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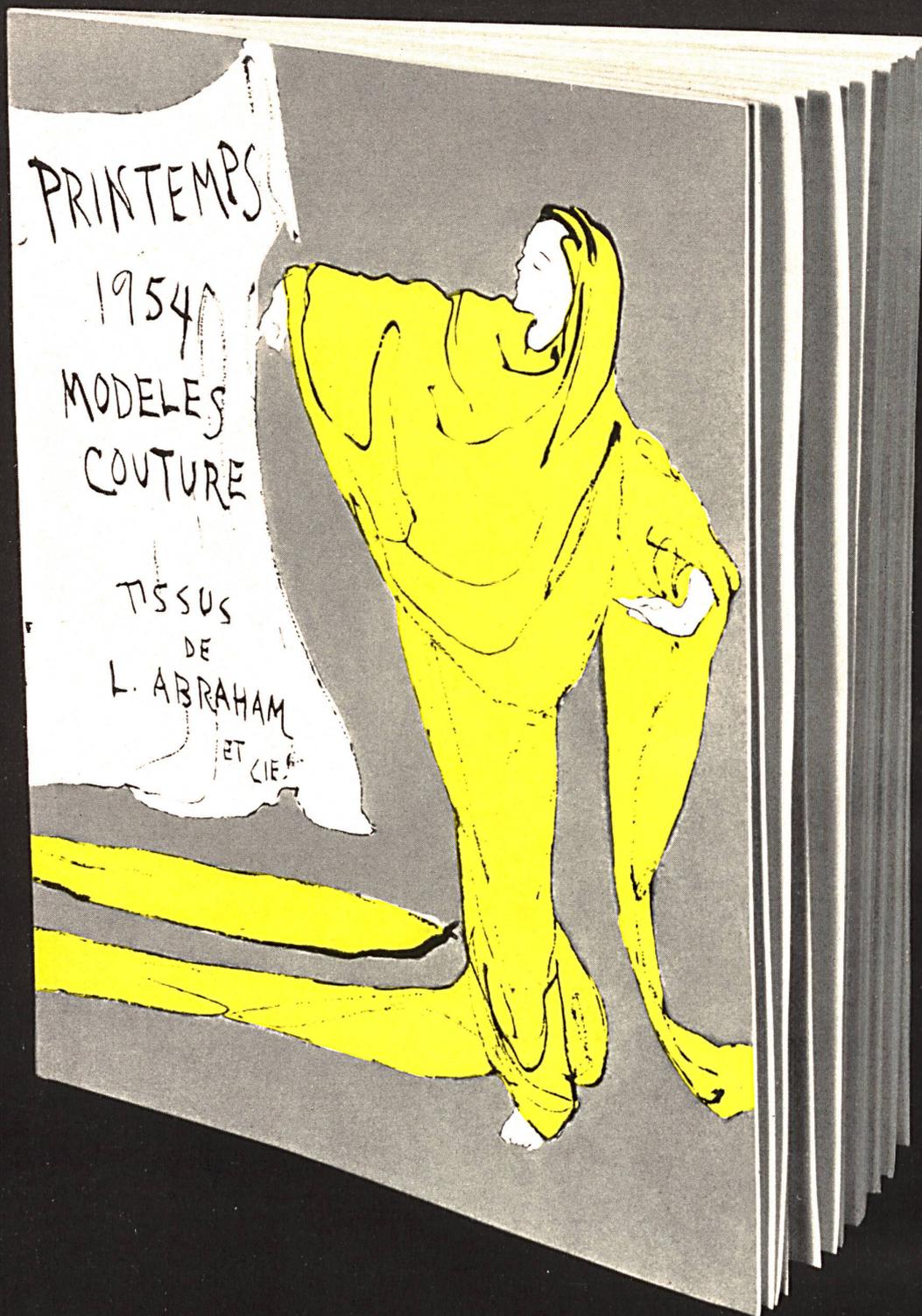
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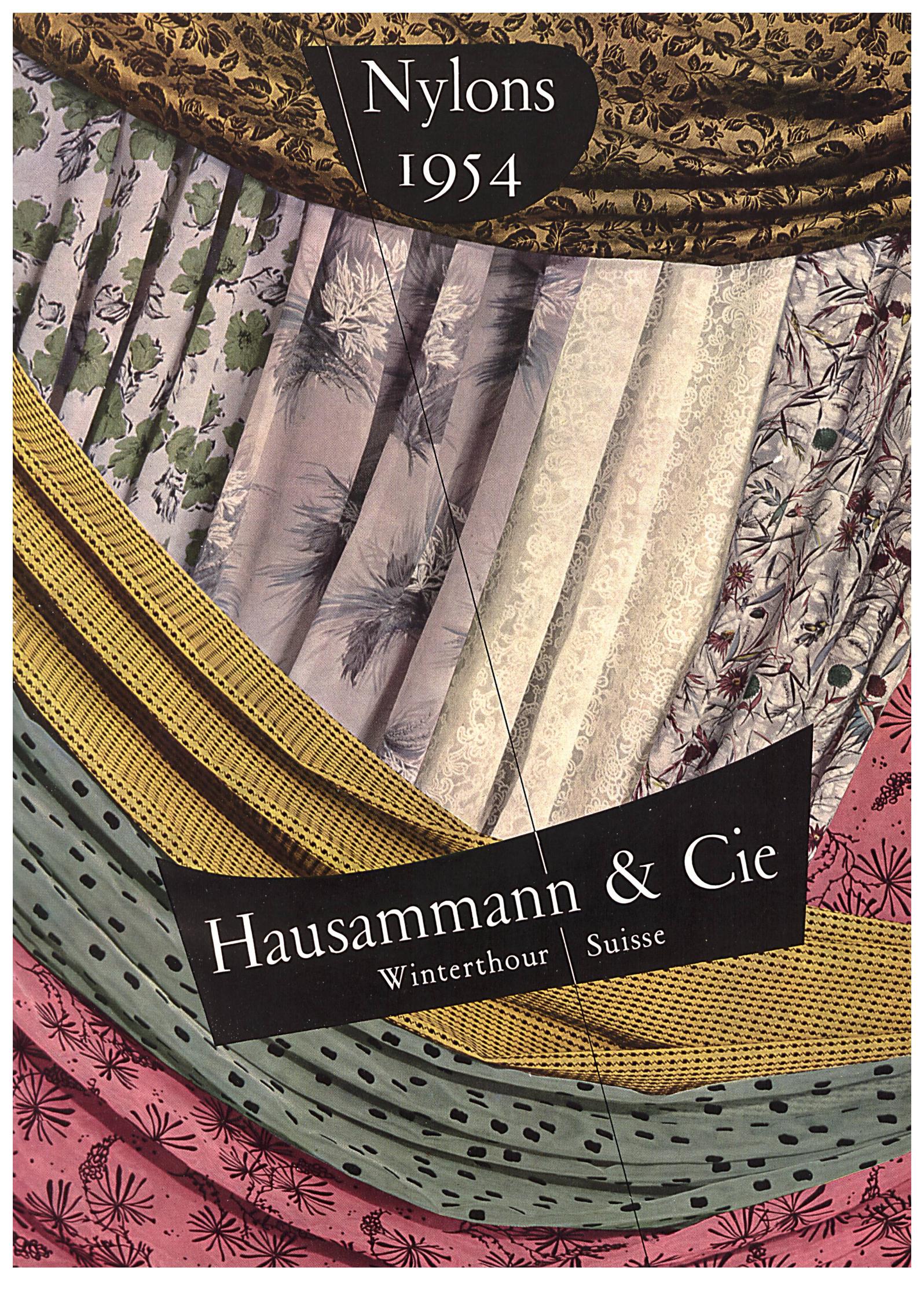
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Notre album contenant les photographies
des meilleurs modèles exécutés ce printemps
à Paris dans nos tissus
est à la disposition des intéressés

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

The image displays a variety of fabric textures and patterns. At the top, there is a dark green fabric with a dense floral pattern. Below it, several vertical strips of fabric are shown, including a light green floral pattern, a grey fabric with a palm tree print, a white fabric with a gold floral pattern, and a white fabric with a gold lace pattern. A wide, textured yellow fabric strip is visible on the left side. At the bottom, there is a green fabric with a dark green pattern and a pink fabric with a dark red floral pattern.

Nylons
1954

Hausammann & Cie
Winterthour | Suisse

STÜNZI

SILKS

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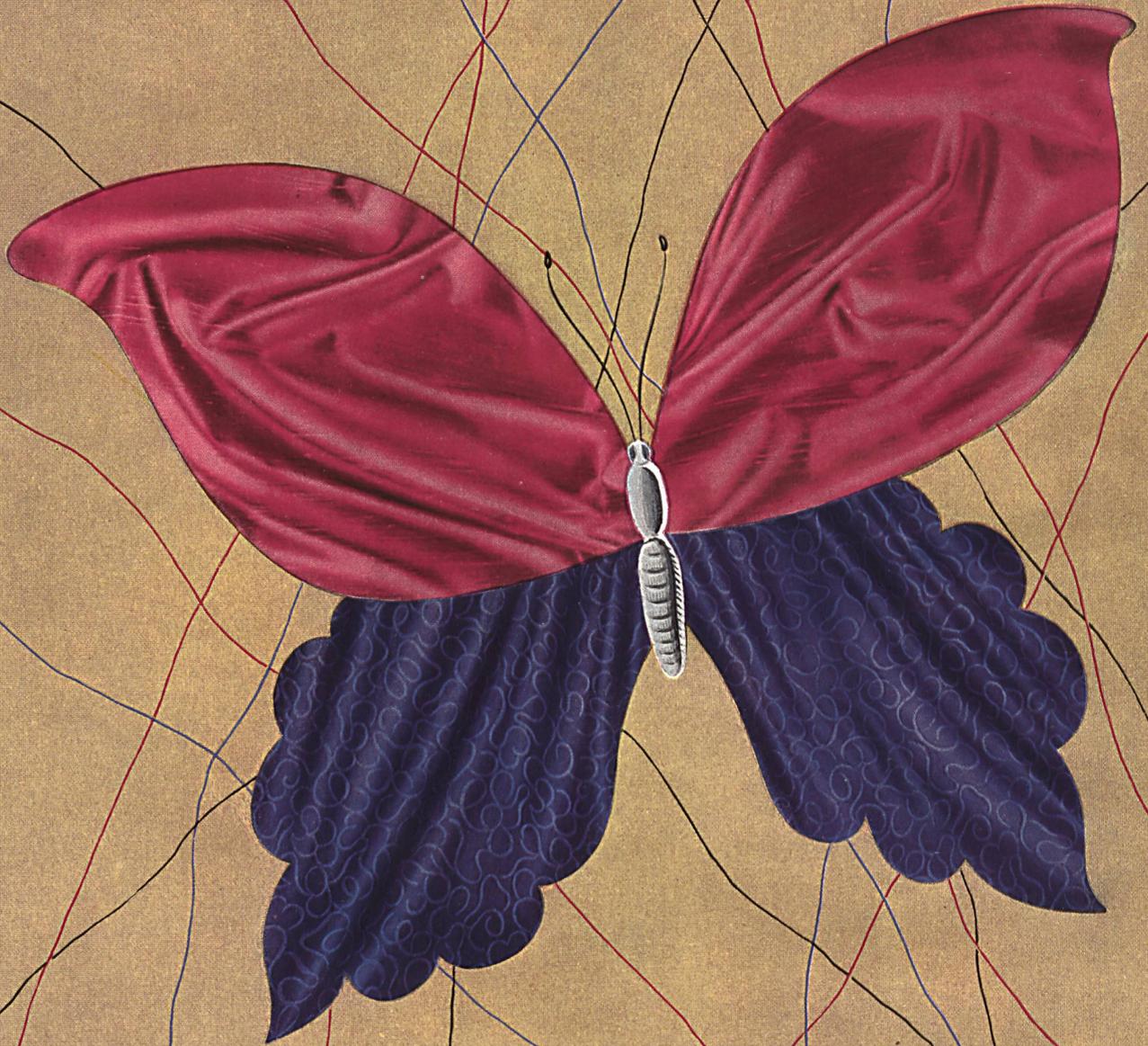
STÜNZI

SILKS



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

25 YEARS
HGC
NOUVEAUTES



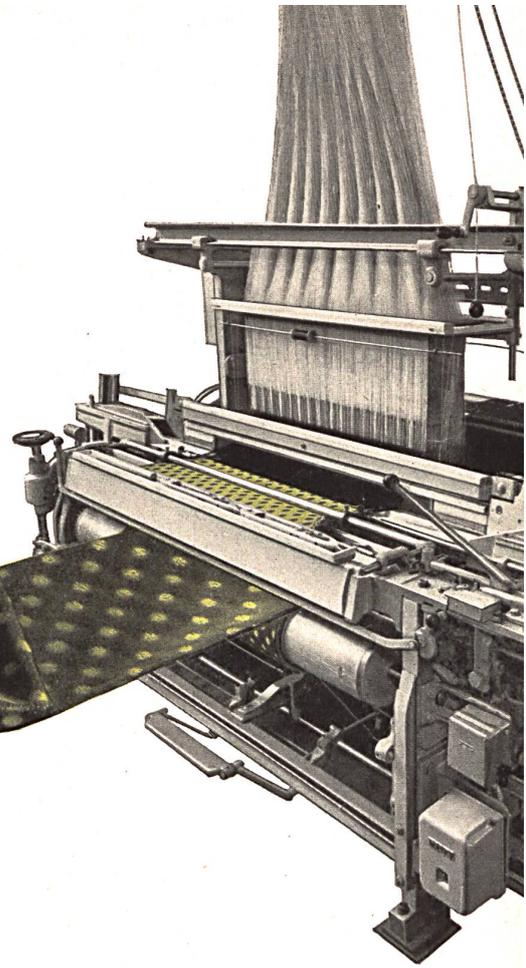
H. Gutz & Co. A.G.
ZURICH

SILK MANUFACTURERS

Robt. Schwarzenbach & Co.

Fabrique de Soieries - Silk manufacturers

THALWIL / Suisse



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1829

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*Nature creates miracles...
Heer creates novelties*



Heer & Co. S.A.
Silkmanufacturers

THALWIL
SWITZERLAND

1846
1946

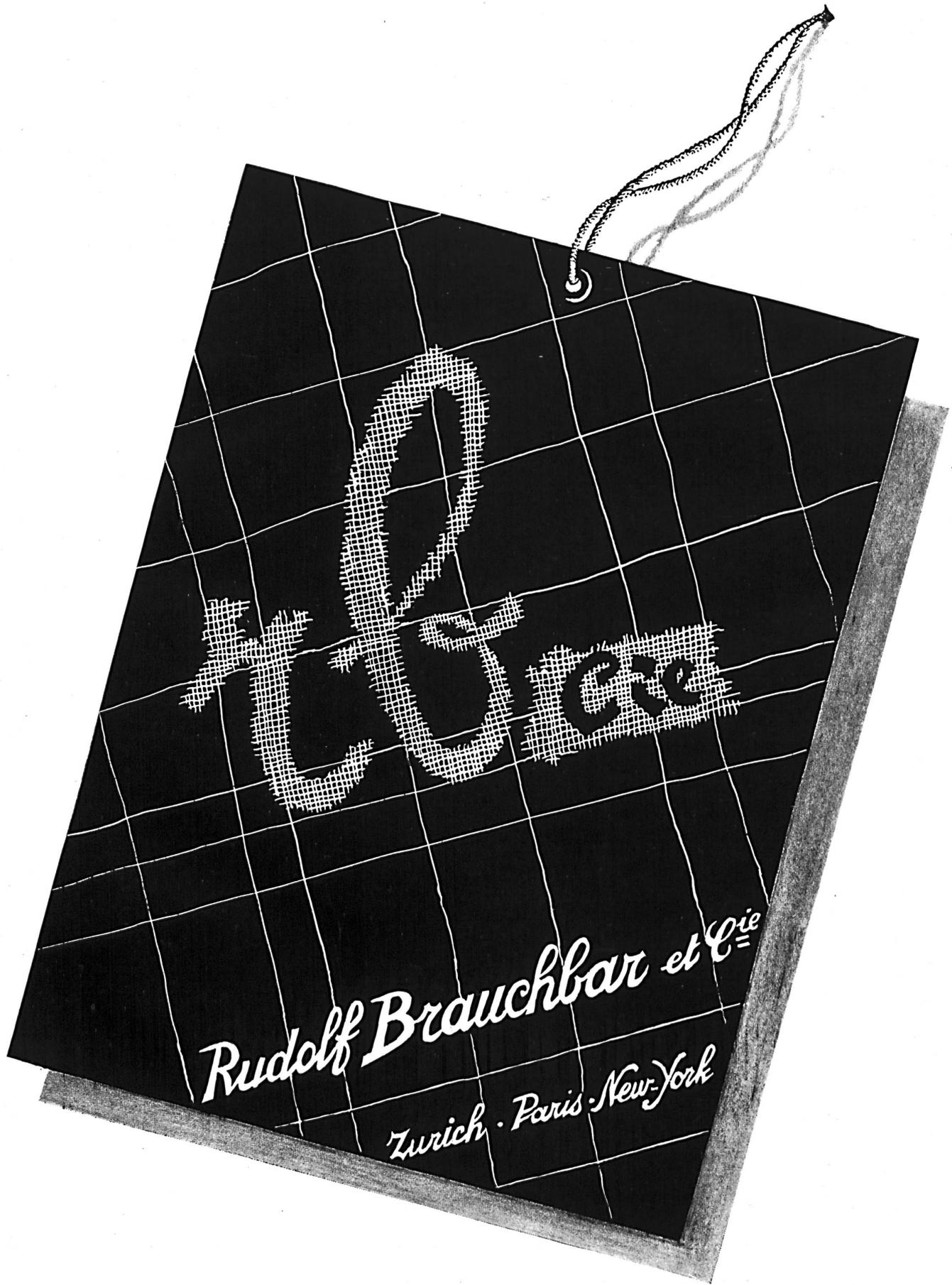
Naef frères
ZURICH



Tissages de soieries ci-devant
NAEF FRÈRES S.A.
ZURICH

TISSUS DE SOIE
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LAINE
FIBRANNE
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Soieries

Nouveautés

en Impressions

Fantaisies et Unis

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ZURICH

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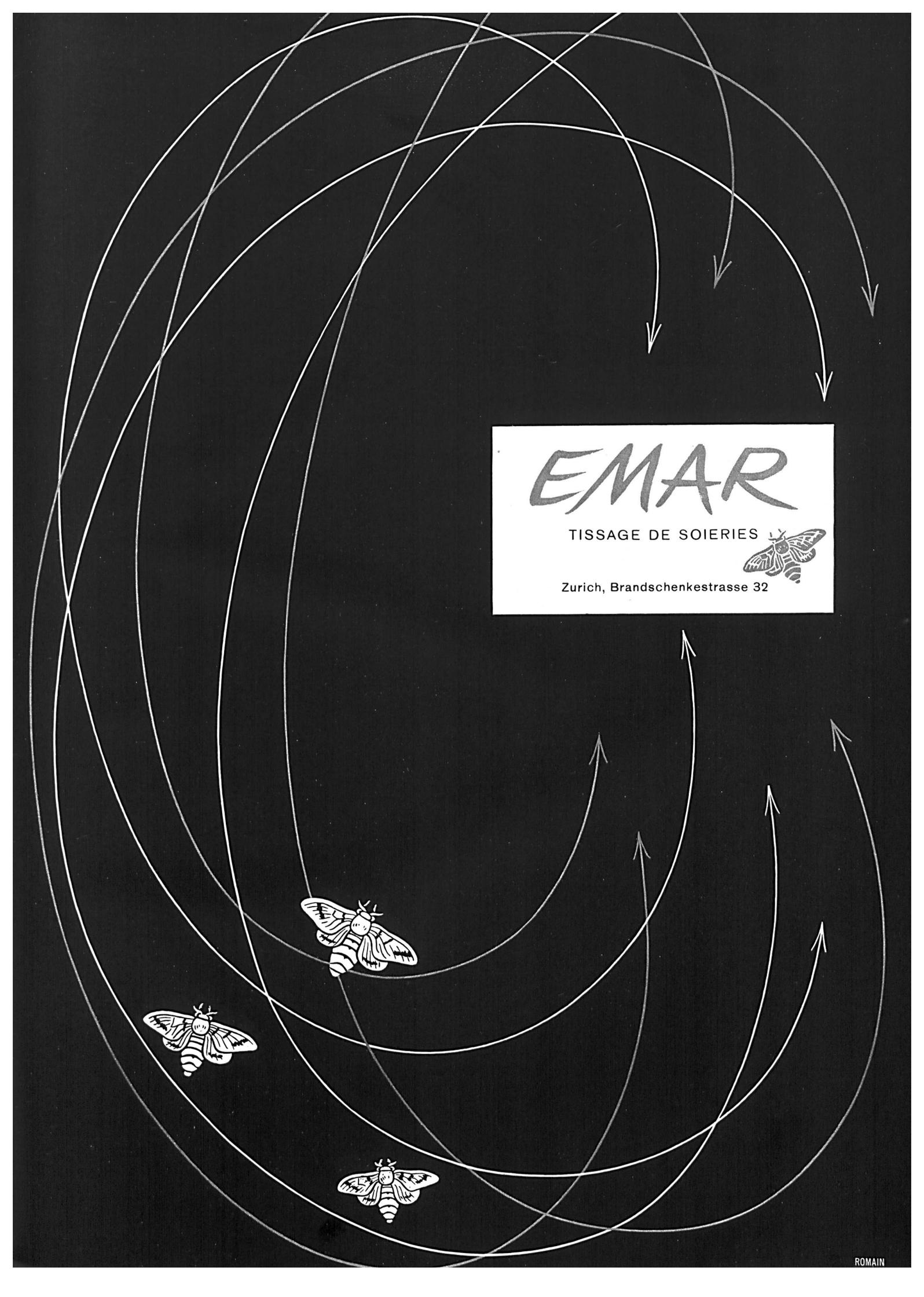
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Wolldruck

Neuartige Effekte auf Nylon und Perlon

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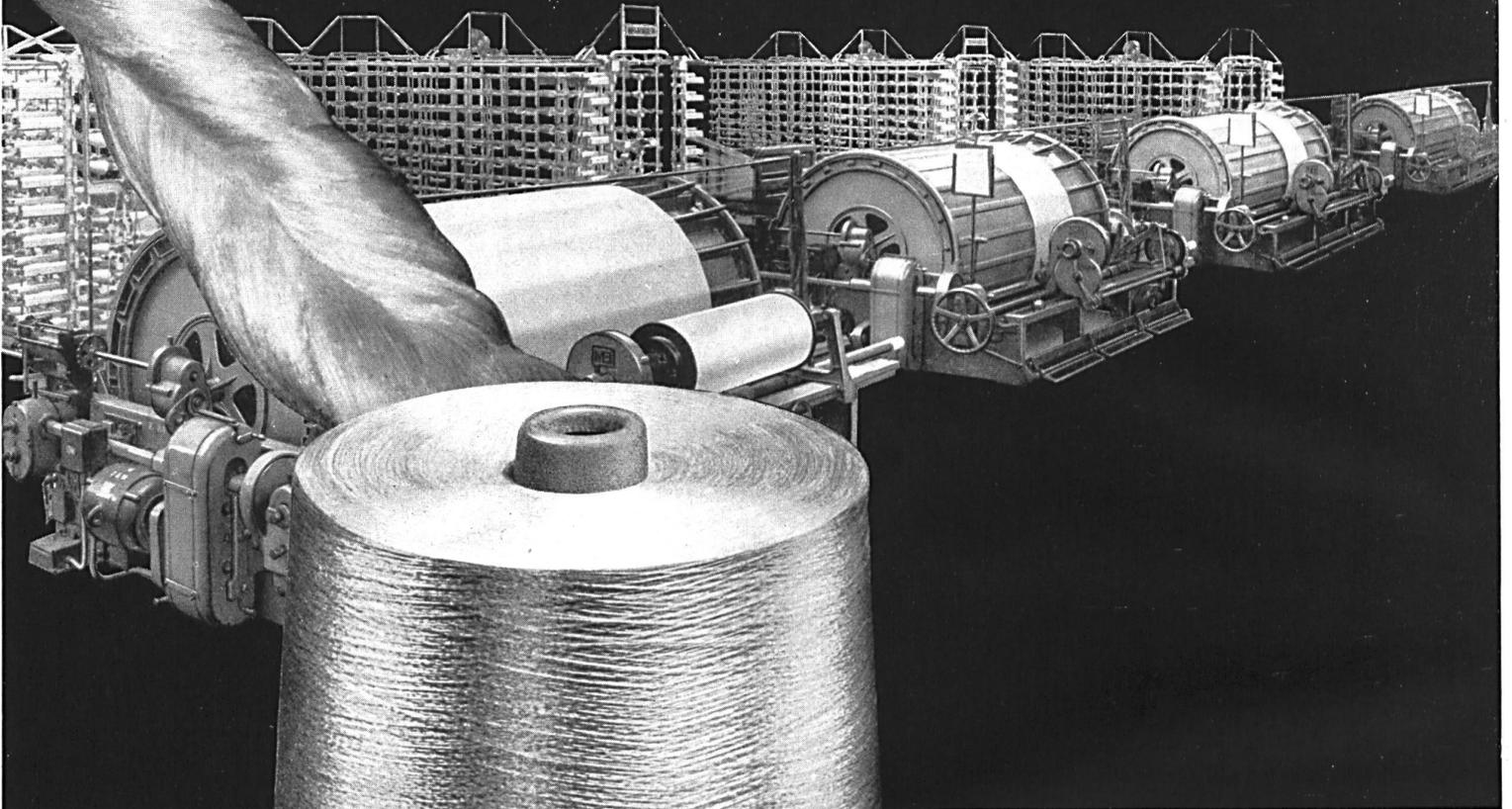
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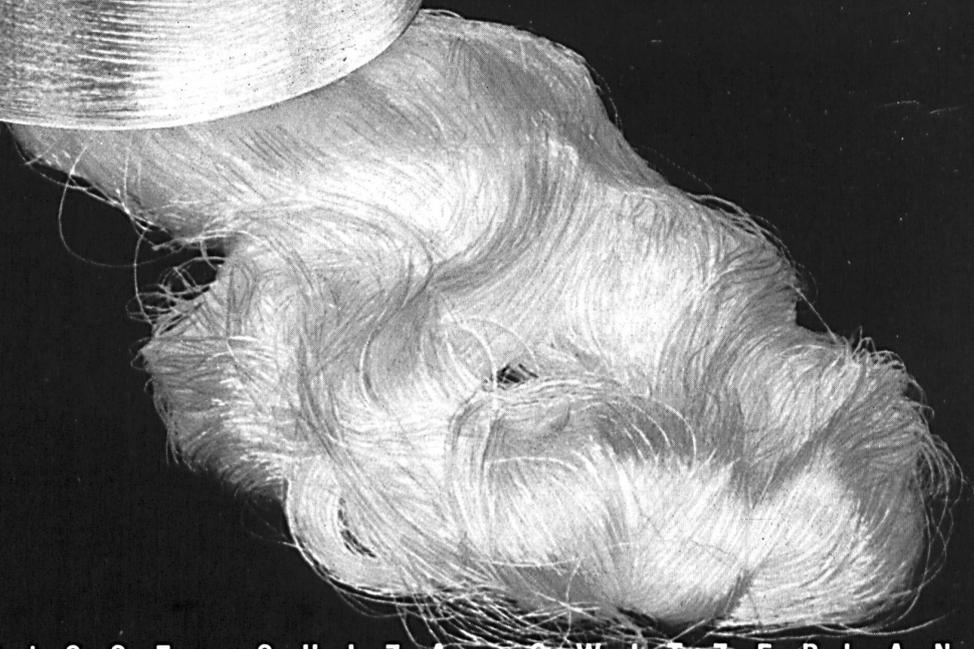


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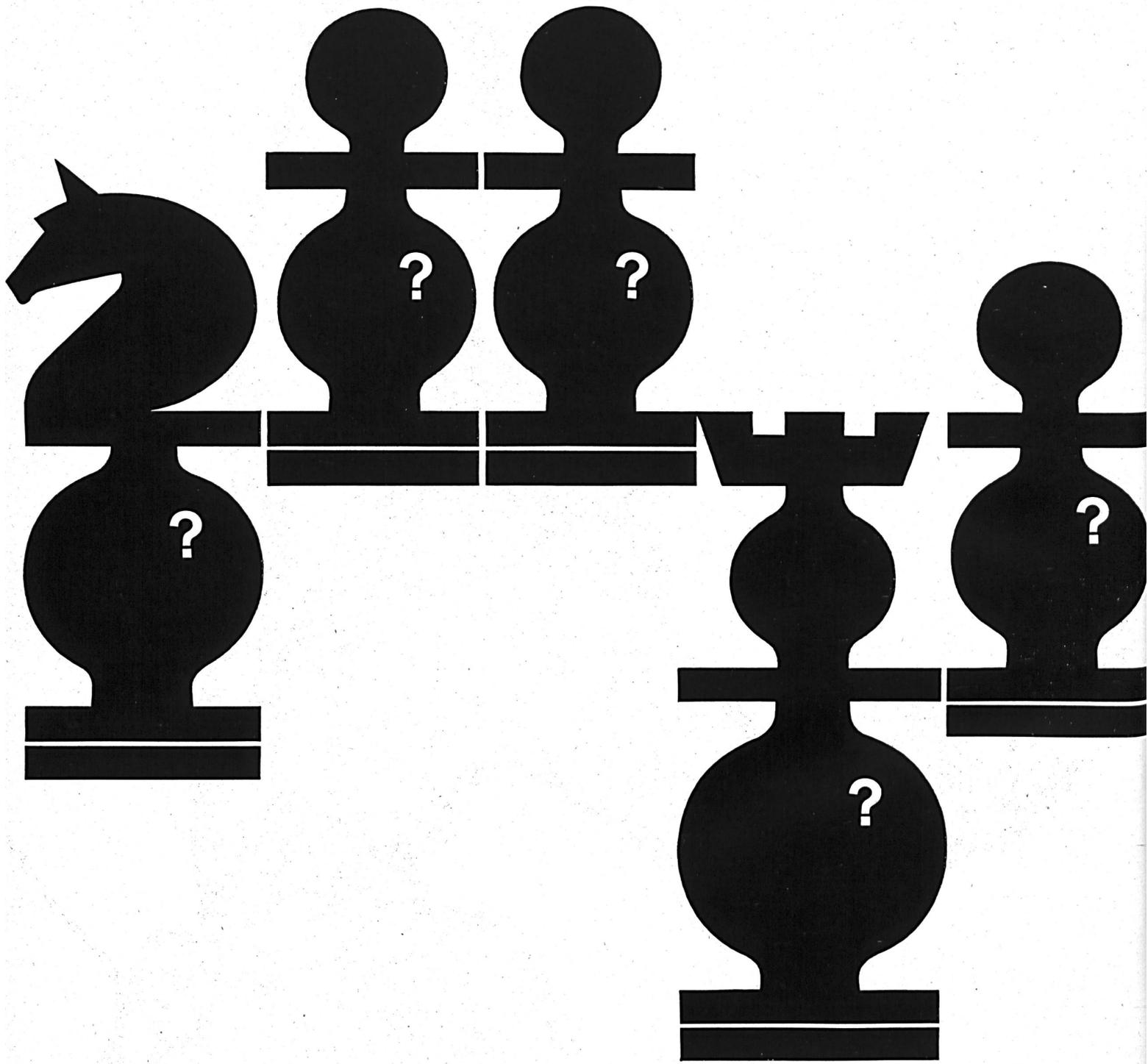
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J. R. Geigy S. A., Basle





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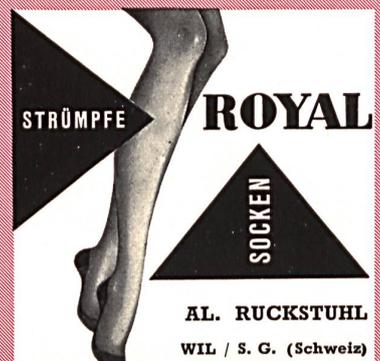
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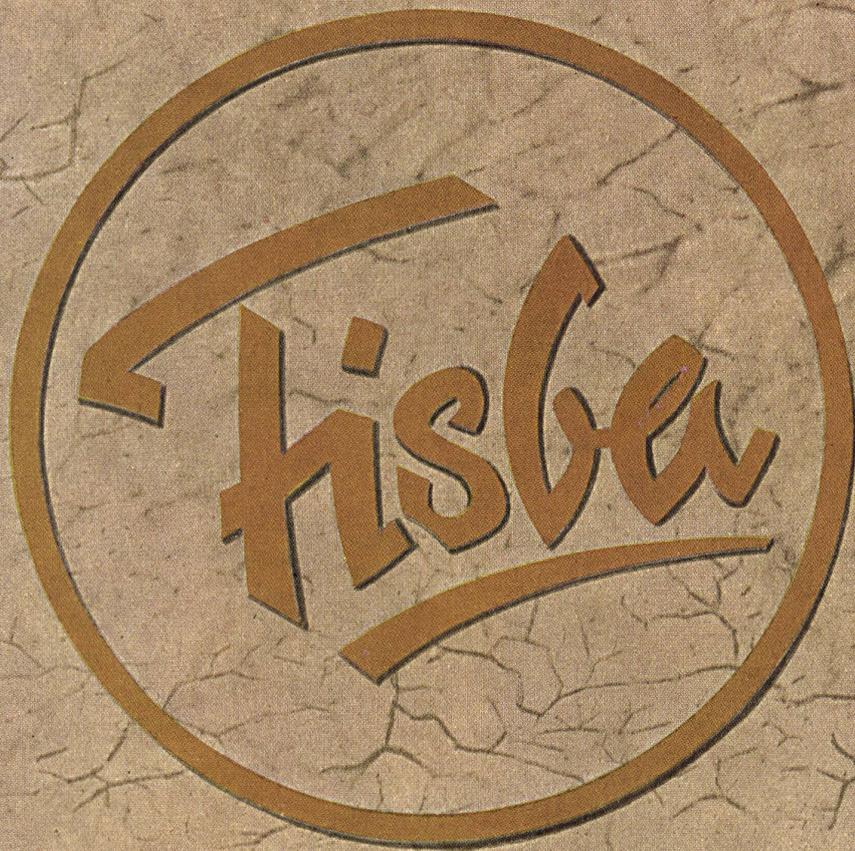
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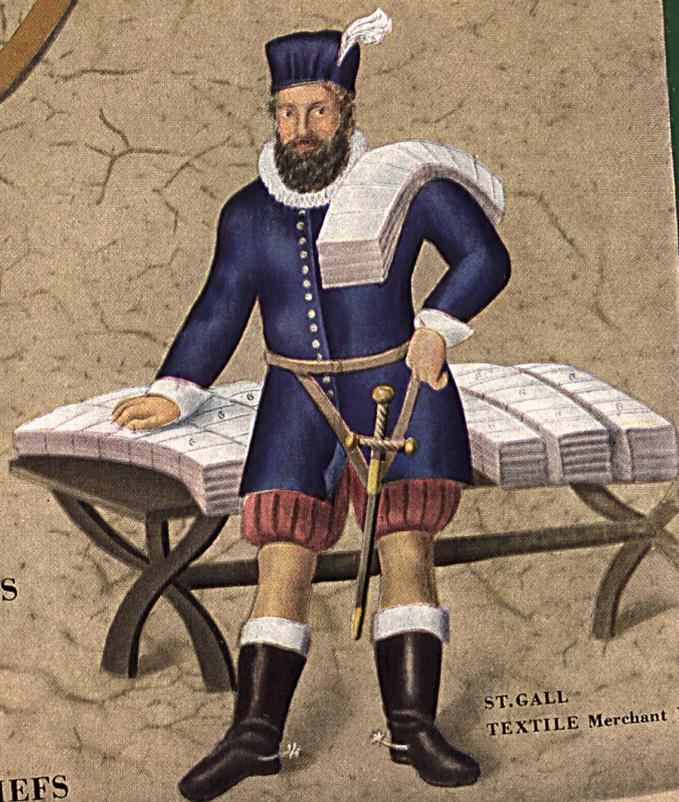
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SWISS BATISTES

SWISS FANCY WEAVES FOR BLOUSES
AND SHIRTS

EMBROIDERED PIECE GOODS

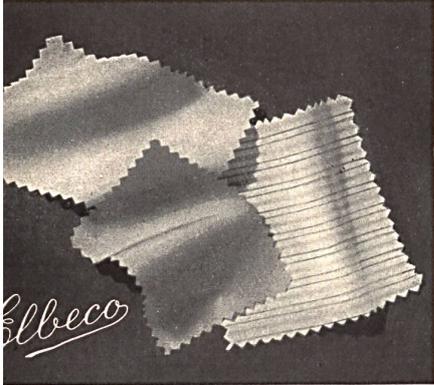
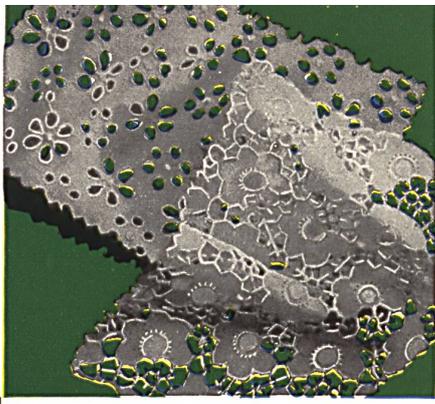
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TEXTILE Merchant 1615



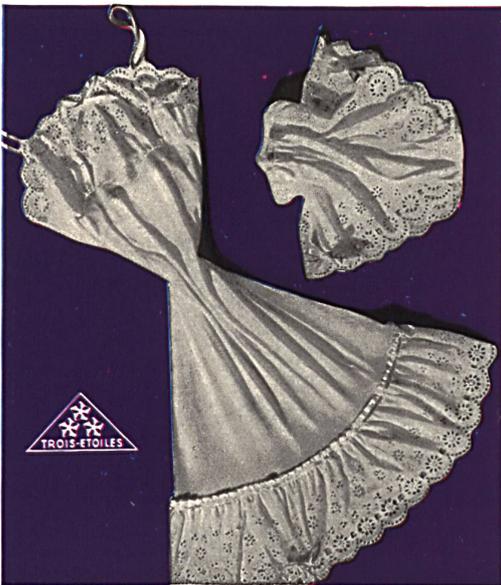
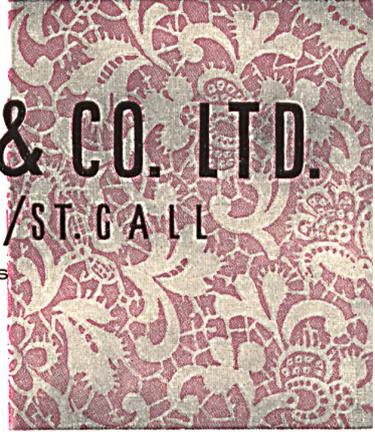
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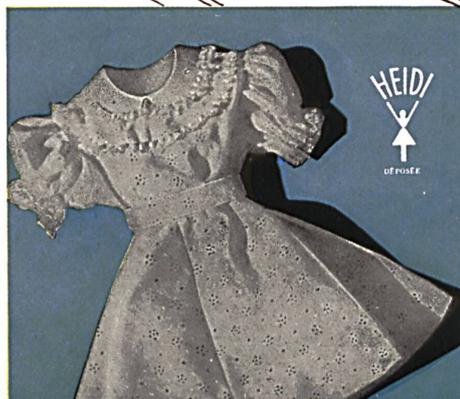
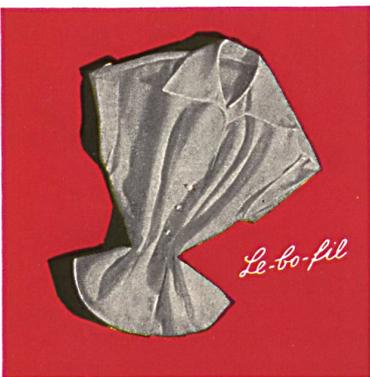
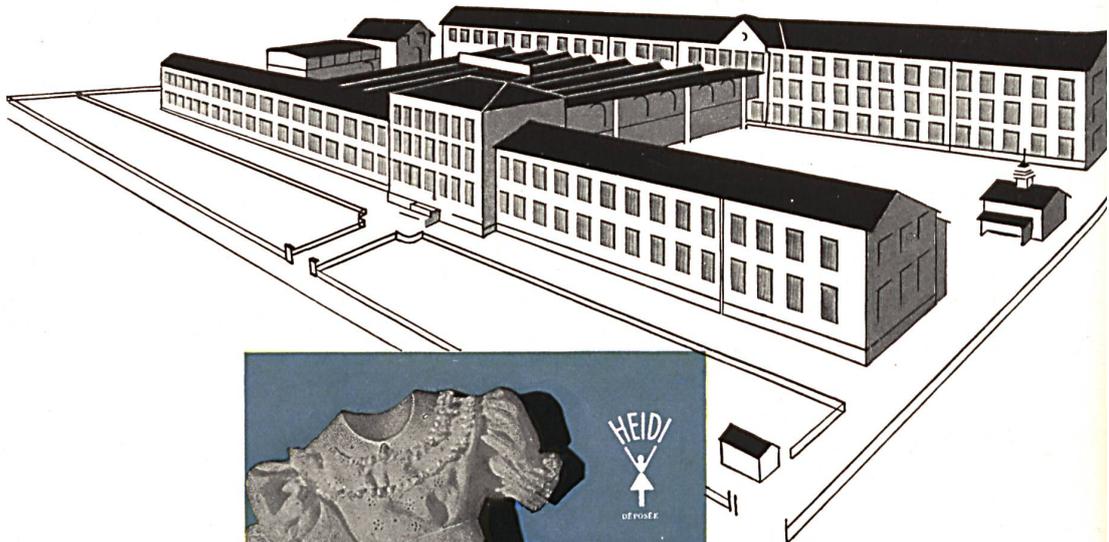
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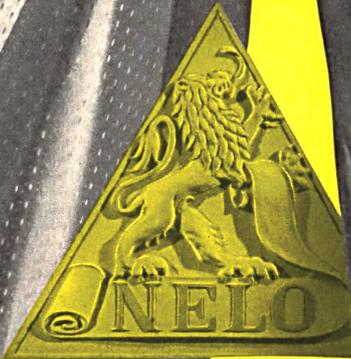
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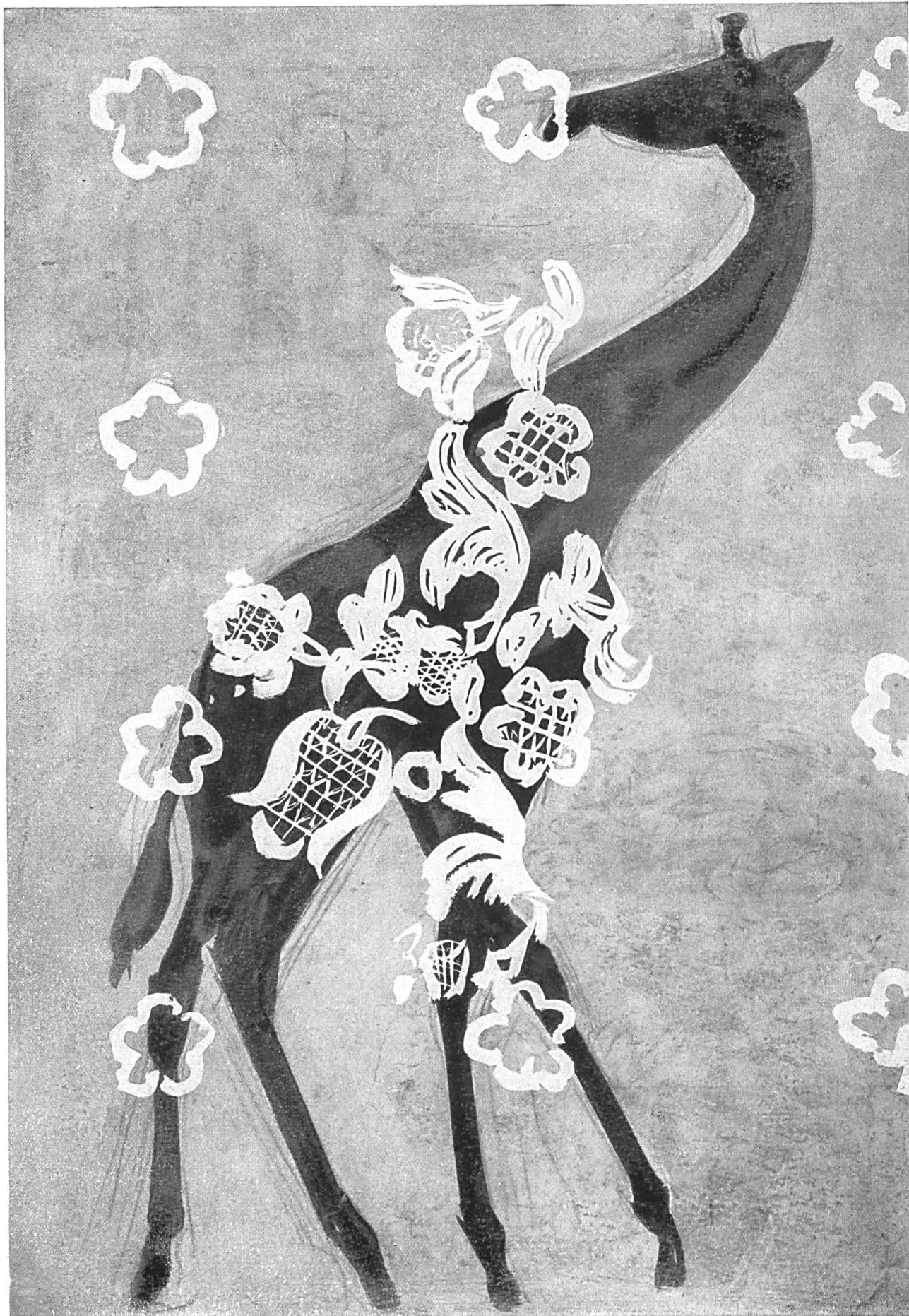


Soieries

Nouveautés

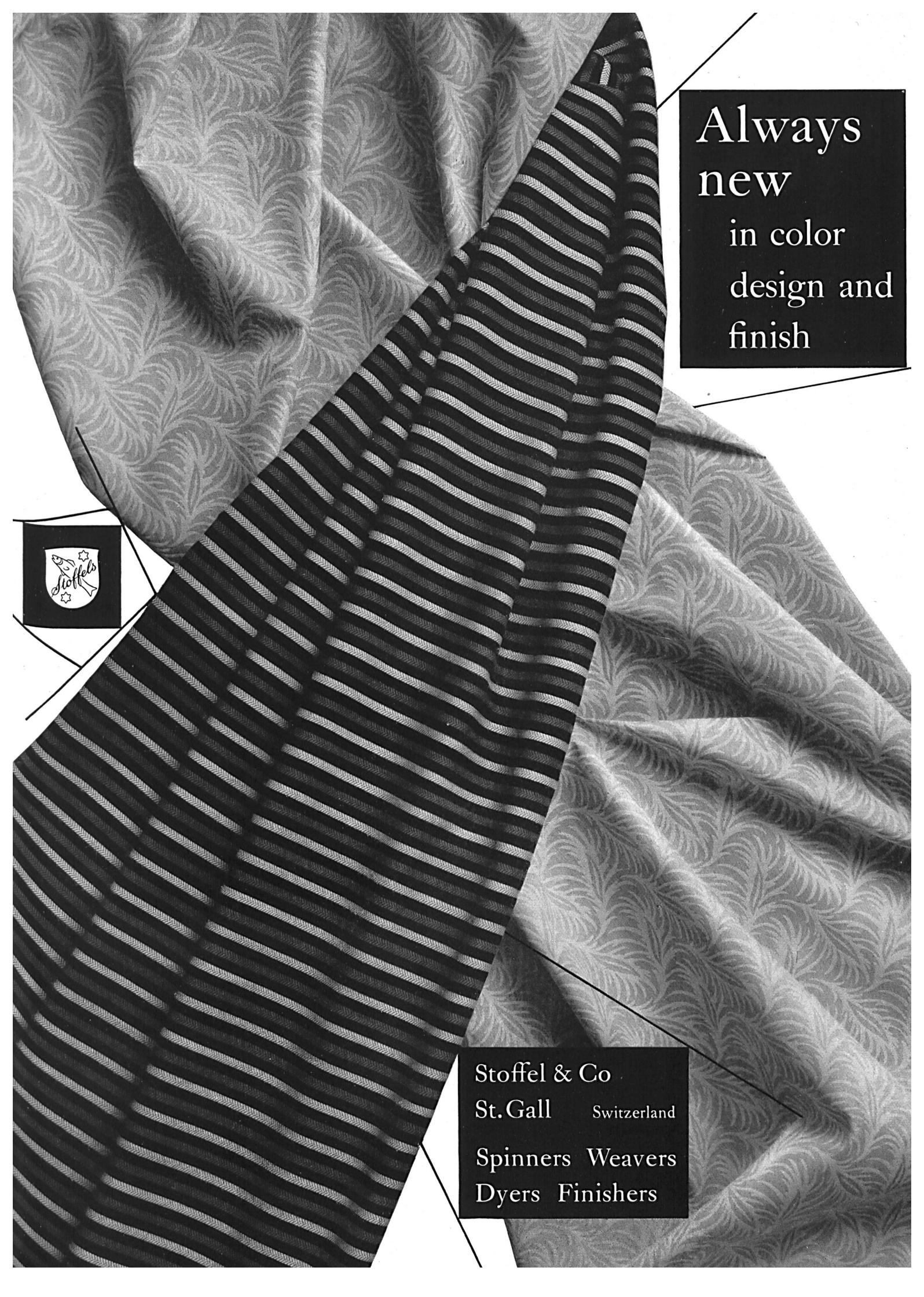
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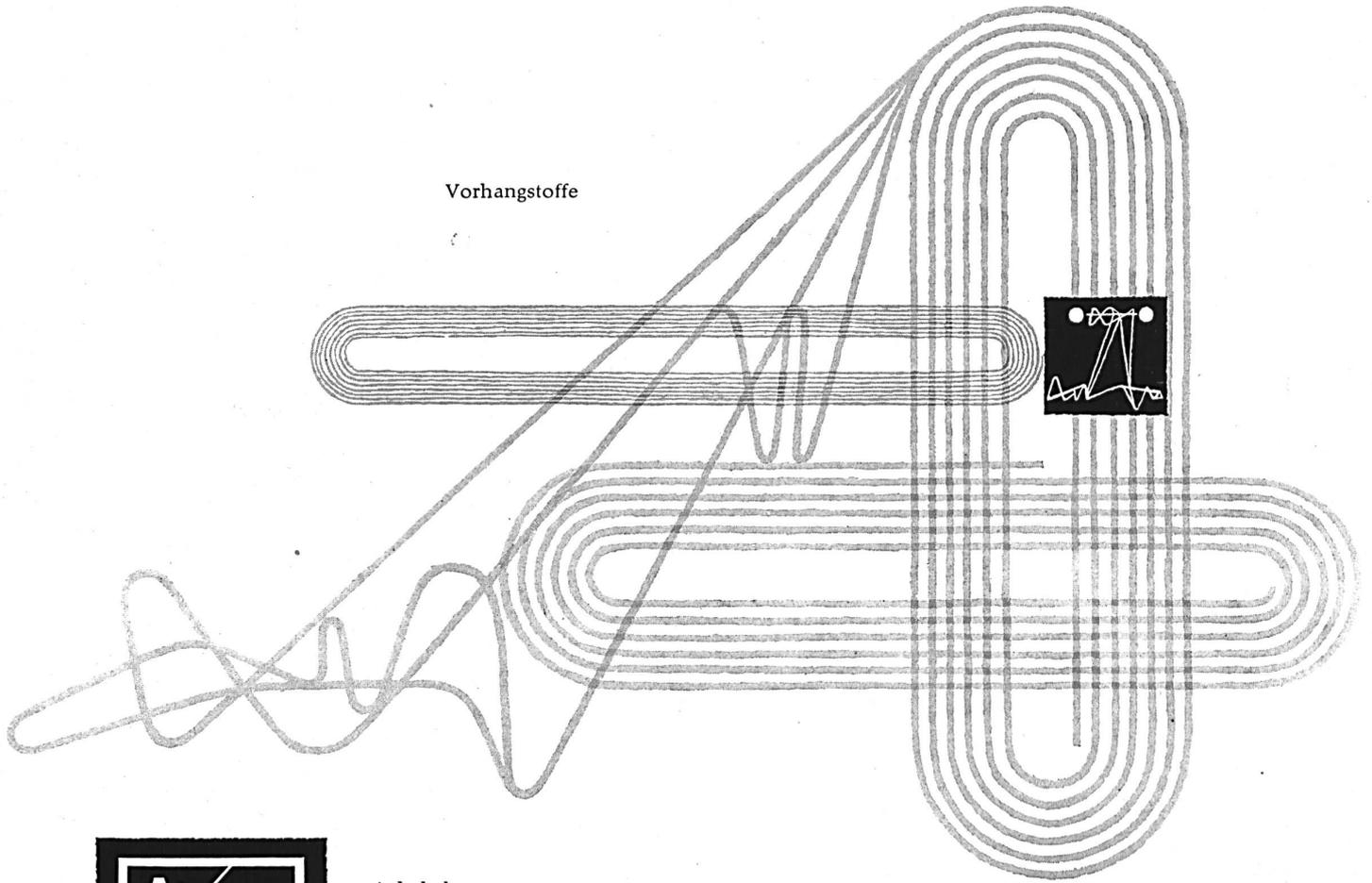


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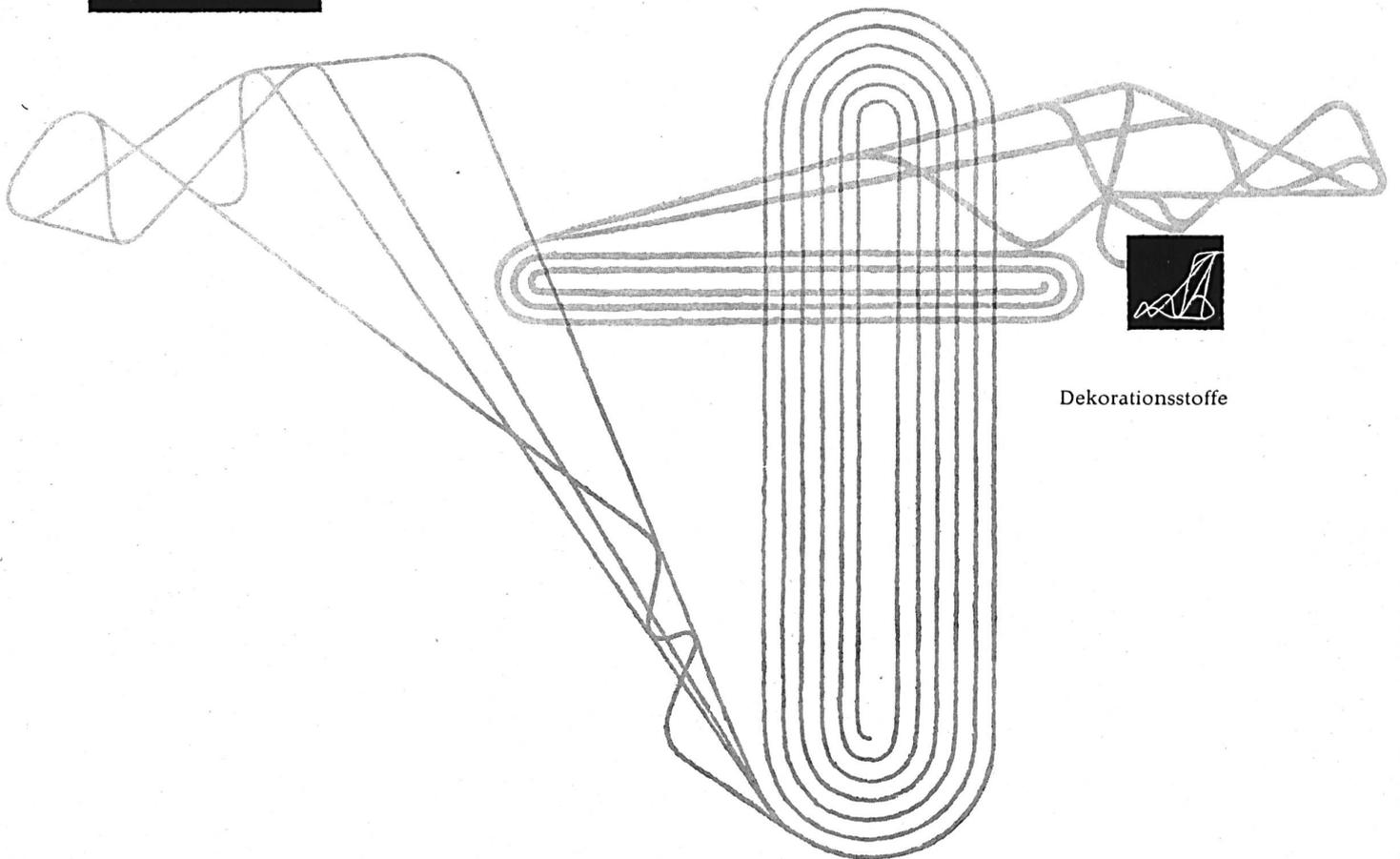
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"Rohner's embroideries were born in 1875 and are well reputed all over the world.."

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REBSTEIN

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*embroidered allover • galloons • edgings
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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.

*

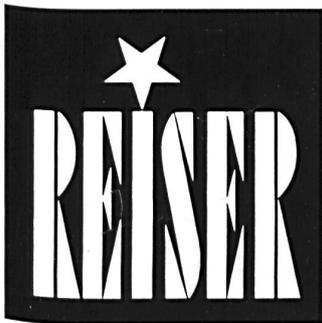
We Believe and have confidence in the continuous revolution of textiles caused by the making-up industry. There is a widespread dislike for mass-production and the urge for the individual style gives precedence over the sale by the yard and the couture. Simultaneously, the leading manufacturers are working 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.
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Switzerland

Hand-printed
silk Organza.
Plain cotton
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Cotton Grosgrain
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Organza*



MARGOT

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South Africa*

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Organza*



FRICO

*Copenhagen
Denmark*

*Plain pure silk
Organza*



Here is the main reason: We want to keep our fingers on all the life-wires 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 exquisite 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
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Australia

Embroidered pure
silk Organza

SAKS FIFTH
AVENUE
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Cotton Grosgrain
Ramage's design

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