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## SWISS CLUB, MANCHESTER.

Members of the Swiss Club, Manchester, and a few of our good and faithful English friends assembled on the 16th May 1957 at the Central Library, to hear the fifth lecture in the series "My Job", this time being given by Mr. J. P. Locher, who is a very appreciated expert in the Baking and Confectionery Industry. This causerie was delivered under the title "A light hearted résumé of the Baking and Confectionery Industry in different countries, and Catering for Royalty".

Mr. Locher had his schooling and practical training in such places as St. Gallen, Rorschach and Zurich. He was also active in the world-renowned firm Spruengli, Bahnhofstrasse, Zurich and eventually acquired the Swiss National Certificate of Master Baker and Confectioner. He did some teaching at the Richemont-School in Luzern, where he met a young English girl student, and marrying her was perhaps the one reason which decided him to settle down in this country. Gradually, with hard work, he gained that prominent position in business which he so well deserves.

Talking to us in a most comprehensive and interesting way, interlacing the more serious aspects with sparks of good-natured humour, he was able to show us how, in the last half-century, baking and confectionery has outgrown the status of small and private enterprise and has developed quite often into those important and large industrial concerns where science in all forms is gradually acquiring an ever increasing share in the various production stages. Cleanliness and strict hygiene, coupled with methodical and streamlined work has become the daily watchword, helped along in the manifold processes by a host of synthetic and chemical products. We, the modest and sometimes unknowing consumers, can only hope that the results for us will be better bread, better cakes and sweets, etc. Our lecturer tried to reassure us on all these points.

Nevertheless, some of our older, and not so old, members could not help remembering the little

bakeries and confectioneries of earlier times, when the air was impregnated by the aroma of good flour, fresh butter and cream, real eggs and sugar and many other natural products. Today, they say, we seem to be overwhelmed by a large array of dazzling colours and designs, perhaps at the expense of a good and healthy quality, and of that cherished old time atmosphere.

We must not forget that the Swiss Bakery and Confectionery Trade has created for itself a very honourable name abroad, first for quality, and also for variety, and wherever you find a Swiss firm, small or large, you will find customers flocking to it, thus expressing in the best possible way the confidence they place in it.

At the end of this enlightening lecture our friend was very warmly applauded, and the ensuing discussion was lengthy, and at times heated, a clear indication of the great interest awakened in many of us by such a controversial subject. When some practical examples of Mr. Locher's art were produced, to the great pleasure and enjoyment of all present, even the most critical seemed to be placated and pacified, at least for a time.

After a very warm and well deserved vote of thanks the company disbanded in a most happy and satisfied mood.

May I conclude with the hope and wish that very soon we might be regaled with more of these causeries, and that more, many more, of our members may, by their presence, support such efforts, which truly deserve all our sympathy and help — a tangible sign of national feeling and solidarity. *Ermanno Berner.*

## OUR NEXT ISSUE.

Our next issue will be published on Friday, June 28th, 1957. We take this opportunity of thanking the following subscribers for their kind and helpful donations over and above their subscription: P. Lehrian, H. Knoll, C. Belart, E. Chatelain, Mrs. G. Hill, A. Ammann, A. Kunzler, J. C. Wetter, F. A. Brawand, E. M. Hamilton, F. Bassi.

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# Switzerland

