

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1959)
Heft: 3

Artikel: Textiles at the Lausanne fair
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-798548>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 14.09.2025

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

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.

