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The Swiss Textile Industry and the 39th Lausanne National Fair

Each year in the month of September, the Palace of Beau-lieu in Lausanne houses the Swiss National Autumn Fair, popularly known as the Swiss Comptoir. The 39th Fair will be taking place from September 13th to 28th this year. For sixteen days, the 1,320,000 square feet occupied by the Fair's premises will be the hub of the country's economic activities, the meeting place of producers and consumers who have come from the most distant parts of Switzerland to take part in this big autumn market. One has only to mention the 2313 exhibitors and the 800,000 visitors to the 1957 Fair to give an idea of the present importance of this great economic event.

One of the twenty-three sectors into which the exhibition is divided is traditionally reserved for the Swiss textile industry; this sector, occupying the larger part of one of the biggest halls in the Fair, mainly represents the linen and wool branches, and helps to give an idea of the important part played by the textile industry in the Swiss economy. It is interesting to note in this connection that the textile crafts, which date back to the year 1400, were in fact, together with watchmaking, the first industrial activities in the country. In spite of Switzerland's lack of raw materials, the Swiss textile industry has developed to such an extent that today it employs some 80,000 workers and, in 1956, accounted for 15 % of Switzerland's exports.

Special care is given to the presentation of the stands in the textile sector at the Lausanne Fair by both exhibitors and the Fair's management. The original decorative scheme, with its many vertical, often mobile elements, which has been introduced during the last few years, arouses great interest among visitors and considerably increases the effectiveness of the publicity.



The goods on display live up to the high standard of quality for which Swiss products are known, and the general setting forms an admirable backdrop to the attractive display of fine quality household linen and the wide range of colourful wools.



PUBLICATIONS

OF THE SWISS OFFICE FOR THE DEVELOPMENT OF TRADE, ZURICH-LAUSANNE

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« *Textiles Suisses* » :

A specialised trade journal, richly illustrated, giving information on all matters concerning the clothing and fashion trades following the latest developments in the textile trade.
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