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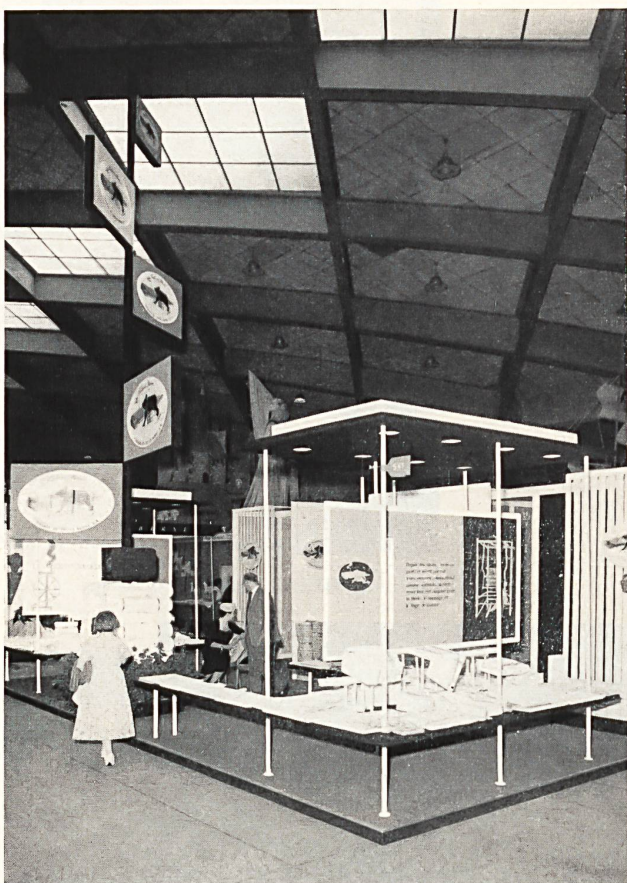
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The growth of the Lausanne National Fair

The next Swiss national autumn fair, locally known as the « Swiss Comptoir », will be held in Lausanne from September 9th to 24th, 1961. Once the present work on the construction of a big new hall to the north of the exhibition grounds is completed, the total area of the exhibition premises will be increased to 1 450 000 square feet and the space available for rental to 792 000 sq. ft., i.e. an increase in both cases of about 10 %.

This important economic event, attended each year by

over 800 000 visitors, naturally contains a section reserved for textiles and clothing, designed to appeal to the ordinary consumer rather than to those in the trade.

This year, in addition to the traditional textile stands, the 42nd « Swiss Comptoir » will include an interesting exhibition of furnishing fabrics entitled « The Chair Through the Ages », held in the Interior Decoration Salon.

Opposite, we reproduce a number of photographs taken in the textile halls in previous years.

