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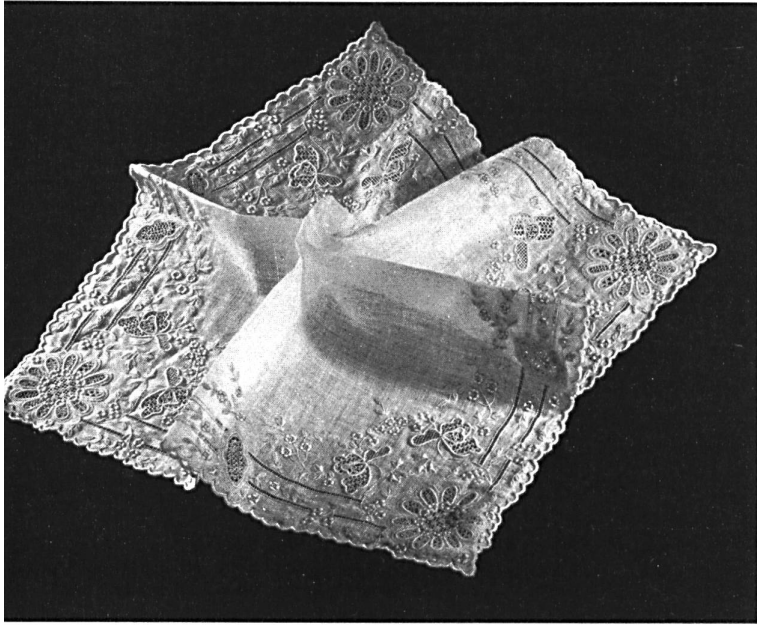
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Appenzell lawn handkerchief, richly hand-embroidered.

## Handkerchiefs Neck squares Scarves

It is hardly necessary, in an article such as this, to trace the origin of the handkerchief, or to evoke the story of St. Veronica. The importance of this dress accessory is too well established to require any historical support. Born of hygienic requirements, or so is thought in certain countries, the handkerchief became a luxurious and decorative object, even before it was adopted by all classes of European populations. It has always remained an article which can be most humbly utilitarian or most fantastically luxurious, or combined both these extremes in exhaustible variety. The choice and possibilities offered by the handkerchief need hardly be stressed.

In the domain of luxury articles, there came first small squares of lawn and cambric adorned with laces and embroideries, as were also the old-fashioned fichus. Women of long ago possessed the art of patience and infinite delicacy, for the rhythm of life left them much time to occupy in the gracious intricacy of needlework. Today, still, the embroiderers of Appenzell create small masterpieces, like the one shown here, and others even more luxuriously worked. Art such as this, with its featherstitching, drawn-thread, sablé stitch, à jour and needlepoint lace, may keep a skilful embroiderer busily employed for several weeks and, in these days, there is not always a market for such fine pieces. The art of handkerchief-making has evolved and, St. Gall, the centre of an infinitely diverse industry, has succeeded in finding novel variations and innovations which ensure the vitality and permanent youthfulness of its production. Hand embroidery has not, for all that, lost its prerogatives. It is employed now to adorn fine, white or colour-woven handkerchiefs with monograms, giving them a very personal air of refinement, without detracting from

their utility. Many women of Appenzell also pass their time sewing lace on handkerchiefs or rolling hems which has grown increasingly important in the last few years. The development of mechanized industry and of various technical improvements in Eastern Switzerland now makes it possible to produce laces under conditions such, that they can be used currently for small ladies' handkerchiefs, tastefully and carefully made and yet still accessible by their price to every purse. As for machine embroidery, it is widely used now for lines in great demand abroad, particularly in the United States : handkerchiefs with small embroidered posies, a sprinkling of flowers, edgings or motifs to delight nursery folk — all in fresh, clean colours, in tapestry point or loop-stitch. Modern weaving technique also allows very dainty and variegated effects, especially for colour-woven goods. Among this type of product, mention must be made of the new pick-pick handkerchiefs produced on pick-pick looms. Pretty, classical effects of white cord edgings are now widely appreciated. Another similar style produced in Switzerland is the clip cord, for which there is a great demand just now. Very original effects can be obtained with this technique used for smart ladies' and men's handkerchiefs, together with curvilinear designs which can be woven on jacquard looms. All these articles are made of fine and, in some cases, extremely fine fabrics : cottons, unions, pure linens. There is a vogue just now for very large handkerchiefs, much liked in America and by hay-fever martyrs ! The same trend is apparent for ladies' printed handkerchiefs.

Embroideries and laces are in great favour today — not only for handkerchiefs, but in haute couture also — after an unfortunate wane in popularity which lasted

several years. This regression caused St. Gall manufacturers to create a new style, securing constant employment for their workers. It is known, of course, that in Eastern Switzerland, there are many firms specialized in textile finishing; it is only natural therefore that manufacturers should have thought of applying printing processes with contrasted colours or tone on tone, such as the Imago or Hetex methods, for example. Hence the dainty transparent, feather-weight ladies' handkerchiefs of organdie or similar fabrics and the printed styles launched a few years ago. The latter are enjoying remarkable success, fully justified indeed by the infinite possibilities of renewal they offer. Hemmed in scallops or hand-rolled — by skilful Appenzell embroiderers — these small handkerchiefs, usually made of pure cotton fabric, are fresh, gracious and as gay as flower-sprigged meadows. The imagination of the designers seems almost inexhaustible garlands; stylized or natural flower motifs, geometric patterns, figures, animals, dream houses and gardens — everything can be a pretext for these delicious colour compositions, bright or soft in hue. Every woman can find in the collections presented by the best houses a charming dress accessory; children love the subjects created especially for them. Most of these styles are hand-printed, either by metal or wooden blocks, or by the screen-printing process (see illustrations). Printed squares and fichus are no longer a novelty. These practical fashion accessories are very popular just now. Well-dressed women use them as a head covering, for neck-wear during the day, or over their shoulders in the evening, for sports of all kinds; men like them too for practical wear. These squares are made of cotton, staple fibre, rayon, pure silk or delaine. Best quality grades are hand — that is to say, screen — printed. As in the case of handkerchiefs, the variety of colourings and designs is immense. For men's wear, apart from the classical styles, usually in pure silk and preferably twill silk — among these we may also class the standard scarf styles for men made of fine tie-silks — there are fancy prints of all kinds for every taste. The art of Swiss manufacturers, with the support of technical means greatly improved in the course of the last few years, now makes it possible to present goods remarkable for their quality and craftsmanship and, at the same time, artistically satisfying. Some lines are purely novelties for sportswear or designed to enhance a smart ensemble. The fancifulness and imagination of designers is so varied that it is practically impossible to define any determined trend. Each designer obeys the dictates of his inspiration although he does, of course, take into consideration the requirements of the export trade, that is to say, the particular tastes of his clientele. Whatever the style adopted, however, whether a classical Paisley design, or fancy modern motifs inspired by jazz or sport, small geometrical allovers or large floral compositions, whether the fabric be cotton or heavy crepe de Chine, vaporous chiffon — Swiss neck squares are always of good taste and never facile in effect. Apart from the swiss firms which have specialized in the manufacture of squares and scarves there are also many silk houses

in Zurich and neighbouring districts which include these lines in their manufacturing schedule.

This survey would not be complete without mention of woven woollen scarves for men's and ladies wear. The innumerable variations of printing processes cannot of course, be used for these lines. Scarves are usually light in weight, piece dyed, or heavy and colourwoven, in which plaids, squares and checks predominate in answer to the present vogue.

R. Ch.



Printing handkerchiefs by hand with a wooden block.

Screen-printing neck squares.





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

Mouchoirs brodés et ornés de dentelles en tous genres.  
Embroidered and lace-trimmed handkerchiefs in all styles.  
Pañuelos bordados y adornados con puntillas, de todas clases.  
Bestickte und mit Spitzen verzierte Taschentücher in allen Ausführungen.



**Christian Fischbacher & Co., Saint-Gall.**

Dessins classiques en mouchoirs tissés couleur pour dames et messieurs.

Smartly styled coloured woven men's and ladies' handkerchiefs.

Pañuelos tejidos en colores, en diseños clásicos para señoras y caballeros.

Mouchoirs fantaisie pour dames, fils renforcés, fils coupés, Jacquard, en blanc et imprimés en couleurs.

Fancy ladies' handkerchiefs in white, sheer cords, clipcords and Jacquard, and coloured prints.

Pañuelos blancos para señoras con hilos reforzados, cortados y Jacquard, y estampados en colores.

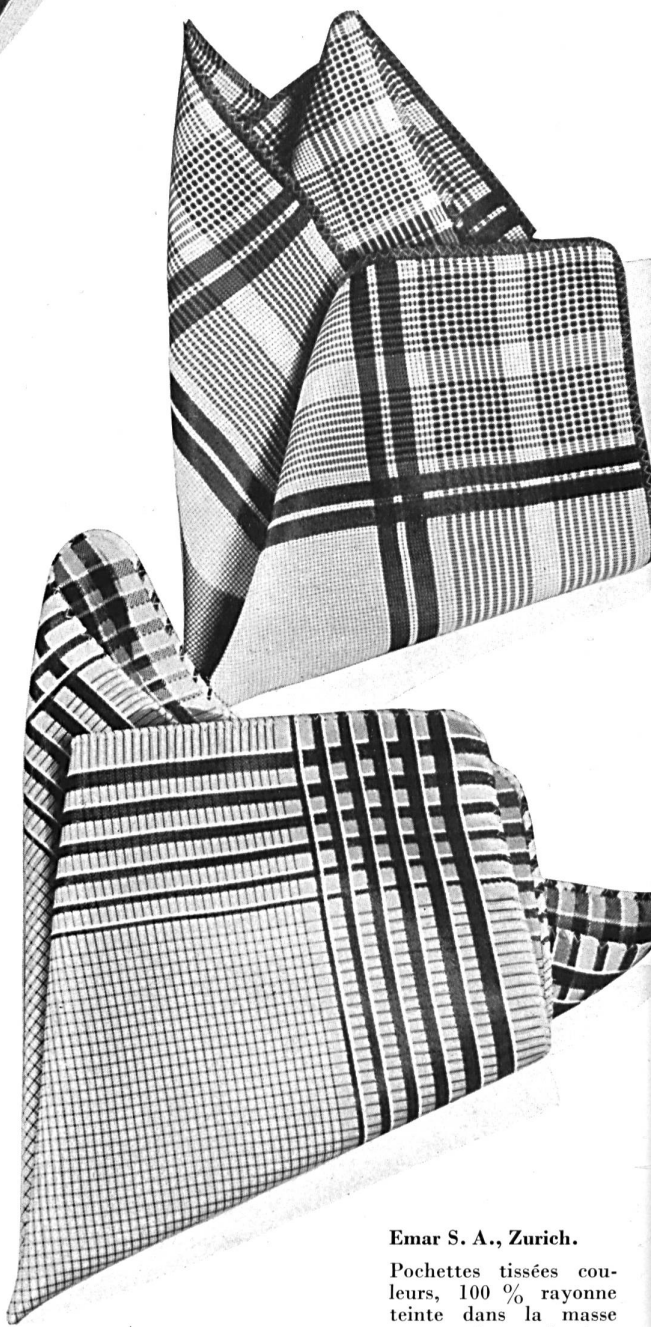
Gottfried Schaerer, Zurich.

Mouchoirs haute nouveauté «roulottés» main, exécution spéciale crêpe Ondor, impression couleurs et ton sur ton.

Extremely novel handkerchiefs with hand-rolled hems, special finish crepe «Ondor», colour-printed or tone on tone.

Pañuelos última novedad, con bastilla repulgada a mano, labor especial, crespón Ondor, estampado en colores y en el mismo color que el fondo.

Haute nouveauté, handrollierte Taschentücher, Spezialausführung Crêpe Ondor, farbiger und «Ton sur Ton» Druck.



Emar S. A., Zurich.

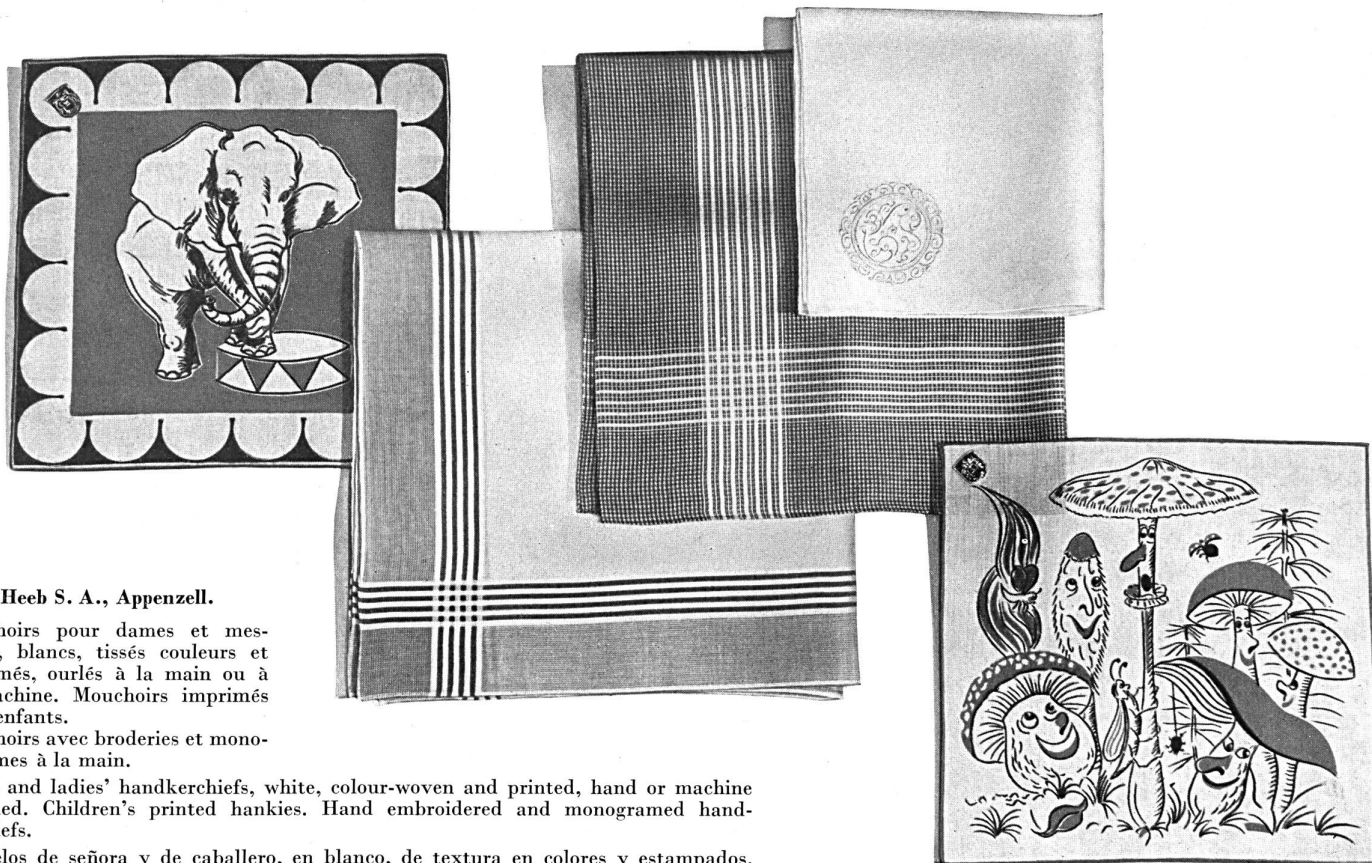
Pochettes tissées couleurs, 100 % rayonne teinte dans la masse et garantie grand teint.

Vente exclusivement au mètre.

Colour-woven pocket handkerchiefs, 100 % mass-dyed rayon, fast colours guaranteed. Sold by the piece exclusively.

Pañolitos de textura en colores, 100 % rayón teñido en pasta y garantizado inalterable. Vendido exclusivamente por metros.

Buntgewobene Pochettes, 100 % düsengefärbte, koch- und lichtechte Rayonne. Verkauf nur am Stück.



**Josef Heeb S. A., Appenzell.**

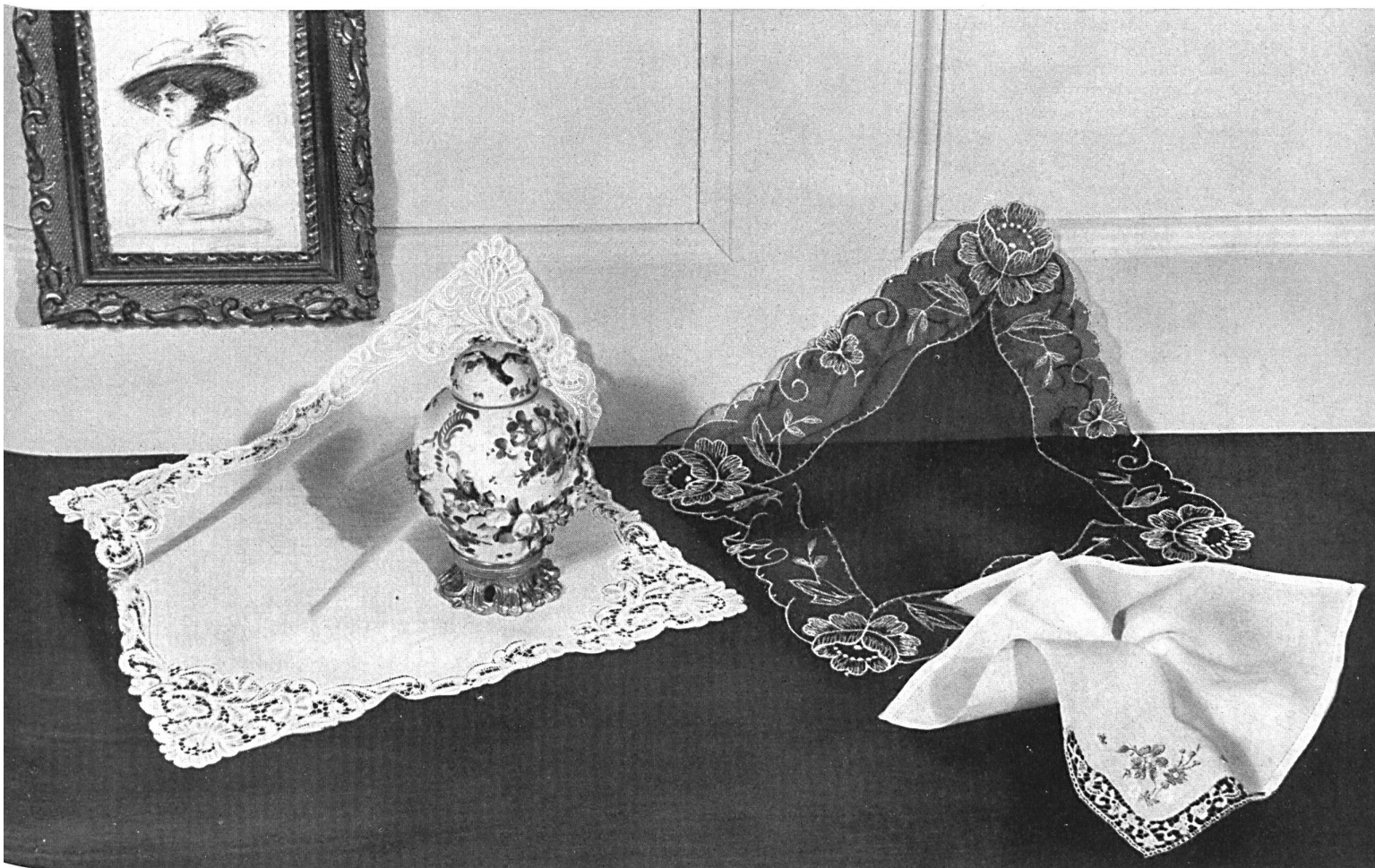
Mouchoirs pour dames et messieurs, blancs, tissés couleurs et imprimés, ourlés à la main ou à la machine. Mouchoirs imprimés pour enfants.

Mouchoirs avec broderies et monogrammes à la main.

Men's and ladies' handkerchiefs, white, colour-woven and printed, hand or machine hemmed. Children's printed hankies. Hand embroidered and monogrammed handkerchiefs.

Pañuelos de señora y de caballero, en blanco, de textura en colores y estampados, dobladillados a máquina o a mano. Pañuelos estampados para niños. Pañuelos con monograma y bordados a mano.

Taschentücher für Damen und Herren, weiss, buntgewoben oder bedruckt, maschinen- oder handgesäumt. Bedruckte Kindertüchli. Taschentücher mit Handstickerei und handbestickten Monogrammen.



**Walter Schrank & Co., St-Gall.**

Mouchoirs brodés, mouchoirs avec garniture de dentelles. Embroidered and lace-edged handkerchiefs.

Pañuelos bordados y pañuelos ribeteados con puntilla.

Taschentücher, bestickt und mit Spitzen verziert.



Joli mouchoir pour dame, tissé fantaisie.  
 Élégant mouchoir pour homme, tissé couleurs.  
 Dainty lady's handkerchief, fancy weave.  
 Smart man's handkerchief, colour-woven.  
 Bonito pañuelo de señora, tejido de fantasía.  
 Elegante pañuelo para caballero, textura en colores.  
 Feines phantasiegewobenes Damen-Taschentuch.  
 Elegantes buntgewobenes Herren-Taschentuch.

Stoffel & Co., Saint-Gall.



Gracieux et frais petits mouchoirs pour dames,  
 imprimés et avec ourlet « roulotté » à la main.  
 Charmingly fresh and dainty ladies' handkerchiefs,  
 printed and with hand-rolled hem.  
 Pañuelitos graciosos y frescos, para señora, estam-  
 pados y con bastilla repulgada a mano.  
 Reizende, duftige Damentüechli, bedruckt und  
 handrolliert.



**Reichenbach & Co., Saint-Gall.**

Mouchoirs pour dames, blancs et en couleurs, ornés de broderies « navette » et « gobelin ».

Ladies' white and coloured handkerchiefs, machine stitch or petitpoint embroidered.

Pañuelos de señora, blancos y en colores, adornados con bordados de hilo continuo y de estilo Gobelino.

Damen-Taschentücher, weiss und farbig, mit Schiffli- und Goblinstickerei verziert.

**Jacob Baenziger S. A., St-Gall.**

Mouchoirs voile 100 % coton, impression «Hetex», genre dentelle, 32 × 32 cm.

100 % cotton voile handkerchiefs, «Hetex» lace print, inches 13 × 13.

Pañuelos de voile, 100 % algodón, estampación «Hetex» imitando puntilla, 32 × 32 cm.

«Hetex», Voile - Spitzendruck - Tüchli, 32 × 32 cm, 100 % Baumwolle.



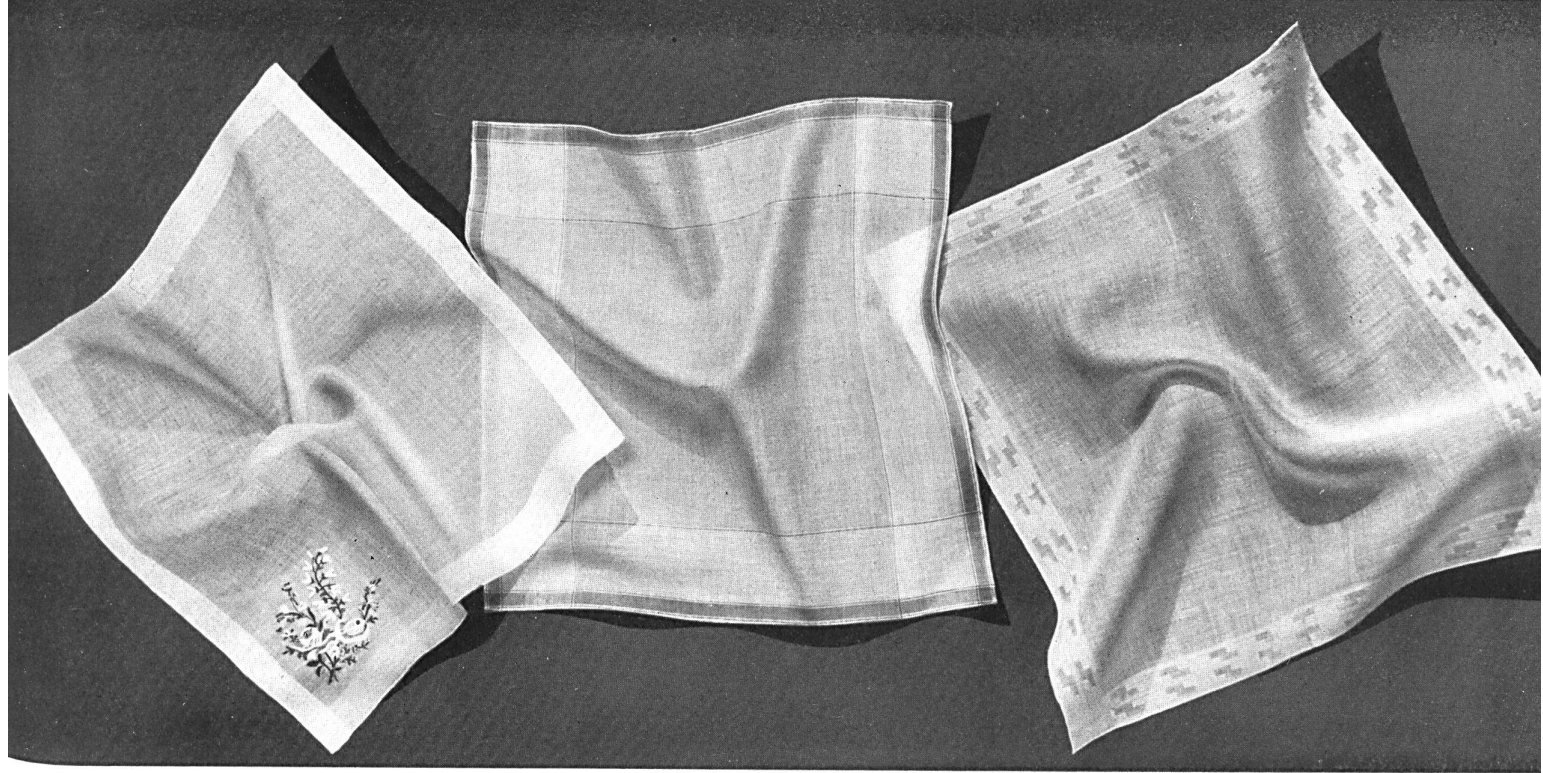
**Sailer & Schoensleben, St-Gall.**

Mouchoirs brodés en coton et pur lin ; mouchoirs brodés pour enfants.

Embroidered cotton and pure linen handkerchiefs ; embroidered hankies for children.

Pañuelos bordados, de algodón y de puro hilo ; pañuelos bordados para niños.

Bestickte Taschentücher aus Baumwolle und Leinen ; Kindertüchli.



**Max Zürcher & Co., St-Gall.**

Mouchoirs tissés unis, couleurs et fantaisie en tous genres et qualités ; mouchoirs brodés.

Plain, colour-woven and fancy handkerchiefs, all styles and grades ; embroidered handkerchiefs.

Pañuelos tejidos en liso, en colores y de fantasia, de todas las clases y calidades ; pañuelos bordados.

Taschentücher in uni ; bunt- und fantasiegewoben in allen Variationen und Qualitäten ; bestickte Taschentücher.

**Ed. Sturzenegger S. A., St-Gall.**

Mouchoirs pour enfants avec broderie couleurs dans un coin et avec bordure brodée et ourlet perlé. Mouchoir en chiffon pure soie avec broderie au petit point, ourlet «roulotté» main. Children's handkerchiefs with coloured corner embroidery and allround embroidered with pearl-edge. Petitpoint embroidery on pure silk chiffon handkerchief, handrolled hem.

Pañuelos para niños, con bordados de colores en la esquina, y con cenefa bordada, ribeteado en punto por encima. Pañuelo de chiffon pura seda, bordado en punto de París, bastilla repulgada a mano.

Kindertaschentücher mit farbiger Stickerei in einer Ecke und ringbestickt mit Perlsaum. Petitpoint Stickerei auf reinseidenem Chiffon, handrolliert.





**Albin Breitenmoser S. A., Appenzell.**

« NELO »

Ravissants petits mouchoirs imprimés, classiques et fantaisie, pour dames et enfants, avec ourlet festonné ou roulé à la main.

Charming small hanky styles: printed, classic and fancy, for ladies and children, with scalloped or hand-rolled hem.

Pañuelitos encantadores, estampados, estilos clásicos y de fantasía, para señoras y niños, con vivos festoneados o repulgados a mano.

Entzückende bedruckte Tüchli für Damen und Kinder, in klassischen oder modischen Genres, scaloppiert oder handrolliert.



**Honegger & Co. S. A., Saint-Gall.**

Les mouchoirs tissés en couleurs sont de plus en plus appréciés par les messieurs, parce qu'ils apportent une note gaie dans la sobriété de la toilette masculine.

Colour-woven handkerchiefs for men are always appreciated, because they strike a gay note against the sobriety of masculine wear.

Los pañuelos de textura en colores, para caballeros, son siempre los más estimados porque aportan una nota de color a la sobriedad de la moda masculina.

Diese buntgewebten Taschentücher erfreuen sich ständig steigender Beliebtheit. Sie bringen in die eintönige Herrenmode durch ihre Farbenfreudigkeit Leben hinein.





**F. Blumer & Cie, Schwanden.**

Spécialité de fichus pure soie et pure laine; nouveaux dessins mode, imprimés main.

Speciality: pure silk and pure wool squares; new fashionable designs, hand printed.

Especialidad en pañoletas de seda pura y de lana pura; nuevos dibujos de moda estampados a mano.

Spezialität in reinseidenen und reinwollenen Kopftüchern: neue modische, handbedruckte Dessins.

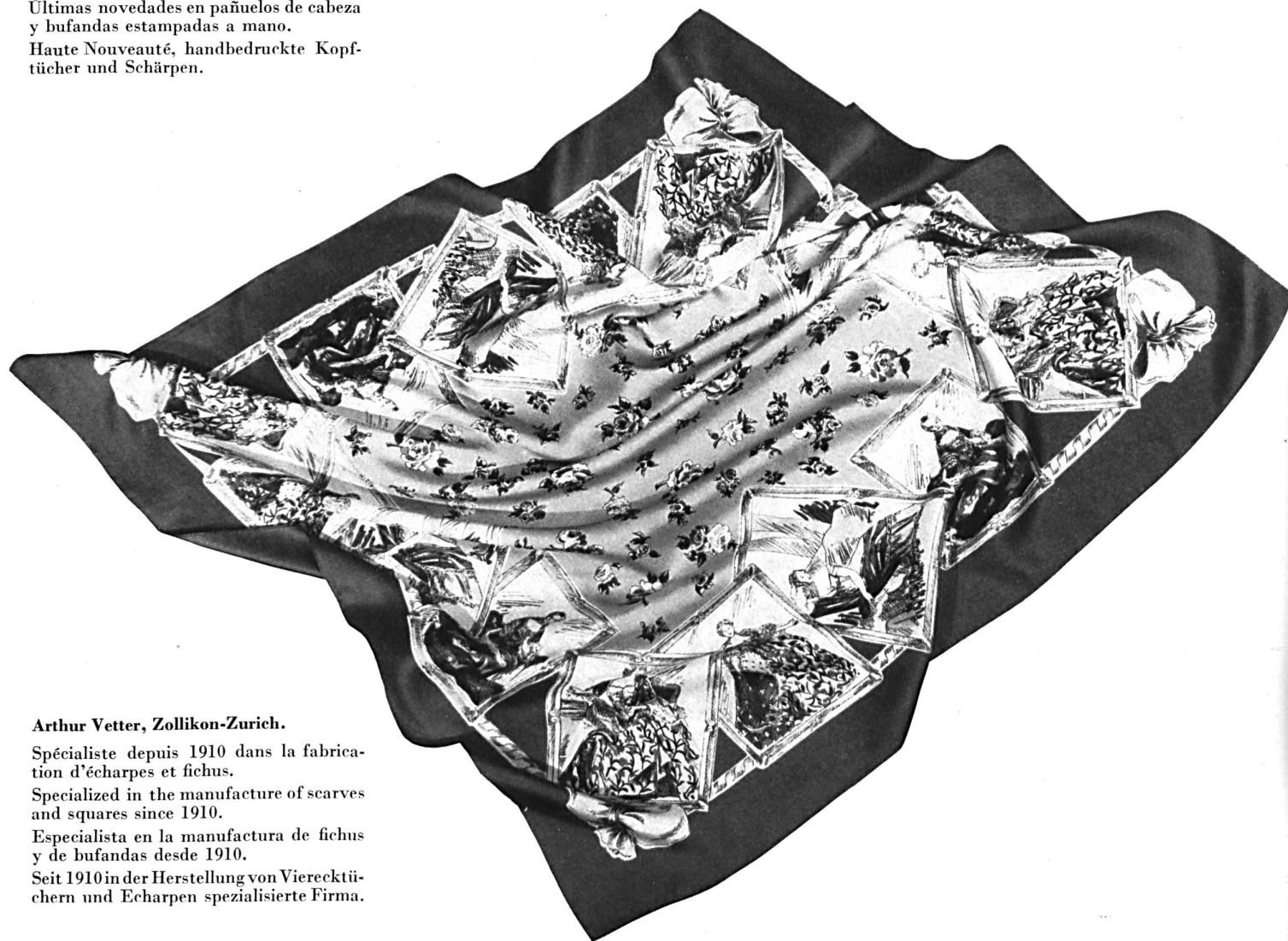


**Neuburger & Burgauer, Zurich.**  
« ENBÉ »

Hautes Nouveautés en carrés et écharpes imprimés à la main.

Novelty hand printed squares and scarves.  
Últimas novedades en pañuelos de cabeza y bufandas estampadas a mano.

Haute Nouveauté, handbedruckte Kopftücher und Schärpen.



**Arthur Vetter, Zollikon-Zurich.**

Spécialiste depuis 1910 dans la fabrication d'écharpes et fichus.

Specialized in the manufacture of scarves and squares since 1910.

Especialista en la manufactura de fichus y de bufandas desde 1910.

Seit 1910 in der Herstellung von Vierecktüchern und Echarpen spezialisierte Firma.



**Christian Fischbacher & Co., Saint-Gall.**

Carrés imprimés à la main et à la machine,  
 pure soie, laine, fibranne et coton.  
 Hand- and machine-printed squares in pure  
 silk, wool, staple fibre and cotton.  
 Pañoletas estampadas a mano y a maquina  
 en seda pura, lana, fibrana y algodón.

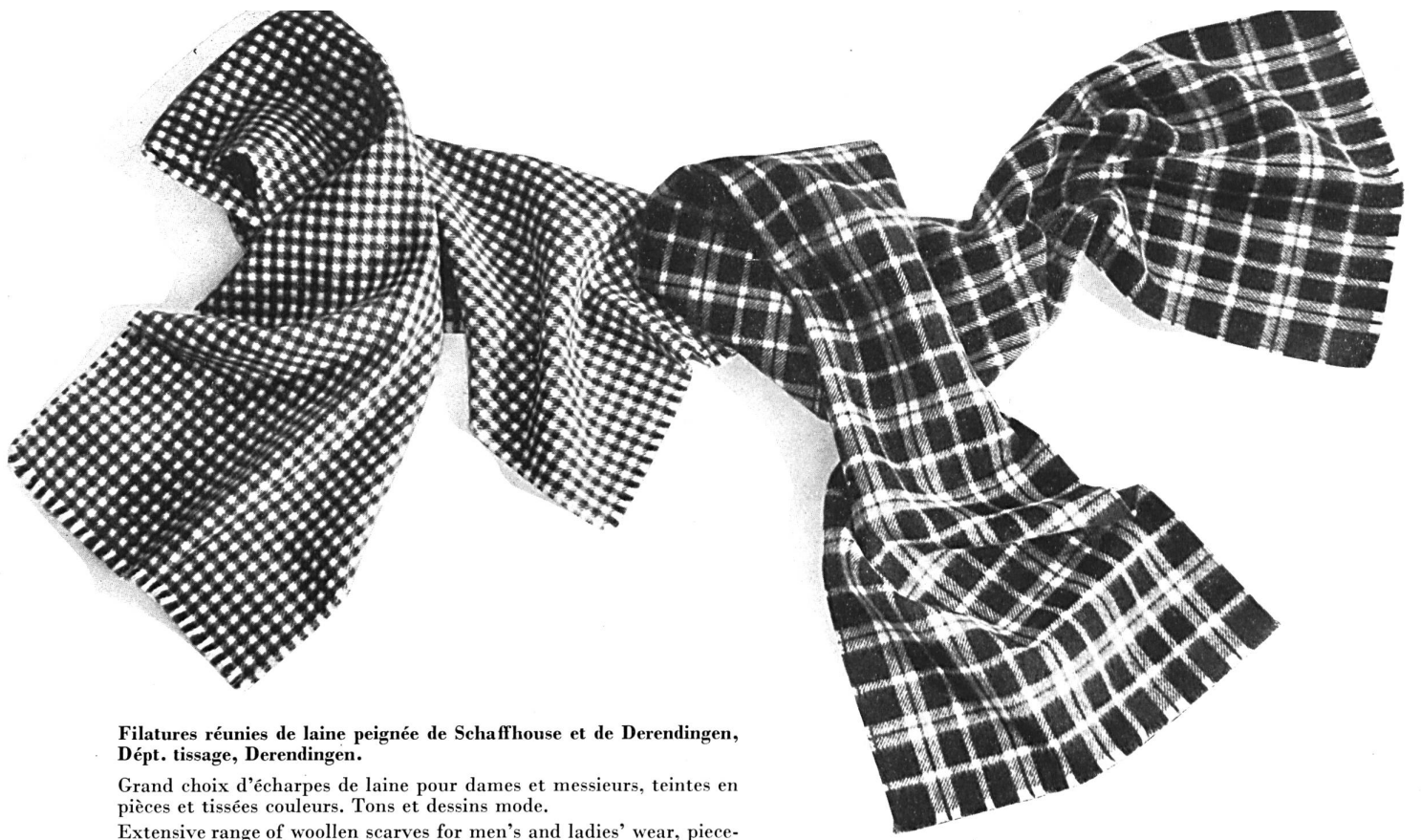


**Stoffel & Co., Saint-Gall.**

Les dames apprécient toujours les dessins  
 gais et frais imprimés sur une fine mousseline.  
 Ladies always love fresh, gay patterns  
 printed on fine muslin.

Las damas aprecian siempre los dibujos  
 alegres y frescos estampados sobre fina  
 muselina.

Was Frauen schätzen : frischfröhliche Des-  
 sins auf leichter feinfädiger Mousseline.



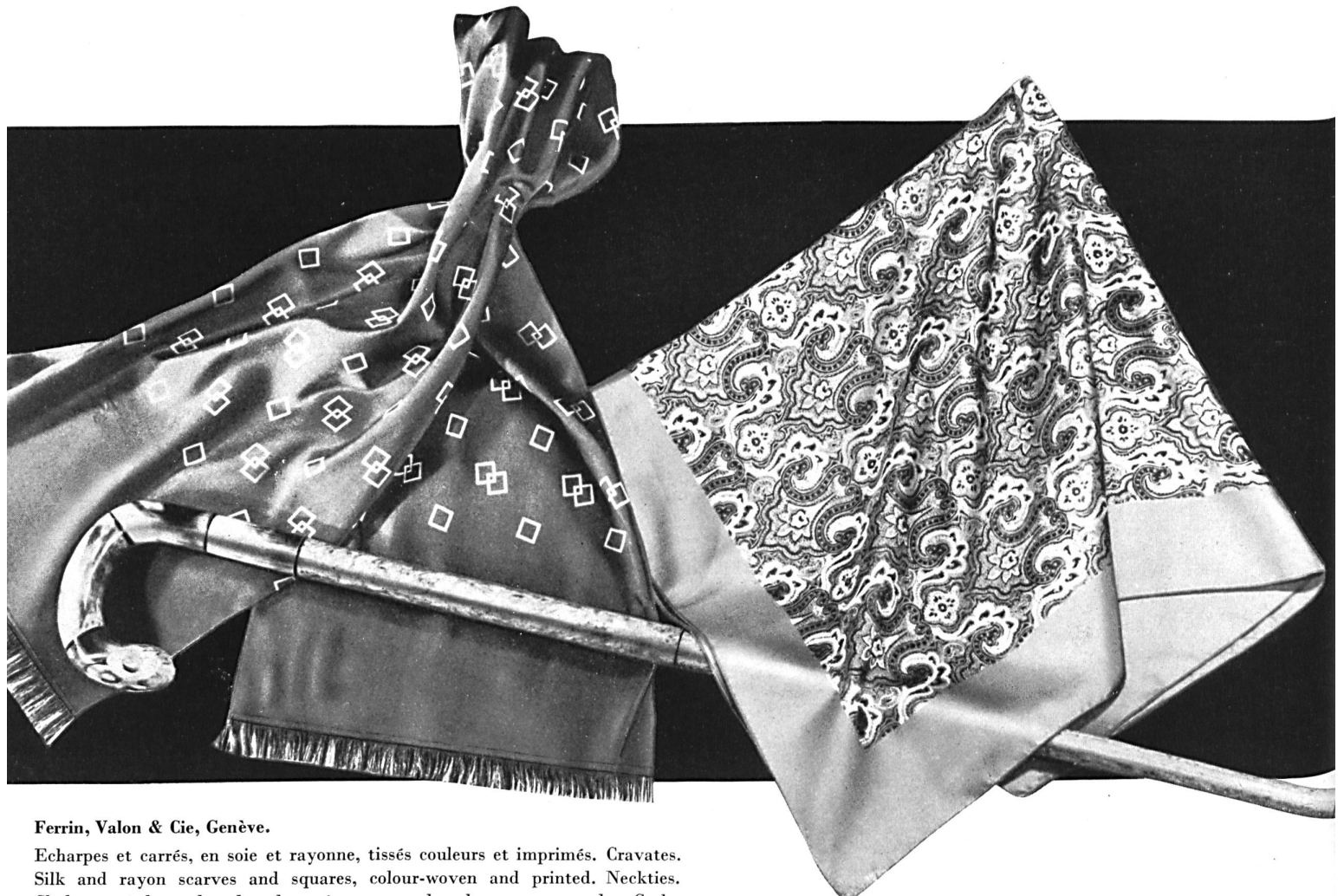
Filatures réunies de laine peignée de Schaffhouse et de Derendingen, Dépt. tissage, Derendingen.

Grand choix d'écharpes de laine pour dames et messieurs, teintés en pièces et tissés couleurs. Tons et dessins mode.

Extensive range of woollen scarves for men's and ladies' wear, piece-dyed and colour-woven. Fashionable shades and designs.

Gran surtido de chales de lana, para señoras y caballeros, teñidos en piezas y de textura en colores. Tonos y dibujos de moda.

Reiche Auswahl in stückgefärbten und buntgewobenen Damen- und Herren-Schärpen, modische Farben und Muster.



Ferrin, Valon & Cie, Genève.

Echarpes et carrés, en soie et rayonne, tissés couleurs et imprimés. Cravates.

Silk and rayon scarves and squares, colour-woven and printed. Neckties.

Chales y pañoletas, de seda y de rayón, textura de colores o estampados. Corbatas.

Bedruckte und buntgewobene Schärpen und Vierecktücher in Seide und Rayonne.

Krawatten.



**R. B. C. Soieries S. A., Zurich**

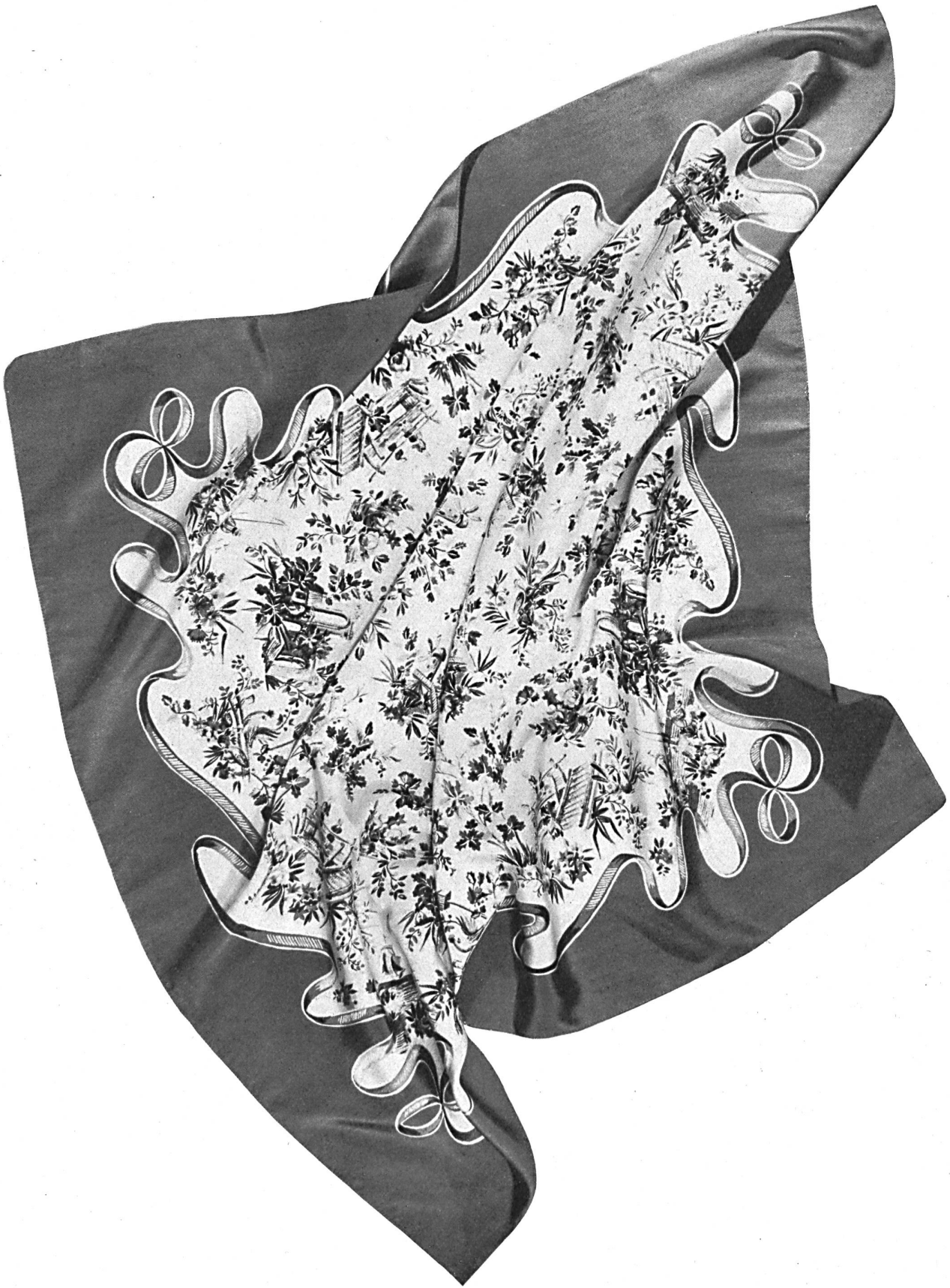
Carrés pure soie haute nouveauté.

High novelty pure silk necksquares.

Pañoletas de seda pura alta novedad.

Reinsidene Vierecktücher im Haute-Nouveauté-Genre.

Photo Tenca



A.-G. für Seidenwaren, Zürich

Carrés et écharpes nouveauté en soie et en laine.

Very novel necksquares and scarves in silk and wool.

Pañoletas y chales de moda en seda y lana.

Neueste Vierecktücher und Echarpen in Seide sowie Wolle.

**Sager & Cie, Dürrenäsch**

Carrés et écharpes en soie naturelle et laine, unis, tissés couleurs et imprimés, dans tous les prix, pour dames et messieurs. Grand choix en stock, en diverses qualités et dessins.

Necksquares and scarves in pure silk and wool, plain, colour-woven and printed, in all prices, for men and ladies. Wide choice of qualities and designs, immediately available.

Pañoletas y chales en pura seda y lana, lisos, tejidos en colores y estampados, en todos precios, para señoras y caballeros. Gran surtido en almacén, en todas calidades y dibujos.

Vierecktücher und Echarpen in reiner Seide und Wolle, uni, farbig, gemustert und bedruckt in allen Preislagen für Damen und Herren. Reichhaltige Auswahl auf Lager in verschiedenen Ausführungen und Dessins.



**L. Abraham & Cie, Soieries S. A., Zurich**

Carré en mousseline de laine, coloris très mode.

High novelty delaine necksquare in very fashionable hues.

Cuadrada de muselina de lana, colores muy de moda.

Vierecktuch aus Wollmousseline, hochmodisch in Genre und Farben.

**Winzeler, Ott & Cie S. A., Weinfelden**

Fichus imprimés main, dessins mode, sur fibranne, coton, laine et soie. Mouchoirs imprimés main, en dessins très originaux.

Hand-printed squares, in fashionable designs, on staple fibre, cotton, wool and pure silk. Very novel designs printed by hand on handkerchiefs.

Fichús estampados a mano, en fibrana, algodón, lana y seda, dibujos de moda. Pañuelos estampados a mano, diseños muy originales.

Handbedruckte Kopftücher in modischen Mustern, auf Zellwolle, Baumwolle, Wolle und Seide. Handbedruckte Taschentücher in sehr aparten Dessins.

