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THE HANDKERCHIEF

THE SWISS TEXTILE INDUSTRY'S "VISITING CARD"

▽ Fine floral prints on cotton batiste take pride of place in the beautifully made collection of women's hankies by Mavir Zurich Ltd., Zurich. The firm also makes a point of satisfying the special wishes of the clientele with regard to design, packing or presentation. As a novelty, Mavir Zurich Ltd. includes in its range of embroidered handkerchiefs a number of embroidery motifs set off with Lurex® for dressier occasions. The collection is completed by a rich and varied range of daintily embroidered women's hankies.

▽ Floral patterns, animal motifs and geometric figures are the most popular designs in the women's handkerchief collection. In addition to the traditional pastel shades, bright fashionable colours are also in great demand today. In the men's handkerchief collection, there has been a slight move away from the colour-woven to the printed handkerchief. Classical edges, fine geometric allovers and small tie designs have a quiet masculine look about them, further emphasized by the dark to claret colours. Huber-Lehner Ltd. places special emphasis on the proper presentation of their handkerchiefs, so the packaging they recently introduced will be completed this Easter by a new Burgundy-coloured luxury packaging for their discriminating clientele.

MAX KREIER AG, ST. GALLEN

DOERIG
TASCHEN-
TÜCHER AG
APPENZEL

A. GÜNTHER
+ CO. AG
ST. GALLEN

ALBERT WEISHAUP
TAWA-TASCHENTÜCHER
GONTEN

HUBER-LEHNER AG
APPENZEL

HUBER-LEHNER AG
APPENZEL

MAVIR ZÜRICH AG, ZÜRICH

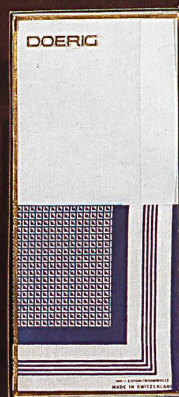
Handkerchiefs and fans, those two requisites of feminine coquetry, were an indispensable part of the lady of fashion's wardrobe not so long ago. And manufacturers always devoted special care and attention to the creation of these dainty accessories. Nowadays, very few women still flutter a fan, whereas the handkerchief — in spite of

the onslaught of its utilitarian paper counterpart — has lost none of its charm although it is no longer carried flirtatiously in the hand. This charming and useful little square of fabric has a long and interesting history behind it. Even several centuries ago, these precious fashion accessories, embroidered, crocheted or adorned with

ALFRED HAUSAMMANN
+ CO. AG
WALZENHAUSEN

◀ Original embroidered motifs and imaginatively conceived edgings are the distinguishing features of the handkerchief collection produced by Alfred Hausammann + Co. Ltd., Walzenhausen. In addition to amusing embroideries, representing sunshades or lanterns, there are also classical floral subjects, small bouquets of flowers and scattered Carole roses. Lace hems and, among the specialties, light, slightly gathered tulle ruching adorn the edges of these delightful handkerchiefs. The range of colours is mainly light — white grounds with pastel embroideries. Only on the hand-machine embroidered Gobelin motifs are the colours somewhat brighter.

JACOB ROHNER AG
REBSTEIN



The real specialties of the Doerig Handkerchief ▶ Ltd., Appenzell, are the articles with embroidery and fashionable printed designs. In the embroideries, the main emphasis is given to lace-type hankies with one corner or the entire edge richly embroidered and padded with cotton wool in order to emphasize the relief still further. The fine tulle embroideries with nostalgic designs are particularly dainty. Embroidered handkerchiefs, decorated with multicoloured bouquets or "millefleurs" initials, are made on hand embroidery machines. Men's handkerchiefs in cotton batiste with specially fashionable, mainly geometrical printed patterns are generally offered in gift packages combined with plain versions. The latest designs make up the so-called "hobby" line with yachting, tennis and hunting motifs. To meet a very special demand, a range of handkerchiefs for crocheting has also been introduced, with a special hem enabling the client to make her own crocheted edge.

DOERIG TASCHENTÜCHER AG
APPENZELL

needle or bobbin lace made by hand in Eastern Switzerland, with a tiny piece of linen in the centre, were much sought after. For every day use however there were colour-woven handkerchiefs, and today these come in a very wide range. The latest novelty is the printed handkerchief, and here the imagination of designers is

given free rein.

Today more than ever the Swiss handkerchief manufacturer makes a point of including in his collection specific woven specialities from the Swiss textile industry. Fine cotton fabrics with hand-rolled hems, colour-wovens with dobby loom patterns, satin stripes, gauze effects,

Jacob Rohner Ltd., Rebstein, makes a point of always following the latest fashion trends in the handkerchief sector. Consequently there is a marked return to white and pastel grounds which have increased considerably in demand of late. The fine fancy embroideries also come in light colours. Particularly popular here are combinations with white trimmings. In the designs, fine natural or stylized floral motifs and traditional very decorative ornaments in one or more colours prevail, with the emphasis on refinement and femininity.

Fehrlin + Co. Ltd., Appenzell, specializes in the production of women's embroidered handkerchiefs. The favourite grounds are fine pure cotton fabrics as well as a somewhat firmer half-linen article. Decorative floral motifs and multicoloured bouquets are carefully worked on handkerchiefs by hand embroidery machine, Gobelin embroidery machine or shuttle looms. The hems, frequently scalloped, are particularly attractive. The colours of the grounds and the embroideries are mainly light and in pastel shades, except for the hand-machine embroidery, which is somewhat brighter.

FEHRLIN + CO. AG, APPENZELL

A. GÜNTHER + CO. AG
ST. GALLEN

A. Günther + Co. Ltd., St. Gall, has for 58 years now been going in for the highly specialised production of embroidered hankies. The firm attaches special importance to the art of hand-machine embroidering. Multicoloured embroidered motifs, also in "petit point", are combined with precious burnt-out guipure insertions. Stylized flowers and traditional ornaments as well as richly decorated initials are among the favourite motifs. Another very lovely line is the range of hankies embroidered on little squares of fabric with open-work hems. The firm also makes a point of keeping up with changing marketing methods and the packages themselves make a distinguished "visiting card" for the firm.

hemstitching or clipcords are the most popular articles in the classical sector, which also includes monogrammed handkerchiefs with woven but more frequently embroidered initials. The printed handkerchief has a youthful, fresh, modern look. Hobby motifs like hunting, sailing, golf, riding, etc. are popular in the men's collections,

while flowers and horticultural subjects, scenery, animals and exotic ornaments adorn the daintier feminine version. Advanced printing techniques guarantee extremely harmonious, perfectly true to nature colour effects. The greatest care is also taken with the production of the typical gift handkerchief. Astrological signs

MAX KREIER AG, ST. GALLEN



▲ For dozens of years now, printed handkerchiefs have been one of the leading specialties of the firm of Max Kreier Ltd., St. Gall, which has made a name for itself all over the world with its own special line. Women's handkerchiefs, 34 cm square, with attractive floral and animal motifs come in beautiful prints of up to 10 colours. Another highlight of the collection is the big range of nautical motifs on 34 cm and 48 cm square handkerchiefs. The collection is completed by small round hankies with dainty floral designs and scalloped hems.

► The collection of handkerchiefs for men and women presented by Fisba-Stoffels Ltd., St. Gall, consists mainly of plain, colour-woven, embroidered and printed handkerchiefs. Special mention should be made of the "Classico" range of colour-woven, classical men's cotton handkerchiefs, often decorated with satin hems.

A line of small plain-coloured handkerchiefs has been designed to go with the articles embroidered with dainty floral motifs, giving this range a harmonious look. Among the prints, the genuine "Stoffelis" of long-standing fame, there are delightful articles with sprays of meadow flowers, batik motifs and summery blooms. Particularly charming are a number of Art Nouveau subjects reminiscent of Mucha. The range of printed hankies is completed by a charming series of horoscope-hankies with special texts for Him and Her.

Elegant and very original prints ► effectively round off the very varied collection of colour-wovens in the "alba" handkerchief collection. Softly coloured paisley patterns, allovers with fine edgings, plant and garden motifs, and even designs aimed specially at pipe-smokers produce a wide and youthful range. The colour-woven handkerchiefs are genuine Swiss specialties: clipcords, satin squares, and satin stripes in decidedly modern versions. In addition to classical white grounds, Albin Breitenmoser Ltd., Appenzell, presents a palette of summery pastels and warm, full-bodied shades.

ALBIN BREITENMOSER AG APPENZELL



FISBA-STOFFELS AG ST. GALLEN

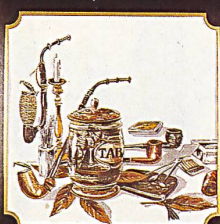
and horoscope designs are particularly popular at present. And all manufacturers pay great attention to the packaging of these lovely presents, making it not only attractive but often luxurious.

As always, the embroidered handkerchief is the height of luxury and refinement. Guipure edges and applications,

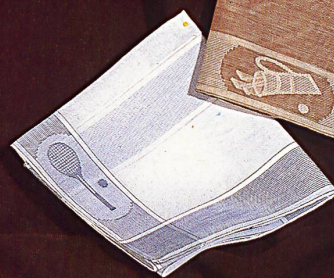
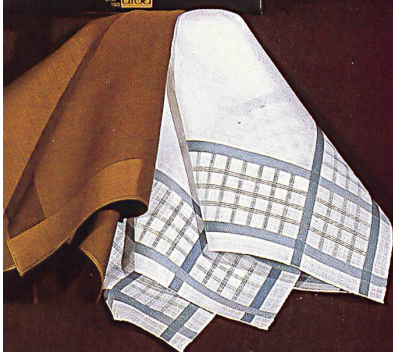
insertions and rich hems, colourful hand-machine embroidered flowers, Gobelin embroideries, Schiffli embroideries and monograms of every conceivable kind are represented here. The most popular embroidery grounds are very fine batiste and gossamer-like voile, while embroideries on tulle give a new and very dainty effect.

The beautifully made collection of handkerchiefs in finely shaded colours created by TAWA features the finest weave effects in fancy designs. Dobby-loom patterns, clipcords and self-toned or contrasting satin stripes play a leading role here. In the women's handkerchiefs, pastel-coloured floral embroideries on matching cotton batiste are particularly fashionable. A specially attractive innovation is the introduction of gift packages with three handkerchiefs in different shades of the same colour, embroidered with the client's own initials.

The men's collection ranges from the elegant pocket handkerchief in very fresh colour to the traditional version with pick-and-pick edging in classical shades.



ALBERT WEISHAUP, TAWA-TASCHENTÜCHER, GONTEN



SCHÖNNENBERGER AG
BUNTWEBEREI DIETFORT
DIETFORT

The rich collection produced by the Dietfurt Schönnenberger Ltd. Colour Weaving Mills at Dietfurt consists of beautifully made handkerchiefs, which are designed not only for show but also for practical use. The colour-woven handkerchiefs in combed Maco satin with their classical striped designs remind us of the days before paper tissues were invented when no one would dream of going out of the house without this indispensable accessory. These articles are set off with woven satin stripes in very fashionable bright colours. The youthful handkerchief features striking fresh tones, while the ladies' range favours pastels. For men's handkerchiefs, the emphasis is mainly on green and blue combined with white or grey grounds.