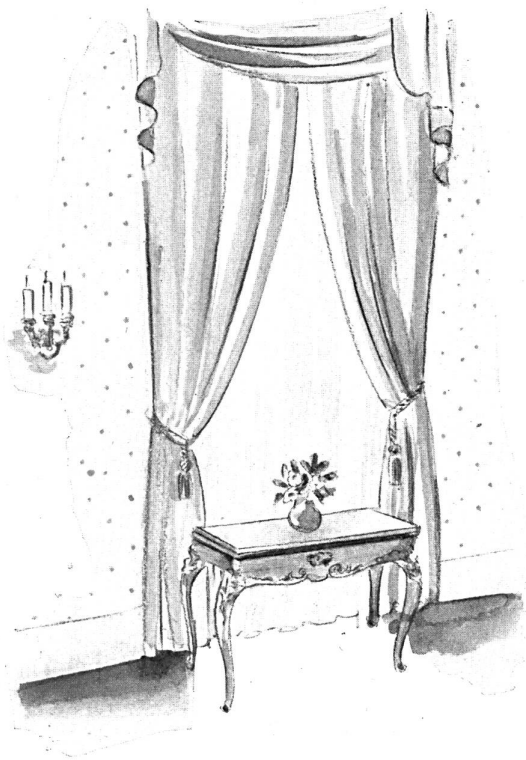
Fabricación de tejidos para visillos y cortinas, de todas clases. En el grabado, una muestra de marquisseta y de un tejido para cortinas.

Hersteller von Gardinen- und Vorhangstoffen für alle Zwecke. Hier ein Marquissette-Muster und ein Vorhangstoff als Beispiel.



EUGSTER & HUBER, ST-GALL

Marisettes fantaisie pour rideaux.
Fancy marisette curtain fabrics.
Marisetas fantasía para cortinajes.
Phantasie-Marisette für Gardinen.



BURGAUER & Cie, S.A., ST-GALL

« Chaperon rouge » impression spéciale pour chambres d'enfants sur tissu pour la décoration.

Satin antique lourd pour rideaux, uni et à motifs Jacquard, en couleurs modernes.

Stores brodés sur marquise ou voile, jusqu'à 300 cm. de large.

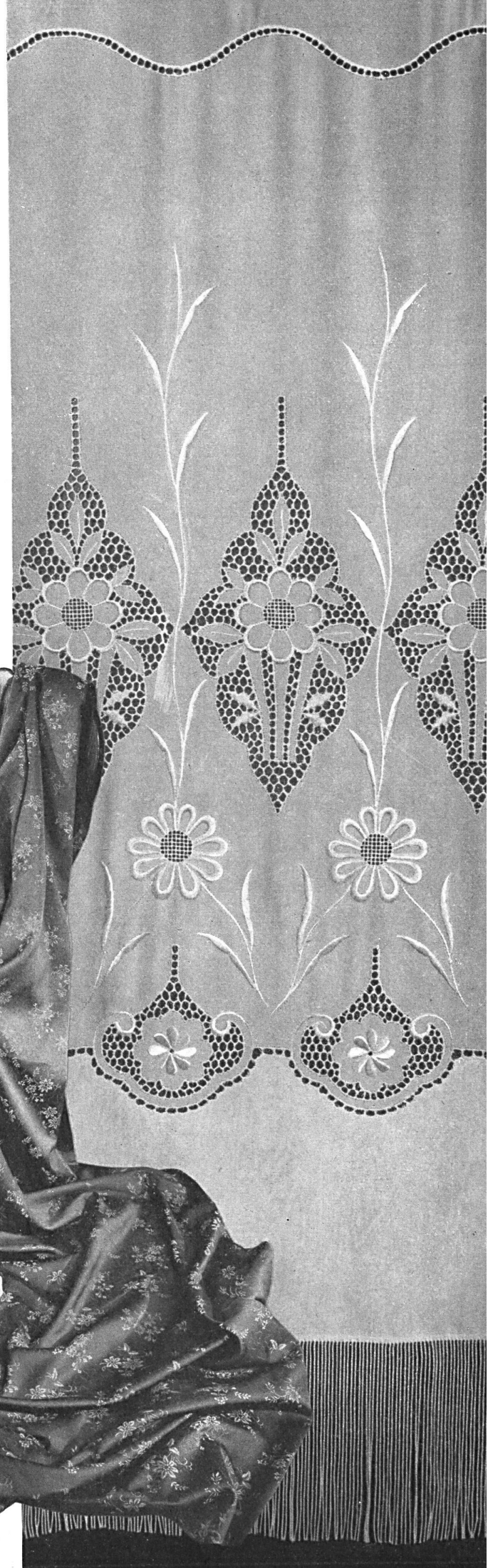
« Red Riding Hood », a special nursery decoration print.

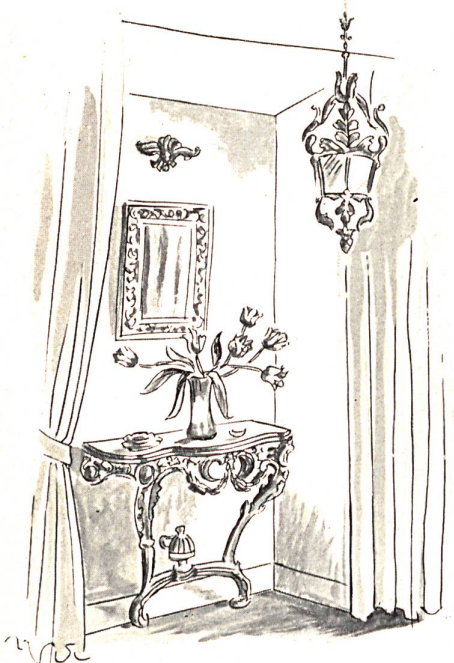
Heavy antique satin for curtains, plain and Jacquard design in modern colourings.

Embroidered voile marquise curtains, up to 300 cm in width.

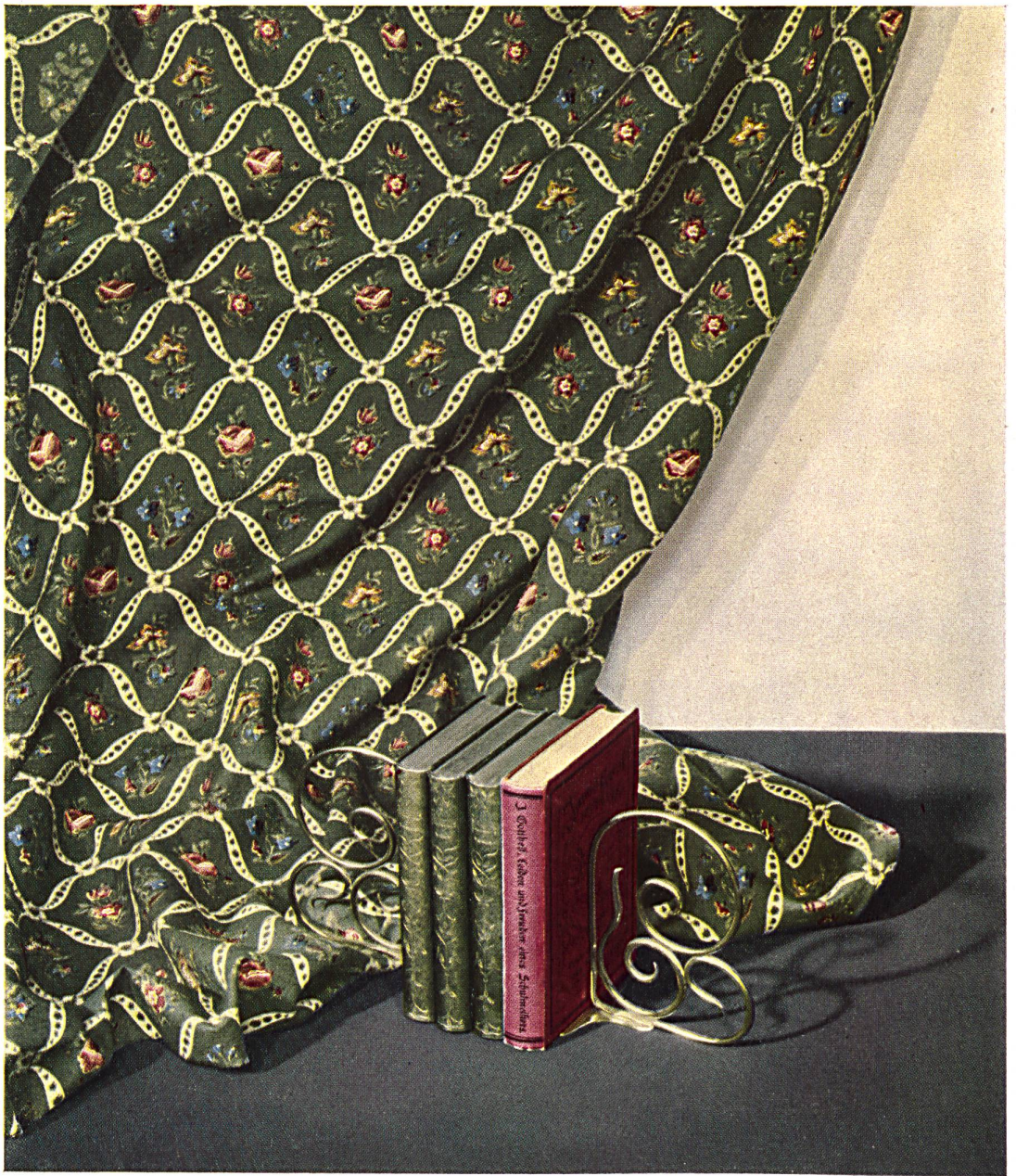
« Caperuzita roja », estampado especial sobre tejido para la decoración de cuartos de niños. Raso antiguo pesado para cortinajes, liso o con dibujos Jacquard, en colores modernos. Estores bordados sobre marquiseta o velo, hasta 300 cm de ancho.

« Rothkäppchen » ein Spezialdruck auf Deco-Stoff für Kinderzimmer.
Schwerer Gardinen-Satin-Antique uni und mit Jacquard gewobenen Motiven in modernen Dekorationsfarben.
Gestickter Store bis zu 300 cm Breite auf Marquise oder Voile.





METTLER & Cie S. A.,
ST-GALL.



3



2

METTLER & Cie S. A., ST-GALL.

- ① Tissu coton genre main à impression multicolore.
Cotton fabric, imitation hand weave, multi-coloured printed design.
Tejido de algodón imitando labor manual, con estampado multicolor.
Bunt bedrucktes Baumwoll-Strukturgewebe.
- ② Tissu imprimé classique, mi-fil.
Classical printed half-linen fabric.
Tejido con estampado clásico, de semihilo.
Halbleinengewebe, klassisch bedruckt.
- ③ Tissu mi-fil pour la décoration, impression classique.
Half-linen decoration fabric, classical design.
Tejido semihilo para decoración, estampado clásico.
Klassisch bedrucktes Halbleinengewebe der Dekorationskollektion.



E. METTLER-MULLER S.A., RORSCHACH

Nappe et serviettes à thé, en organdi, brodées, avec applications.

Napperons guipure avec incrustations tulle.

Embroidered appliqué organdie tea-cloth with napkins to match.

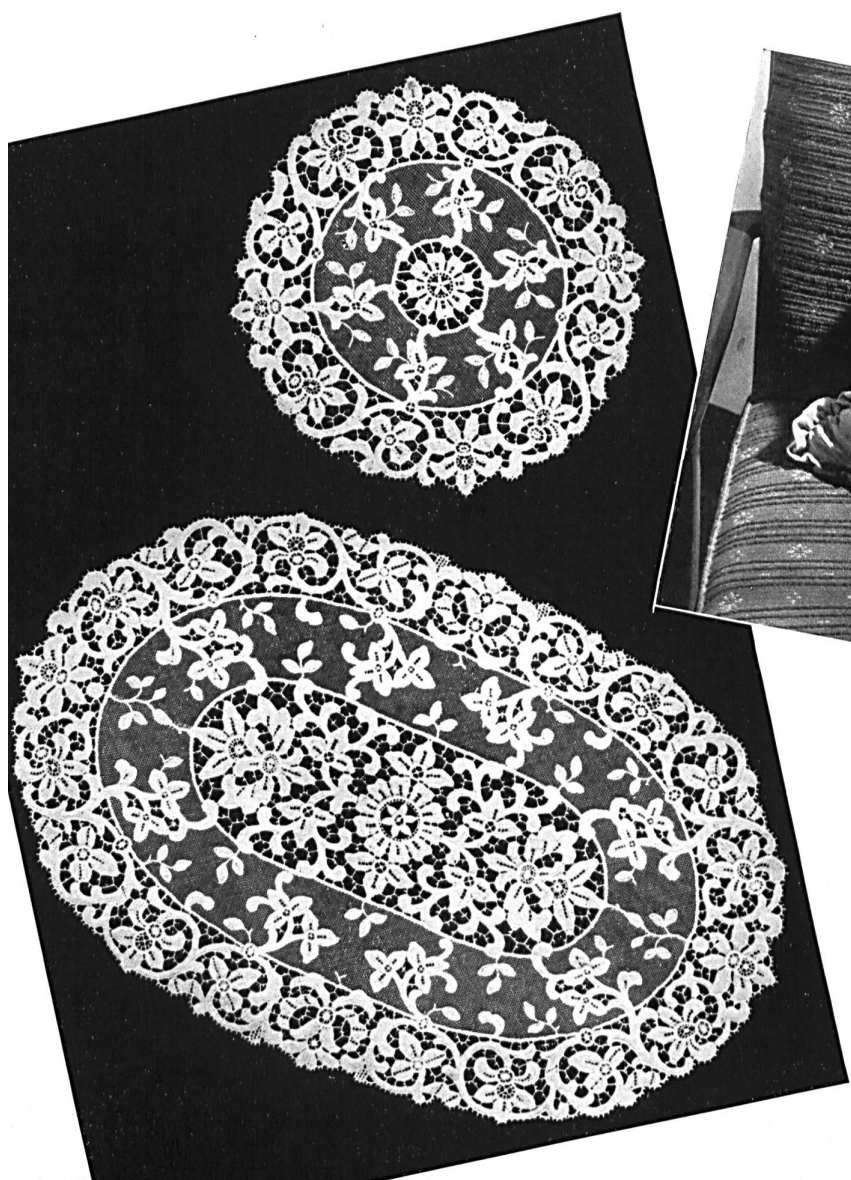
Guipure lace doilies with net insertions.

Mantelería para te, de organdí bordada con aplicaciones.

Mantelillos de encaje guipur con incrustaciones de tul.

Bestickte Organdy-Teedecke mit Applikationen, dazu passende Servietten.

Guipure-Zierdecken mit Tüll-Einsätzen.



OSCAR HAAG, KUSNACHT-ZURICH

SWISSLASTIC

Fil à coudre élastique pour la réalisation de fronces et smoks, pour coussins, couvre-lits, abat-jour, rideaux, cosies, etc.

Elastic sewing thread for gathered work and smocking, for cushions, bed-covers, lampshades, curtains, tea-cosies, etc.

Hilo de coser elástico para fruncir y abullonar; para almohadones colchas, pantallas, cortinas, etc.

Nähgummifaden zur Herstellung von Smokgarnituren und gerafften Effekten an Sofakissen, Decken, Lampenschirmen, Vorhängen, Kaffeewärmern, usw.

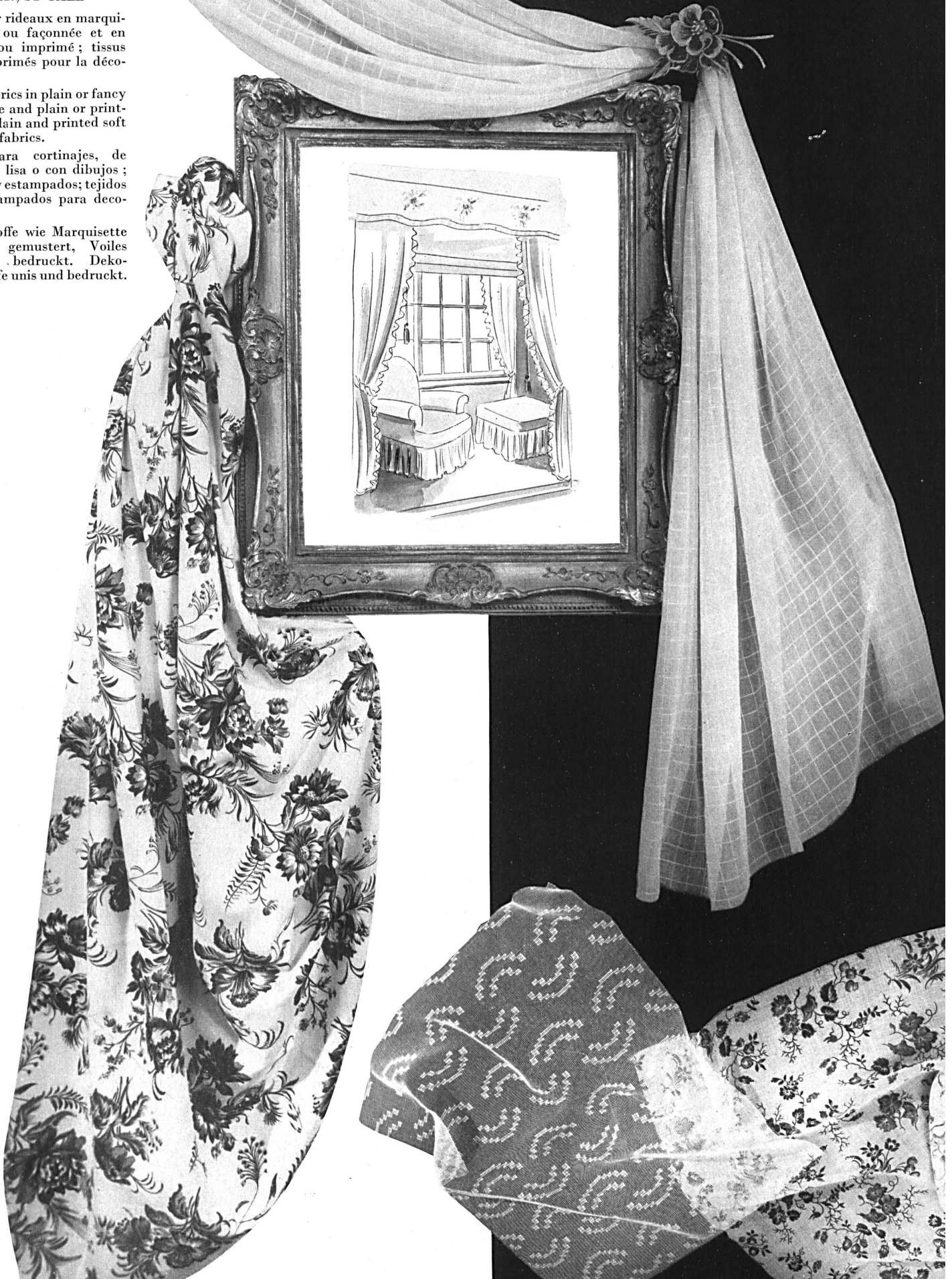
FILTEX S.A., ST-GALL

Tissus pour rideaux en marquissette unie ou façonnée et en voile uni ou imprimé; tissus unis et imprimés pour la décoration.

Curtain fabrics in plain or fancy marquissette and plain or printed voile; plain and printed soft furnishing fabrics.

Tejidos para cortinajes, de marquisseta lisa o con dibujos; velos lisos y estampados; tejidos lisos y estampados para decoración.

Vorhangstoffe wie Marquissette unis und gemustert, Voiles unis und bedruckt. Dekorationsstoffe unis und bedruckt.





**SOCIÉTÉ ANONYME A. & R. MOOS,
WEISSLINGEN.**

Tissus pour l'ameublement, nouveaux
dessins imprimés et Jacquard.

Furnishing fabrics, new printed and
Jacquard designs.

Nuevos tejidos para tapicería, con dibu-
jos estampados o Jacquard.

Neue Dessins in Dekorationsstoffen, be-
druckt und Jacquard.



STOFFEL & Cie., ST-GALL.

Deux extrêmes dans les tissus de coton : robuste tissu classique, à effet de structure ; chintz moderne lavable.

Two extremes of cotton production : Heavy classical fabric, structure weave effect and a washable modern chintz.

Dos extremos opuesto en los tejidos de algodón : tejido fuerte, estilo clasico con efecto de estructura ; chintz moderno lavable.

Zwei Welten baumwollener Fabrikationskunst : klassischer kräftiger Strukturstoff ; moderner waschbarer Chintz.





H. MENET-GUJER & Cie, WALDSTATT

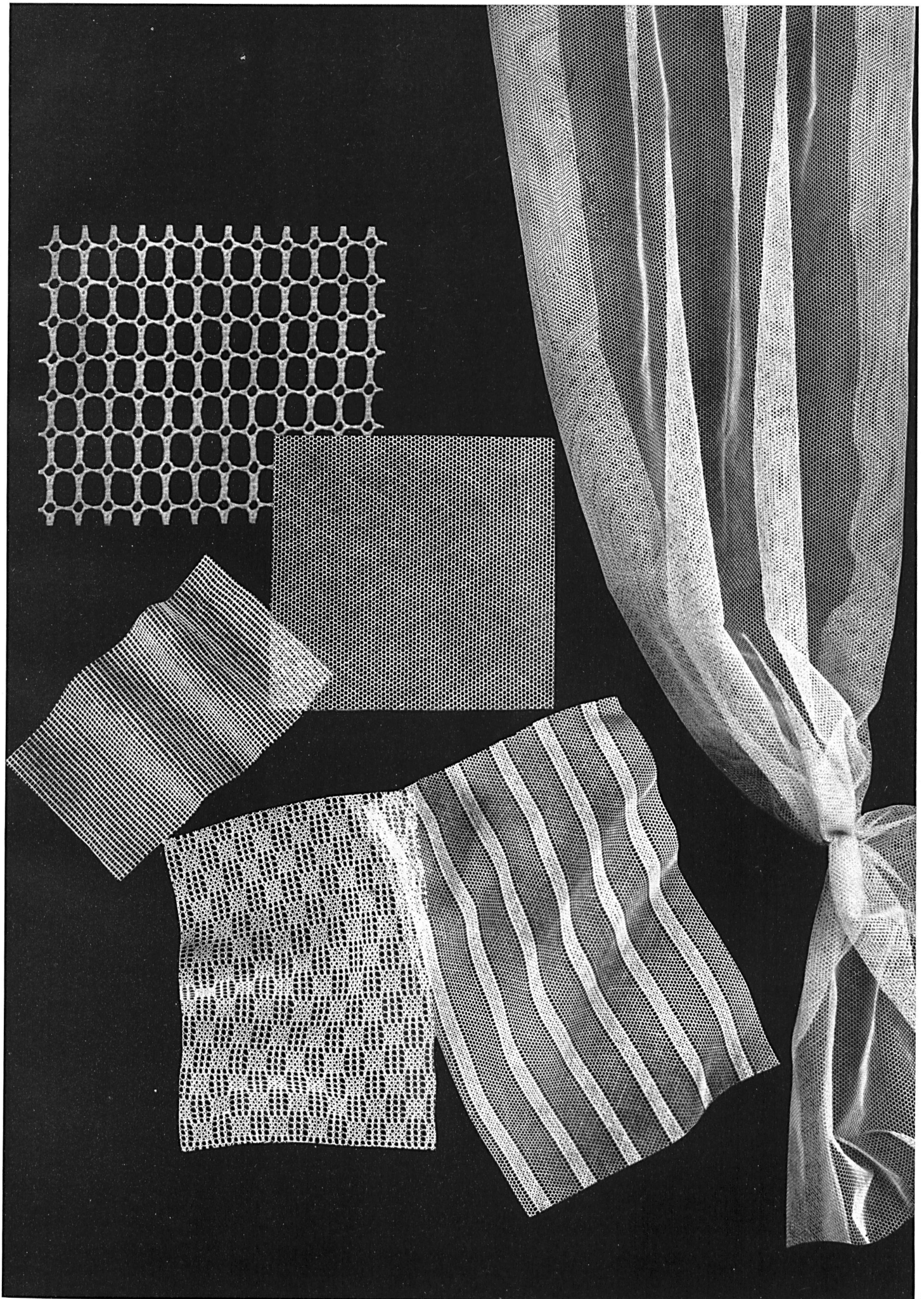
Tapis de tables, jetés de divans, tissus pour l'ameublement et la décoration, couvre-lits en blanc et couleurs (piqué, satin, reps et nids d'abeilles) ; tissus pour travaux à l'aiguille.

Table-cloths, couch and divan covers, upholstery and soft furnishing fabrics, bed-covers, white and coloured (piqué, satin, reps and honeycomb), needle-work fabrics.

Tapices de sobremesa, colchas para camas turcas, tejidos para tapicería y decoración ; colchas blancas y en colores (piqué, raso, reps y en panal) ; telas para labores de aguja.

Tischdecken, Chaiselongue-Decken, Möbel- und Dekorationsstoffe, Bettdecken, weiss und farbig (Piqué, Satin, Rips und Waffel), Stoffe für Handarbeiten.

SOCIÉTÉ SUISSE DE L'INDUSTRIE TULLIÈRE S. A., MUNCHWILEN.
Swiss Net Company Ltd., Munchwilen.
Schweiz. Gesellschaft für Tüllindustrie A-G., Münchwilen.





**CHRISTIAN FISCHBACHER Co.,
ST-GALL.**

Tissus pour rideaux imprimés, dessins classiques et modernes.

Printed curtain fabrics, in classical and modern designs.

Tejidos estampados para cortinas con dibujos clásicos y modernos.

Vorhangstoffe bedruckt in klassischen wie auch modernen Dessins.



**WINZELER, OTT & Cie S. A.,
WEINFELDEN.**

Marquissette, voile, chintz, lin et tous genres de tissus pour meubles et rideaux.

Marquissette, voile, chintz, linens and all kinds of tissues for curtains and upholstery.

Marquissetas, velos, chintz, tejidos de hilo y de todas clases para muebles y cortinas.
Marquissette, Voile, Chintz, Leinen- und sämtliche Möbel- und Gardinenstoffe.





LES FILS D'ADOLPHE BLOCH, ZURICH.

1. « Rayure Antique » pour meubles et tentures.
2. « Pointillé » pour décoration.
3. « Damas-Style » pour ameublement et rideaux.
1. « Antique Stripe », a fabric for upholstery and furnishings.
2. « Pointillé » for decoration.
3. « Damask Style » for upholstery and furnishings.

1. « Listado Antiguo », para muebles y cortinajes.
2. « Pointillé » para decoración.
3. « Damasco de Estilo », para muebles y cortinajes.
1. « Antik Gestreift » für Möbel, Vorhänge, und Wandbe-
spannung.
2. « Pointillé », Dekorationsstoff.
3. « Stil-Damast » für Möbel und Vorhänge.



ERNST SCHURPF & Cie S. A., ST-GALL

Marquissette fantaisie, damas, satin double-chaîne, satin rayé double-chaîne.

Fancymarquissette, damask, double warp satin, striped double warp satin.

Marquisseta fantasía, damasco, raso doble urdimbre y raso listado doble urdimbre.

Fantasiemarquissette, Damast, Doppelkett satin, Doppelkett-Streifensatin.