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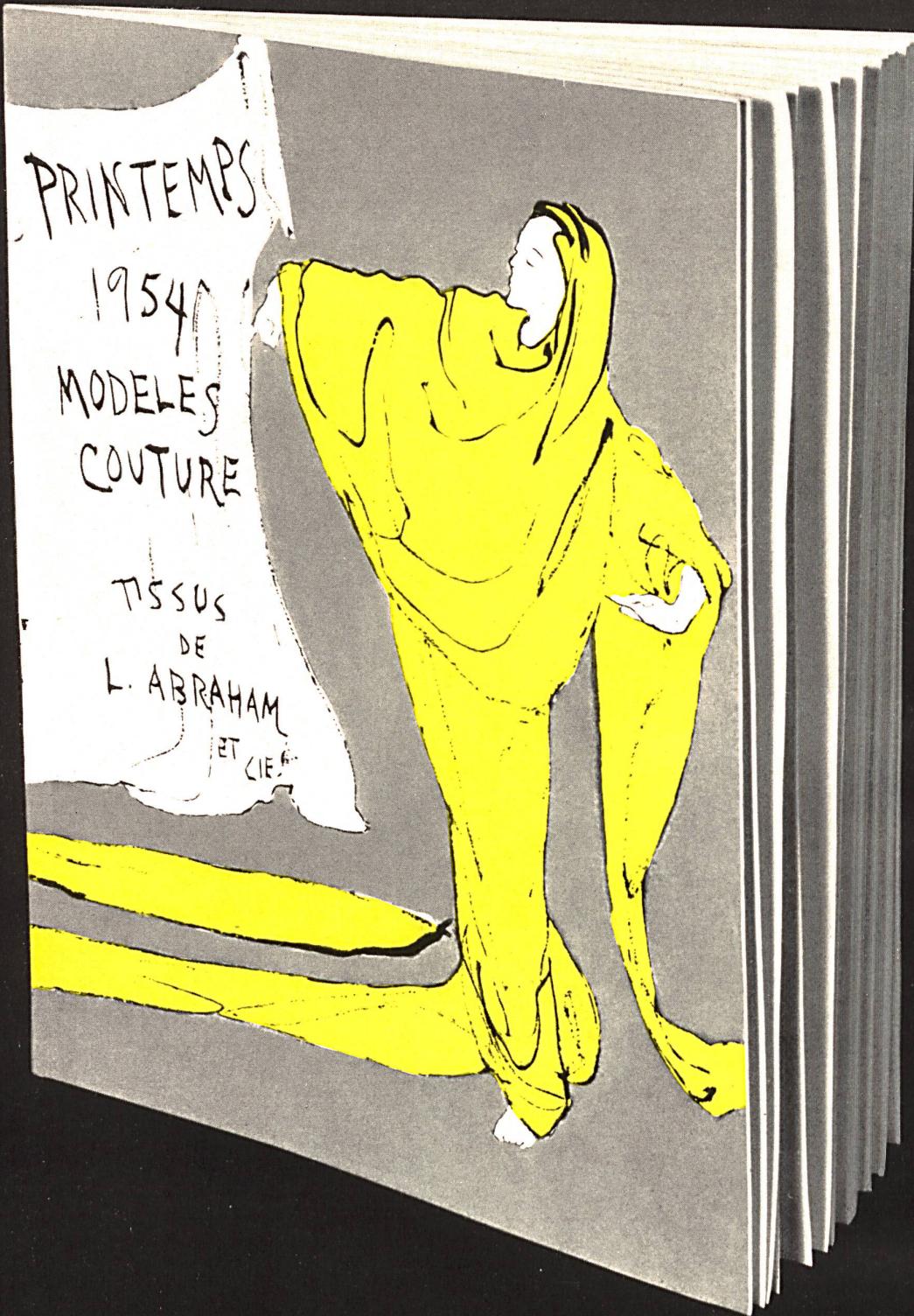
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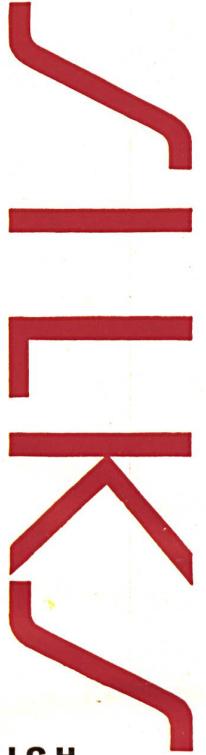
Notre album contenant les photographies
des meilleurs modèles exécutés ce printemps
à Paris dans nos tissus
est à la disposition des intéressés

L. ABRAHAM & CIE. SOIERIES S.A.
ZURICH

Nylons
1954

Hausammann & Cie
Winterthour | Suisse

STÜNZI



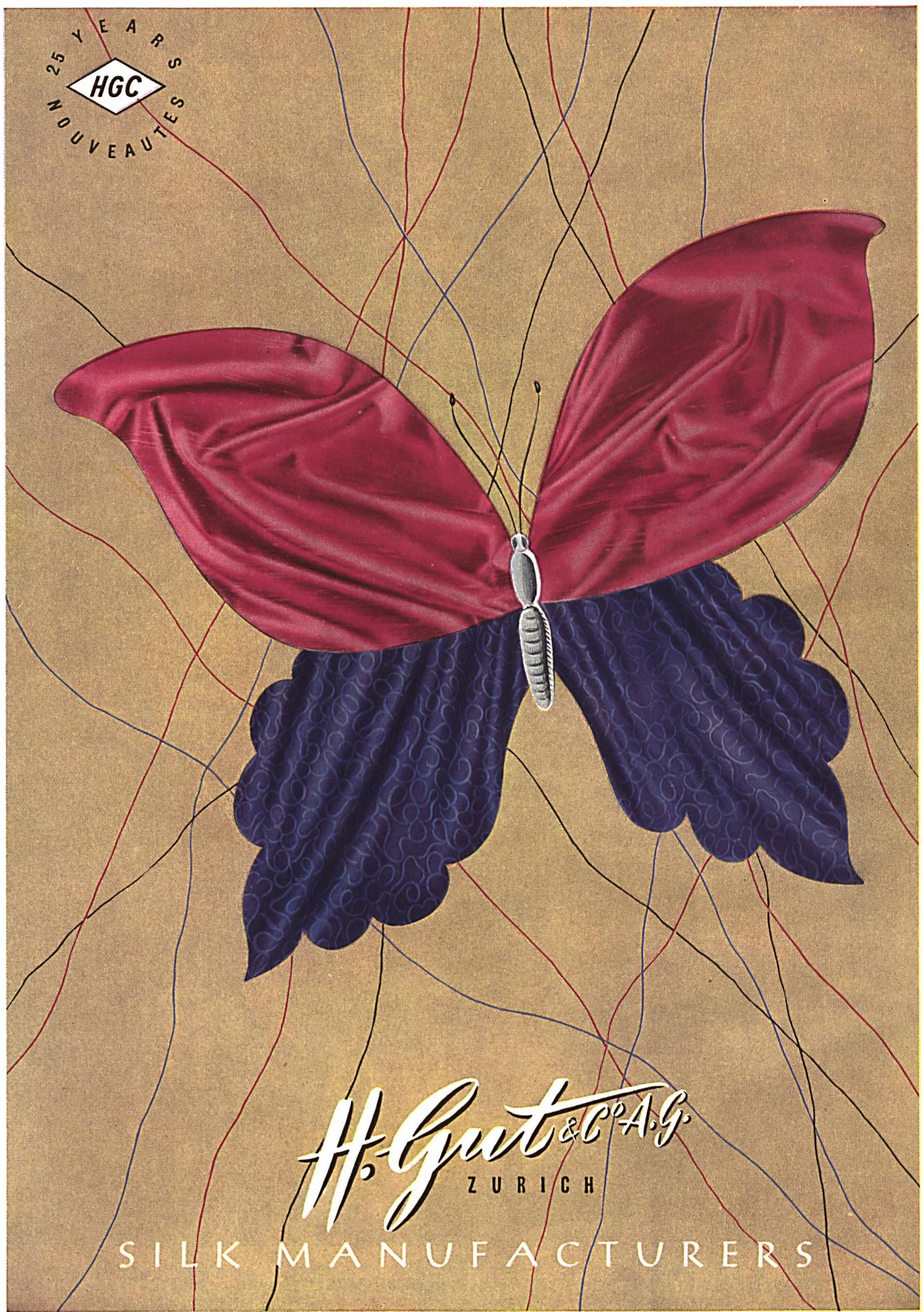
LONDON • PARIS • NEW YORK • ZURICH

STÜNZI

SILKS



Vereinigte Färbereien und Appretur A.-G., Thalwil-Zürich



Robt. Schwarzenbach & Co.

Fabrique de Soieries - Silk manufacturers

THALWIL / Suisse



SCHWARZENBACH

1829



MKZ

MAX KIRCHHEIMER SÖHNE & Co.
ZÜRICH

Brandschenkestrasse 4



NOUVEAUTÉS EN COTON

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NOUVEAUTÉS EN SOIE, RAYONNE & NYLON, UNIES, FANTAISIE & IMPRIMÉES

*Tissage
de soie*



Bosshard-Bühl & C. A.G.
WETZIKON - ZÜRICH
Gegründet 1862

*Nature creates miracles...
Heer creates novelties*



*Heer & Co. S.A.
Silkmanufacturers*

THALWIL
SWITZERLAND

1846
1946

Naef frères
ZURICH



Tissages de soieries ci-devant

NAEF FRÈRES S.A.
ZURICH

TISSUS DE SOIE
RAYONNE
LAINE
FIBRANNE
NYLON

UNIS
JACQUARDS
NOUVEAUTÉS
CRAVATES
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Tissus Haute Nouveauté · Soies et Coton · Unis et Fantaisies

Soieries

*Nouveautés
en Impressions*

Fantaisies et Unis

S. J. BLOCH FILS & Cie. S.A.

ZURICH

Maison fondée en 1856

B

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BASLER STÜCKFÄRBEREI AG

Basel

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Abteilung Garnfärberei

Garn-, Strang-, Kuchen- und Spulen-Färbung von Fasern aller Art.
Erschweren von Naturseide.
Färben und Appretieren von Bändern.

CLAVEL & LINDENMEYER AG

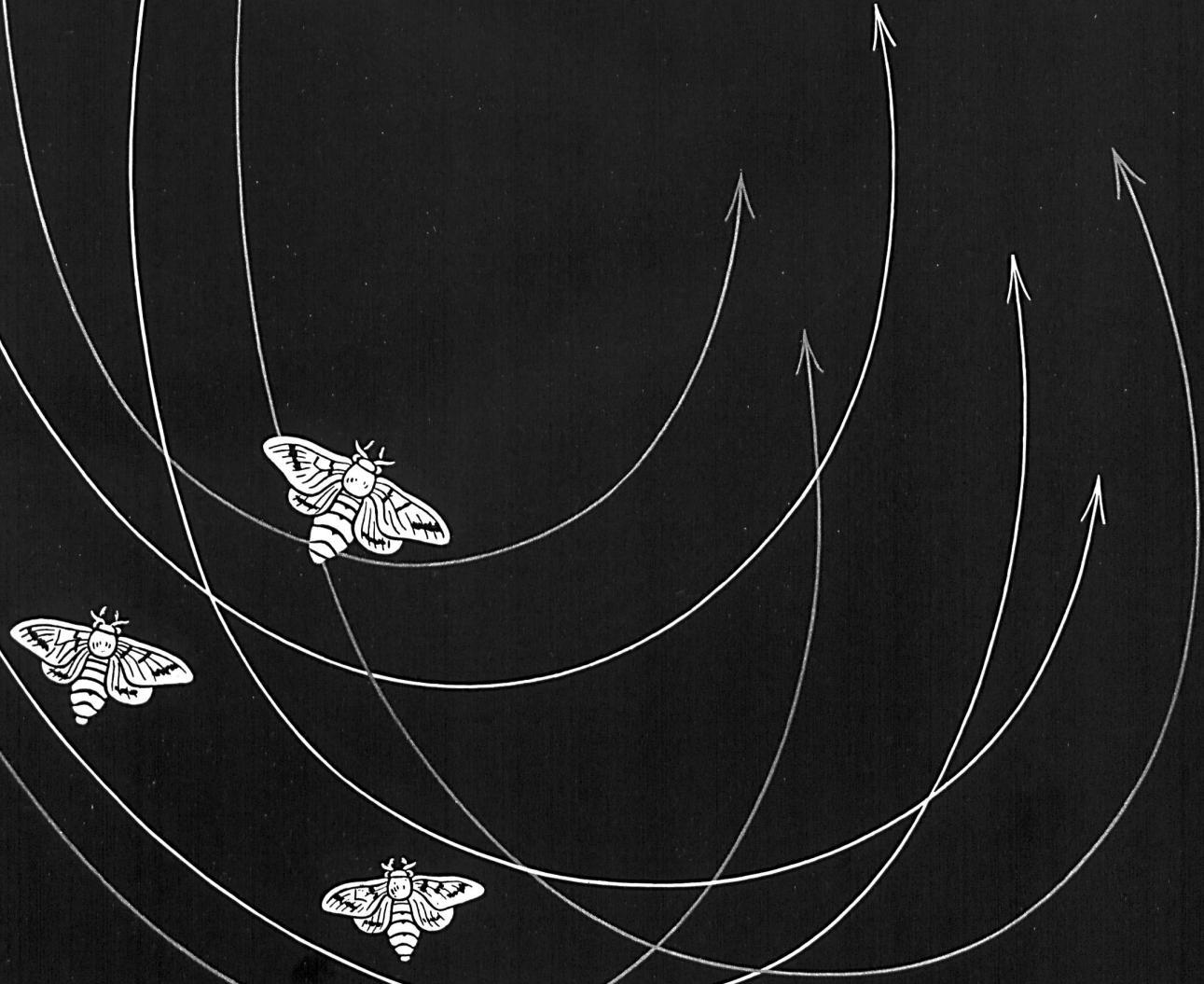
Basel

Maschinen- und Filmdruck auf sämtlichen Textilien.

Spezialitäten:

Seidendruck
Modischer Baumwolldruck
Wolldruck
Neuartige Effekte auf Nylon und Perlon
Chinédruck

Création von hochmodischen Dessins und Artikeln in Zusammenarbeit mit der
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Tie silks.

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nylon, rayonne et fibranne



Carrés pure soie, imprimés et roulottés
à la main.

Reinseiden- Carrés in Handdruck,
handrolliert.

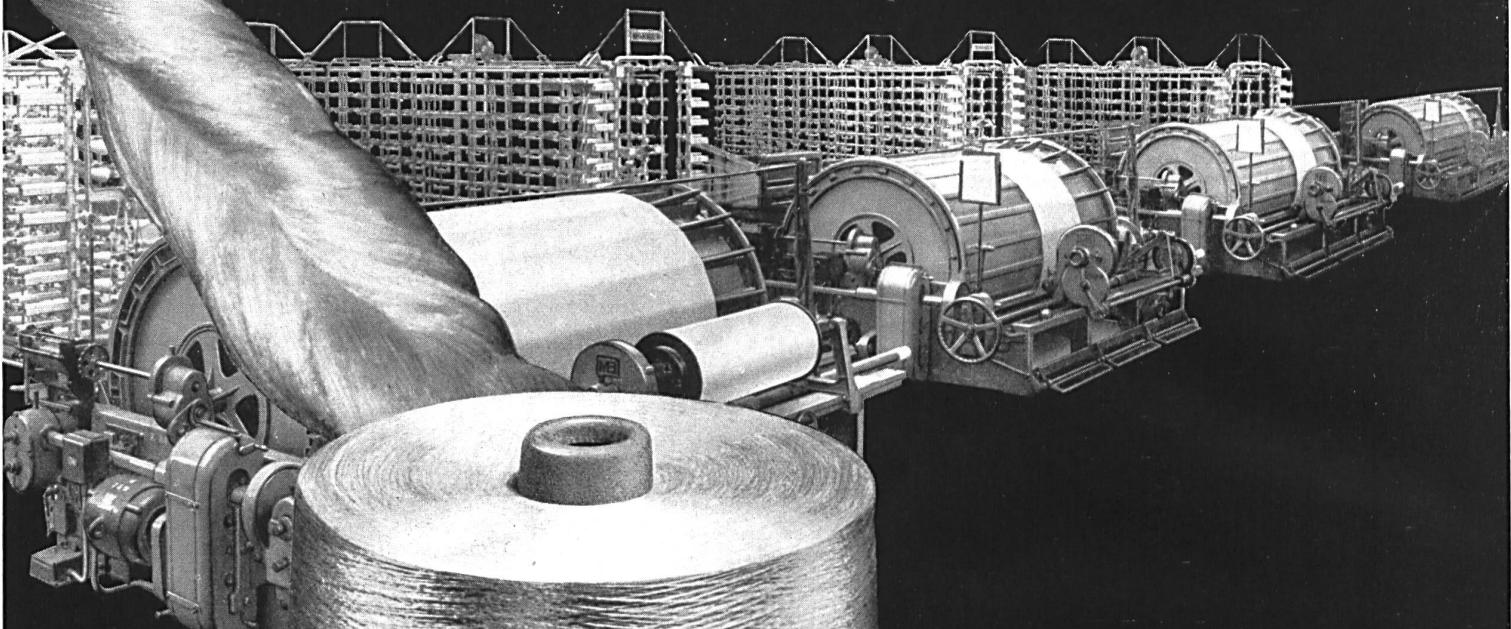
Pure silk squares hand printed and
hand rolled.

F. Blumer & Cie.
Schwanden



F E L D M U H L E R O R S C H A C H

A.G.
S.A.



Produzent Kunstseidener Garne
für Weberei, Wirkerei und
Strumpffabrikation

Spezialität: Crepegarne



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Sun and rain...

...no problem with the Cuprophenyl dyes

A simple aftertreatment with copper sulphate yields dyeings of high fastness to washing, water and perspiration.

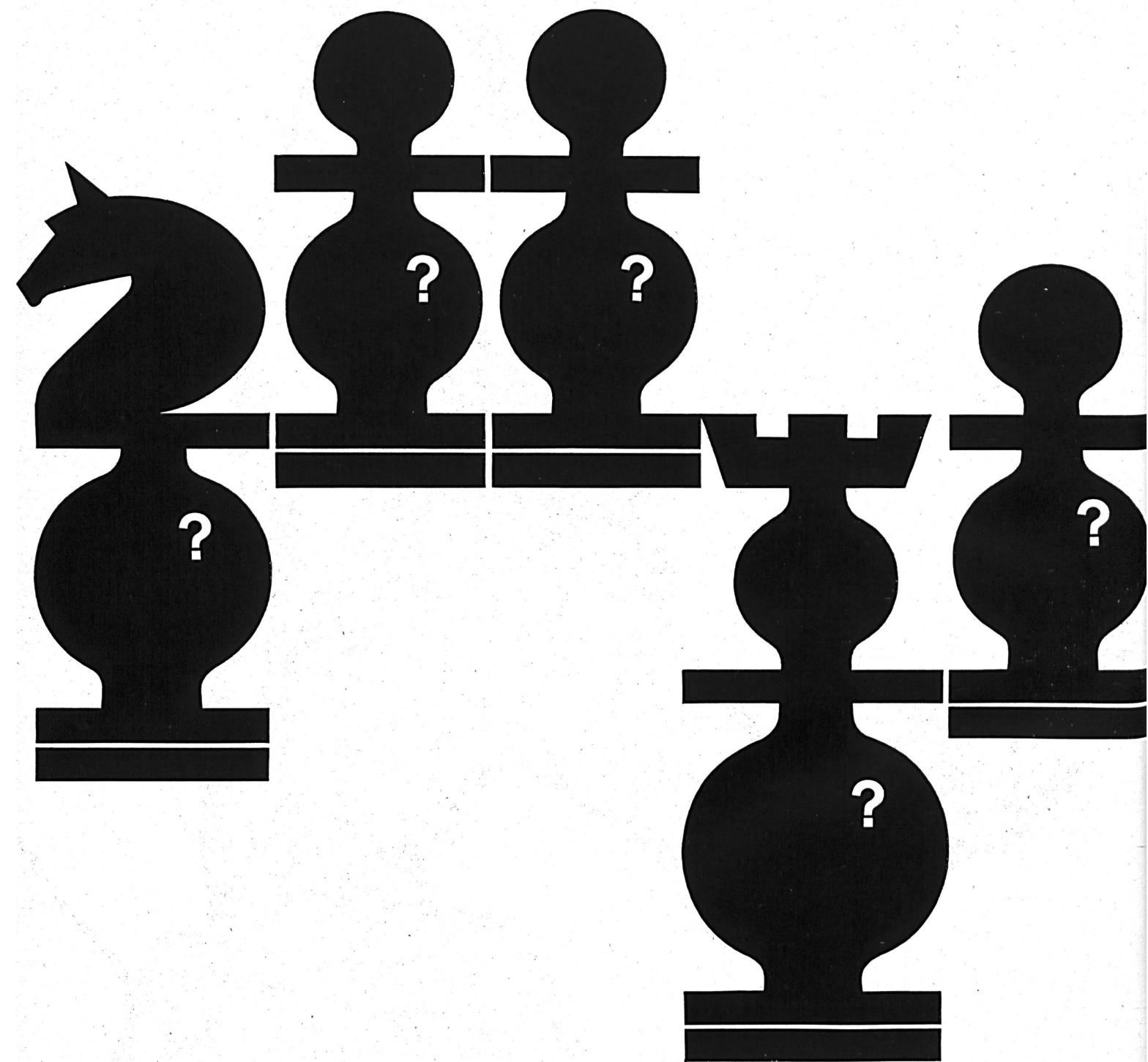
Light fastness is exceptionally good.

They are particularly recommended for the dyeing and printing of furnishing fabrics.

Cuprophenyl dyes

J. R. Geigy S.A., Basle





The best move...

... depends on the faculty of the mind to assess the possibilities and to weigh the chances. Similarly the best move for the dyer is to use dyes which give him maximum results at minimum risk. He plays safe if he chooses

Irgalans

Their excellent fastness properties combined with uniform dyeing characteristics throughout the range ensure unfailing reproducibility. They are dyed by a short process, and do not impair the fibre, hence:
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J.R. Geigy S.A., Basle



Stehli silks

SIBER & WEHRLI S.A.

ZURICH

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SPÉCIALITÉ NYLON

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A GREAT NAME AND SYMBOL
IN SWISS TEXTILES

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CURTAIN

DECORATING

AND

FURNISHING

FABRICS

DRESS AND

LINGERIE

FABRICS

OVERALL

MATERIALS

SHIRTINGS

IN COTTON

ARTIFICIAL SILK

SPUN FIBRE

NYLON

FINE

SWISS

ORGANDIES

DOTTED

SWISS

EMBROIDERIES

LININGS

RAINCOATINGS

FABRICS

FOR TECHNICAL

PURPOSES

HAUSAMMANN
WINTERTHUR



HAUSAMMANN
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WINTERTHUR

SWITZERLAND



SWISS NET COMPANY Ltd.
MUNCHWILEN (THURGOVIE) SWITZERLAND
SOCIÉTÉ SUISSE DE L'INDUSTRIE TULLIÈRE S.A.

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St. Gall

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Emil Anderegg Ltd.
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Known for their qualities in cotton
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SPECIAL DEPARTMENT : Manuf. of first
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Eugster
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St-Gall

Tissus de coton unis, imprimés, brodés,
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Popelines pour chemises et imperméables

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& Co. LTD.

ST. GALL



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Two centuries of qua-
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Marques suisses — Marques de qualité

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Hausammann fabrics stands
for quality



E. ROELLI & Co. Ltd., St-Gall

Specialising in:

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Swiss Trade Marks — Marks of Quality

Fils de mélange intime laine et coton



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Fabrikation von Baumwoll-, Zellwoll-
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MARQUISSETTES, ORGANDES
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ABEGG FRÈRES
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exportent les tissus finis
dans leur propre
établissement
fondé en 1815

Marcas Suizas — Marcas selectas

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S. A., PORRENTRUY (BE)
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Sous-vêtements - Chaussettes
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Knitted outerwear
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CHRISTIAN FISCHBACHER CO.

ST. GALL
SWITZERLAND



FINE SWISS COTTONS

SWISS ORGANDIES

SWISS VOILES

SWISS BATISTES

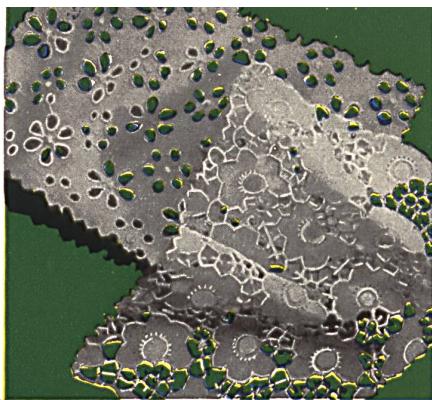
SWISS FANCY WEAVES FOR BLOUSES
AND SHIRTS

EMBROIDERED PIECE GOODS

WOVEN AND PRINTED HANDKERCHIEFS



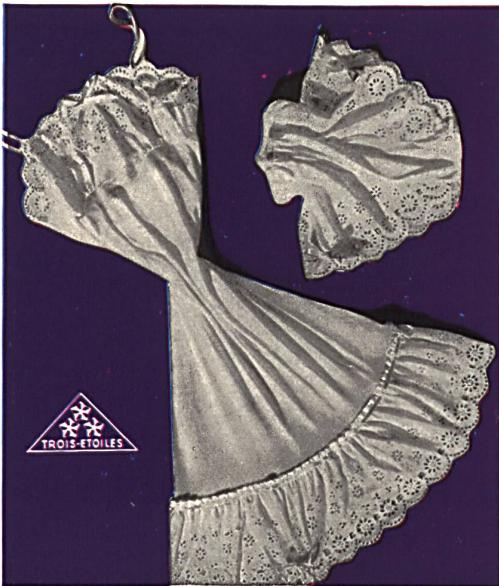
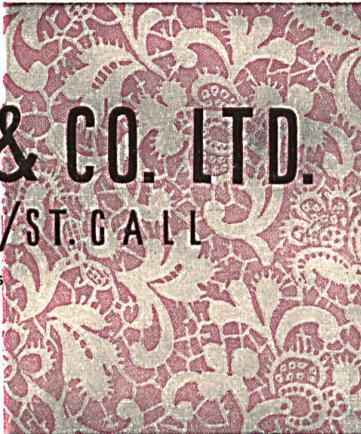
FISBA FABRICS INC., 1412 Broadway, NEW YORK 18, N.Y.



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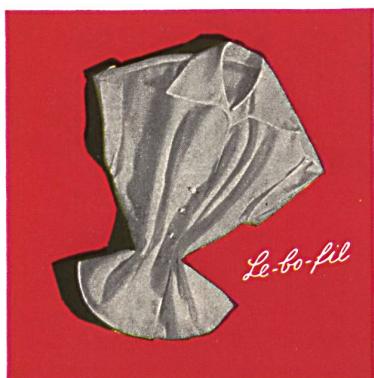
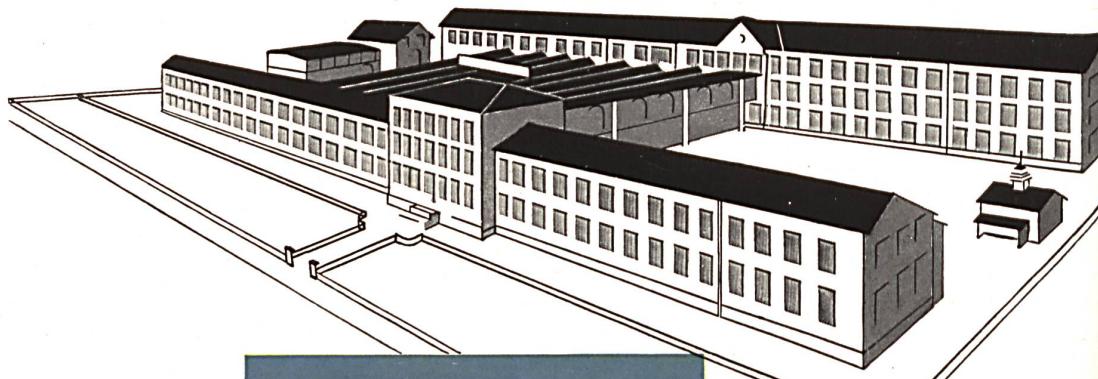
MANUFACTURERS OF COTTON PIECE GOODS, EMBROIDERIES, LACES,
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ORGANDIES, VOILES,

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Broderies

J.G. NEF & CIE. HERISAU / SUISSE

CHARLES MALIGNON
GENÈVE

Manufacture de Cravates
Tissus pour Cravates

Salzmann & Co., St-Gall

einfache u. gezwirnte Baumwoll- u. Zellwollgarne
single and twofold cotton and fibro yarns
Filés et retors de coton et fibranne



**Sturzenegger & Tanner
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Nouveautés
en Tissus & Broderies

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and Spinnerei Ibach A.-G., Ibach

Spinning Mills - Cotton and Spun Rayon
Yarns single and plied up to 200 s -
high class qualities.



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Buntweberei - Bleicherei - Färberei - Ausrüsterie



Alwin Wild Tricotfabrik
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Nylon - Rayon - Cotton - Wool
piece goods for garments and underwear
pour robes et sous-vêtements



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ZÜRICH 6/42
Seiden- und
Kunstseidengewebe

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FILTEX LTD. ST. GALL

WEAVING MILL

Leading in: plain, fancy, figured,
printed and embroidered fabrics for curtains,
muslins, organdies

Scarves, squares, collars, jabots

H. Frei & Cie, Diepoldsau

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CANZONI & Cie S. A., WINTERTHOUR

Fondée en 1864

Tissus, rubans, tresses et tricots élastiques
Bas élastiques « SAMSOLATEX »
Ceintures médicales « SALUS »



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Fabricants de tissus de coton
Mouchoirs haute fantaisie
Voiles et marquisettes pour rideaux
Tissus nouveautés pour lingerie, robes et blouses
Dépt confection : Fabrication d'imperméables



Fils et Retors
Coton, Fibranne, Rayon
Retors FANTAISIE en
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AUB

Soieries

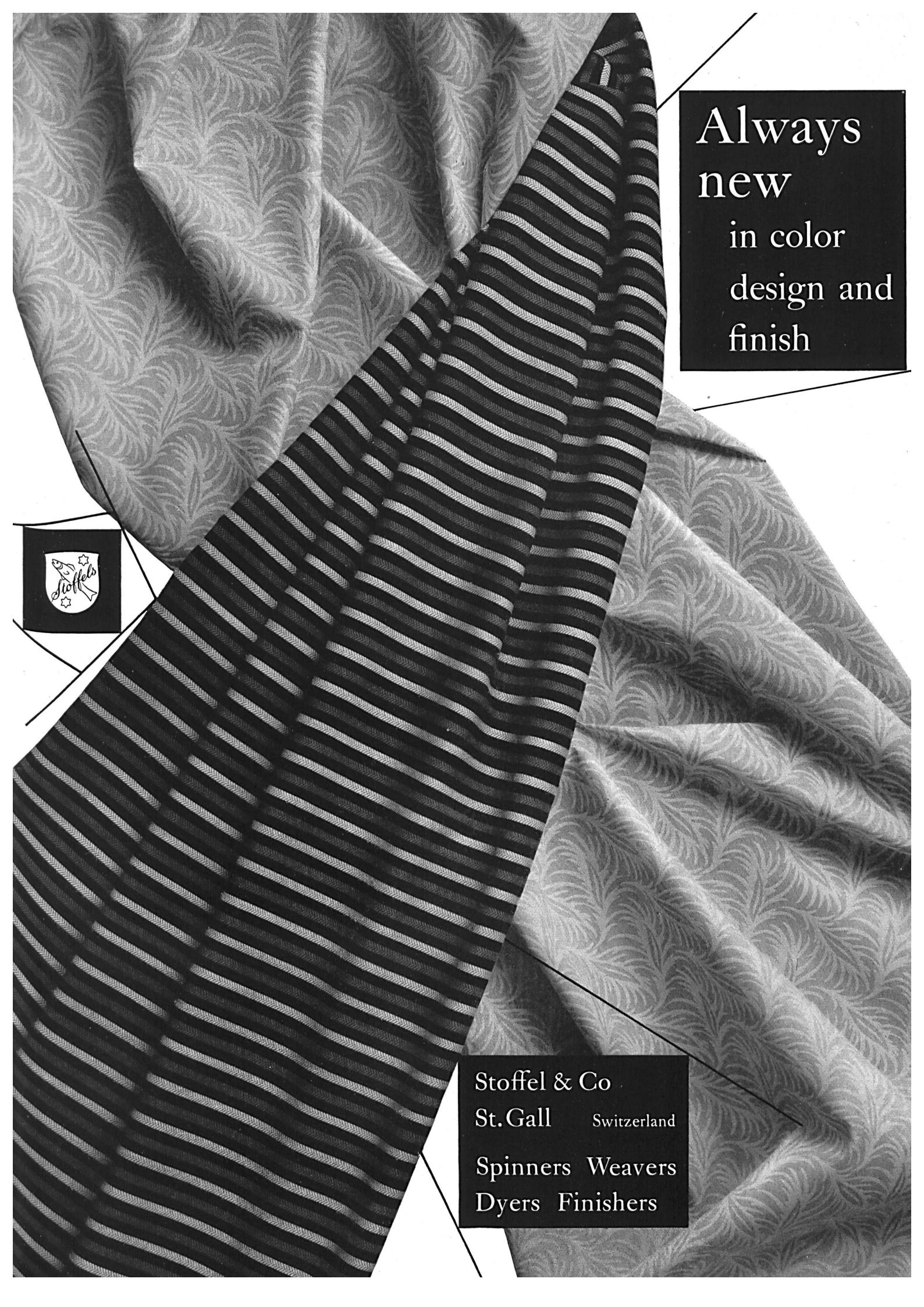
Nouveautés
unies — imprimées — brodées
ETS A. UEHLINGER & Co., BALE 3

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RAU S.A., Saint-Gall

Nouveautés en dentelles et broderies pour blouses, robes et lingerie
Novelties in embroideries and laces for blouses, dresses and lingerie

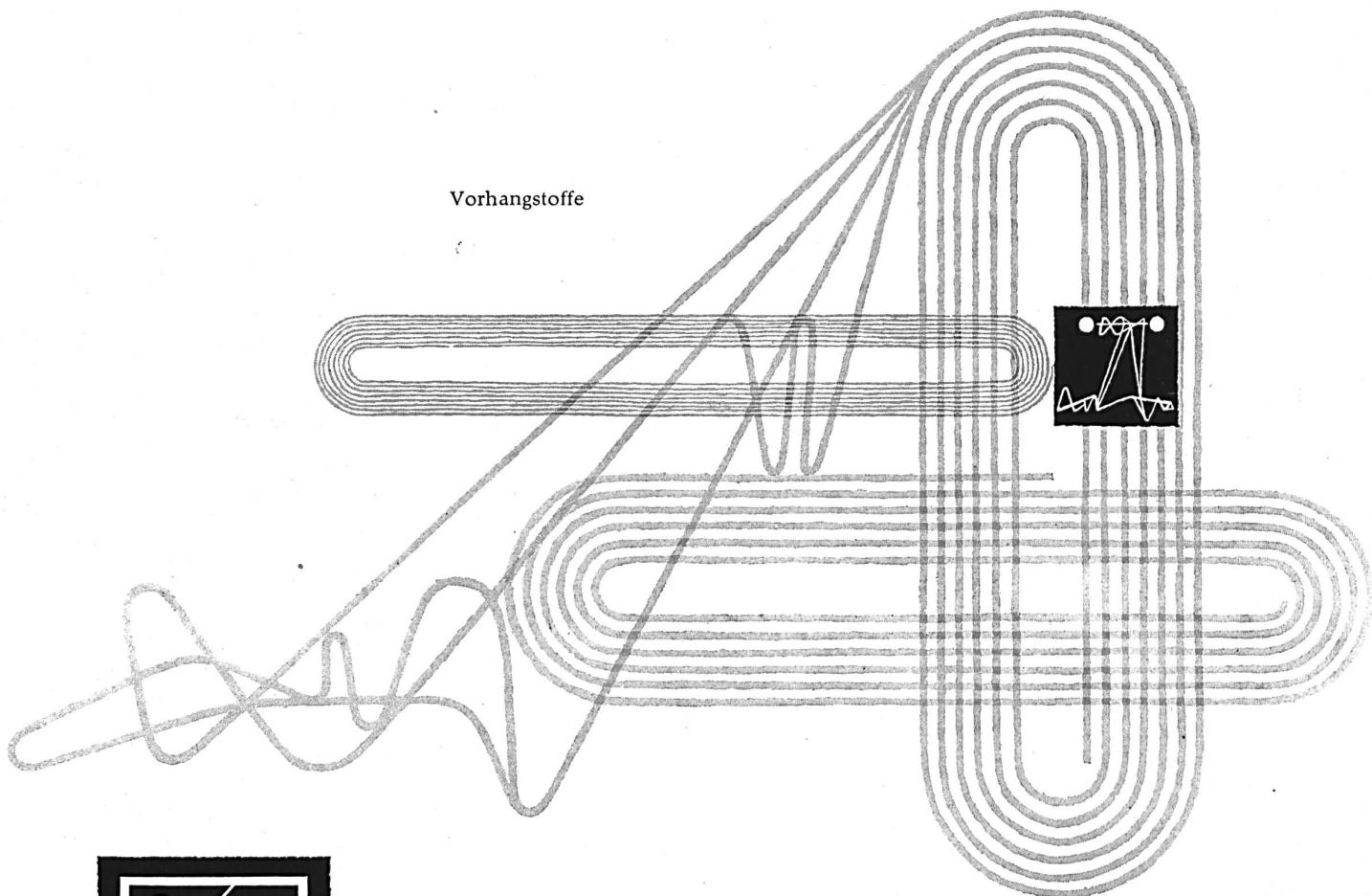


Always
new
in color
design and
finish



Stoffel & Co
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Spinners Weavers
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Vorhangstoffe

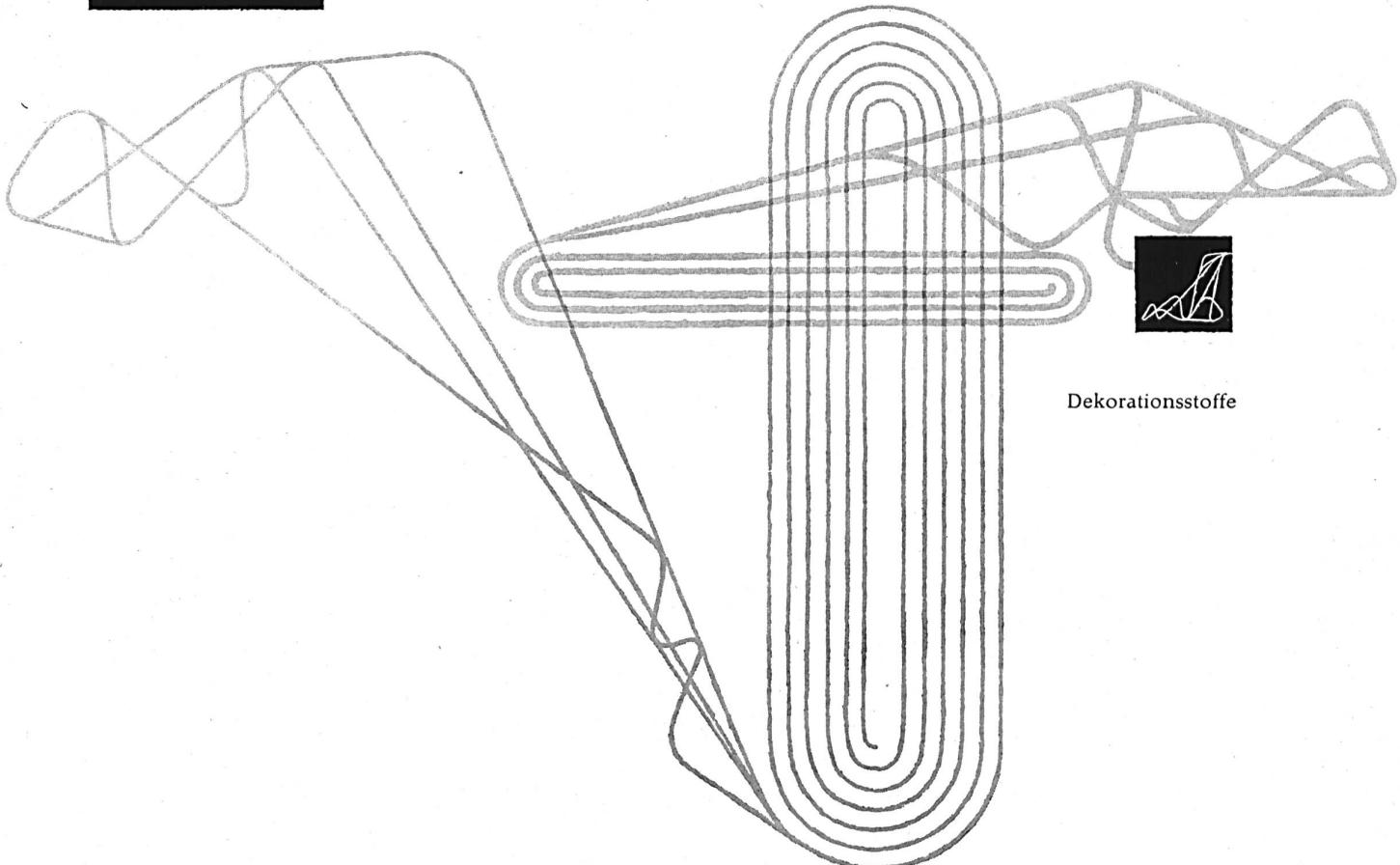


Adolphe

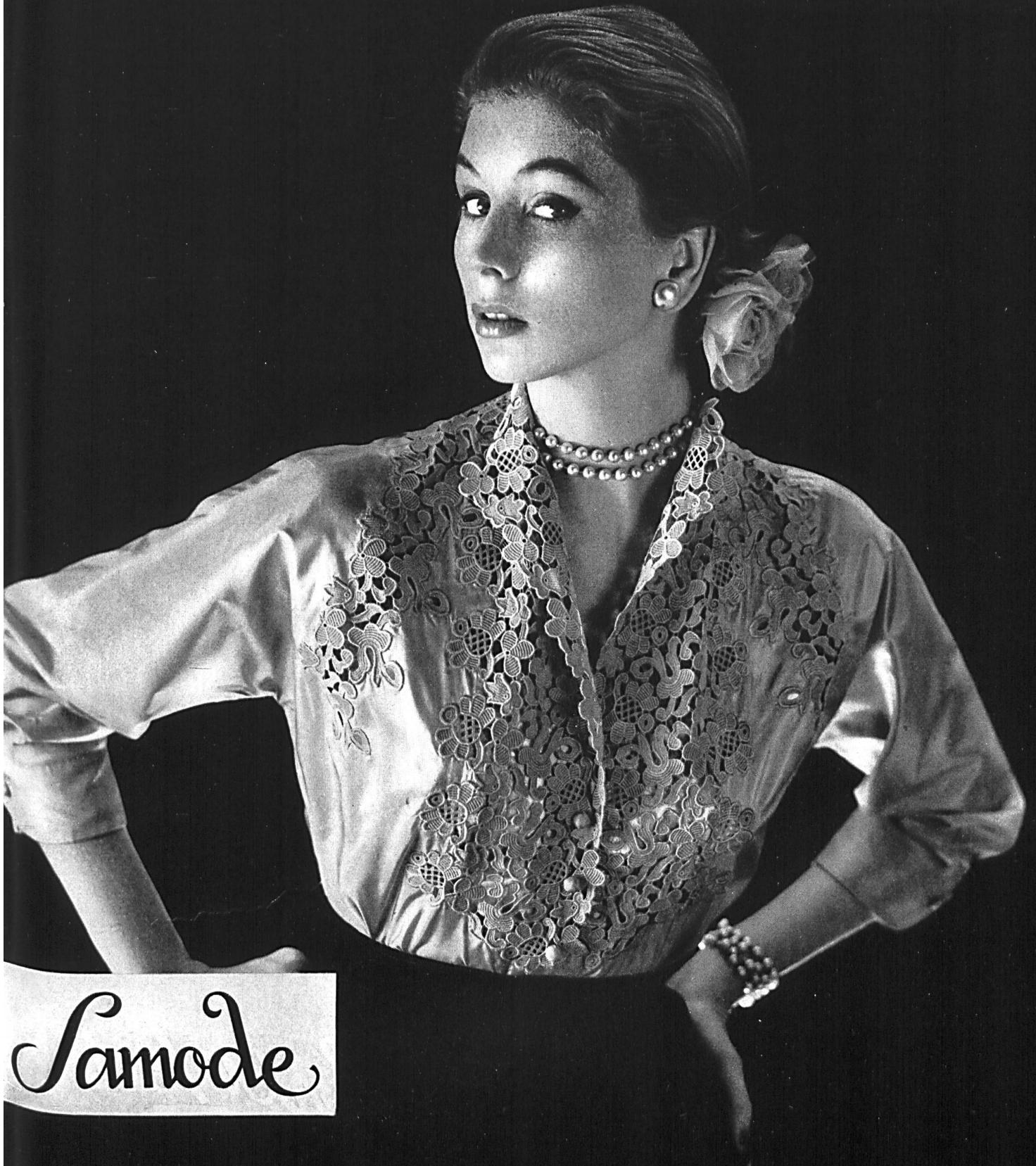
Bloch Söhne.... seit 58 Jahren Spezialisten für Vorhänge und Dekorationsstoffe

Zürich

Sihlstrasse 3, Telephon (051) 25 66 36



Dekorationsstoffe



Samode

« RITZ » en pure soie papillon et guipure, en rose antique et bleu saxe ; un modèle de la collection SAMODE

Moden S.A. * SPÉCIALISTE DE LA NOUVEAUTÉ * MONTREUX (SUISSE)



"Rohner's embroideries were born in 1875 and are well reputed all over the world."

Jacob
Rohner & Sohn

REBSTEIN
Switzerland

embroidered allover · galloons · edgings
insertions · motifs · handkerchiefs · novelties

A CANDLE AT DAYLIGHT

We Believe in service and efficiency, and this led us to start.

Up to today the REISER & Co. have not appeared in the columns of the newspapers very often, but we have been more than often up in the attics of designers, in the cutting-rooms of the manufacturers, next to clattering looms or alongside the long screen-print tables. You may have seen us planning with the Couturiers or probably you have come across us in a plane flying to and fro around the Globe.

All that has been done up to now, has been kept in the background. As an exception and in sympathy with the Jubilee of the Zurich Silk Association, which we are proud to be a member of, we want to share in the pleasure of congratulating them on the occasion and at the same time tell you today what makes the heart of REISER & Co. beat.

*

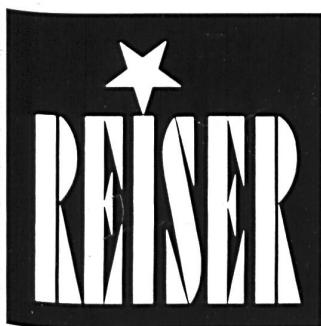
We Believe and have confidence in the continuous revolution of textiles caused by the making-up industry. There is a widespread dislike for mass-production and the urge for the individual style gives precedence over the sale by the yard and the couture. Simultaneously, the leading manufacturers are working to the aim of specializing, to satisfy their clients' wish for individualism. Right from the beginning it has been our policy to meet — in fact even to cultivate — this demand in creating Novelties. Real exclusive Novelties for the industrial purposes.

*

We Believe there is a necessity for a world-wide sales-organization in our Novelty Industry. Our fabrics are carefully distributed in about 30 different countries. Through this careful grouping of the orders we are able to manufacture in surprisingly large quantities. That is why we are in a position to bring out even the most exclusive designs at a lower cost.

*

We Believe in a relatively small, but competent and alive team. We do not aim to be a big organization which only too often is apt to lower the standard of its products. Our highly-paid staff helps to effect the big turnover. Full employment throughout the year obviously diminishes the over-heads.



MARTY & CO.

Zurich
Switzerland

Hand-printed
silk Organza.
Plain cotton
Madagascar



MARTY & CO.
Zurich
Switzerland

Cotton Grosgrain
Bamboo design



ROBELL-
MODELLER
Stockholm
Sweden

Cotton Grosgrain
Flamingo design



DOUGLAS COX
Melbourne
Australia

Cotton Satin
Medallion design

JOLO-COUTURE
Amsterdam,
Netherlands

Cotton Satin
Chiné design





*HANS FREDEKING
Berlin
Germany*

*Plain pure silk
Organza*



*MARGOT
Capetown
Union of
South Africa*

*Shaded pure silk
Organza*



*FRICO
Copenhagen
Denmark*

*Plain pure silk
Organza*



Here is the main reason: We want to keep our fingers on all the lifelines and thus give to each customer their personal attention.

*

We Believe in our ideas, only if they are backed by information which we have collected from every conceivable source. In bringing out our Summer-Print-Collection for 1955, we have gone through about 5000 designs, done by the most famous artists from Paris, Lyons, Milan, Como, and Zurich. To the rough-sketches we have chosen on these occasions, we also added a number of exquisit designs created in our own studio. The artistic work done in our



studio is of course not limited to the sketching but the possibilities of every design are discussed with an exclusive set of leading people in the fashion world.

After the large, inspiring Dress-Shows of the Paris Couture, the creation of the colour-combinations begins.

For the first time, we are bringing out in addition to our 1955 Summer-Collection — apart from the REISER-Couture-Range — a selection of smaller but very refined designs.

*

We Believe that our enthusiasm is so strong that all who come into contact with our fabrics are infected with it, as you will see when going through our short review of REISER-fabrics. REISER-fabrics were made-up into Models for the Summer-Collection 1954 by the foremost manufacturers all over the world and the Models arrived by air in Zurich within 6 days, to be photographed by Rolf Lutz for you. This is a record of co-operation. Our heartiest thanks and congratulations to all those who so readily helped us to achieve it.

Hugo Reiser



HOUSE OF
YOUTH
Sydney
Australia
Embroidered pure
silk Organza

SAKS FIFTH
AVENUE
Edith Lances
New York
USA

Cotton Grosgrain
Ramages design

REISER & CO. BAHNHOFSTRASSE 39 ZURICH CABLE ADDRESS: REISERCO