

# Olma 1963

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## OLMA 1963

St. Gall was host for the twenty-first time to the important Swiss agricultural fair. It was held from 10th to 20th October, for the last time under the management of its present head, Mr. E. Schenker, who is retiring at the end of the year. The OLMA had its origin in a show during the war, which was to help the farmer to extract a maximum from the soil. It has grown into a fair of considerable scope with over a thousand exhibitors from many parts of Switzerland. The OLMA Co-operative Society consists of the seven Eastern Cantons of Switzerland which, together with the Principality of Liechtenstein, organised the show for the first time in 1943. It gives the farmer an opportunity to inspect a large quantity of agricultural implements and machinery, feeding stuffs, fertilisers, etc. For the urban visitor, too, there is a great deal of interest; he receives an excellent picture of what farming means.

The exhibition is partly held out of doors. There are model stables and byres. This year there was only a relatively small number of cattle, but all of first class quality, one of them a family of great-great-grandmother, great-grandmother, grandmother, mother and "child" which had a special appeal to visitors. There were some hundred and fifty horses of the Freiburger, Holsteiner and Haflinger breeds. The dairy section showed all aspects of milk production under super-hygienic conditions. There were wooden Appenzell milk pails of the kind which has been in use for centuries, side by side with modern deep-freeze chests, infragrills and automatic washing machines.

The gardens at the exhibition gave the OLMA a special *cachet*, and though the halls are becoming much too small, the visitor hopes that in spite of new plans for extending the area of the show, the character will not be changed.

At the official opening Federal Councillor Bonvin gave an official address, and the guests included prominent personalities from all parts of the country. Appreciation was expressed to the retiring director for the twenty-one years of untiring efforts to make the fair a success. His place will be taken by Dr. Bruno Meyer, at present in charge of publicity of the Swiss cotton and embroidery industry.

(Based on "Neue Zürcher Zeitung".)

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