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Handkerchiefs, squares, scarves...

It is strange how a simple object of ordinary everyday use such as a handkerchief has been changed, by one of those curious paradoxes that modern psychology could no doubt explain most conclusively, into an attractive dainty object which reflects, no matter how simple or ornate it may be, a desire for distinction, elegance, taste and originality, sometimes even becoming nothing more than a bauble, a frivolous ornament.

The plain ordinary *handkerchief* as made in Eastern Switzerland is produced in every possible form, but always in the best quality materials and of impeccable workmanship.

The range of handkerchiefs for men, which is very wide in spite of the conventional requirements, includes white handkerchiefs in fancy weaves, handkerchiefs with coloured or clipcord effects in geometric patterns, all with hand-rolled hems.

The ladies have a wide assortment to choose from, including hankies with colour woven or clipcord effects, others in dotted Swiss as well as dainty wisps of batiste or lawn edged with lace,

and colour embroidered and small printed hankies whose tiny surfaces the printers and designers vie with each other to decorate.

The fichus of yesteryear are the *printed squares* of today which women use, made of wool or silk, for all occasions, at all hours, everywhere. The «*gavroche*» is a newcomer to fashion, a small square or large handkerchief, which girls love to wear tied jauntily at the neck.

For some years now *scarves* have been enjoying a new lease of favour, first of all with men who find them more convenient than a square to tie and wear underneath an overcoat. These fringed tubular scarves, in silk or wool, either printed or in fancy weaves remain classical, and patterned cashmere scarves are still as popular as ever.

With women too, the scarf has definitely come back into favour. Silk and rayon are the favourites here, and there are all kinds of fancy effects from chiné prints to organza scarves with metallic threads, angora, wool, etc. Many of these scarves are exported from Switzerland in ribbon form to be finished in the consumer country.

PHOTOS DROZ



Union S. A., Saint-Gall

Quelques échantillons de la riche collection de mouchoirs brodés.
Some of the wide range of embroidered handkerchiefs.
Algunas muestras de la surtidísima colección de pañuelos bordados.
Aus der reichhaltigen Kollektion bestickter Taschentücher.



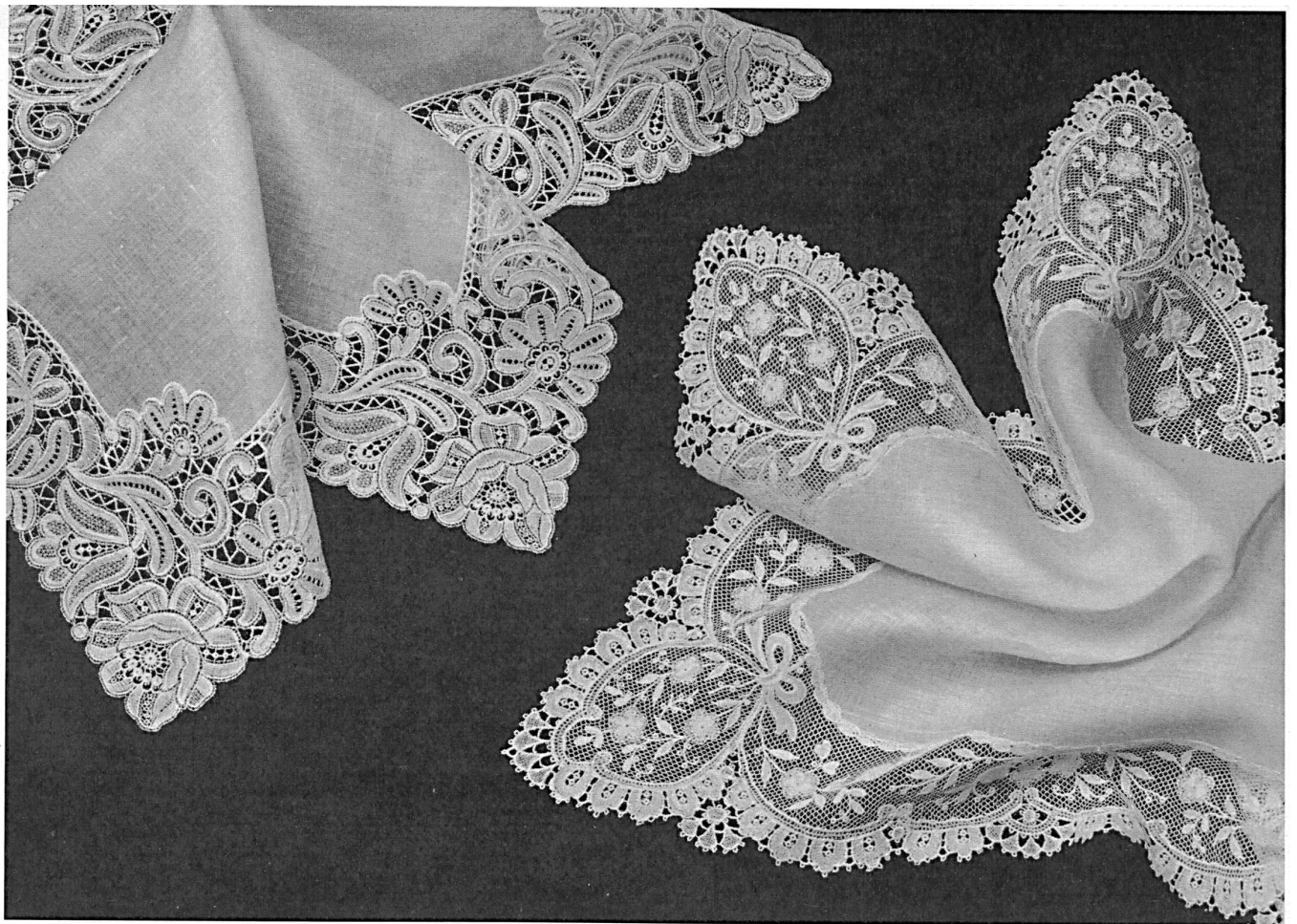
Ed. Sturzenegger S. A., Saint-Gall

Fabrication de mouchoirs à bordures et coins brodés, en broderies chimique et sur tulle, en coton, linon et nylon. Mouchoirs souvenirs avec paysages et monuments; mouchoirs pour enfants en présentations originales.

Manufacturers of handkerchiefs with embroidered edges and corners in etched lace and embroidery on tulle, in cotton, lawn and nylon. Souvenirs handkerchiefs with views of monuments and scenery; handkerchiefs for children in original packaging.

Fabricación de pañuelos con cenefas y esquinas bordadas, con bordados químicos y sobre tul, de algodón, linón y nylon. Pañuelos recuerdos con paisajes y monumentos; pañuelos para niños, originalmente presentados.

Fabrikation von Taschentüchern, eck- und ringbestickt sowie mit Aetz- und Tüllspitzen in Baumwolle, Leinen und Nylon. Souvenir-Taschentücher mit Landschaften und Monumenten; Kindertüchli in originellen Aufmachungen.



Walter Stark, Saint-Gall

Mouchoirs dentelle et broderie.
Lace and embroidered handkerchiefs.

Pañuelos de puntilla y bordados.
Spitzen- und Stickereitaschentücher.

Baerlocher & Co., Rheineck

De gauche à droite: Mouchoir pour monsieur, avec bel effet de fils coupés. — Mouchoir batiste pour dame, avec effet plumetis. — Mouchoir pour dame avec riche effet Jacquard en fils coupés.

From l. to r.: Men's handkerchief with elaborate clip cord effects. — Ladies' handkerchief with plumetis effects. — Ladies' sheer handkerchief with Jacquard clip cord effects.

De la izquierda a la derecha: Pañuelo para caballero, con preciosas vainicas. — Pañuelito de batista para señora, con efecto plumetis. — Pañuelo de señora, con preciosos calados de vainica Jacquard.

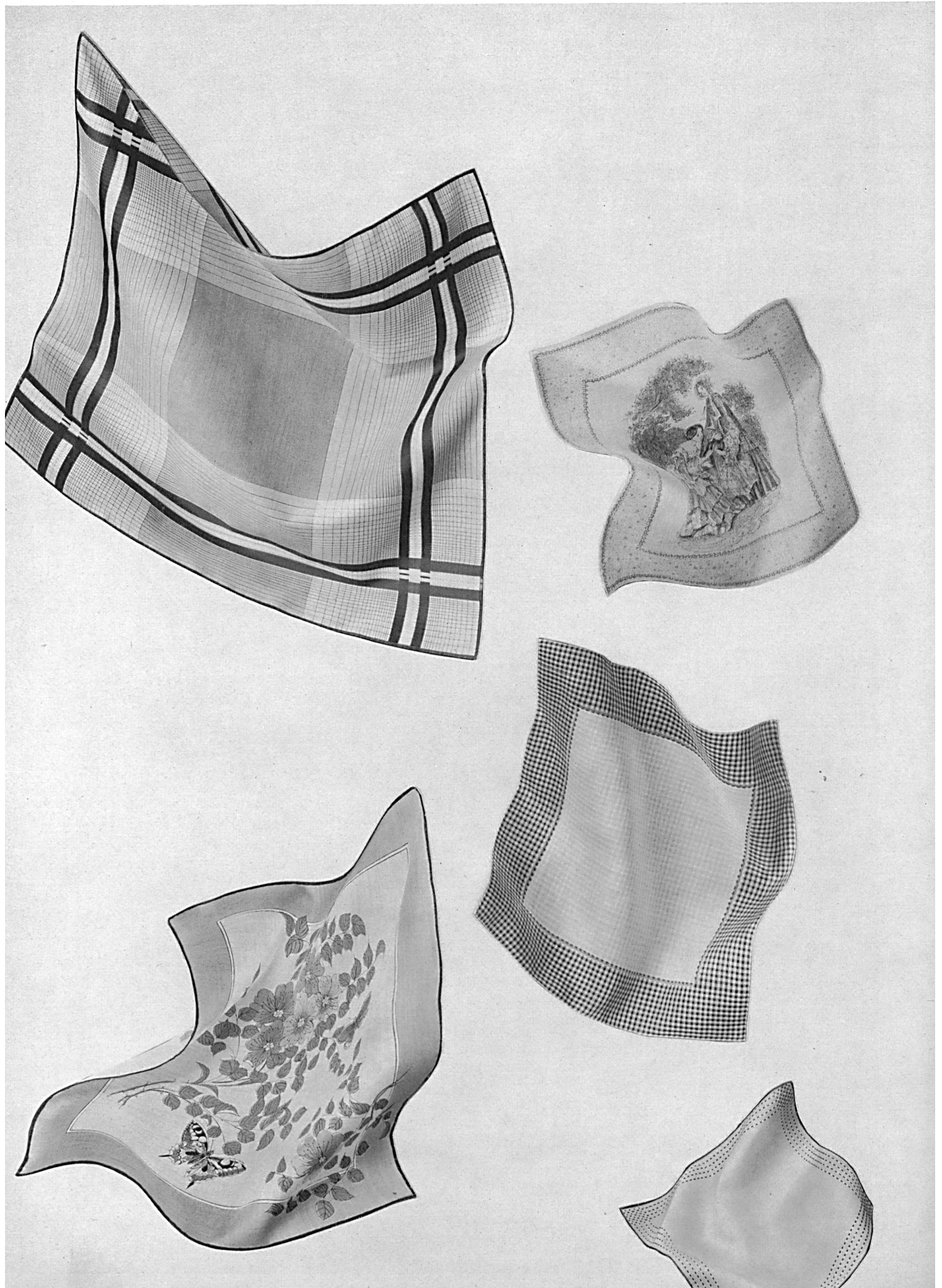
Von l. nach r.: Herrentuch mit schönen fils-coupés Effekten. — Gawobenes Batist-Damentüchli mit Plumetis-Dessin. — Batist-Damentüchli mit reichen Jacquard fils-coupés Effekten.



Stoffel & Co., Saint-Gall

La pierre de touche du bon goût : véritables mouchoirs Stoffels avec ourlet roulé à la main, imprimés et tissage en couleurs.

The hall-mark of good taste : genuine Stoffels handkerchiefs, printed and colour woven with hand rolled hems.



Stoffel & Co., Saint-Gall

El distintivo del buen gusto : verdaderos pañuelos Stoffels con bastilla repulgada a mano, estampados y tejidos en colores.

Zeichen des guten Geschmacks : echte Stoffels Tüchli handrolliert, bedruckt und buntgewebt.





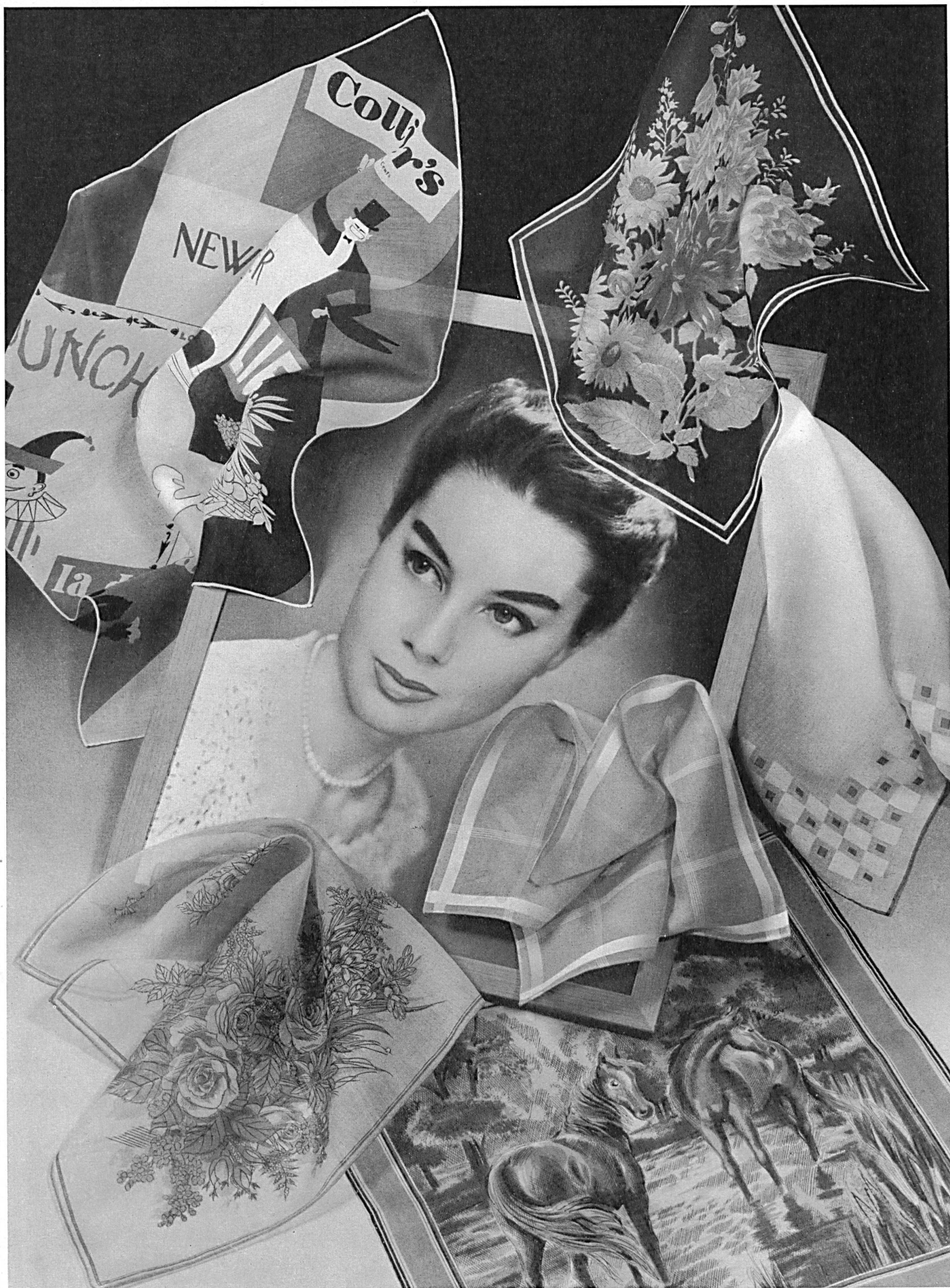
Albin Breitenmoser S. A., Appenzell

Fabrication de mouchoirs blancs, tissés en couleurs, imprimés, brodés main ou machine, dentelle. Tissage et fabrication dans la maison.

Manufacturers of handkerchiefs: white, colour-woven, printed, hand or machine embroidered and in lace. Weaving and manufacture in own factory.

Fabricación de pañuelos blancos, tejidos en colores, estampados, bordados a mano o a máquina, de puntilla. Tejidos y manufacturados en los talleres propiedad de la casa.

Fabrikation von Taschentüchern weiss, buntgewoben, bedruckt, hand- oder maschinenbestickt. Eigene Weberei und Verarbeitung.



Christian Fischbacher Co., Saint-Gall
« FISBA »

Elégants mouchoirs classiques et fantaisie, pour dames, avec ourlet roulé à la main, imprimés, tissés en couleurs et avec effets de fils coupés.

Smart classical and fancy handkerchiefs for women, with hand rolled hems, printed, colour woven and with clip-cord effects.

Elegantespañuelos clásicos y fantasía, para señora, con bastillas repulgadas a mano, estampados, tejidos en colores y con calados de vainica.

Elegante handrollierte klassische und Fantasie-Taschentücher für Damen, bedruckt, buntgewoben und mit Clip-Cord Effekten.

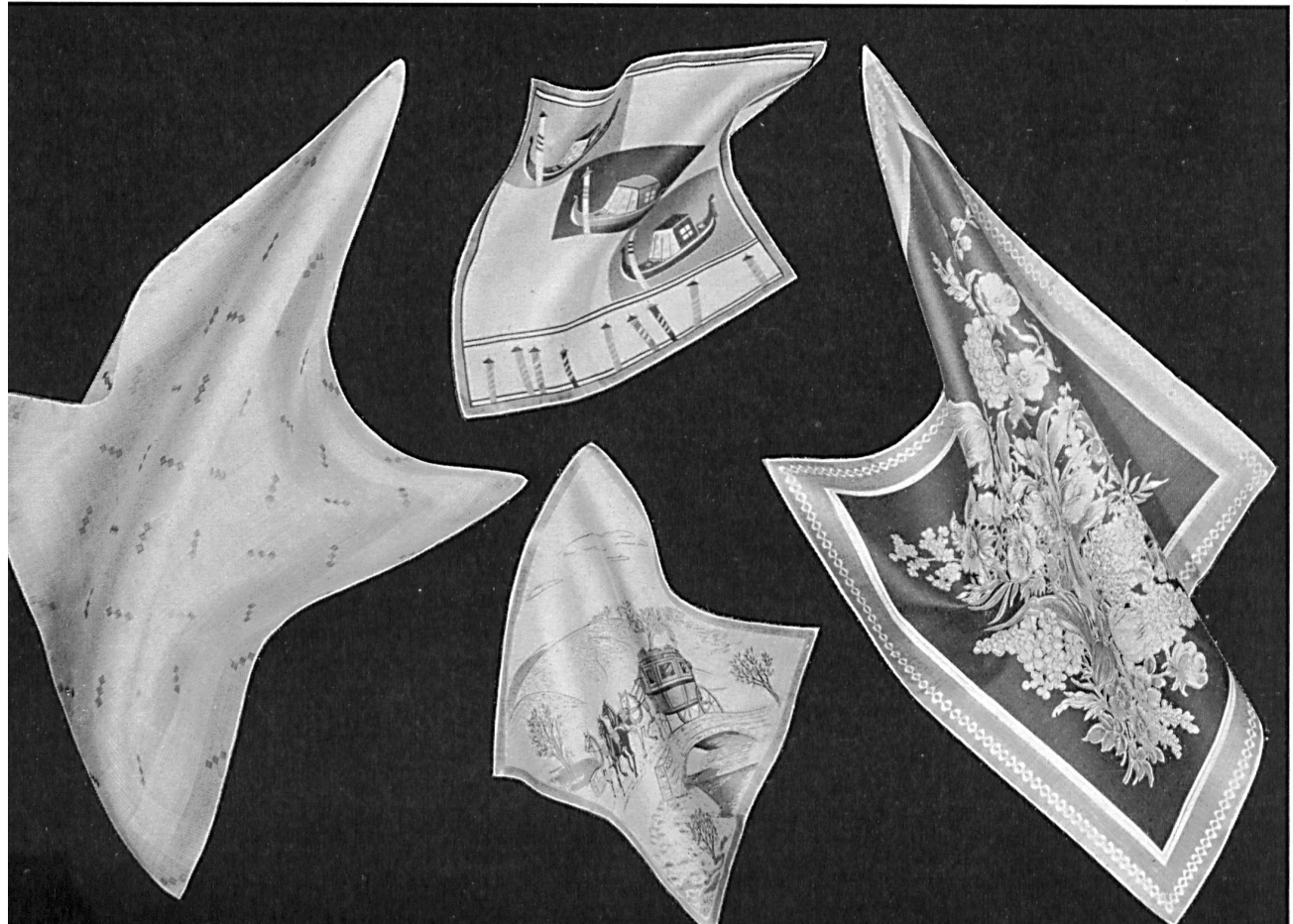


Mavir, Zurich

Pochettes imprimées, fils-coupés, cords ; carrés unis et imprimés en coton.
 Printed, clip cord and corded handkerchiefs ; plain and printed cotton squares.
 Pañuelitos estampados, con vainicas, cordoncillos ; pañoletas lisas y estampadas, de algodón.
 Bedruckte, Clip-Cord- und Cord-Tüchli ; einfarbige und bedruckte Baumwollcarrés.

Gottfried Schaerrer, Zurich

Mouchoirs tissage fantaisie et plumetis, mouchoirs imprimés imago et couleurs.
 Handkerchiefs with fancy weaves and dotted Swiss effects, imago and colour printed handkerchiefs.
 Pañuelos con textura fantasía y plumetis, pañuelos con estampados imago y en colores.
 Damentüchli fantasiegewoben und mit Plumetis-Effekten, Imago- und farbig bedruckt.





F. Blumer & Cie, Schwanden

Carrés pure soie, imprimés et roulés à la main.
Pure silk hand-printed squares with hand-rolled hems.
Pañoletas de pura seda, estampadas y repulgadas a mano.
Reinseiden-Carrés, handbedruckt, handrolliert.



**Filtex S. A.,
Saint-Gall**

«Gavroche» 50×50 cm. en twill pure soie, impression au cadre. — Écharpe pour dame, taffetas pure soie chiné. — Echarpe tubulaire classique pour monsieur, twill pure soie, doublée, motif cachemire imprimé à la main.

50×50 cm. «Gavroche» in screen printed pure silk twill. — Woman's scarf in chiné pure silk taffeta. — Classic tubular scarf for men in pure silk twill, hand printed, cashmere design.

«Gavroche» 50×50 cm. de twill pura seda, estampado con estarcidos. — Chal de señora, tafetán chiné pura seda. — Tapacuello tubular clásico para caballero, twill pura seda, forrado, estampado a mano con dibujos cachimira.

«Pullituch» 50×50 cm. Filmdruck auf reinseidenem Twill. — Damenschärpe, Kettdruck auf reinseidenem Taft. — Herrenschlauchschal aus reinseidenem Twill, Kaschmirmuster handbedruckt.

Dernières nouveautés en écharpes pour dames, en Rhodia, Rhodia double face, pure soie Dopî et organza avec laine et angora. Livrables au mètre, non confectionnées, pour l'exportation.

Latest novelties in women's scarves, in Rhodia, reversible Rhodia, pure silk Dopî and organza with wool and angora. Available by the yard, in ribbon form, for export.

Últimas novedades en chales de señora, de Rhodia, Rhodia dos caras, pura seda Dopî y organza con lana corriente y de angora. Para la exportación, se suministran por metros y sin confeccionar.

Letzte Neuheiten in Damenschärpen aus Rhodia, Rhodia double-face, Dopî Reinseide und Organza mit Woll- und Angorawebefekten. Lieferbar als Band am Meter für den Export.



**Sager & Cie,
Dürrenäsch**

Let us finally mention *knitted scarves* which are very popular just now in all lengths and widths, in light or heavy qualities, plain, striped or with other finishes and which are not only practical sports accessories but also constitute, in the form of triangles and particularly *stoles*, indispensable and attractive complements to fashion, especially to emphasize the width of shoulders and the Y line. These original stoles in fancy knitwear, which are both soft and light, are also very cosy and likely to remain popular for many years to come.

O. Eugster & Co., Trogen

Etoles et écharpes nouveauté, tricotées en laine.

Novelty knitted woollen stoles and scarves.

Estolas y chales novedad, de punto de calceta.

Gestrickte und gewirkte Nouveautés in Wollschärpen und -Stolen.

