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Autor: [s.n.]
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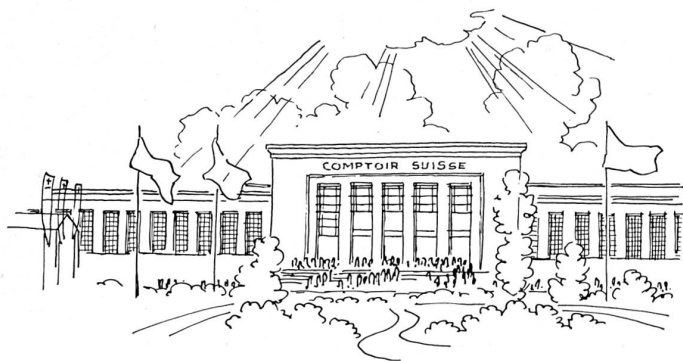
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The Part Played by the Textile Industries in the 36th Lausanne National Fair

September 10th to 25th, 1955



It is hardly necessary to call attention to the importance of the Lausanne National Fair for Swiss trade in general. Two thousand three hundred exhibitors present the principal products of the country's industries in the 22 halls, consisting of as many sections and extending over a total surface area of some 1,200,000 square feet; each autumn more than 700,000 visitors attend this fair, making it the commercial centre of the country; useful contacts are made there which lead to new markets and increased activity for the exhibitors.

The 36th Swiss Comptoir will be held from September 10th to 25th, 1955. This year's guest of honour will be the Argentine, for although remaining basically national in character, the Swiss Comptoir each year invites one foreign country to participate with an official exhibition of its own.

The textile, clothing and footwear industries, which are admirably equipped and employ more than a fifth of Switzerland's total industrial workers, are considered among the principal assets in the economy of the country. Consequently, as is only fitting, they are well represented at the Lausanne National Fair.

Thanks to the recent construction of new buildings at the fair, two distinct sections have been reserved for these industries. In Hall 5, first of all, are grouped the products of the wool, cotton, linen and carpet-wool

spinning mills, the manufacturers of household linen, and the makers of furnishing fabrics and footwear. Hall 14, on the other hand, is allotted to the manufacturers of clothing, knitwear and hosiery, as well as footwear again. A mere list of the products displayed — among which there are to be some very interesting novelties in the way of linens and knitting wools — would not suffice to give an idea of this vast group, which is completed by a display of sewing and knitting machines for private use, made by the most important Swiss firms in the field.

The quality of the products exhibited and the particular care taken in the decoration and arrangement of the stands at the Lausanne Fair constitute a very good and effective form of propaganda for the textile industries which export some 700 million francs' worth of goods every year.

