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# From the necessary to the superfluous...

One could write pages and pages on the subject of handkerchiefs, their evolution, the different forms they assume and the variety of uses to which they are put, from their original and lowly utilitarian purpose to the feminine whims that turn them into the most superfluous but at the same time most irreplaceable of fashion accessories. What an opportunity for an essayist or a moralist! What a wonderful opportunity to dash off a few volumes full of considerations of unfathomable depth, couched in the jargon of modern psychology!

And yet if one wishes to refrain from this pseudo-philosophy or even purely industrial considerations, which would be out of place here, it is difficult to be systematic in one's treatment of the subject because handkerchiefs, whether in the form of pocket handkerchiefs, decorative wisps of lace or fichus defy any attempt at definition owing to their great variety. Each manufacturer produces the type that corresponds to his tastes or his commercial ambitions, to the kind of clientele he is catering to. The small square of white linen has been transformed into every imaginable shape and size: it has been decorated with colour-woven designs, printed subjects and clip-cord motifs; it has been

hemmed by hand, embroidered with posies of flowers or human figures. It has been decorated with delightful prints of flowers, animals, landscapes, period scenes or humorous cartoons, equipment for hunters, fishermen and other sportsmen, guides for tourists, gastronomic souvenirs with recipes of local specialities, horoscopes, calendars, makes of motor cars or cigarettes, etc. Enlarged, the handkerchief has been made into a fichu, a « gavroche » or neckerchief; shrunk—intentionally—it has been transformed into a purely decorative fashion accessory. From being square it has become rectangular and can also be used as a traycloth for an informal snack; circular, it can be used for wrapping up sweets... The designs are so elegant, the colours so charming and the prints so fine that they can even be hung up on the wall as decoration.

Ever new, amusing and up to date, Swiss handkerchiefs, fichus, fancy hankies and scarves, whether made of linen, cotton, silk, nylon or wool, whether they can be classified as indispensable necessities or necessary frivolities, are appreciated far and wide for they are admirable suited to all uses and tastes.

CRÉATION KELLER-DROZ

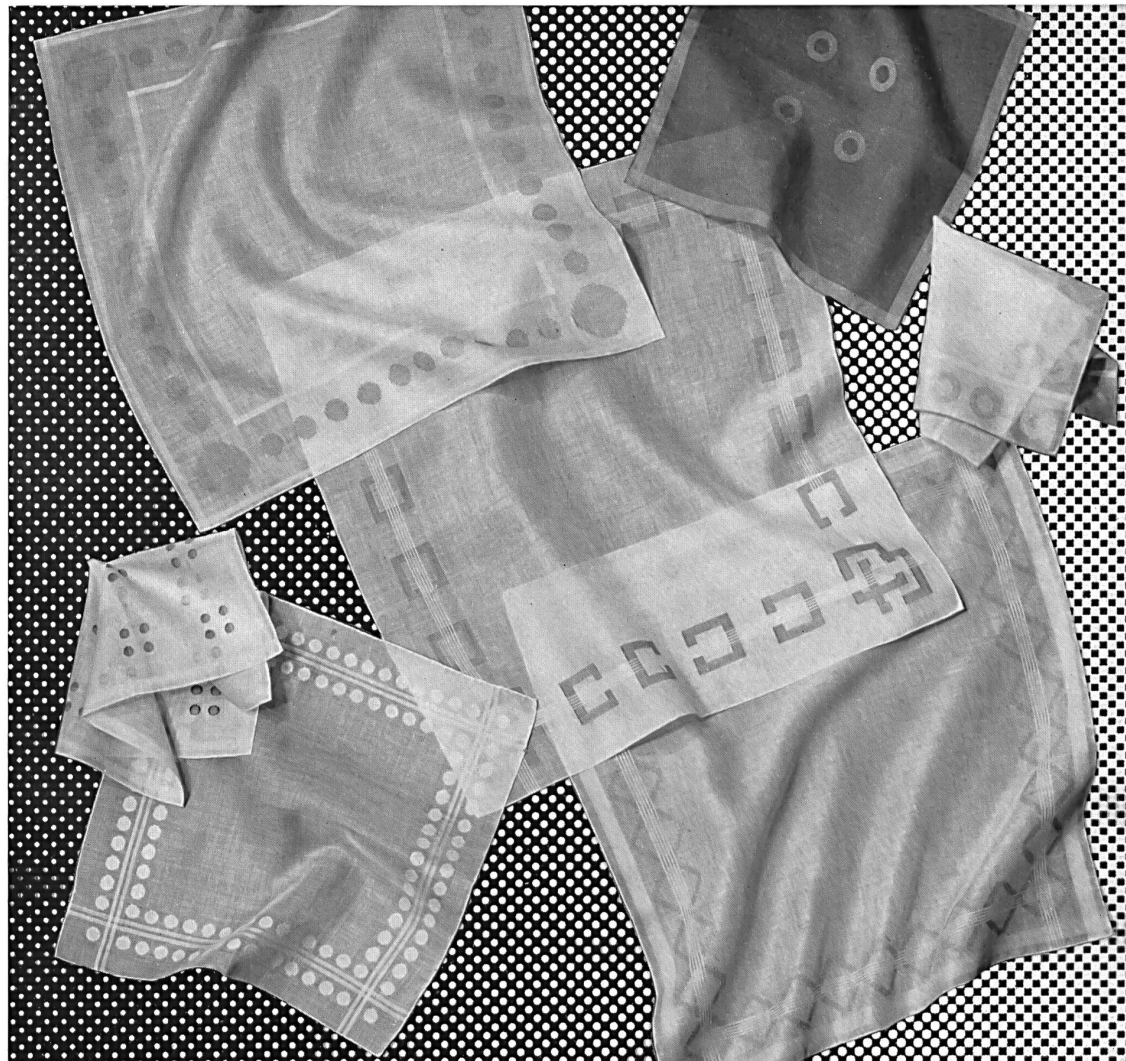
## BAERLOCHER & CO. RHEINECK

Mouchoirs fils coupés pour dames et messieurs; mouchoirs tissés en couleurs pour messieurs.

Clip cord handkerchiefs for women and men; colour woven men's handkerchiefs.

Pañuelos con efectos de hilos cortados para señora y caballero; pañuelos tejidos en colores para caballero.

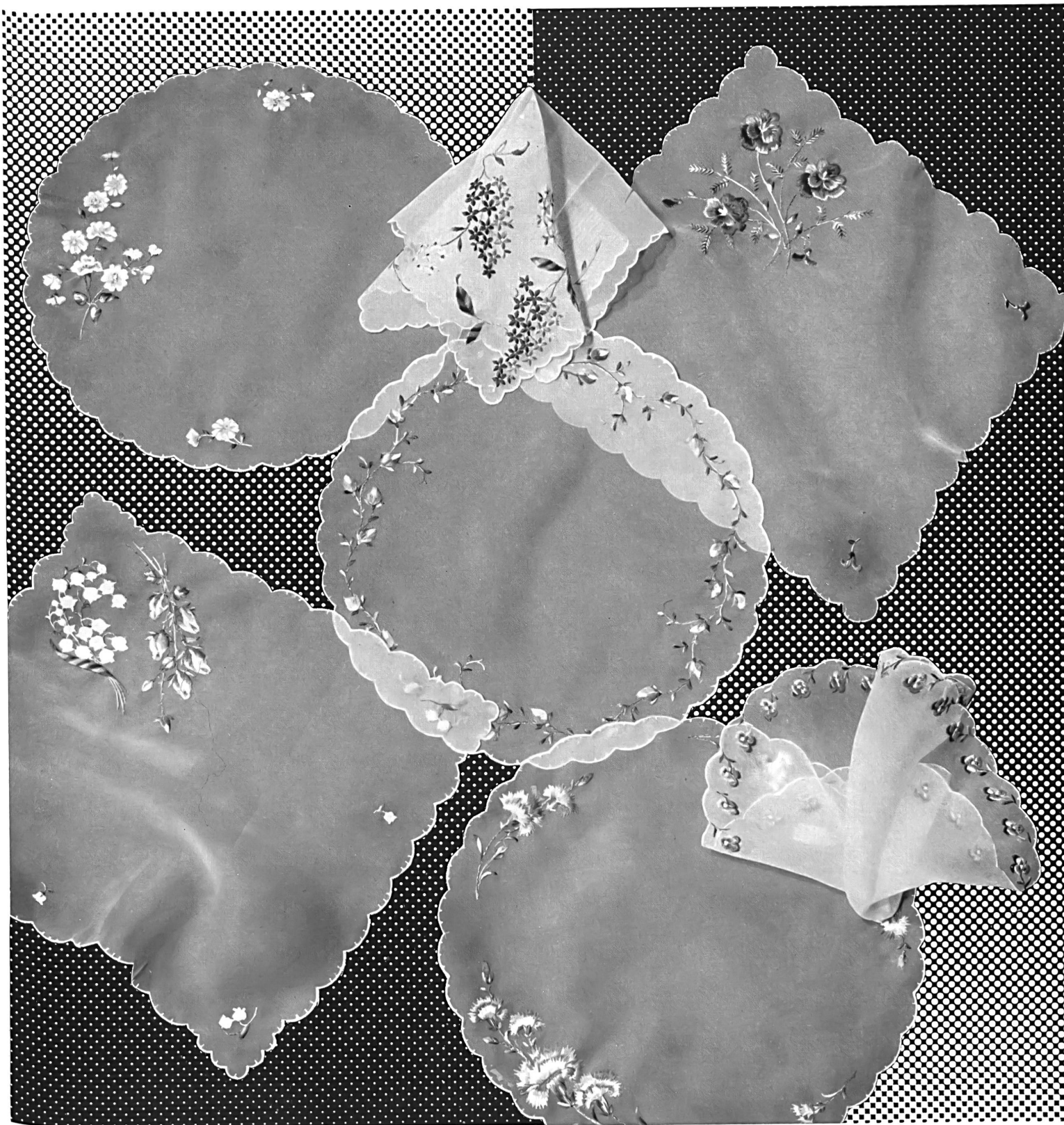
Damen- und Herrentücher mit Scheerli-Effekten; buntgewobene Herrentücher.





**STOFFEL & CO., SAINT-GALL**

Véritables mouchoirs Stoffels en tous genres.  
Genuine Stoffels hankies of all kinds.  
Verdaderos pañuelos Stoffels de todos géneros.  
Lauter echte Stoffels Tüchli.



**JACOB ROHNER S.A., REBSTEIN**

Mouchoirs brodés en coton et en nylon, forme carrée et forme moderne ronde, utilisables comme pochettes ou napperons.

Embroidered cotton and nylon handkerchiefs, square and in the novelty circular shape for use as hankies or napkins.

Pañuelos bordados de algodón y de nylon, cuadrados o redondos, que pueden servir para pañuelitos o mantelitos.

Bestickte Baumwoll- und Nylon-Damentaschentücher in der üblichen Viereck-, sowie in der zur Zeit modischen Rundform, als Pochetten und Deckeli verwendbar.



ALBIN BREITENMOSER S.A., APPENZEL

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.



**MAVIR, ZURICH**

Fabrication de mouchoirs; calendriers nouveauté en mouchoirs imprimés à 4, 6 ou 12 feuilles, livrables en plus de 30 sujets différents.

Handkerchief manufacturers; novelty calendars consisting of 4, 6 or 12 printed handkerchiefs in more than 30 different combination of designs.

Fabricantes de pañuelos; calendarios novedad que constan de 4, 6 o 12 pañuelos estampados, en más de 30 sujetos diferentes.

Fabrikation von Taschentüchern; Kalender bestehend aus 4, 6 oder 12 bedruckten Tüchli, lieferbar in mehr als 30 verschiedenen Sujets.



**CHRISTIAN FISCHBACHER CO., SAINT-GALL**

Mouchoirs fins nouveauté, en tissage fantaisie et imprimés.  
Fancy woven and printed fine novelty handkerchiefs.  
Pañuelos finos de novedad estampados y tejidos de fantasía.  
Fantasiegewebte und bedruckte Neuheiten in feinen Taschentüchern.



**BISCHOFF TEXTILES S.A., SAINT-GALL**

Mouchoirs de dentelle, mouchoirs brodés en couleurs et fils coupés.  
Lace handkerchiefs, colour embroidered handkerchiefs and handkerchiefs with clip cord effects.

Pañuelos de encaje, pañuelos bordados en colores y con hilos cortados.  
Spitzentüchli, farbig bestickte Taschentücher mit Scheerli-Effekten.





**J. G. NEF & CO. S.A., HERISAU**  
**« NELO »**

Mouchoirs mode imprimés et roulottés à la main. Grand choix de sujets et de coloris. Fashionable printed handkerchiefs with hand rolled hem in numerous designs and shades. Pañuelos de moda estampados y repulgados a mano en numerosos dibujos y colores. Handbedruckte und handgerollte modische Taschentücher. Dessins und Farben in reichhaltiger Auswahl.

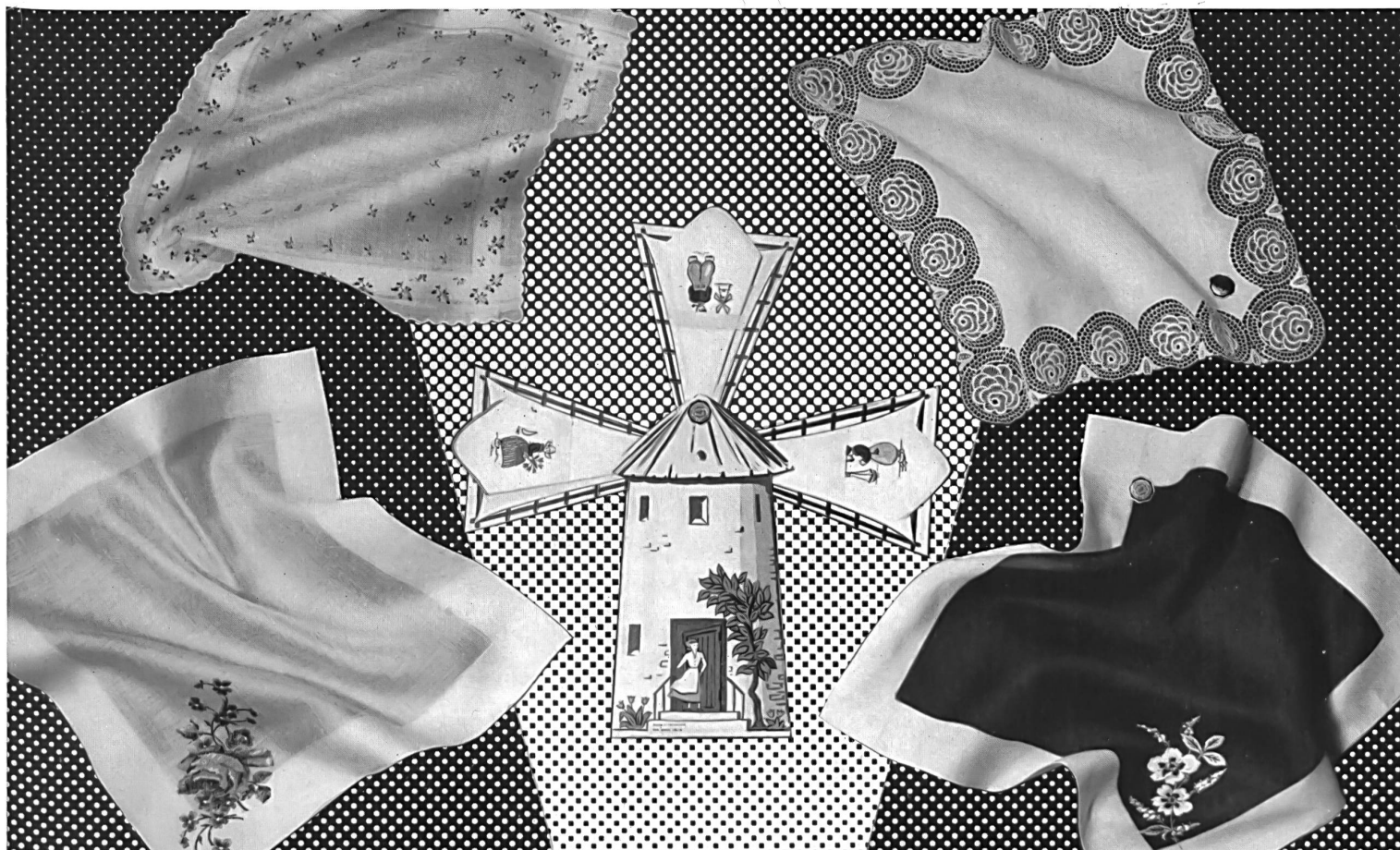


**SOCIETE ANONYME A. & R. MOOS, WEISSLINGEN**  
 « KYBURG »

Mouchoirs de qualité en tissage couleurs, dernière collection.  
 Colour woven quality handkerchiefs from the latest range.  
 Pañuelos de calidad tejidos en colores de la última colección.  
 Buntgewobene Qualitätstaschentücher aus der letzten Kollektion.

**GABATHULER & CO., AZMOOS**

Mouchoirs de dentelle, mouchoirs brodés en blanc et en couleurs,  
 mouchoirs brodés pour enfants.  
 Lace handkerchiefs, white and colour embroidered handkerchiefs,  
 children's embroidered handkerchiefs.  
 Pañuelos de puntilla, pañuelos bordados en blanco y en colores,  
 pañuelos bordados para niño.  
 Spitzentüchli, weiss u. farbig bestickte Tüchli, bestickte Kindertüchli.





**MAX KREIER CO., SAINT-GALL**

Nouveautés en mouchoirs imprimés; mouchoirs rectangulaires assortis pouvant servir de napperons; mouchoirs ronds.

Novelty printed handkerchiefs; matching sets of rectangular handkerchiefs for use as napkins. Circular hankies.

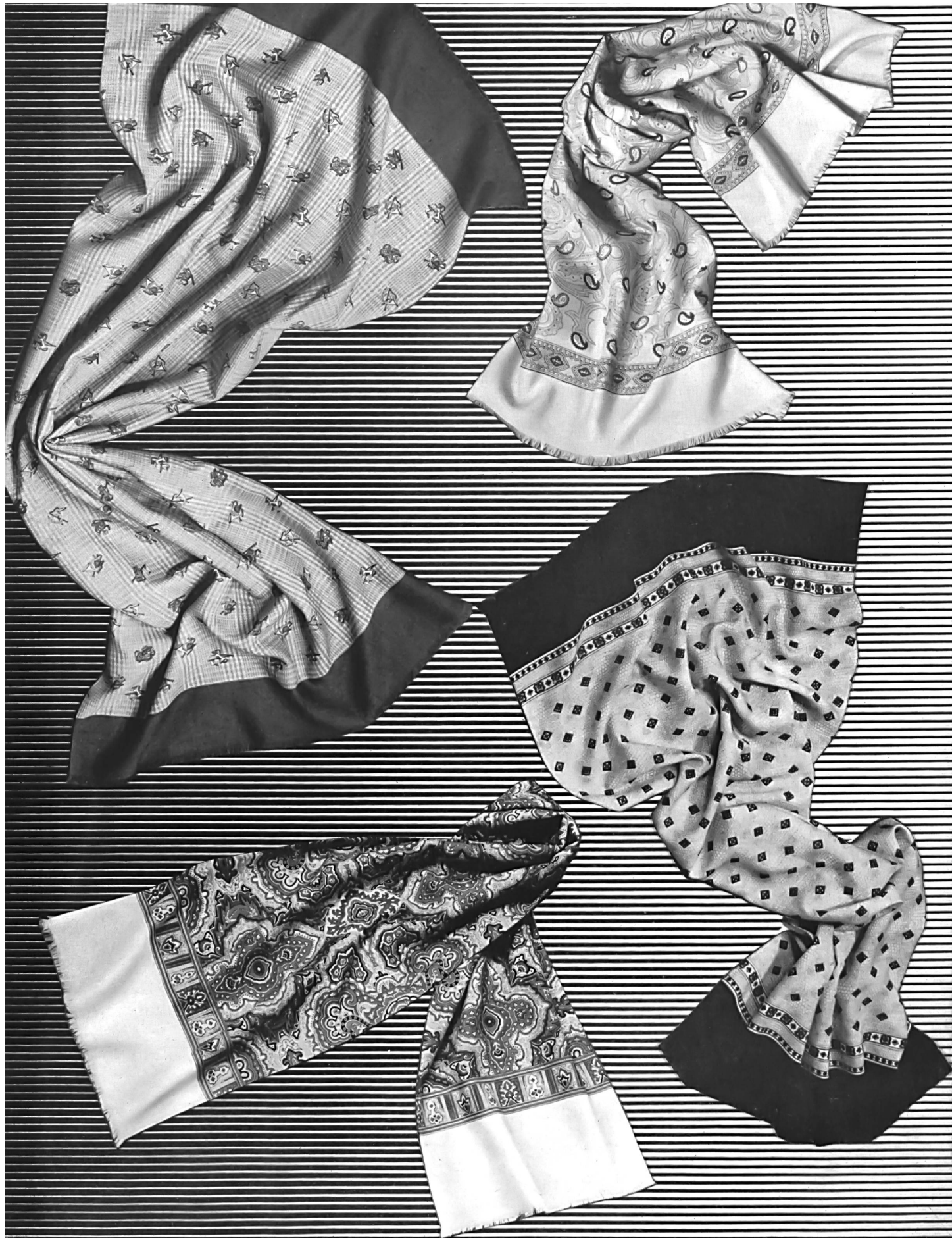
Pañuelos estampados de moda; juegos surtidos de pañuelos de forma rectangular que pueden servir para mantelitos; pañuelos redondos.

Modische bedruckte Taschentücher; assortierte Sätze von rechteckigen Taschentüchern die als Deckchen verwendet werden können; runde Tüchli.



**MAX KREIER CO., SAINT-GALL**

Nouveautés en carrés imprimés : soie, laine et coton.  
 Novelty printed squares in silk, wool and cotton.  
 Chales estampados de novedad en seda, lana y algodón.  
 Neuheiten in bedruckten Carrés : Seide, Wolle, Baumwolle.



**F. BLUMER & CIE, SCHWANDEN**

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

Pure wool scarves for men, handprinted, hemmed, with fringes.

Bufandas de lana pura, estampadas y repulgadas, con franjas.

Reinwollene Schärpen für Herren: handbedruckt, gesäumt, mit Fransen.