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And your bright eyes shall be dimmed with tears...

(Popular French song)

In spite of the fact that hygienists have long condemned it, the handkerchief is still thriving, and particularly indispensable on all those occasions when we are not so well and need its services. And if it is still flourishing, it is perhaps because the good Fairy of Fashion has poked her nose—literally perhaps as well as metaphorically—into the matter and decided that the handkerchief should be promoted from the lowly utilitarian object that it was into a charming trifle subject to her whims and fancies. The manufacturers therefore are striving to outdo each other in their attempts to turn the utilitarian handkerchief into a delightful accessory, whether trimmed with embroidery or lace, printed or colour-woven... in short, into such dainty ornaments that one can hardly bring oneself to use them for their original purpose. However, all things considered, it is certainly much more appropriate to imagine the heroine of our song gracefully drying her tears with a handkerchief of the kind shown here rather than dabbing at her eyes with an antiseptic tissue, no matter how hygienic! And think too how many times in one's life one has to have a small square of fine white linen to wave at departing trains as they pull away into the distance...

One of the most curious things in the history of the handkerchief is the diversity of uses to which it has been put by varying its size and shape: neckerchiefs or «gavroches» (the latest craze), squares and bandannas—at one time fichus—which are found colour-woven or printed in cotton, silk or wool. All these articles, which can be worn anywhere, at any time, make ideal presents for special occasions.

Société Anonyme A. & R. Moos,
Weisslingen

Quelques échantillons de mouchoirs tissés
en couleurs.

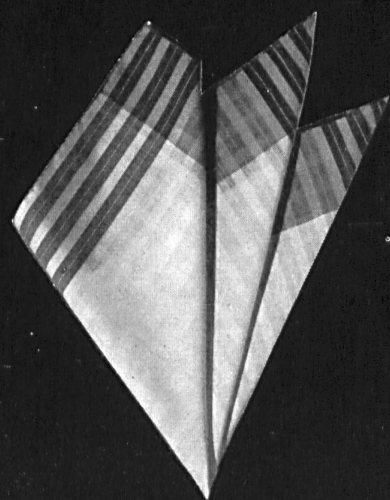
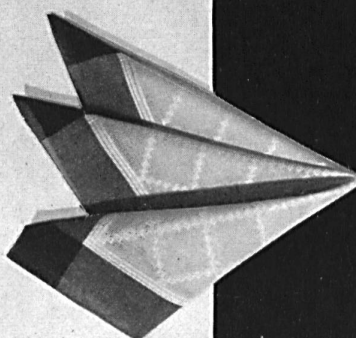
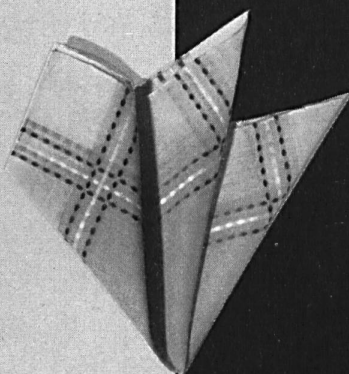
Some samples of colour-woven hand-
kerchiefs.

Varias muestras de pañuelos tejidos en
colores.

Einige Muster buntgewebter Taschen-
tücher.

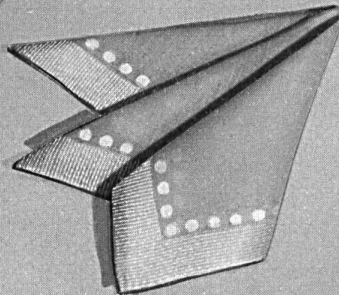
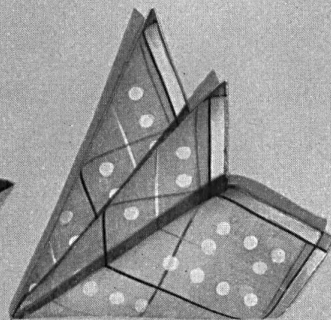
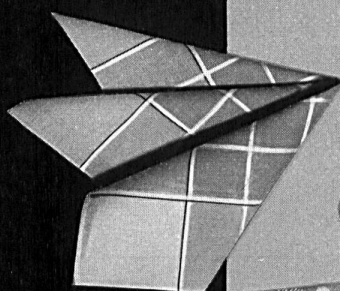
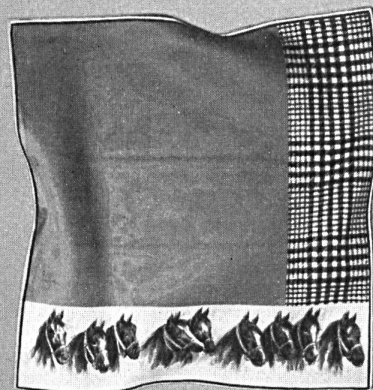
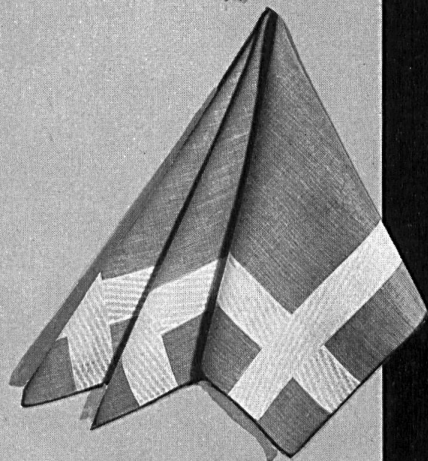
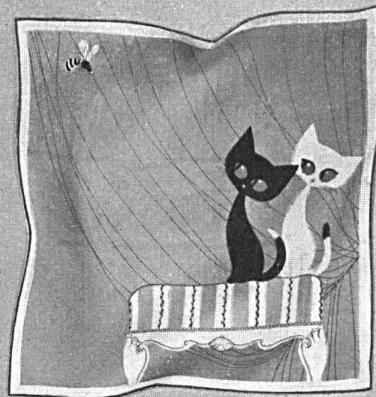
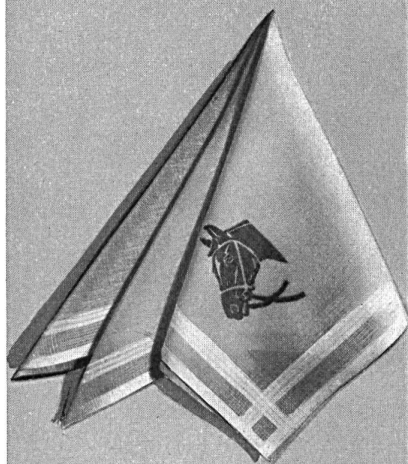
Collection KYBURG.





Stoffel & Co., Saint-Gall

Un joli choix de véritables mouchoirs Stoffels.
 An attractive selection of genuine Stoffels handkerchiefs.
 Una selección bonita de auténticos pañuelos Stoffels.
 Lauter echte Stoffels Tüchli.



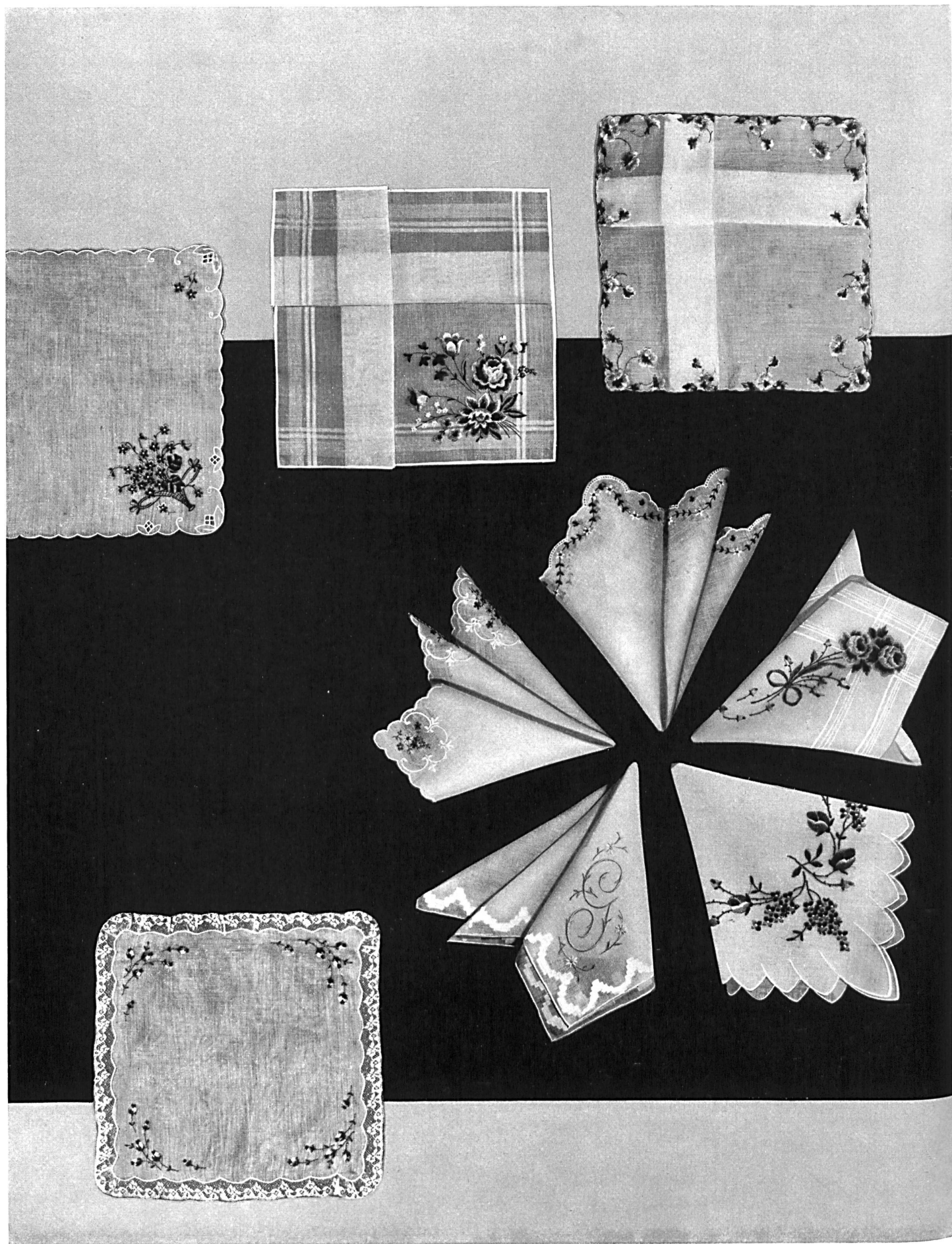
Christian Fischbacher Co., Saint-Gall
« FISBA »

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.

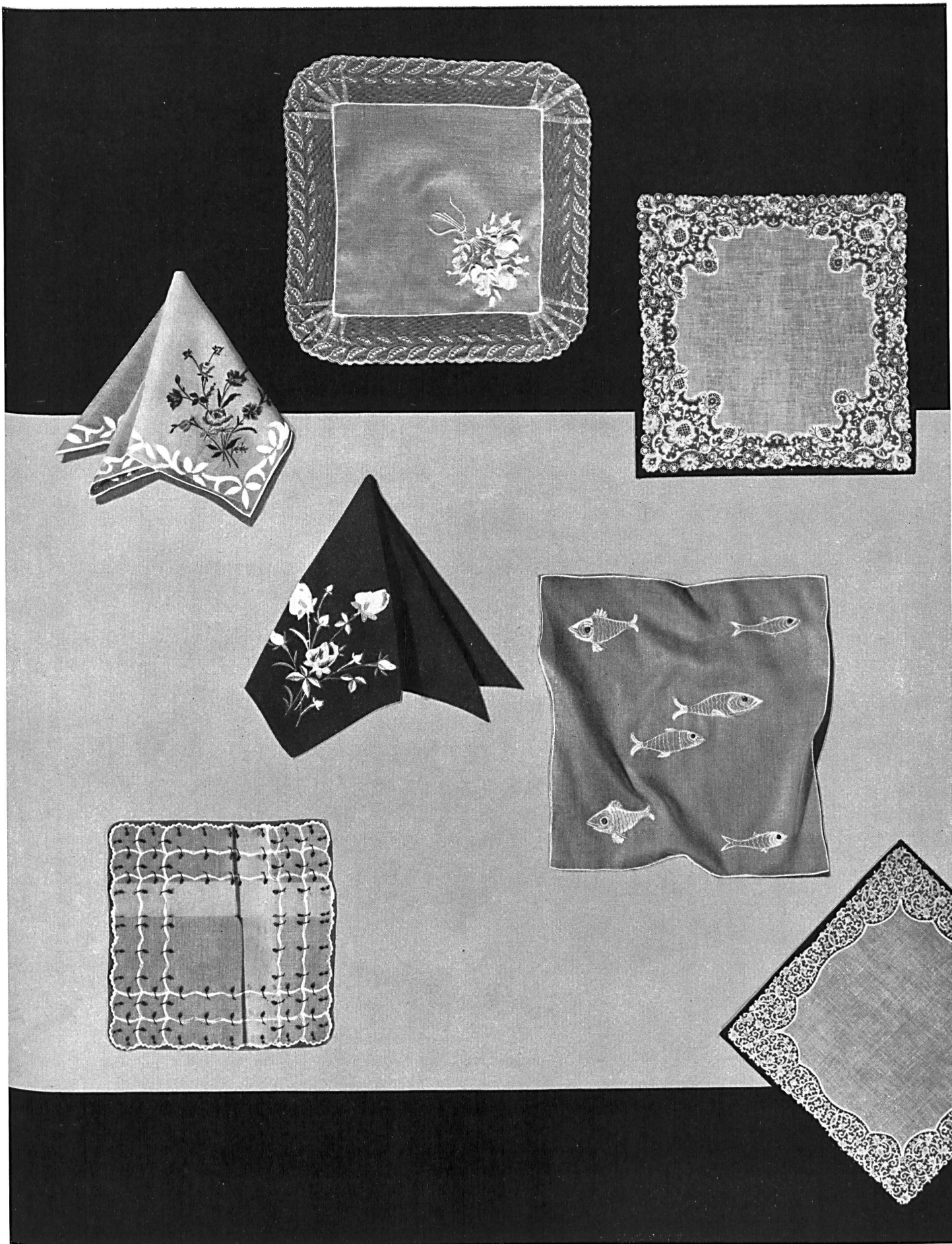
Elegantespañuelos clásicos y fantasía, para señora, con bastillas repulgadas a mano, estampados, tejidos en colores y con calados de vainica.

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



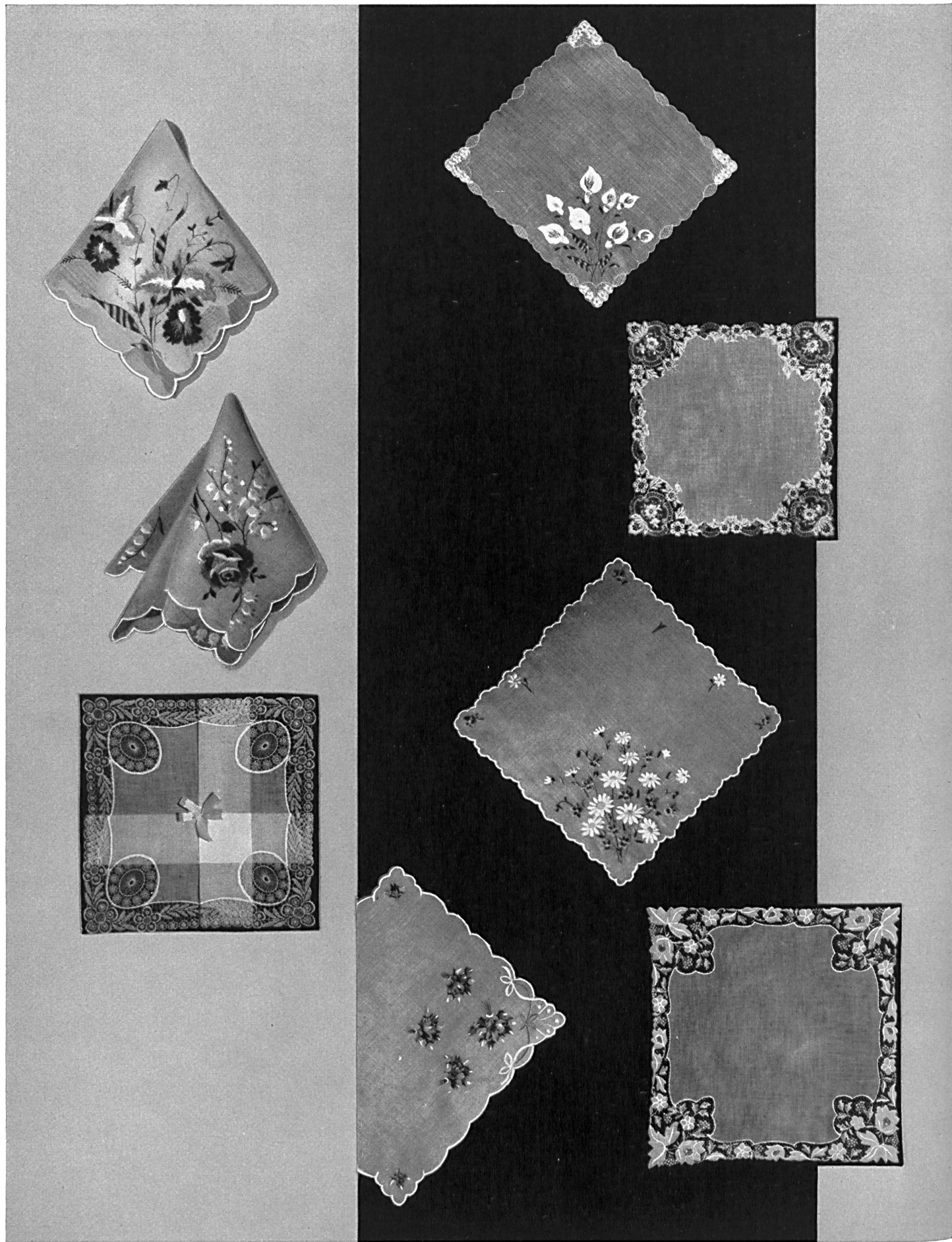
Bischoff Textiles S.A., Saint-Gall

Mouchoirs bordés de dentelle et brodés en couleurs, à la main et à la machine.
 Handkerchiefs edged with lace and embroidered in colours by hand and machine.
 Pañuelos orlados de puntillas y bordados en colores, a mano y a máquina.
 Spitzentüchli; farbig bestickte Tüchli mit Hand oder Maschine.



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.

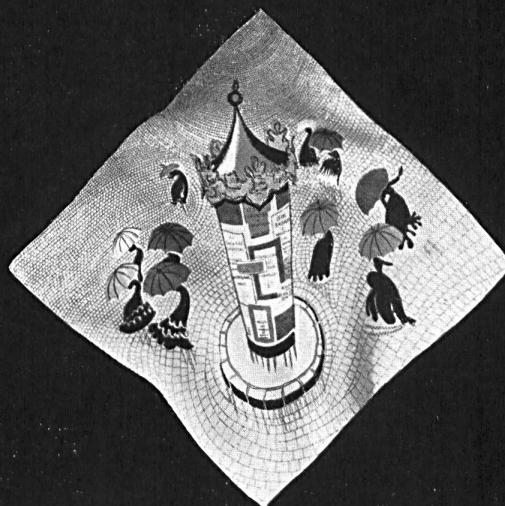
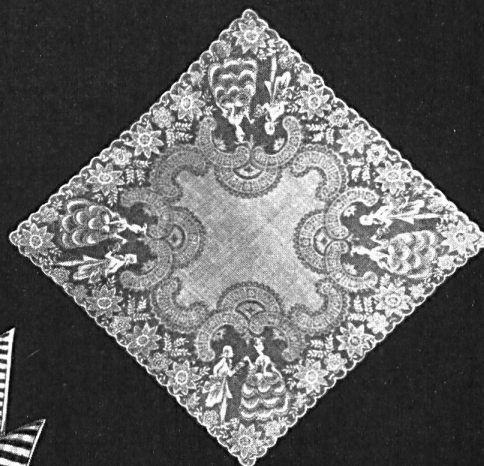
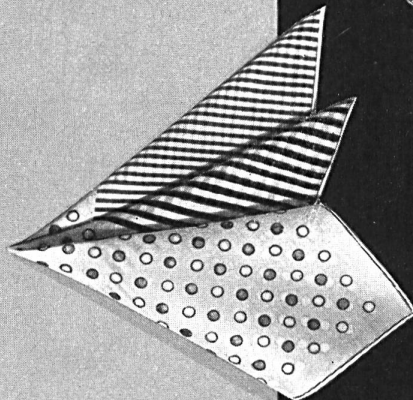
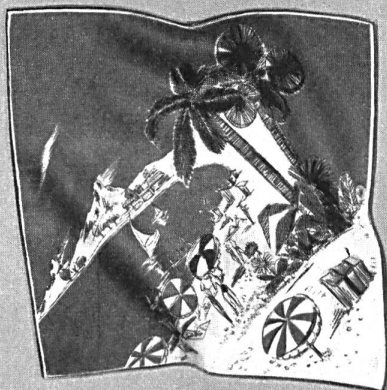


Jacob Rohner S.A., Rebstein

Mouchoirs fantaisie en coton et en nylon en diverses exécutions, avec broderie blanche et en couleurs, applications de tulle, festons, etc.
 Various styles of fancy handkerchiefs in cotton and nylon with white and coloured embroidery, tulle inserts, festoons, etc.

Pañuelos fantasía de algodón y nylon, varias hechuras, con bordado en blanco y en color, aplicaciones de tul, festones, etc.

Fantasie-Taschentücher in verschiedenen Ausführungen, weiss und farbig bestickt, mit Tüll-Applikationen, Feston, usw.



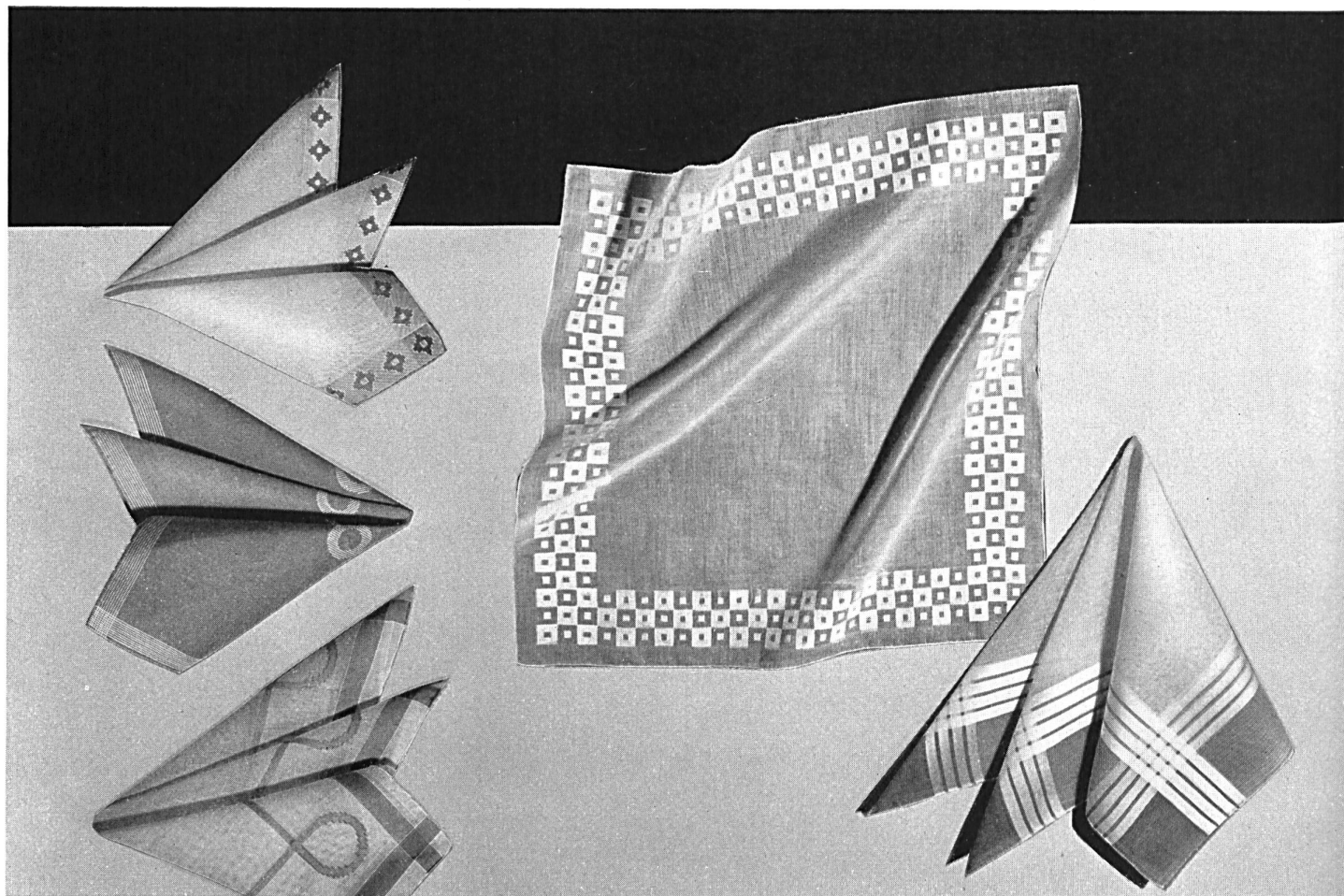
Jacob Rohner S.A., Rebstein

Mouchoirs imprimés en couleurs, en différents motifs classiques et fantaisie.

Colour-printed handkerchiefs in different classical and modern designs.

Pañuelos estampados en colores, asuntos varios clásicos y fantasía.

Farbig bedruckte Tüchli in verschiedenen klassischen und Fantasie-Motiven.



Baerlocher & Co., Rheineck

Mouchoirs tissés en couleurs et fils coupés pour dames et messieurs.
 Colour-woven and clip-cord handkerchiefs for men and women.
 Pañuelos tejidos en colores con vainica, para señora y caballero.
 Taschentücher für Damen und Herren, buntgewoben und mit Scherli-Effekten.

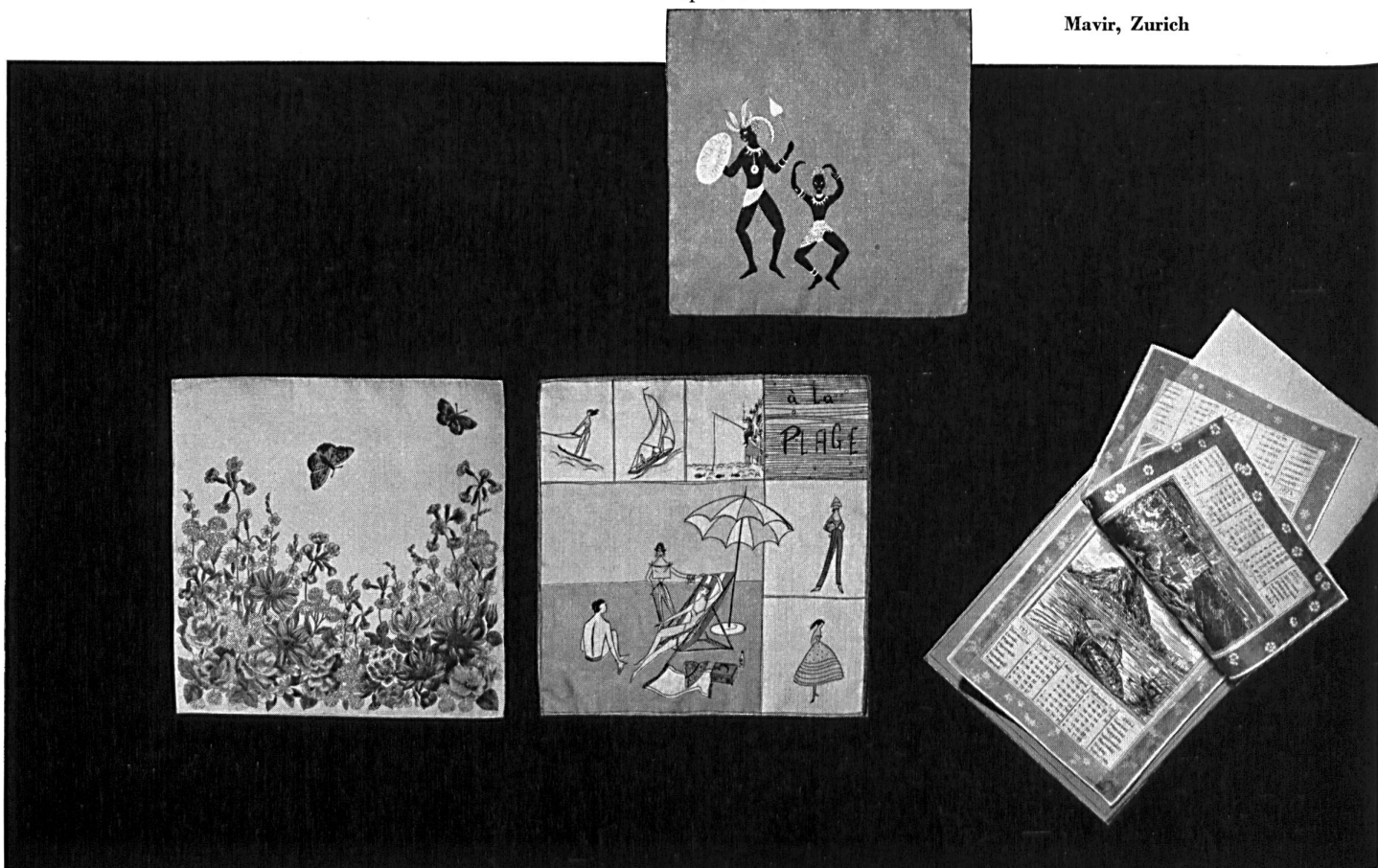
Pochettes imprimées, fils-coupés, cords ; carrés unis et imprimés en coton. — A droite, une nouveauté originale : calendrier trimestriel imprimé sur quatre pochettes, livrable en différentes langues.

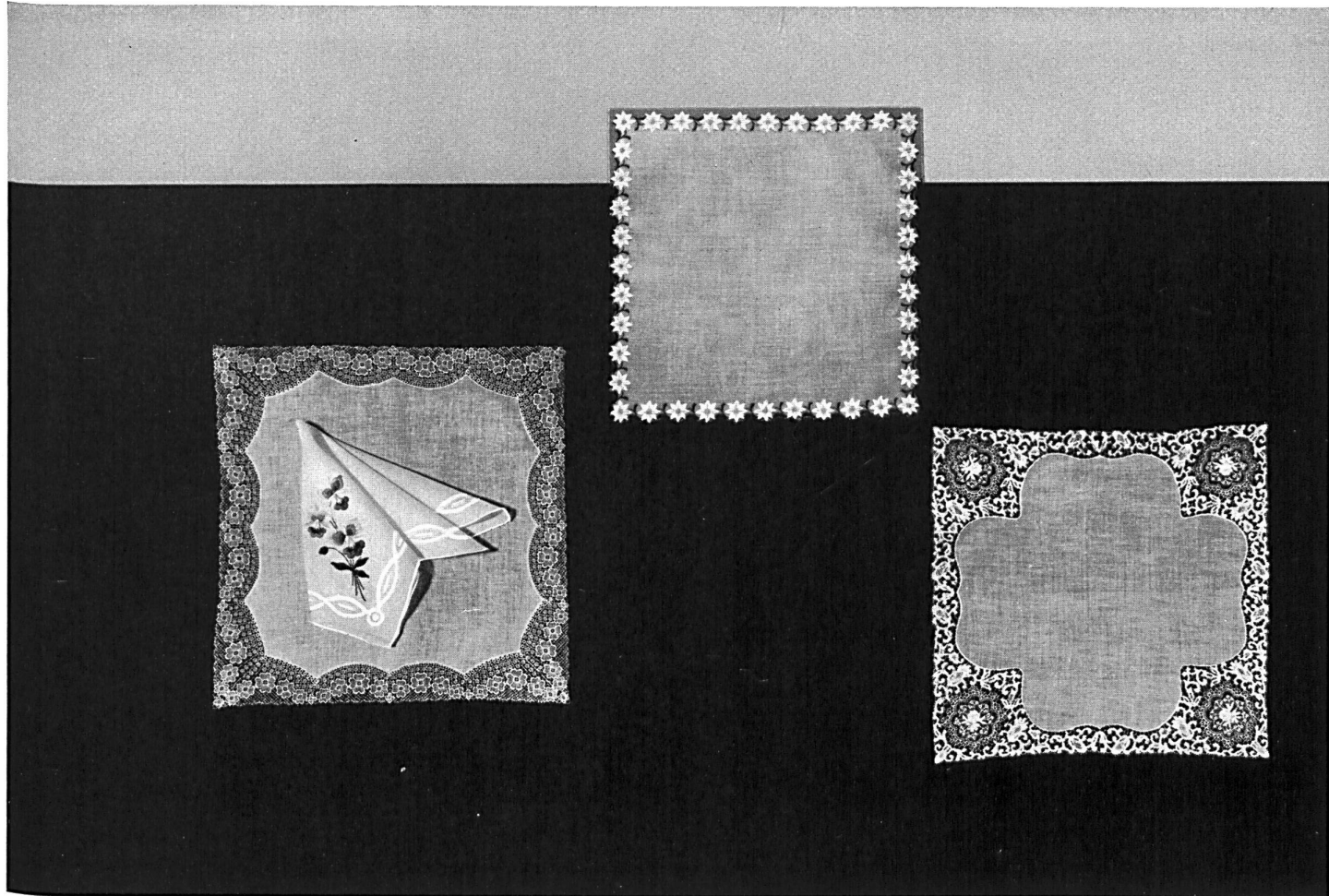
Printed, clip cord and corded handkerchiefs ; plain and printed cotton squares. — Right, an original idea : quarterly calendar printed on four handkerchiefs, available in different languages.

Pañuelitos estampados, con vainicas, cordoncillos ; pañoletas lisas y estampadas, de algodón. — A la derecha : una novedad original : calendario trimestral estampado sobre cuatro pañolitos, obtenible en varios idiomas.

Bedruckte, Clip-Cord-und Cord-Tüchli ; einfarbige und bedruckte Baumwollcarrés. — Rechts, eine originelle Neuheit : Wandkalender auf vier Tüchli bedruckt, lieferbar in verschiedenen Sprachen.

Mavir, Zurich



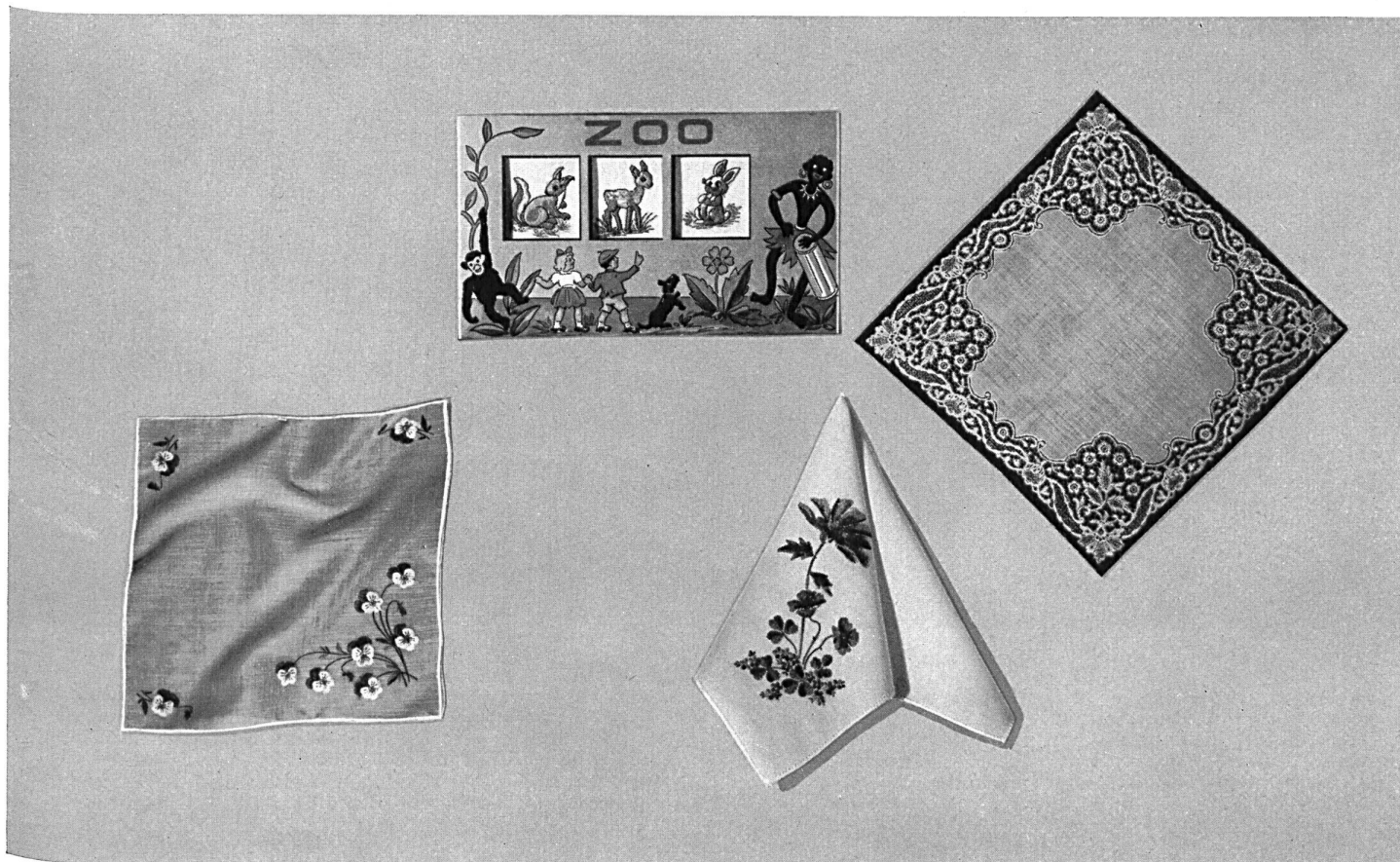


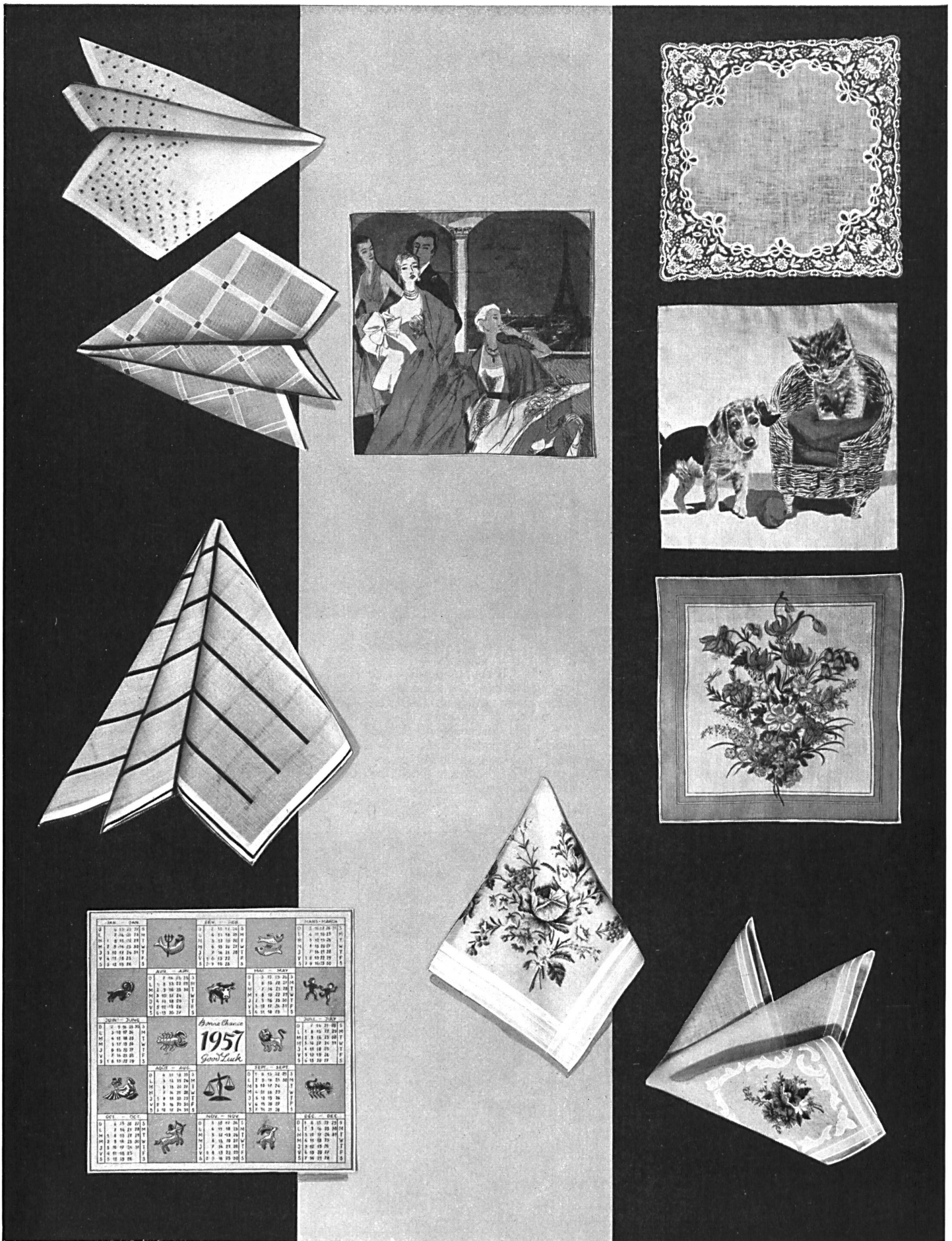
N. Gubser & Co., Saint-Gall

Mouchoirs dentelle et broderie.
Lace and embroidered handkerchiefs.
Pañuelos de puntilla y bordados.
Spitzen- und Stickereitaschentücher.

Mouchoirs de dentelle, mouchoirs brodés en blanc et en couleurs ; mouchoirs brodés pour enfants en présentation originale.
Lace hankies ; handkerchiefs embroidered in white and colours ; children's embroidered handkerchiefs in original packing.
Pañuelos de puntilla ; pañuelos bordados en blanco y en colores ; pañuelos bordados para niño, presentación original.
Spitzentüchli ; bestickte Tüchli weiss und farbig ; bestickte Kindertüchli in origineller Aufmachung.

Walter Schrank & Co., Saint-Gall





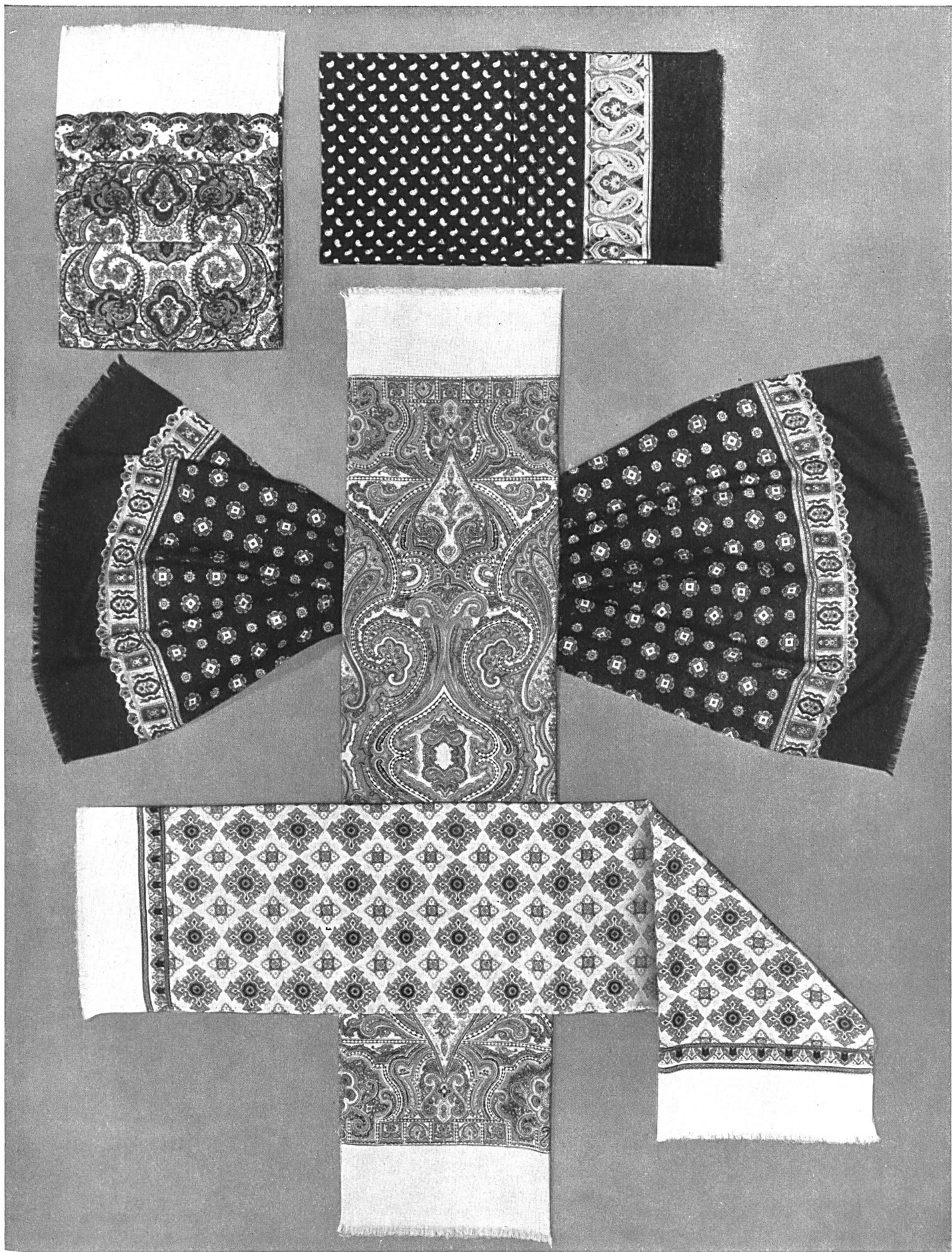
Albin Breitenmoser S.A., Appenzell

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.



E. Blumer & Cie, Schwanden

Echarpes tubulaires pure laine pour messieurs, imprimées à la main, ourlées, avec franges.

Men's pure wool hand-printed tubular scarves hemmed and fringed.

Tapacuellos tubulares, pura lana para caballero, estampados a mano, con dorelillo y plecos.

Reinwollene schlauchförmige Echarpes für Herren, handbedruckt, gesäumt und gefranst.



Ferrin, Raclou & Cie, Genève

Carrés pure soie imprimés avec ourlet roulé à la main et écharpes pure soie imprimées, à franges, pour messieurs.

Men's pure silk printed squares with hand-rolled hems and pure silk printed scarves with fringes. Pañoletas estampados de pura seda repulgados a mano y chales estampados de pura seda con flecos, para caballero.

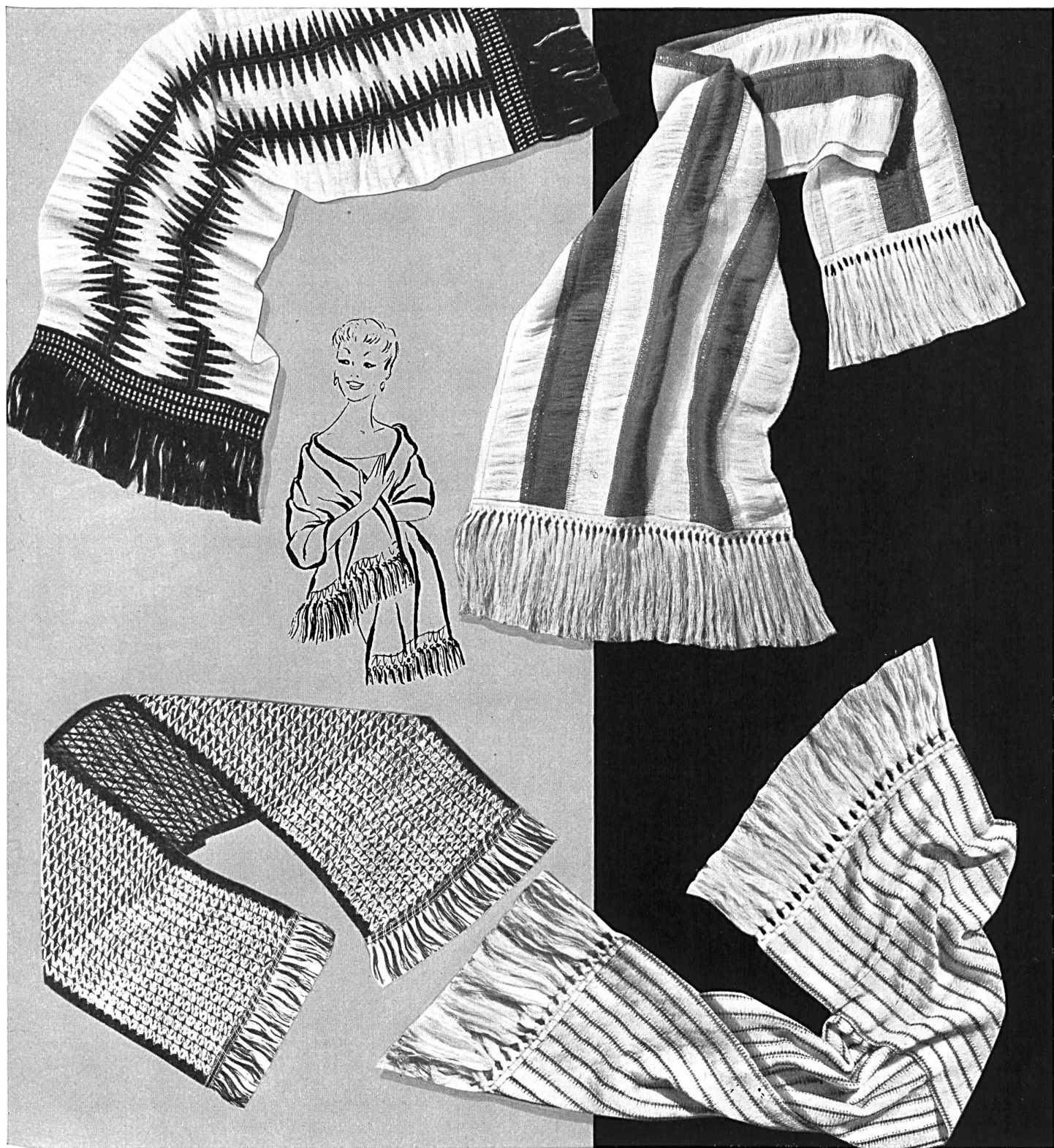
Reinseidene bedruckte handgerollte Carrés und reinseidene bedruckte gefranste Schärpen für Herren.

Nor have the men been forgotten, for today they have a fine choice not only of printed wool or silk squares but also of fringed tubular scarves which are coming back into favour.

The stole is another old favourite enjoying a new lease of life, and last winter in silk organza, wool or synthetic fibres, it met with great success as an indispensable

accessory for wear with evening dresses. This spring too, many town and cocktail dresses have their accompanying stoles, often in open-work wool tricot, organza, mouseline de laine, etc., in shades such as sky blue, black, white or lemon.

Clélia



O. Eugster & Co., Trogen

Etoles et écharpes nouveauté, tricotées en laine.

Novelty knitted woollen stoles and scarves.

Estolas y chailes novedad, de punto de calceta.

Gestrickte und gewirkte Nouveautés in Wollschärpen und -Stolen.