

Handkerchiefs and squares

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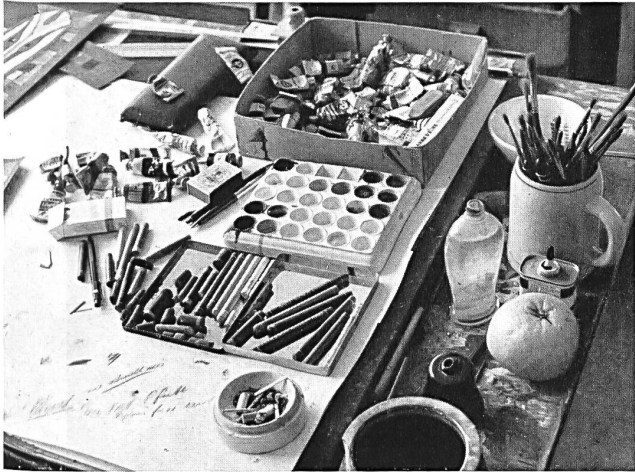
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Handkerchiefs and Squares

The creators of Stoffels handkerchiefs

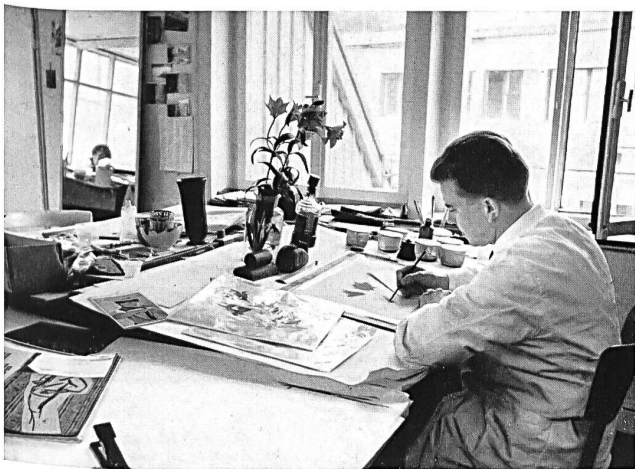


The artist's tools.

The creators of the little Stoffels handkerchiefs are no more nor less than textile designers. They receive their training in the textile vocational training and fashion schools and their weekly timetable is roughly as follows :

One day of drawing from nature, two days of designing patterns for embroidery and two days of designing textile prints.

How prosaic it all seems ! And yet these young men and women who design Stoffels handkerchiefs are anything but prosaic. When we visit the large room where they work on the top floor of the imposing building bearing the name of « Washington », in St. Gall, we are greeted



Drawing from nature of a delicate floral motif.

Will these abstract patterns be printed one day, will they enjoy public favour ? In her moment of creation the charming designer has no thoughts of such mundane matters.

by the pleasing strains of music and can see them seated at large tables, clad in white overalls and surrounded by a mass of flowers, fruits, dolls, brushes and tubes of paint, dictionaries, big tomes of art reproductions, books on botany, etc.

They are seldom all to be found at their tables. There are always a number of them out and about, wandering through the streets, gardens and parks, visiting art exhibitions, fashion parades, strolling round the zoo, photographic exhibitions, etc. in search of ideas. They also look for inspiration in the theatre, at the Opera and in cabarets.

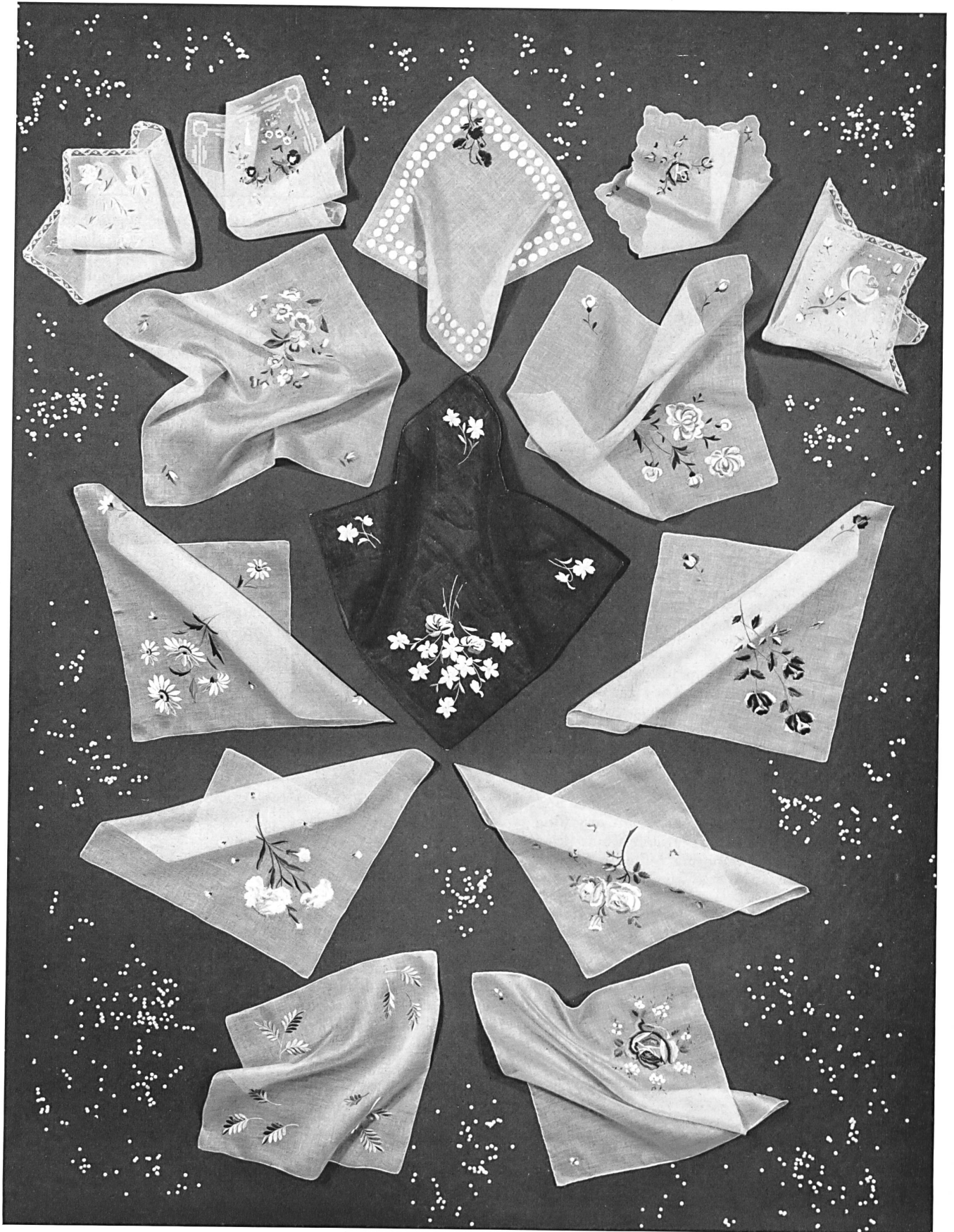
Do they work merely as the fancy takes them and design whatever comes into their heads ?

It is difficult to answer this question by a clearcut yes or no : suggestions flow in from everywhere. Sometimes it is the customer who expresses a wish to the retailer, who hands the idea on to his supplier. But the tradesman himself has a certain flair for what is likely to appeal to his clientele. And the firm of Huber-Lehner, which finishes Stoffels handkerchiefs, that is to say cuts them out of the printed lengths and hand-rolls the hems, also has something to say in the matter. The mere contact with the material itself continually suggests new subjects, new themes of inspiration to all who handle it. But naturally this is not enough. It is the same here as in many other fields of art : a great number of people have ideas, which can only be carried out however by the really creative artists, who are also past-masters of their craft.

Is each design a success ?

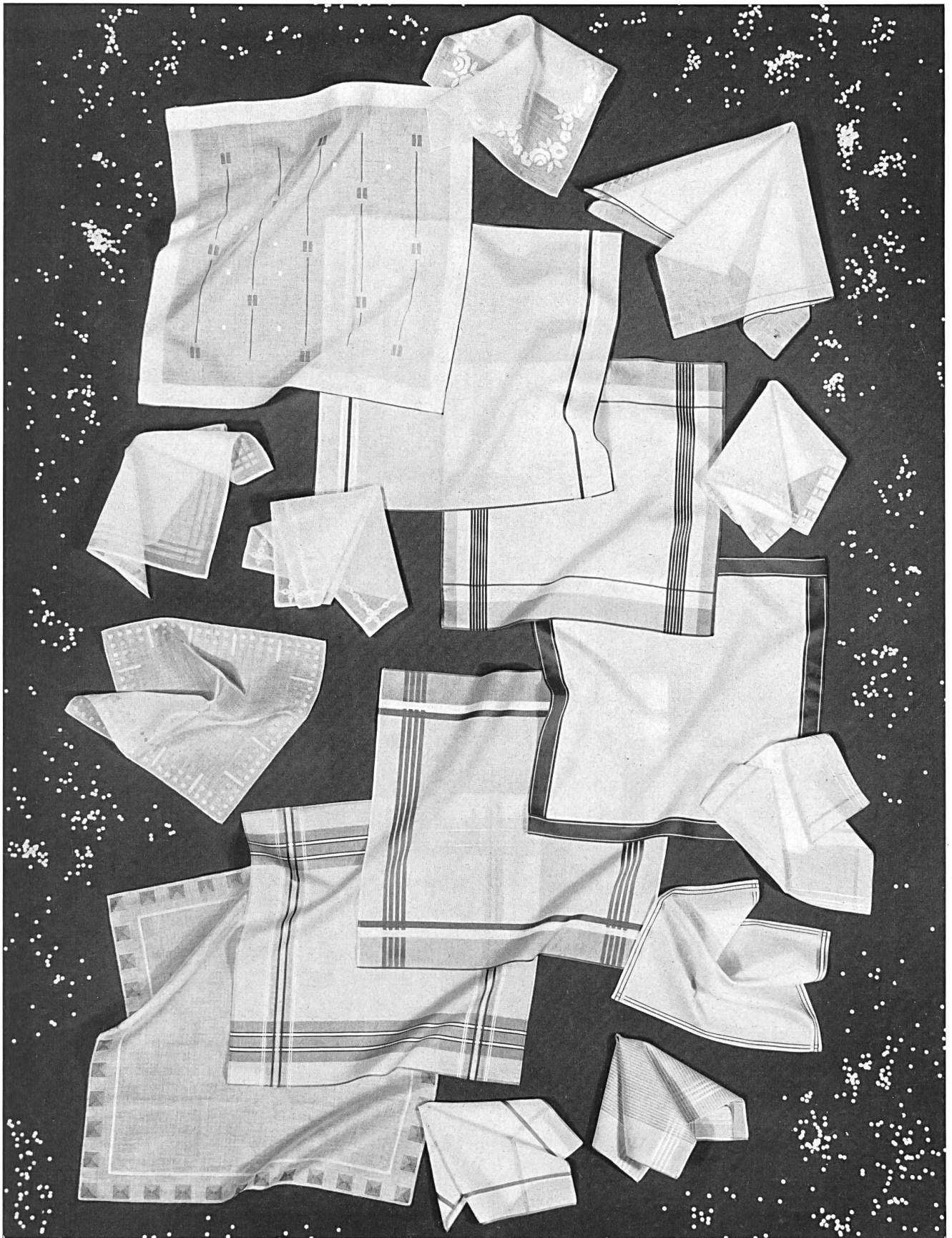
Far from it, we were told. Some 40 or 50 designs are submitted for each collection. The clients then decide which are to be carried out. And of all the designs that are accepted, there are only a few that are really in the running. One can never say ahead of time which will be the most popular. In this field, there are always surprises : which will have the greatest success, abstract designs or delicate floral motifs, portraits of animals or horoscopes ? It is impossible to gauge the reaction of the public beforehand, and it is precisely this element of uncertainty that makes the profession of designer so attractive ; there is no danger of falling into a rut, each design is a real creation, for a true artist always wants to see his work materialised.





JACOB ROHNER S. A., REBSTEIN

Mouchoirs brodés, roulés à la main ou bordés de dentelle et sur tissage fils coupés
Embroidered handkerchiefs, hand rolled or edged with lace and with clip cord effects
Pañuelos bordados, repulgados a mano o con cenefa de encaje y sobre labor de vainica
Bestickte Taschentücher, handrolliert oder Spitzenumrahmt und mit Scherli-Effekten



« BERCO », BAERLOCHER & CO., RHEINECK

Elégants mouchoirs mode tissés en blanc, en couleurs et à fils coupés, pour dames et messieurs
Attractive novelty handkerchiefs for men and women, white, color-woven and with clipcord effects
Distinguidos pañuelos de moda tejidos en blanco, en colores y con hilos cortados, para señora y caballero
Elegante Neuheiten in Taschentüchern für Damen und Herren, weiss, buntgewoben und mit Scherli-
Effekten



UNION S. A., SAINT-GALL

Mouchoirs batiste et linon avec broderie en couleurs au petit-point, guipure, applications, bordures de tulle brodé et genre punto in aria, point de gaze, etc.
 Batiste and lawn handkerchiefs with coloured petit-point embroidery, guipure, appliqué work, embroidered tulle and punto in aria and needle point type edgings
 Pañuelos de batista y linón con bordados en colores a punto menudo, con guipur, aplicaciones, orlados de tul bordado y de estilo punto al aire, punto de gasa, etc.
 Baumwollbatiste- und Leinen-Taschentücher mit farbiger Petit-Point Stickerei, Guipure, Applikationen, bestickte Bordüren auf Tüll und in Punto in Aria und Point de Gaze Genre, usw.



« ALBA », 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, color-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

Petits mouchoirs imprimés, présentations originales sous forme de calendrier, sous enveloppes postales et en boîtes pour cadeaux
 Small printed handkerchiefs, original presentation in the form of calendars, envelopes and in gift boxes
 Pañolitos estampados, presentados originalmente con calendario, en sobre o en cajitas para regalos
 Bedruckte Tüchli in origineller Aufmachung als Kalender, unter Briefkuverts und in hübschen Geschenkpackungen

Spécialistes en écharpes et carrés pure soie, roulés à la main et imprimés
 Specialists in pure silk hand hemmed, printed squares and scarves
 Especialistas en echarpes y cuadrados de seda pura, repulgados a mano y estampados
 Spezialist in reinseidenen, bedruckten und handgesäumten Echarpen und Vierecktüchern



ARTHUR VETTER & CO., ZOLLIKON-ZURICH



F. BLUMER & CIE, SCHWANDEN
Carrés de twill pure soie, imprimés et
roulés à la main
Pure silk twill squares, hand printed and
hand rolled
Pañoletas de twill de pura seda, estampadas y repulgadas a mano
Reinseiden-Twill Carrés, handbedruckt und handrolliert
Photo Droz