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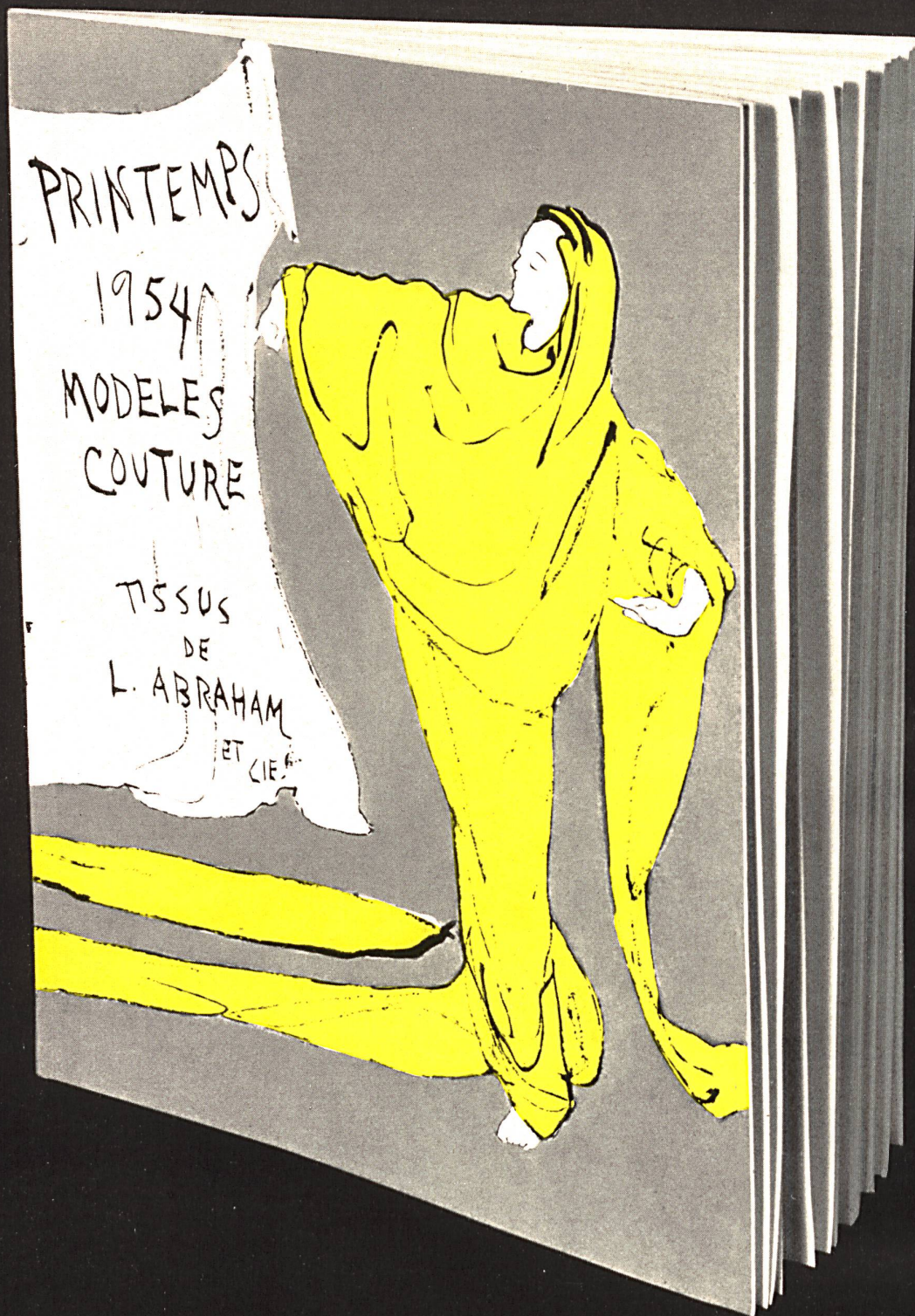
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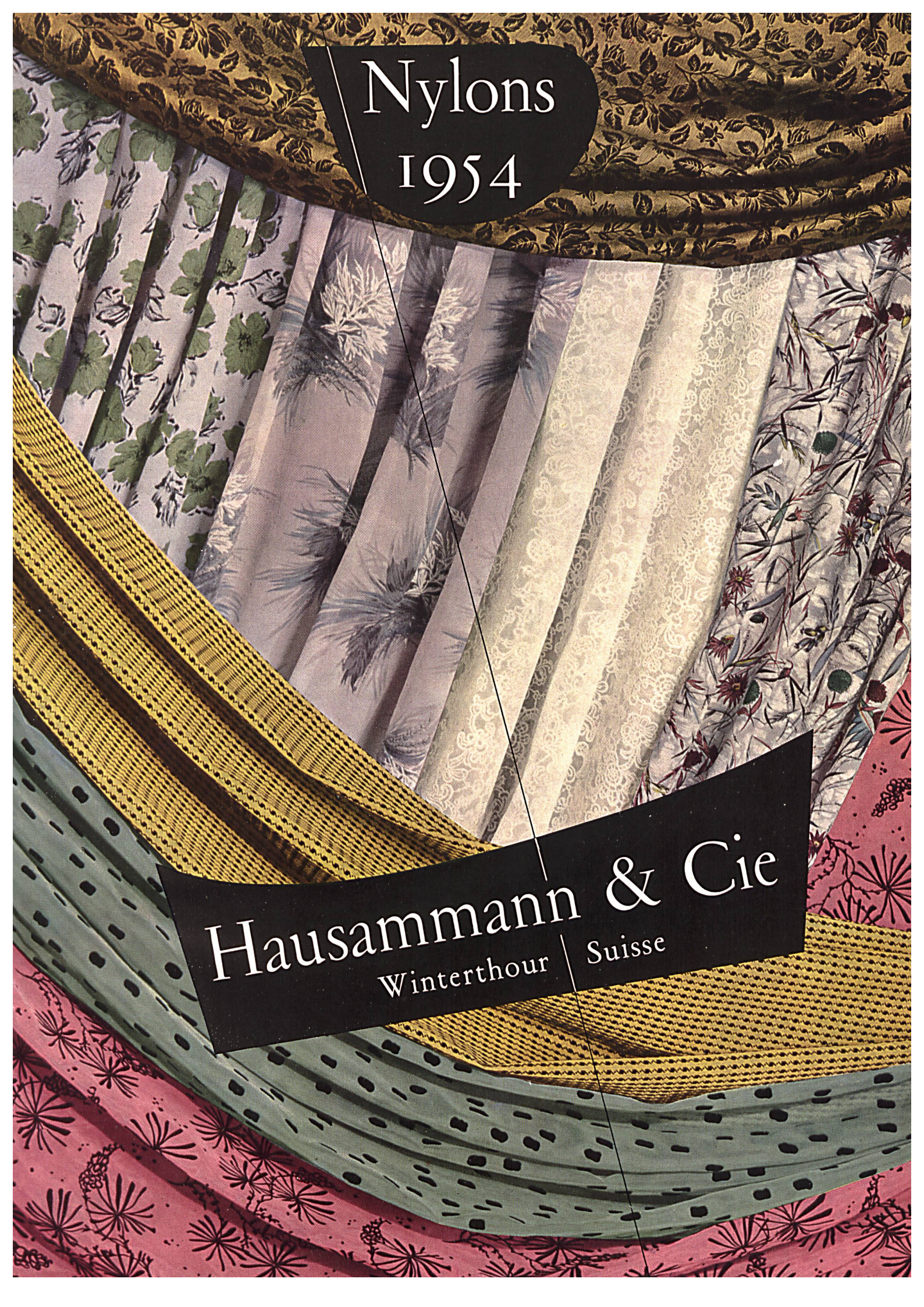
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Notre album contenant les photographies
des meilleurs modèles exécutés ce printemps
à Paris dans nos tissus
est à la disposition des intéressés

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



Nylons
1954

Hausammann & Cie
Winterthour | Suisse

STÜNZI
SILKS

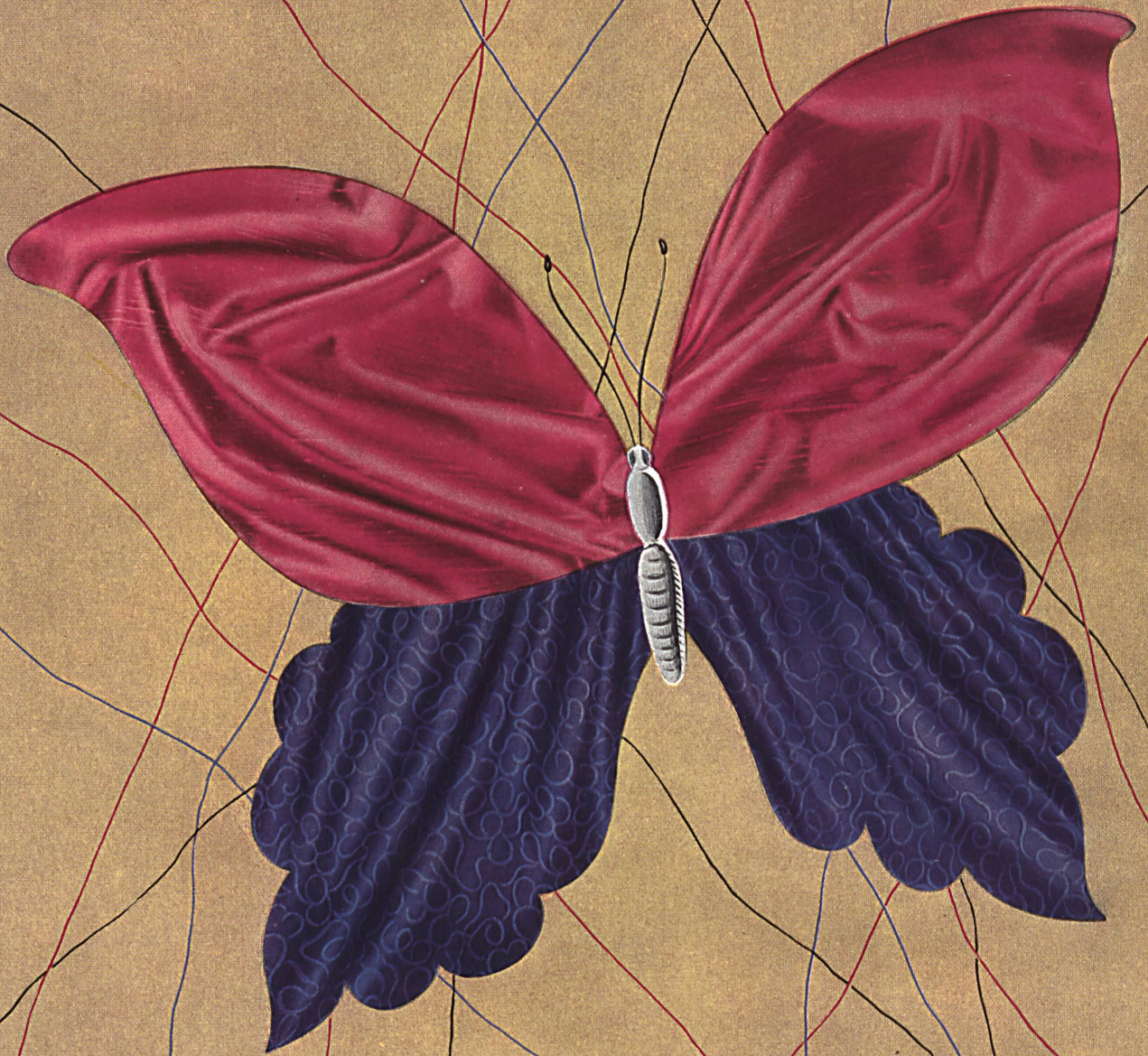
LONDON • PARIS • NEW YORK • ZURICH

STÜNZI

SILKS



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



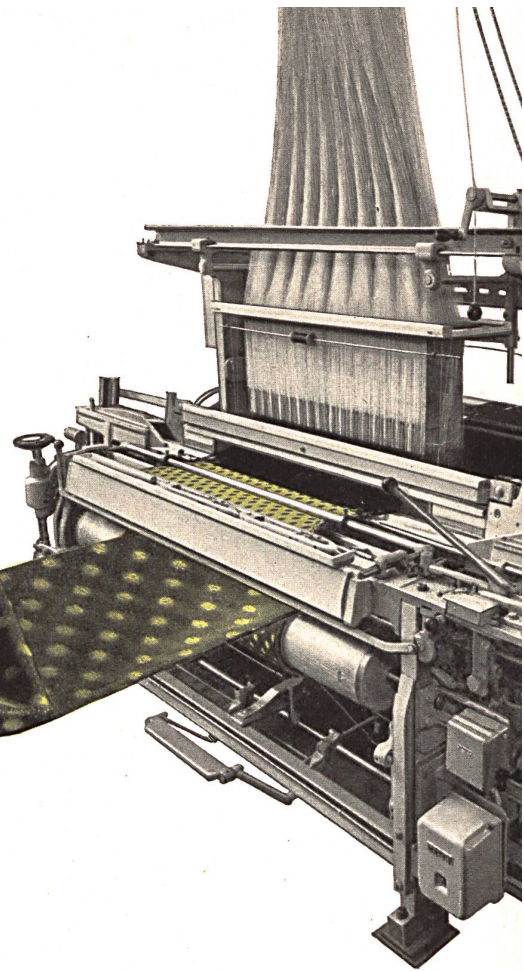
H. Gutz & Co. A.G.
ZURICH

SILK MANUFACTURERS

Robt. Schwarzenbach & Co.

Fabrique de Soieries - Silk manufacturers

THALWIL / Suisse



PARIS LYON NEW-YORK LONDON MILAN WEIL/Rhin

SCHWARZENBACH

1829

WATER



MAX KIRCHHEIMER SÖHNE & Co.

ZÜRICH

Brandschenkestrasse 4

NOUVEAUTÉS EN COTON

KIRCHEIMER LTD
308 Regent Street
LONDON W1

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

W. C. F.

*Tissage
de soieries*



Bosshard-Bühler & Co. A.G.
WETZIKON - ZÜRICH

Gegründet 1862

*Nature creates miracles...
Heer creates novelties*



Heer & Co. S.A.
Silkmanufacturers

THALWIL
SWITZERLAND

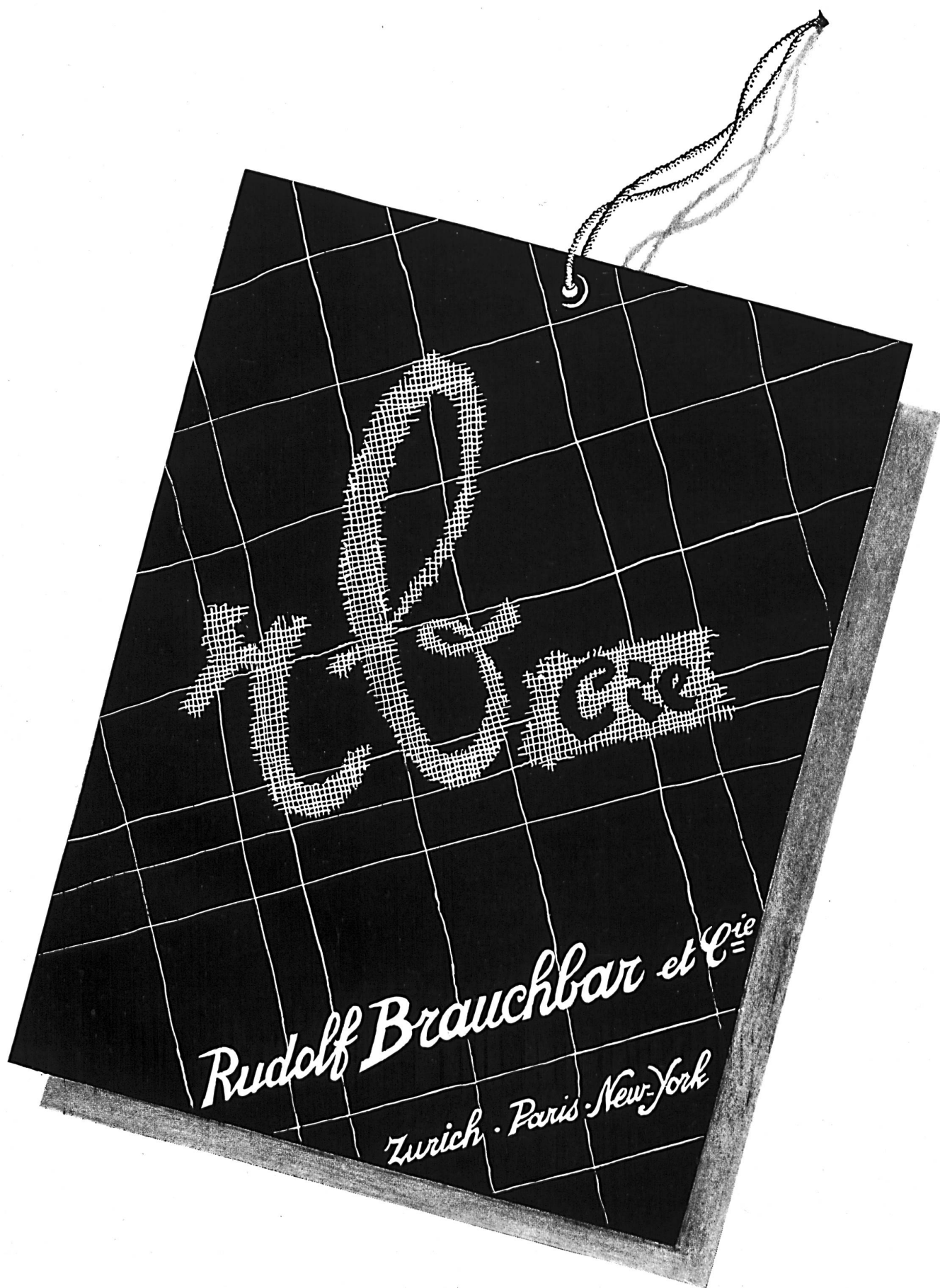
1846
1946

Naef frères
ZURICH

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

TISSUS DE SOIE
RAYONNE
LAINE
FIBRANNE
NYLON

UNIS
JACQUARDS
NOUVEAUTÉS
CRAVATES
IMPRIMÉS



Tissus Haute Nouveauté · Soies et Cotons · Unis et Fantaisies

Soieries

*Nouveautés
en Impressions
Fantaisies et Unis*



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

ZURICH

Maison fondée en 1856

B
L
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C
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BASLER STÜCKFÄRBEREI AG

Basel

Abteilung Stückfärberei

Färben und Appretieren von Geweben aus Fasern aller Art, rein und in Mischung.
Wollstück-Veredlung von Herren- und Damenstoffen.

Spezial-Ausrüstungen (Knitterfrei, Everglaze, Lanafix, Honchin).

Création modisch hochstehender Artikel und Druckvor- und -nachbehandlung in
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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

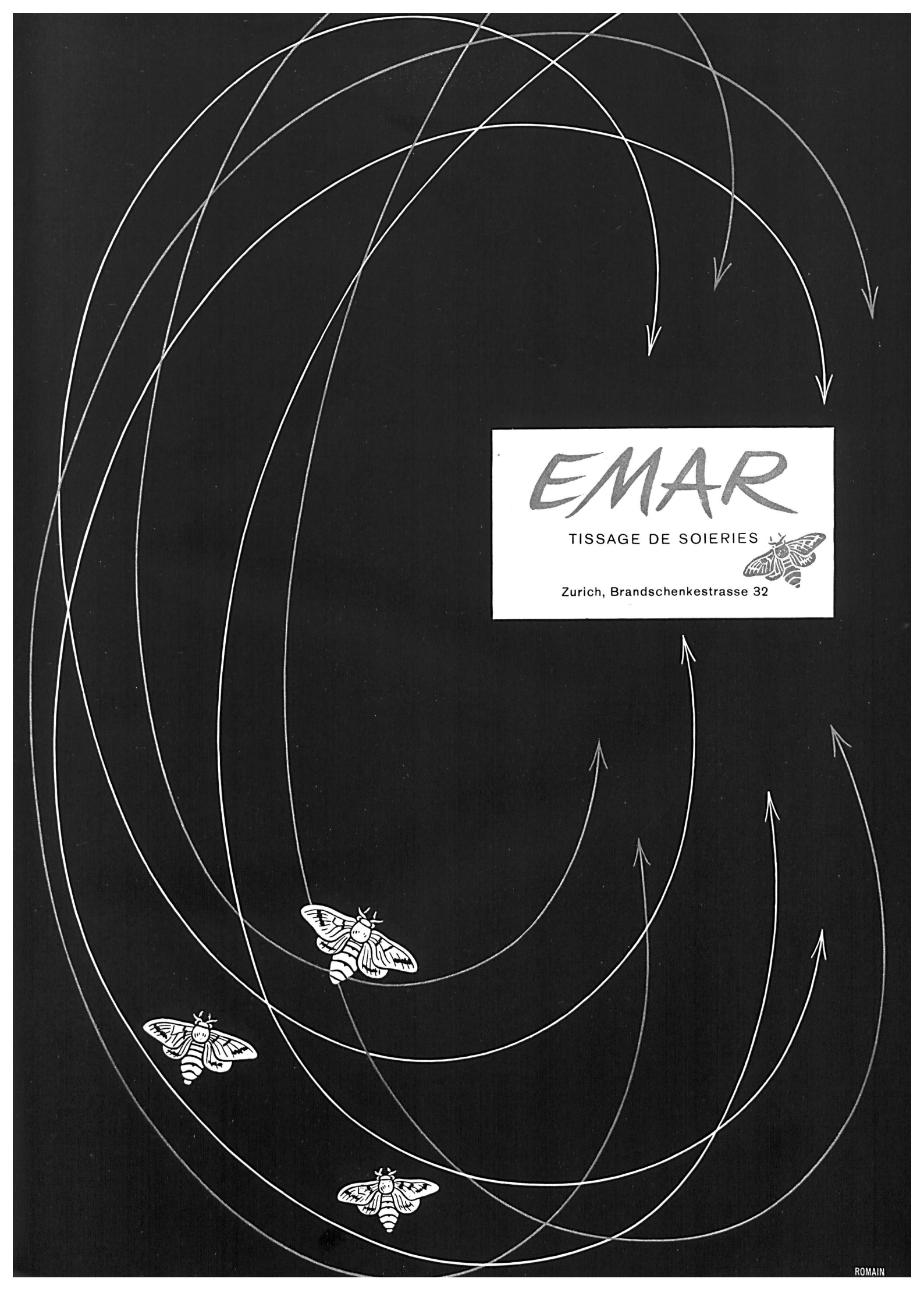
Modischer Baumwolldruck

Wolldruck

Neuartige Effekte auf Nylon und Perlon

Chinédruck

Création von hochmodischen Dessins und Artikeln in Zusammenarbeit mit der
Basler Stückfärberei AG, Basel.



EMAR

TISSAGE DE SOIERIES



Zurich, Brandschenkestrasse 32

EDWIN NAEF S.A. ZÜRICH

Silk Manufacturers

Novelties for Ladies' Dresses in silk, rayon, nylon, cotton.

Tie silks.

Factories in Hedingen (Switzerland), Säckingen (Germany),
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Schneidinger Brothers
Zurich

Wysada

SILK MANUFACTURERS FABRICATION DE SOIERIES

*Exclusive printed Novelties,
plain and Fashion Fabrics in Silk,
Nylon, Rayon and Staple Fibre*

*Nouveautés en tissus imprimés
et tissus unis et façonnés en soie
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 A.G. S.A. R O R S C H A C H



Produzent kunstseidener Garne
für Weberei, Wirkerei und
Strumpffabrikation

Spezialität: Crepegarne

S C H W E I Z · S U I S S E · S U I Z A · S W I T Z E R L A N D



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.

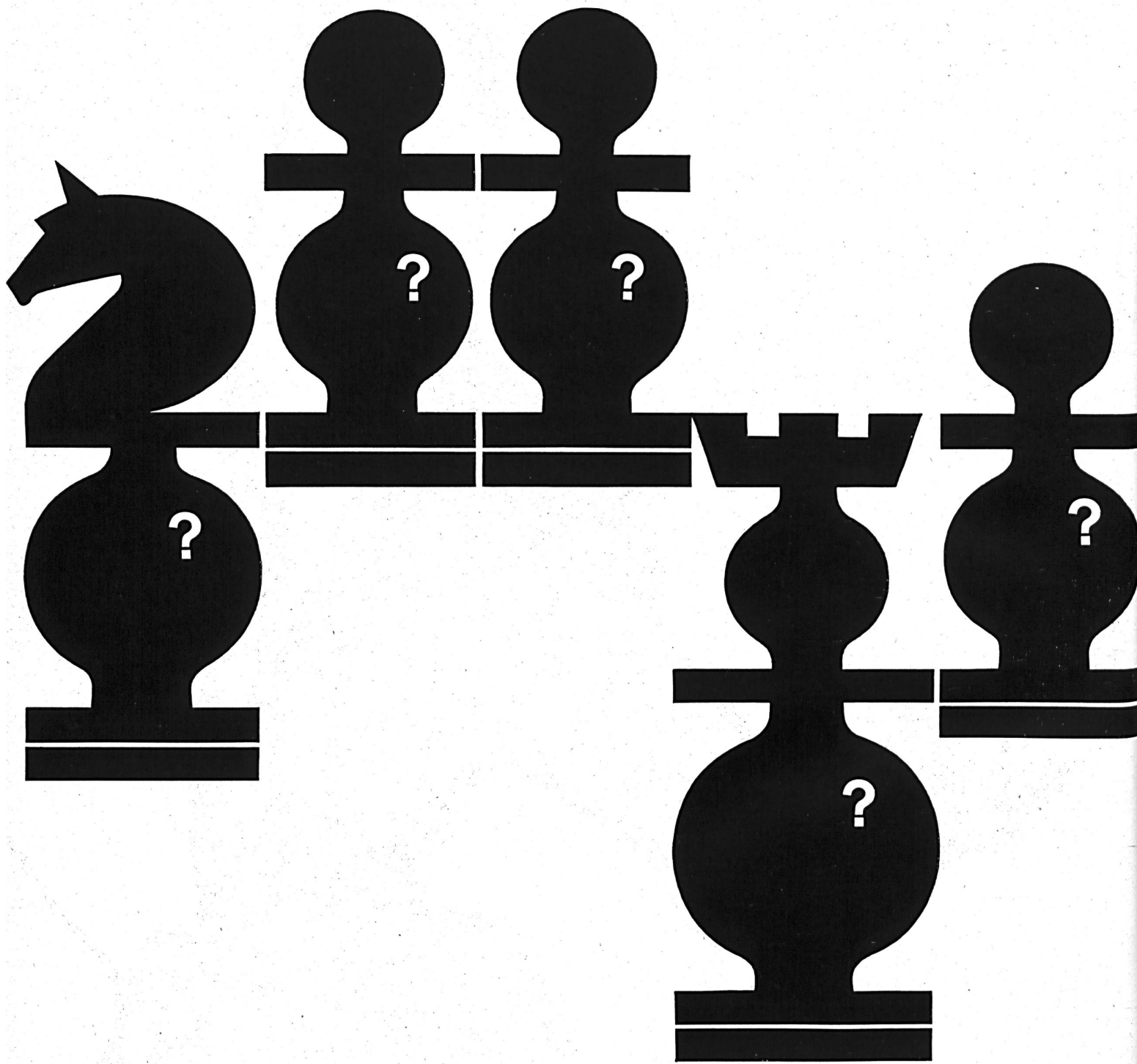
Light fastness is exceptionally good.

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:
increased production at minimum risk.



J.R. Geigy S.A., Basle

Stehli silks



SIBER & WEHRLI S.A.

Z U R I C H

FABRICATION DE SOIERIES

SPÉCIALITÉ NYLON

ZURCHER

**A GREAT NAME AND SYMBOL
IN SWISS TEXTILES**

NOVELTIES
CURTAIN
DECORATING
AND
FURNISHING
FABRICS
DRESS AND
LINGERIE
FABRICS
OVERALL
MATERIALS
SHIRTINGS

IN COTTON
ARTIFICIAL SILK
SPUN FIBRE
NYLON

**HAUSAMMANN
WINTERTHUR**



FINE
SWISS
ORGANDIES
DOTTED
SWISS
EMBROIDERIES
LININGS
RAINCOATINGS
FABRICS
FOR TECHNICAL
PURPOSES

HAUSAMMANN
& CO
WINTERTHUR

SWITZERLAND



SWISS NET COMPANY Ltd.

MUNCHWILEN (THURGOVIE) SWITZERLAND

SOCIÉTÉ SUISSE DE L'INDUSTRIE TULLIÈRE S.A.

Forster Willi & Co.
St. Gall

Broderies Dentelles



Emil Anderegg Ltd.
Weinfelden



Known for their qualities in cotton
and rayon piece goods

SPECIAL DEPARTMENT : Manuf. of first
class raincoats for ladies and gentlemen



**Eugster
& Huber,
St-Gall**

Tissus de coton unis, imprimés, brodés,
pour robes, blouses, lingerie, rideaux, etc.
Popelines pour chemises et imperméables

METTLER

& Co. LTD.

ST. GALL



Novelties in plain and
printed piece goods

Two centuries of qua-
lity and tradition

Marques suisses — Marques de qualité

MARQUSETTE DEKO



KIRCHBERG-BERN



The « Key » trade-mark for
Hausammann fabrics stands
for quality



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

Specialising in:

all kinds of embroidered curtains
Nets, Marquises, Voiles
Embroidered Organdies and Muslins

Swiss Trade Marks — Marks of Quality

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Trüb & Cie S.A.

Filature et Retorderie

Uster (Suisse)



Honegger & Co. A.-G., St. Gallen
(Schweiz)

Fabrikation von Baumwoll-, Zellwoll-
und Kunstseidengeweben, glatt, bunt-
gewoben, bedruckt und bestickt.
Taschentücher.



MARQUSETTES, ORGANDIS
VOILES, IMPERMÉABLES

**ABEGG FRÈRES
HORGEN**

exportent les tissus finis
dans leur propre
établissement
fondé en 1815

Marcas Suizas — Marcas selectas

ASPOR

S. A., PORRENTUUY (BE)
Fabrique de Bonneterie



Sous-vêtements - Chaussettes
fantaisie - Pullovers jersey

Underwear
Fancy Socks - Jersey Pullovers

Opaline
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A. NAEGELI S. A.
Fabriques de Bonneterie
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Knitted outerwear
and underclothing
Knitted fabrics

Robes jersey
Sous-vêtements
jersey
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Amriswil

Schweizer-Marken — Qualitäts-Marken



High quality Swiss-cotton-thread
Fil suisse de première qualité

E. Mettler-Muller S. A., Ltd
Switzerland

My lady

All kinds of ladies
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Lingerie élégante pour dames

My lady A.G. S.A.

Rheineck
St. Gall.



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WIL / S. G. (Schweiz)

CHRISTIAN FISCHBACHER CO.

ST. GALL
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FINE SWISS COTTONS

SWISS ORGANDIES

SWISS VOILES

SWISS BATISTES

SWISS FANCY WEAVES FOR BLOUSES
AND SHIRTS

EMBROIDERED PIECE GOODS

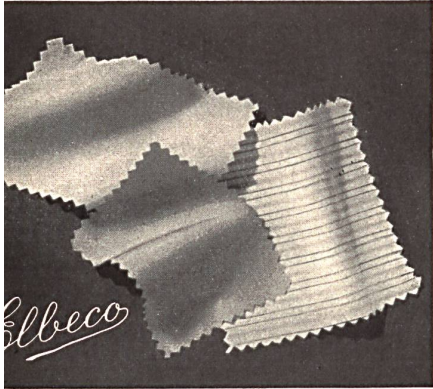
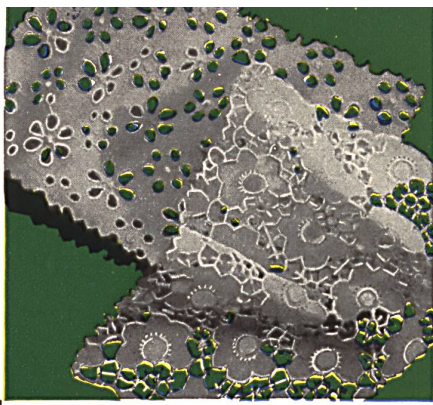
WOVEN AND PRINTED HANDKERCHIEFS



ST. GALL
TEXTILE Merchant 1615



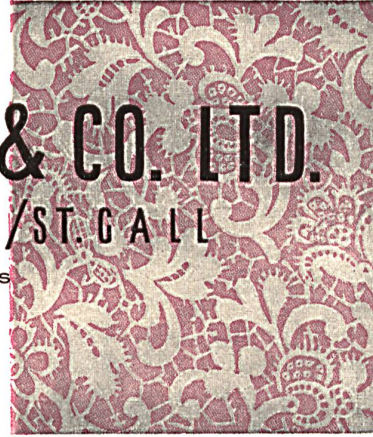
FISBA FABRICS INC., 1412 Broadway, NEW YORK 18, N.Y.



LEUMANN, BOESCH & CO. LTD.

KRONBUEHL/ST. GALL

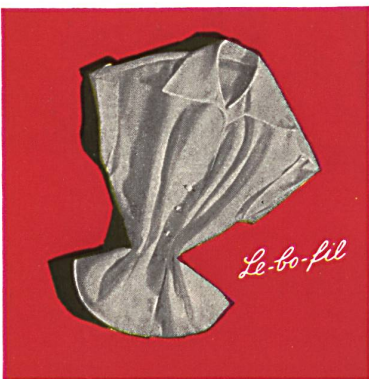
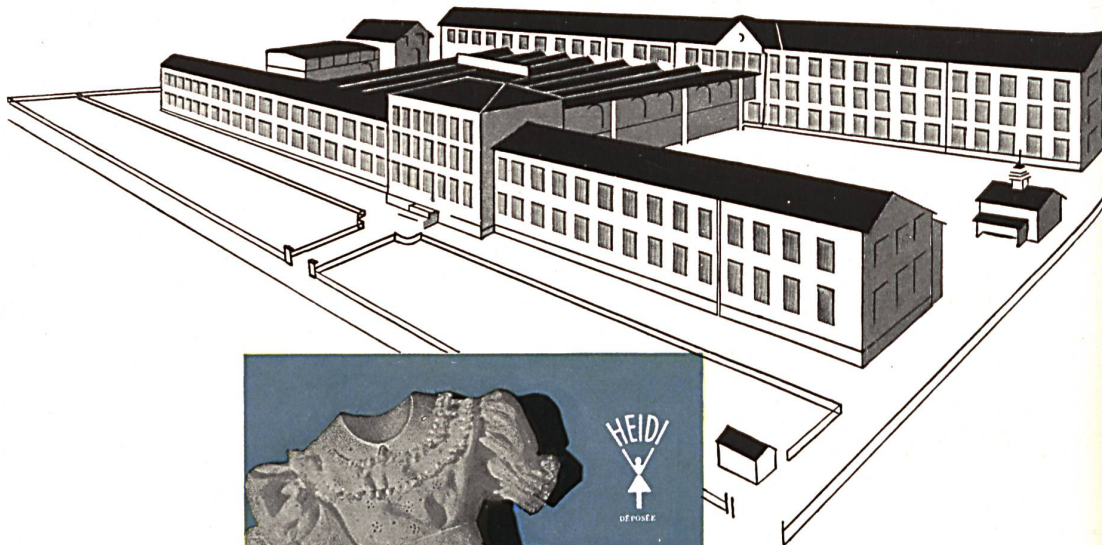
MANUFACTURERS OF COTTON PIECE GOODS, EMBROIDERIES, LACES,
LADIES' UNDERWEAR, CHILDREN'S AND GIRLS' FROCKS, BLOUSES.



ORGANDIES, VOILES,

MUSLINS, CAMBRICS,

BATISTES, OPALS.





Marquises

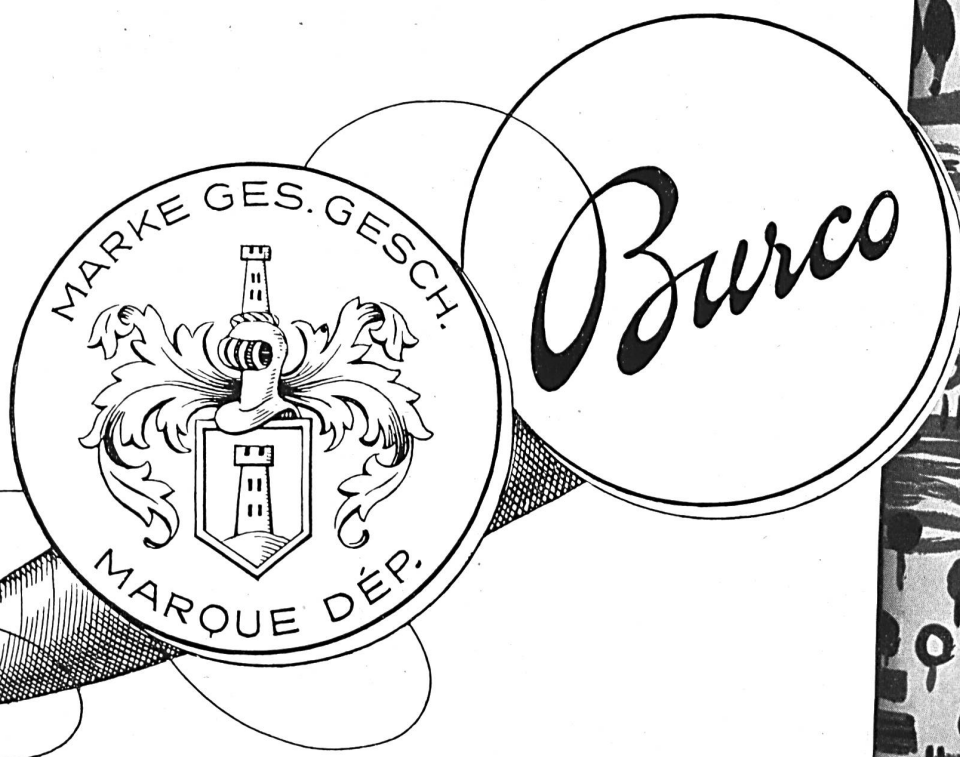
Etoffes de décoration

Voiles, Etamines

Popelines, Percales

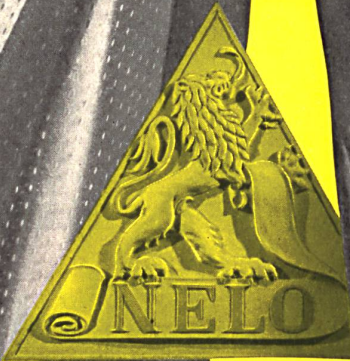
Batistes, Organdis

Plumetis



BURGAUER & CIE S.A. ST-GALL

FONDÉE EN **1860** GEGRÜNDET



NELO
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
& Co. S.A., St-Gall**

Nouveautés
en Tissus & Broderies

NEF & CO., ST. GALL

Selling Office of Spoerry & Co., Flums
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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FEINWEBEREI
STICKEREIEN

Weberei Sirnach

SIRNACH / TG

Buntweberei - Bleicherei - Färberei - Ausrüsterei



Alwin Wild Tricotfabrik
Färberei
St. Margrethen SG.

TRICOTS & JERSEYS

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



Karl Schoch
& Co A. G.

ZÜRICH 6/42

Seiden- und
Kunstseidenge-
webe

Adresses utiles

Addresses to note

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

EMBROIDERIES
BRODERIES
BORDADOS
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GANZONI & Cie S. A., WINTERTHOUR

Fondée en 1864

Tissus, rubans, tresses et tricotés élastiques

Bas élastiques « SAMSOLATEX »

Ceintures médicales « SALUS »

FOIRE DE BALE : Halle 15, 1^{er} étage Stand 5495



Baerlocher & Co., Rheineck (St. Gall)

Tel. 4 44 51



Fabricants de tissus de coton
Mouchoirs haute fantaisie

Voiles et marquises pour rideaux

Tissus nouveautés pour lingerie, robes et blouses

Dépt. confection : Fabrication d'imperméables



Fils et Retors
Coton, Fibranne, Rayon
Retors FANTAISIE en
toutes matières

MAX BILLETER & Co., Küsnacht-Zch



Soieries

Nouveautés

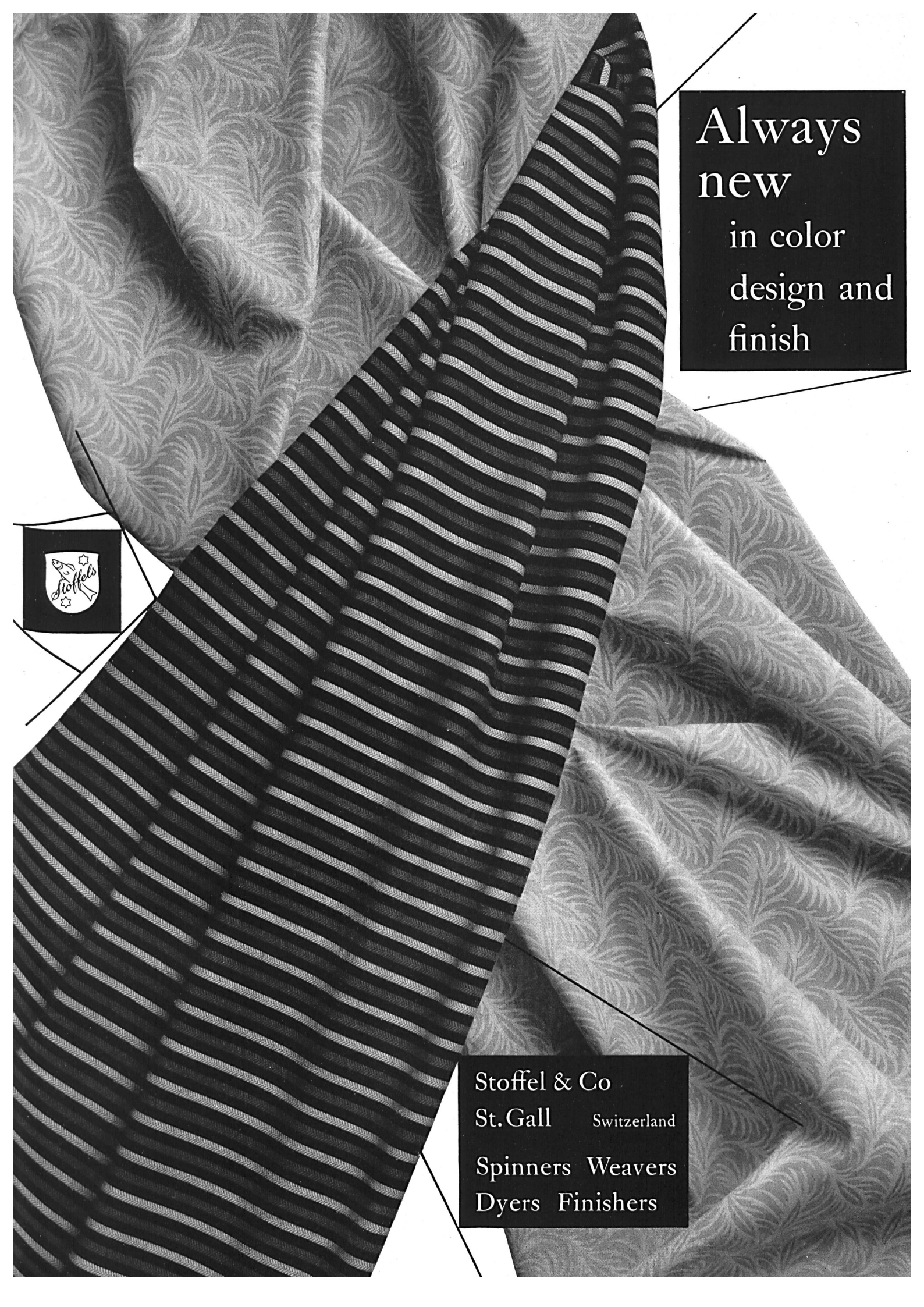
unies — imprimées — brodées
ETS A. UEHLINGER & Co., BALE 3

Direcciones interesantes
Beachtenswerte Adressen



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

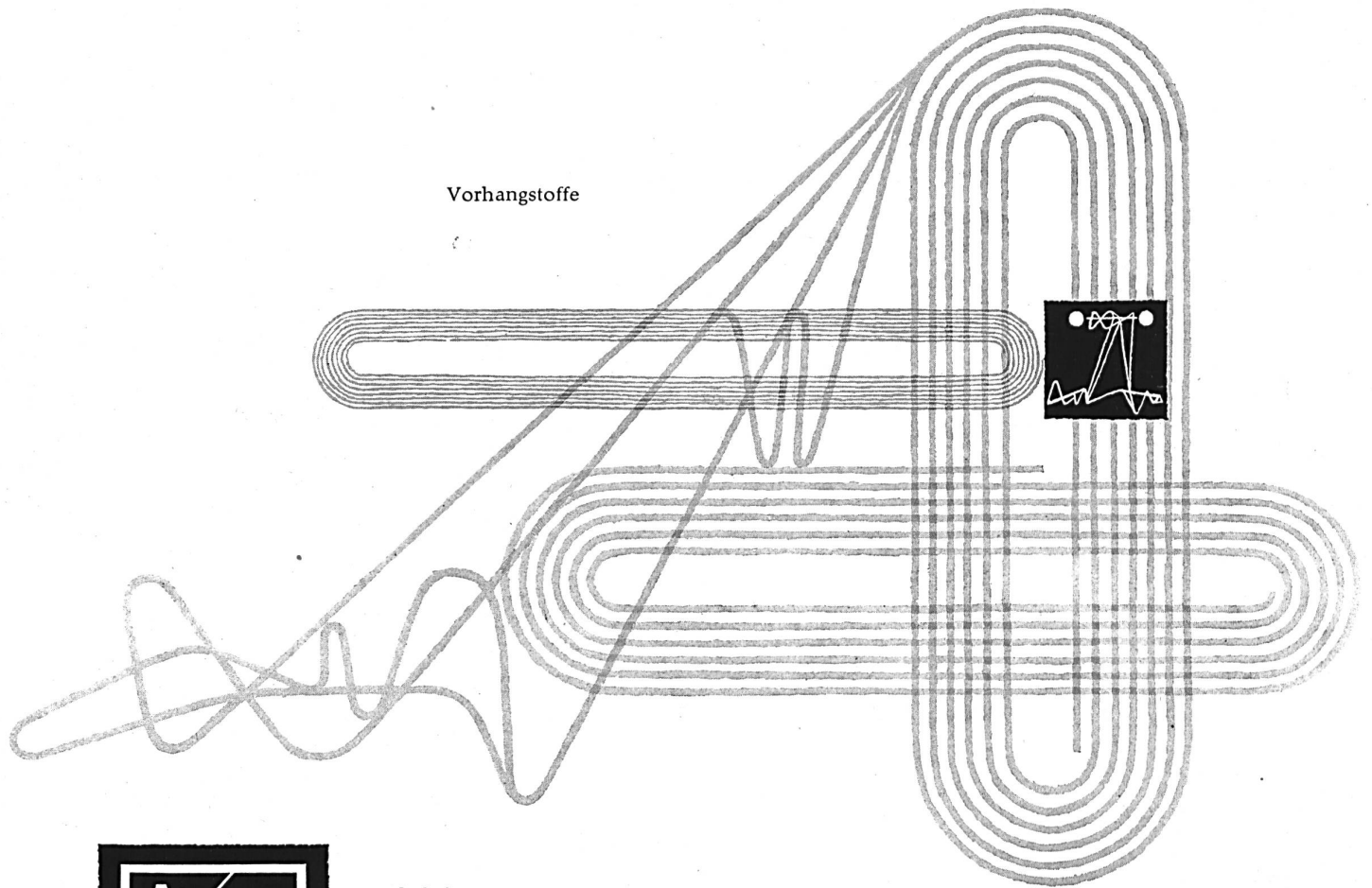


Always
new
in color
design and
finish



Stoffel & Co
St. Gall Switzerland
Spinners Weavers
Dyers Finishers

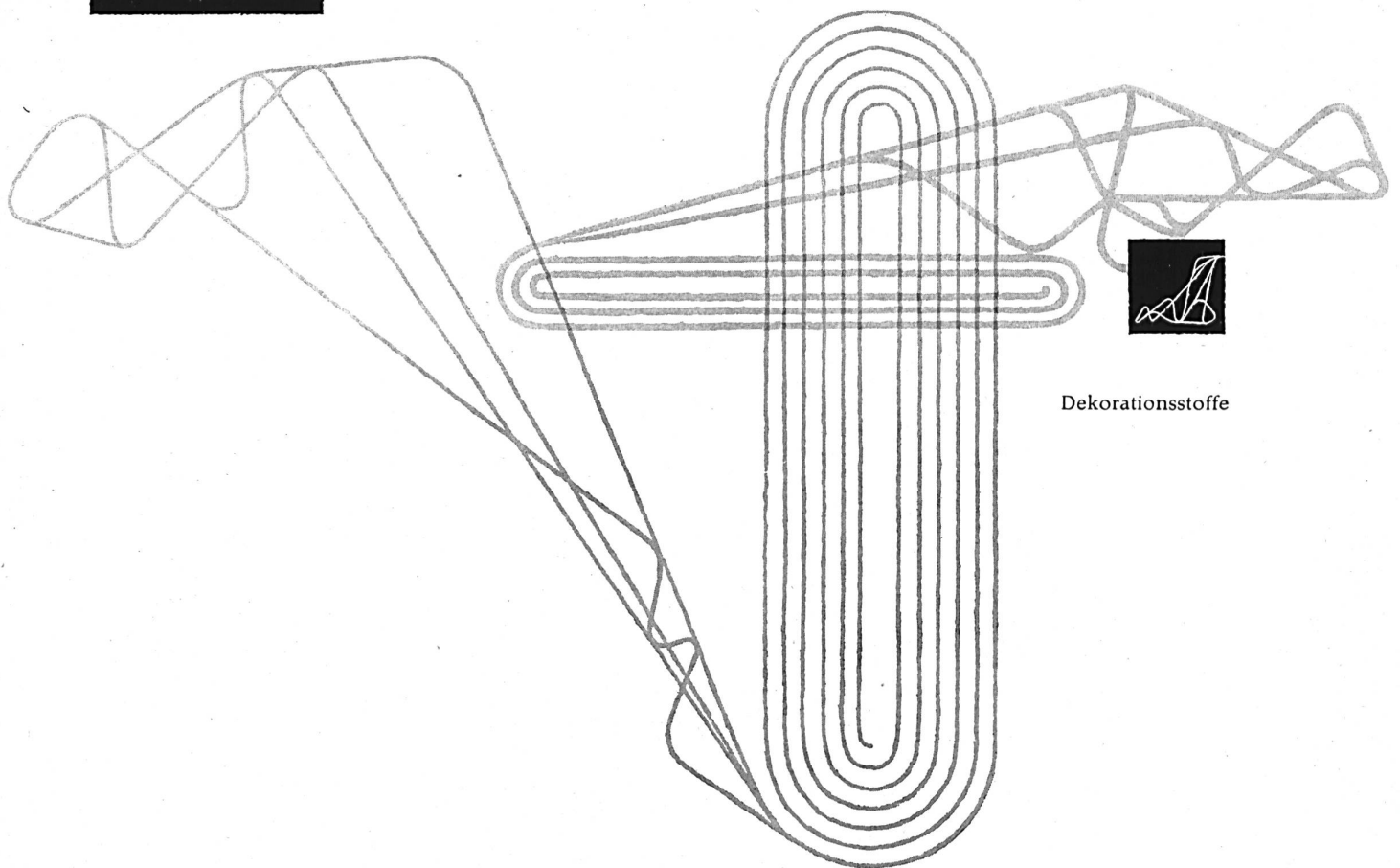
Vorhangstoffe



Adolphe

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

Sihlstrasse 3, Telefon (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 Ltd

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.

*

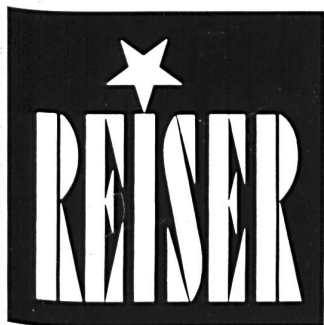
We Believe and have confidence in the continuous revolution of textiles caused by the making-up industry. There is a widespread dislike for mass-production and the urge for the individual style gives precedence over the sale by the yard and the couture. Simultaneously, the leading manufacturers are working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

JOLO-COUTURE
Amsterdam,
Netherlands

Cotton Satin
Cbiné design





HANS FREDEKING

*Berlin
Germany*

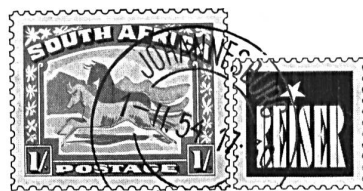
*Plain pure silk
Organza*



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 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 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