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Textiles at the Lausanne Fair



Each autumn, the « Swiss Comptoir » — which is the official name given to the Lausanne Fair — attracts to the shores of the Lake of Geneva some eight hundred thousand visitors, to whom it offers an overall picture of the economic activity of the country. Although for various historical and economic reasons this trade fair has always laid the main emphasis upon agriculture and food production, domestic and rural economy, this does not mean to say that the other aspects of the country's activities have been neglected. Thus textiles have always been well represented at the Lausanne Fair and are allotted an important place in one of its finest halls.

In keeping with the type of visitor to this fair, displays consist mainly of finished and semi-finished products intended for direct consumption, in particular linens and all articles of household linen as well as hand-knitting wools. But the importance of the business carried out on the spot and the possibility of establishing contacts with a very wide public representing a large purchasing power, have encouraged many clothing firms too, to exhibit at the Swiss Comptoir. Footwear and clothing manufacturers, as well as local tradesmen, take advan-

tage of this welcome opportunity of reaching a very large number of potential customers, either by large scale prestige publicity or by direct contacts : demonstrations, the presentation of models, free samples, distributing of prospectuses and offering of special terms in view of the big volume of sales.

Consequently, the part played by the Lausanne Fair in textile advertising and distribution deserves to be more widely known.

