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New York Letter



Mouchoirs suisses
pour le jour et le soir,
brodés en blanc et en
couleurs ou bordés de
broderie
Swiss handkerchiefs
for day and after
dark, white and color
embroidered and
with embroidered
borders

The handkerchief, an indispensable touch of elegance

The elegance of Swiss handkerchiefs ranks with that of other luxury fashions this season, half a century after the introduction of these little works of art onto the United States market, where they have been extremely popular ever since.

Famed throughout the world for their beauty and the perfection of their workmanship, Swiss handkerchiefs, after their first modest beginnings, are known today as top-grade products of Switzerland's textile industry.

As early as the 18th century, the hand embroidery industry, centered mainly in the picturesque little town of Appenzell, produced marvellous handkerchiefs which were despatched to all the capitals of elegance. Today mechanised industry is able to supply a much wider market, but the handkerchiefs possess the same high standard of workmanship, the same taste in design and the same variety as before.

For men too, Switzerland produces high quality handkerchiefs, both for ordinary everyday use and as a gay touch—whether white or coloured, plain or with woven designs, or proudly bearing an embroidered monogram...—to be added to the otherwise sober look of a man's suit! In America, the arbiters of men's fashions recommend the wearing of a handkerchief in a floppy bow, without the hem visible, or folded straight and worn jutting slightly above the edge of the breast pocket.

Swiss Fabric and Embroidery Center

EISENHUT & CO., GAIS

Bordure d'organdi brodé
Embroidered organdy
border

Modèle Sam Landorf & Co.
Inc., New York

