

# **"Portorican" Linen Suits**

*The Standard of the World's Tropics*

Exhibiting at  
**Puerto Rico Exhibit**  
**Virgin Islands Exhibit**  
**Hall of States**  
**A Century of Progress**  
**Chicago**

**U. S. Agents**

**PORTORICAN LINENS LTD.**

Stock Department  
**1431 FARGO AVENUE**  
**CHICAGO, U. S. A.**

TELEPHONE ROGERS PARK 1126

## FACTS ABOUT LOVELY LINEN

- 1—**Linen** is made from Flax and is the oldest known textile.
- 2—Soviet Russia produces the principal supply of Flax used for linen suits. This Flax grows 40 to 42 inches high and produces the long fibres necessary to make heavy substantial linen.
- 3—Belfast, Ireland for centuries has been the center of the Flax spinning and the linen industry. Records exist mentioning linen making in Ireland in the old Brehon Laws of the ancients dated 500 B. C.
- 4—**Linen** is a conductor of heat while wool and other animal fibres are non-conductors. Linen clothing permits the bodily heat to "Escape" hence its universal use in the Tropics. Wool, cotton and mohair being non-conductors of heat retain the bodily heat,—hence the universal use of wool in cold countries.
- 5—**Linen** is the most absorbent of fabrics. This is demonstrated daily by every housewife in the world in the use of linen huck towels for drying dishes. Linen also dries very quickly and the fact that linen absorbs the perspiration and the quick drying or evaporation causes linen to be the coolest fabric known for summer wear.
- 6—**Heavy linens** are worn in the Tropics. Heavy linen does not admit the sun's rays to the body and being a conductor of heat is actually cooler. Heavy linens wrinkle less—launder better and last longer.
- 7—**Linen** is very sanitary. Germs will not thrive in linen nor will moths eat it. It is universally used for bandages in the medical world because of its sanitary properties. Doctors and Dentists find linen suits particularly adapted to their use as cleanliness and sanitary properties are paramount in Professional circles.
- 8—**Linen** is  $3\frac{1}{2}$  times as strong as cotton and gives many years' service. When the tomb of King Tut-Ank-Hamen was unearthed after 3000 years the linen winding sheet was in an excellent state of preservation. This probably constitutes a record in the lasting qualities of a man's suit with only one pair of trousers.
- 9—**The Linens** used in our **Portorican** suits have been used by us 15 to 35 years and are specially chosen and made for us. Actual experience has proven their superior merit. There are many qualities of linen, these we know give satisfaction.