

[SHEPTON, WHIMPLE & ATTLEBOROUGH NEWS]

JOHN'S A WINNER

John Singlehurst, regional sales manager for Whiteways of Whimple in the East Midlands, receives £20 worth of H. Samuel jewellery vouchers from the editor of Swan, Wendy Tucker.



When we announced in our first issue that John Singlehurst had won the competition to find a name for our newspaper, we described him as a representative for Whiteways of Whimple. So there were one or two red faces in the editor's office, when we discovered he is, in fact, Whiteways regional manager for the East Midlands. John noticed it, too, so we thought we'd try and make amends by publishing his comment!

I realise when I saw Swan
The hard work you had taken on,
The things that you do
Must always be true,
The things that you say
Must make the job pay.

We all make mistakes, none will deny,
However, when seeing my position I cry,
For having worked hard as a rep many a year,
My reps were brought to nearly a tear.
"A rep" they say, "you are in Swan,
I think that you are being put upon",
My answer was given with nothing to frown,
It isn't even worth putting me down
As if like the duckling, I didn't shrink or hid,
For the lunch was well worth it, plus twenty quid.

However I thank you Mrs. Tucker for the
time that we spent,
And realise it was all well meant.
No thought was taken in my personal view,
But hope these few lines can make it come
true,
That my rep days are over,
That's what Whiteways say,
As a regional sales manager we hope you will
stay.
My position with Whiteways is now known to
you,
And I hope this poem (??) is not making you
blue.
For a great job you're doing with your staff
and the rest—
It isn't hard really, for you have only the best.
Thanks, John—I'll try and do better next
time!

"Ed"

John joined Whiteways eight years ago, starting his career as a representative. He and his wife, Pat, and their three children live in Northampton. In spite of a busy work schedule, John finds time to take an active interest in local affairs. He is president of a local youth club, is a Boys' Brigade officer and an elder of the local church. Part of his holiday is spent taking the Boys' Brigade to camp each year—where he is the cook!

LES' LEAP

Showerings Nottingham area representative, Les Williams, has set himself a task which most people wouldn't touch with a barge pole! Les, who has only flown in an aeroplane once in his life, is making a parachute jump on August 9, in aid of the Licensed Victuallers' National Homes.

His original target was £1,000 in sponsorship, which he intended to raise in his own area. But, the idea has caught the imagination of many people and he hopes his target figure will be greatly exceeded. Mid-June saw him with 177 signatures and a total amount promised of £500. Many people within the licensed trade have sponsored him, including Worksop Ladies Auxiliary who have given £100. A sponsorship form is going around Mansfield Brewery, too.

Les will be jumping at Wickenby Airfield in Lincolnshire. His instructor, John Hitchin is a professional free fall parachutist—but Les isn't attempting anything quite as dangerous as that. His instructor will be with him in the aircraft and will open his parachute as he jumps on a static line. John, who runs the free fall parachute school at Wickenby has been a great help to Les, and will be putting him through a day's training beforehand.

Les's area manager, Dennis Lewis, expresses what most people must surely feel "There's no way that most of us would ever leave an aircraft unless it was on fire!"

And again

Showerings' drivers always acquit themselves well in the Lorry Driver of the Year competition, particularly at regional level, but this year they really excelled themselves.

Brian Chivers' success in winning his class in the national final last year (the highest placing ever for one of the company's drivers), seems to have inspired more drivers than ever to enter. Two teams competed in two regional rounds and three drivers came 'top of the class'.

At Weymouth, those two stalwarts Brian Chivers and Bob Hale picked up a first apiece, and Brian was overall runner up (Bob having won this placing last year). They can perhaps be classed as 'veterans', both having competed for several years. Now they have a newcomer in their ranks—Julian Wilkins who won his class in the Bristol regional round. This is the first time that the company has sent a team to Bristol and it was a tremendous achievement to win first time out on a new course.

The successful trio now goes on to compete in the national final in Buckinghamshire on September 3. Anyone interested in going along and supporting them should contact Richard Fox or Maurice Cox at Shepton.

GOOD LUCK, LADS.

A special painting of the Babycham gardens at Shepton Mallet was raffled at the West Country Garden Party (report in next issue). It was given by the artist, Mr. G. K. Laurence of Yeovil in aid of funds for the LVNH. Prints of the painting are available at a special price of 25p each from the trade relations office at Shepton Mallet.

“PEDDLER” RETIRES



Pictured on the occasion of his retirement from Wm. Gaymer & Son Ltd. at Attleborough, is E. G. (Peddler) Palmer. Mr. William Gaymer, chairman of the company, presented him with a chiming Westminster clock and Ronson razor from the company, in recognition of his 48 years' service. He also received gifts from his colleagues and the local Union Branch.

Pictured left to right are, Mr. A. Murgatroyd, assistant works manager; Mr. C. Free, shop steward; Mr. Gaymer; Mr. F. Baldwin from the cellars; Mr. R. W. Salter, works manager; Mr. Palmer and Mr. E. Reilly, chemist.

A tribute to 'Peddler' Palmer has been written by one of his colleagues, who prefers to be known only as "A Norfolk Bor" . . .

"At the end of April Eddie 'Peddler' Palmer retired at the age of 65—what a relief it was, I mean what a relief for him. Peddler spent all his working life, 48 years, in the cyder . . . er . . . what is the word? Oh yes, . . . trade . . . in the cyder trade, with William Gaymer & Son Ltd., Attleborough. He began in 1930 labelling the hard way with paste and brushes and barrowing the apples from the pits to the mill, which must have been difficult, as only a short time before he had suffered a broken leg. A badly reset limb caused a limp which gave rise to his nickname 'Peddler'. During the war, Peddler did his stint with the local Home Guard and at work progressed to lighter cellar duties, which he continued to do until his retirement.

He was also chairman of the works committee.

One of his most surprising attributes was his good health and he was never known to miss a day's work, in spite of living eight miles from the factory. Except, that is, towards the end of his service when he seemed to have difficulty negotiating stairs, both up and down, though this led to the discovery of a latent talent for juggling with trays full of glasses.

Above all, Peddler was always a happy and cheerful rogue and, as the old Norfolk saying goes, "a cat always gets its milk"—though I'm still trying to work out the meaning. But, anyway, we all raise a saucer to a long and happy retirement."

Howzat !!

One thousand pounds for a 20p stake—that's the return that Maurice Oliver got when he bought a Somerset County Cricket Club lottery ticket.

Maurice, a stonemason in the building department at Showerings Limited, bought his winning ticket from Gerald Padfield, who also works for the company. Gerald was an agent for the Somerset County Cricket Club, who have agents throughout the whole of the county—although this is the first time that anyone from the Mid-Somerset area has come up with the weekly £1,000 first prize.

GILL'S IN THE TEAM

Gill Harwood's voice is rapidly becoming well known to members of Showerings' sales force, as secretary to senior sales executive, Peter Hall. Gill brings to her job a wealth of experience, which is making her an invaluable member of the sales team.

She and her husband, Richard, and their three children, have recently moved to Panborough (between Wells and Wedmore) from Tunbridge Wells, where Gill was a borough councillor.

Not being the sort of person to sit at home all day and vegetate, she ran her own company in London for a time. Starting out in a poky little office with little more than a typewriter and plenty of determination, she built up a successful business in Mayfair, providing a service which included automatic typing, offset litho printing, photocopying, translating (she speaks French and German), editing, layout work and general secretarial skills. Her Bureau staff did work for the House of Commons, House of Lords and various celebrities in show business, as well as the normal run of business requirements.

Much of Gill's sales experience was gained while working for a company making food processing and packaging machinery. As assistant to the European marketing director on the packaging side, her work took her frequently to the Continent. Here, one of her functions was to set up the company's participation in European exhibitions and help to run their stand. In addition, she did sales forecasting for Europe for each coming year.

Gill's husband, Richard, is a director of a computer bureau, and is now based in Bristol.

It is always said that it is the busiest people who manage to fit more into their lives than most—and that is certainly true of Gill, who still finds time to enjoy her love of classical music, which includes playing the piano—and she does embroidery as well.

JACK'S BEAUTY



Jack Pailin, East Pennines trade relations executive, is justly proud of his pretty 19 year old daughter, Louise. Louise, who married motor mechanic Stephen Davis in March, was chosen by Kodak as their bride of the month for the north region. She won £100 and is now chasing the £1,000 award for Bride of the Year.

Louise, pictured above, is a window dresser with Rackhams of Skipton (part of the House of Frazer), having gained a distinction in advertising and display techniques at Bradford College of Art.

Gardening happy



Mr. C. F. (Joe) Chapman, who worked in the empties department of the bottling hall, has retired from William Gaymer & Son Ltd. at Attleborough, after 20 years' service with the company. He worked at Rout's Cyder Factory at Banham, Norfolk, for thirty years until it closed down, thus completing 50 years in the cyder making industry. A keen gardener, he is pictured hard at work in his vegetable patch—so he will have plenty to keep him occupied. He has also been a keen darts enthusiast. Mr. Chapman received a gift of cash from the company and the union.

“NARROW MINDED” MISNOMER



Rodney Neale (centre left) receives his ‘Narrow Minded’ award from Showerings transport engineer, Don Whitelock. Mr. Francis Showering joins a group of Rodney’s colleagues congratulating him on his success.

Showerings’ Rodney Neale might have won the title of ‘Eaton Narrow Minded Manager of the Year’, but there’s nothing narrow minded about his general outlook. In fact, Rodney’s know how has won him a five day study trip to America, flying by Concorde.

The competition formed part of the launch of Eaton’s new Yale narrow aisle reach truck, which literally reaches into narrow aisles to get its load, while the body of the truck stays outside—hence the ‘narrow minded’ title. Rodney’s successful completion of a questionnaire won him first prize and also won for Showerings a £4,500 reduction on the purchase of one of these new fork lift trucks.

Rodney, aged 29, is assistant transport engineer at Showerings Limited at Shepton Mallet, having been with the company for the last four years. Part of his job entails dealing with mechanical handling equipment and commercial vehicles for Showerings and Showerings, Vine Products and Whiteways Limited.

Rodney, his wife Norma and their two children live in Shepton Mallet.

Midwife Bob

This is what happened to Bob Needham, who recently joined us as assistant regional internal audit manager, based at Shepton Mallet.

The day the big blizzard came, Bob and some friends stopped for a quick pint on the way home from football—and never got home. He was able to stay on his parents-in-law’s farm at Shoscombe, but whilst they were snowed up he was called upon to help with the farm work. This happened to include helping with the birth of a calf, who seemed rather reluctant to be born.

Before joining S.V.P.W., Bob studied at Exeter University and then spent three years with one of the large accounting firms in Bristol. His interests are, like those of all accountants, unprintable . . .

SAFETY FIRST

The map on Ernie Jeffrey’s office wall shows the locations of every section of Showerings, Vine Products and Whiteways in the country—whether it be factory, office or depot. Each one is linked back to the SVPW divisional headquarters at Shepton Mallet—back to Ernie’s office, in fact. He is the divisional chief safety advisor, covering the whole of the division—and all those locations are his territory.

Prior to joining SVPW, he spent twelve years with a company which was taken over by BOC some five years ago, working in a similar capacity. He is a qualified mechanical engineer, with a diploma in Safety Management and is a member of the Institute of Safety Managers.

His work takes in all the requirements of the Health and Safety at Work etc. Act 1974. Each location is responsible for its own Health and Safety precautions—Ernie Jeffrey is there to act in an advisory capacity, giving help and putting up suggestions where he thinks safety measures could be improved. He works closely with many people throughout the division, to ensure that schemes are workable, taking advantage of the knowledge of the man on the spot.

His is the task of wading through legislative documents, to extract the sections which affect the division and passing the required information through to senior management.

Ernie, his wife, Jennifer, and their baby daughter Hannah, live at Wootton Bassett, near Swindon, but hope to move nearer to Shepton Mallet in the not too distant future. A keen deep sea angler, he hopes to take advantage of the Showerings Club—but never seems to be at home when they have their trips ‘I’m sure they think I shall never turn up’ he says, ruefully. He used to play a lot of rugby and had several trials for the county, but this is another activity which is taking very second place at the moment.

Building up at Shepton

Peter Hutchings has recently joined the staff at Shepton Mallet as deputy to the building manager/designate, Les Hayward. In his job, he assists Mr. Hayward in the administration of the building work carried out at the Shepton Mallet factories and offices, plus looking after all the property owned by Showerings in Shepton Mallet and the surrounding area.



Peter was for some time a director of a development and construction company in the Bristol area. His work covered mainly residential development, but included some industrial and commercial development, plus contract work. All of which stands him in good stead in a job where all the work carried out by the Shepton Mallet building department can range from the decoration and building maintenance of factories and offices, to the work done on the Babycham pavilion at the Royal Bath and West Show, including its colourful display areas.

WONDERFUL COPENHAGEN



There was plenty of Babycham in evidence at the Hotel Fair at the Bella Centre, Copenhagen—and right in the thick of things in this picture is Showerings export executive, Martin Thompson.

WHITEWAYS SALES CONFERENCE



Pictured outside the Fortfield Hotel, Sidmouth, Devon, are a group of delegates at Whiteways sales conference. Representatives and area and regional managers joined directors and Whimble based management for the conference. The forty strong sales force attended the conference in two groups.



Part of Whiteways sales conference programme included a trip around the Whimble factory, where they saw the company's new, £300,000 canning line. A group of representatives and area and regional managers, together with directors of the company and Whimble based management, are pictured above.

Julie and Alan join accounts

Julie Turner, 20 has been appointed secretary to divisional management accountant, Roger Reeson, based at Showerings Limited at Shepton Mallet.

Julie, who lives at Coleford, near Shepton Mallet, previously worked for Butler and Tanner, a printing firm in Frome. During her 2½ years with the company, Julie not only met her fiancé, Tim, who worked for the firm on the printing side, but also took part in several competitions, including HTV's 'Best in the West', and a road safety quiz.

Julie does not have much time to pursue her hobbies of reading, swimming and tennis, but she does hope one day, to fulfil her one ambition—to write a children's book. She has already had a poem published—when she was only ten years old—and she hopes to have similar success with her book.



Alan Burge

Alan Burge, 20, is the newly appointed assistant to SVPW divisional management accountant, Roger Reeson. His job entails the preparation of various management reports which will end up on the board room tables of the division and also Allied Breweries. Alan is, at present, studying for his ICMA examinations, and will soon sit the second exam. He previously worked for a plastics firm in Frome, where he was assistant to the cost and management accountant.

A great lover of sports, Alan enjoys fishing, badminton, tennis and darts, but his real interest lies in table tennis. He was able to develop this interest further, when for two years he ran the Frome Youth Wing table tennis section, which unfortunately, due to devoting more time to his studies, he is no longer able to do. Alan now plays for the Mendip Associated League.

CHERRY B AHOY!

Cherry B have been showing the flag lately—particularly to the Royal Navy. One of her Majesty's frigates, the HMS Charybdis, has the nickname of the Cherry B in the fleet. Each ship tries to obtain its own special flag, which it flies at certain occasions at sea.

So, the ship's company wrote in to Showerings of Shepton Mallet, makers of Cherry B cherry wine, and asked if they could oblige. At the same time, licensee Ivor Field from the Kings Arms, Pembroke Street, Devonport, wrote in and asked the same thing.

The result is pictured here, on a windy day in Devonport Dockyard on the deck of the frigate, when Showerings presented a Cherry B flag to HMS Charybdis. Left to right are Lt. Mark Kerr, Petty Officer Steward Roy Goodinson, Junior Seaman Robin Welch, Ivor Field and Showerings area representative, Roy Durbin. They didn't as threatened, wrap Cherry B girl, Wendy, in the flag and dump her overboard!



A Legend in his own lifetime

When Eddie Dix, Showerings general sales manager, retired recently, he had a fund of reminiscences about the company, going back for fifty years.

When Eddie started his career with Showerings on leaving school at the age of 15, there was no modern Babycham factory turning out 40 bottles of Babycham every second. Many of the offices were not part of the Showerings complex (and that included Jardines block which houses the reception area).

In those days, Showerings made beer and cider and bottled wines, and it was in the winery that Eddie started work. A team of three did the bottling—one siphoned the wine from the barrel into the bottle, the second man put the cork in and the third put the label on. A very different story to the 40 bottles of Babycham which appear every second from today's modern bottling lines. This painstaking method of bottling was back in the 'good old days', when a bottle of whisky cost 12/6d.

He'd been with the company nearly a year when he decided he'd like to have a go at selling and asked Mr. Herbert Showering if he could join the company's 35 man sales force. So he was given a 'day off' and tried to persuade someone to take him out. He eventually struck lucky and went out with a car load of door to door salesmen. For many years the company sold their products straight to the general public in door to door sales, before it became common practice to sell into pubs and off licences. Eddie was expected to keep out of the way that day and was sent off on his own. With hindsight, it's not surprising that he came back with the biggest orders that day—and so started his selling career. "I was lucky" he said. "Someone's daughter was getting married and I happened to get the drinks order for the wedding".

He soon worked out his psychology of selling. He found that by calling on a house with the sun shining on the front door, the customer would stop and chat and invariably place an order. BUT, call when the sun was round the other way and the front door was in shade and no-one wanted to chat, much less place an order.

At the age of 21 he was sent to London to introduce Showerings products into the big city. He'd never been to London before but, nothing daunted, he made a success of the operation—just as he continued to make a success of the rest of his selling career.

The war years saw him on active service, but even in the western desert, the company name wasn't very far away. Showerings had the NAAFI franchise for their beer, so it was like a little bit of home to be drinking his company's products so very far away.

Halfway through Eddie's career with the company, came Babycham—and its national launch 25 years ago. Eddie helped to launch this phenomenally successful product and, in so doing, became one of the best known figures in the drinks trade.

Eddie Dix receives a treasured book of pictures and signatures of friends and colleagues from Mr. Francis Showering. Also pictured are, left to right, John Standard, Bob White-more and Peter Hall, who presented him with retirement gifts which included a gardenshed and lawnmower



Selling techniques changed over the years and door to door selling became a thing of the past. Eddie's selling techniques had to change accordingly but, as always, his happy knack of getting through to people enabled him to sell into the licensed trade with resounding success.

The company didn't have the sophisticated range of point of sale material which is produced today when Eddie first sold Babycham. His sole piece of display material was a self adhesive strip which could be stuck to bar top or shelf. Every time he called on a pub he'd demonstrate how the strip could be stuck on and peeled off again quite easily. No problems—until the day he went into a pub with a gleaming, newly varnished bar top. On went the self adhesive strip, and off it came again—with a strip of varnish adhering to it! "It's never done that before" said a horrified Eddie, expecting to be shown the door by an irate licensee. But his luck held. "That's all right," said the licensee "It's only just been done and they told me it would last for 20 years—so they'd better come back and do it again!" And Eddie still got his order.

Eddie has travelled the length and breadth of the British Isles during his career and at one time was part of a sales force which operated with a fleet of motor bikes. He has sold Babycham overseas, too, and started the highly successful export market for the product in Belgium. Language never seemed to be a serious barrier and he always managed to make himself understood somehow.

A Sheptonian, Eddie and his wife, Vi, still live in the town.

GOLF

Mr. J. Rome of Teachers Ltd., has arranged an outing to Grangemouth Golf Club, Polmont, for the 15th October, 1978. Any S.V.P.W. golfers who would like to take part should contact Mr. Rome direct.

He has also arranged a Match Play competition for S.V.P.W. Golfers in Scotland. This has already started, but again, any S.V.P.W. Golfer who would like to join in this competition next year should contact Mr. Rome at Teachers Ltd.

MUSIC, MUSIC, MUSIC

Have you ever felt that you have a latent musical talent, but lacked the courage to go for an audition with a music society? If so, why not support the effort which is being made at Shepton Mallet to set up such a society. Two preliminary meetings have been held, and all interested parties are now invited to a further discussion in the Conference Hall at Shepton Mallet on Monday, September 4, at 1.20 p.m. At this meeting, it is hoped to make a positive plan covering the period up to the end of this year.

Margaret Lowe and John Fowler, both of whom are local operatic society members, are the prime movers in this new venture. John says "No-one who has an interest in music should be deterred from attending, as we hope to encourage those who have never discovered the pleasure of music making before." They hope to start with a chorale, branching out into other activities, as the membership and range of musical interests increases.

Those who join with experience in a musical field should be able to help those who have no knowledge of music but who are eager to learn. Everyone is welcome to come along and 'have a go'—remember, it's a group effort; not you on your own trying to make an impression on a bunch of strangers.

If you'd like any more information, please contact:

Margaret Lowe,
Personnel Department,
Shepton Mallet 3333, ext. 221.
or
John Fowler,
Engineers' Office,
Shepton Mallet 3333, ext. 439.

GOODBYE, GAYMERS



Clifford Allard, who retired from Gaymers of Attleborough recently, is pictured being wished a long and happy retirement by Mr. William Gaymer, chairman of Gaymers. Also pictured are, left to right, Mr. R. W. Salter, Mr. D. A. Murgatroyd, Mr. C. Free, Mr. E. J. Reilly and Mr. F. Baldwin.

Cliff started work in Gaymers' apple milling department in 1930, transferring to the engineers' shop in 1937, remaining in this department until his retirement. In 1956 he was sent to London to strip out and despatch to Attleborough the bottling and storage unit which was then based under The Arches in Hackney Road—an eight week job.

He served in the Attleborough Fire Brigade for 31½ years—11½ years as officer in charge. He is a holder of the Queen's Long Fire Service Medal. In 1942 he spent many hours fire fighting, when Gaymers' works were destroyed by an enemy bomber.

During his latter years, together with fellow firemen wearing breathing apparatus, he was called upon to rescue an unconscious cellarman who had been overcome by cyder fumes in a deep vat.

Cliff is also a holder of the St. John's Long Service Medal, having been a first aider at Attleborough for many years.

Mrs. Allard is a retired teacher and they have two sons. Terence is a sergeant in the Norfolk Police and John is investment manager with the M & G Unit Trust in London.

Cliff's hobbies of gardening and bowls (he plays for the Wayland Club) will ensure that his retirement is an active one.

Driver Bob Bell at Whiteways of Whimple is making early preparation for his retirement. Not for him days of doing nothing. Bob, who lives at Nutwell, Nr. Lympstone in Devon, has just started breeding Boxer dogs. A promising first litter has produced a pup which looks set fair to be among the contenders at Crufts next year. The puppy, Kitwe Kitty, came second in the puppy bitch class at her first show—The Tyne, Wear & Tees Boxer Championship, and is entered for a whole string of shows this season. With her father having qualified for Crufts no less than eight times and her mother a well known championship winner with a first at Crufts in 1978 to her credit, Kitty certainly has the right background to succeed.

Bob has also started keeping bees, and his three hives are being looked after by Harold Heal, assistant foreman in Whiteways garage. Harold is a member of the Torbay Beekeepers Association and is in frequent demand for demonstrations at Cockington, Devon. In Harold, Bob couldn't have found a better teacher.

Maureen's a winner—for Pete

Pete Clapp, fork lift truck driver for Coates Gaymers Ltd. at Shepton Mallet, and his wife, Maureen, were the lucky third prize winners in a Cavendish Woodhouse competition.

Pete, who has been with the company for 4 years, gives his wife all the credit for their success, because it was, in fact, Maureen, who entered the competition, and had to match a series of captions to cartoons about furniture.

But, of course, they were both able to enjoy their prize—£250 worth of furniture of their choice.

The couple chose as their prize, a three piece suite and a dining room table and four chairs, and were also invited to a champagne presentation at the Woodhouse store in Bristol, to celebrate the event.

Winning strain



Monitoring the fleet

Although Mary Densley has been working in the transport engineer's office for the last three years, it is only recently that she has been appointed secretary to Showerings transport engineer, Don Whitelock—apart from doing the secretarial work for the rest of the department.

Mary joined the company six years ago as a temp. for three months—and she's still going strong! She started work on the master file operation, helping with the initial setting up of records, and continued working in the accounts sector until transferring to the transport engineer's office.

With four telephones ranged at the side of her desk, which ring almost continuously, it's a wonder she keeps her air of calm efficiency. Over three hundred cars and 90 lorries make up the fleet operating out of Shepton Mallet, and they're all the responsibility of the transport engineer's department, so it's not surprising that drivers are ringing up one after the other.

In addition, Mary deals with any accidents which may occur—fortunately, the company has a good, relatively accident free record. She deals with all the accident reports, ensures the damaged vehicles are collected, returned to a garage and the damage assessed, and then gets the insurance details sorted out through the insurance department. And anyone going abroad on holiday and wishing to take their company car should contact her, because she'll ensure you have the correct form of insurance for your trip.

New vehicles, old vehicles, cars for the pool and cars for sale, all come under the jurisdiction of the transport engineer's department, as do the lorries both old and new. New vehicles for the SVPW division are bought in through the Shepton based transport department. They obtain the operator's licences for the division.

Then there are all the necessary 'evils' that normally go with owning a car—general maintenance, keeping a check on the car's performance (particularly during the first twelve months of its life), taxation, MOT testing, etc., etc. Most people complain with one car to cope with, let alone 300!

And the forklift trucks are part of the transport engineering department's fleet, too—in other words if its got a motor and wheels, it's this department's responsibility!

Mary and her husband, Christopher (who is general manager for a concrete products firm), live at Oakhill.

Superstars

Six men from Whiteways of Whimple formed a team and entered in the first annual Super Stars Gala held by Honiton Lions Club. The gala, in aid of charity, was held on Sunday 25th June and Whiteways came very close to winning the championship. A team from Express Dairy's Social Club won an exhausting tournament that included a race on butchers' bicycles and an obstacle course. Other events included a novelty dash, archery, goal keeping and penalty kicks. The team from Whiteways were in first position, leading the Express Dairy by one point up until the last event, which was tug of war.

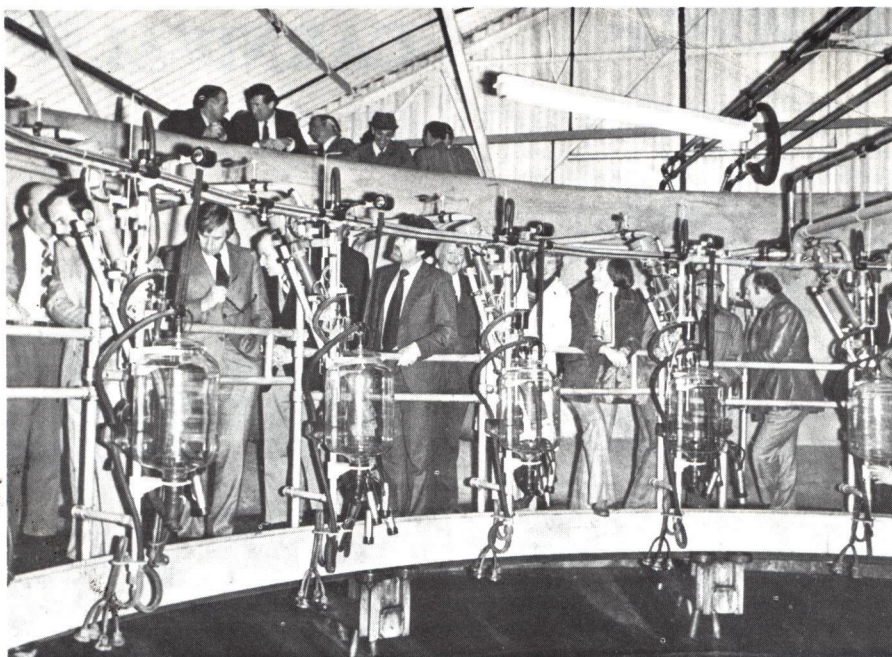
The team representing Whiteways was Kevin Cocks (capt.), Stewart Ford, Keith Marshall, Stephen Hayman, Bob Hughes and Kevin Witley. They each received a plaque as joint runners-up.

FARMING TODAY

Directors and managers from Showerings, Vine Products and Whiteways Limited, made their annual visit to some of the company's farms in May. This year saw them visiting a different part of Somerset, taking in Middle Chipley and Baghay Farms near Wellington, Yarde Farm, Combe Florey and finishing the day with tea at Mr. Chris Norman's Pixford home.

The party was accompanied by orchards controller, Geoffrey Rowson, who was able to give the up-to-date picture of the company's fruit growing programmes, particularly that for the largest perry pear orchard in the world—all 135 acres of it—at Middle Chipley farm.

Farm managers David Case and Roy Bottomly explained the different types of mixed farming, and there was a chance to see some of the very modern, complex machinery used on the farms. There was the giant Danish made Taarup grass drier which dries and compresses much of the grass from Middle Chipley and Baghay Farms' 350 acres of grassland. The small, flat 'cakes' produced are fed mainly to the farms' herd of 240 milking cows.



Taking a ride on a rotary milking parlour—rather different to the normal business merry-go-round!



The ultra modern rotary milking parlour which is used for this large dairy herd, was not in use when the party arrived, it being too early for afternoon milking. The platform which carries the cows rotates as they are being milked, so that as one is finished and goes out, the gate automatically opens and another one comes in to take her place. With no cows occupying the platform, the directors and managers had a ride instead!

A group of inquisitive heifer calves came to inspect the 'intruders' during a walk about in the Pixford perry pear orchards—providing a finishing touch to the beautiful scenery in one of the loveliest parts of Somerset.

David Case explains the complexities of the Danish made Taarup grass drier.

RIGHT ON TARGET

When Danny Nightingale needed a new target pistol recently, local drinks company Showerings Limited of Shepton Mallet, were delighted to present him with one. Danny, a member of the British pentathlon gold medal team in the 1976 Montreal Olympics, is aiming to keep his place in the team, to be chosen this summer.

The gun he wanted was a Hammerlie 230 .22 short calibre Swiss made pistol. Showerings information manager, Wendy Tucker, was given the task of procuring the gun—and thereby hangs a tale! She passed the problem to her husband, Bill, for they own the Hagas Fishing Tackle and Gun Shop in Yeovil—and between them secured the only gun in the country.

Twenty four year old Danny has to be proficient in riding, fencing, swimming and running as well as shooting. He has come a long way from his first competition in 1968. Among his titles are those of world junior champion, twice British senior champion, broke the British senior record in 1977 and holds the British junior record.

And how is his new gun? Well, he's already equalled his personal best in a five nations international match at the end of May, winning the competition with a score of 194 out of a possible 200.



Danny Nightingale 'tests' his new pistol.

Thirty one years on

Mrs. Rachel Redmile, an order office clerk at SVW Distribution at Huddersfield, saw her sister-in-law for the first time in thirty one years recently. Rachel's husband, Leonard, had two sisters who went to America in 1946 as GI brides and one of them, Mrs. Nora Adsit, together with her daughter, Barbara, were visiting England. Nora, her husband and two other daughters live in Baldwinsville, New York.

Mr. and Mrs. Redmile live in Netherton, but the Redmile family came from Thongsbridge, where their father was the local policeman. It took Mrs. Adsit a while to recognise some of the places she used to know, but remembered the mill where she used to work and the church where she was married.

It was Barbara's first visit to England—and she loved it!

EXCHANGE & MART

AURIÈGE—beauty and skin care from Paris. Wide range of products. Personal skin care advice and make up demonstrations in the comfort of your own home. Telephone: Shepton Mallet 3333 Ext. 265.

GOOD HOME WANTED for boisterous, good natured, Gordon Setter dog. Age 2½ years. Needs plenty of exercise, affection and firm handling. Shepton Mallet 3333, ext. 232.

For sale—1972 90cc Suzuki T.S. Needs some attention. £120. Shepton Mallet 3333, ext. 265.

Polaroid Instant 20 Land-Camera plus 2 films—one colour, one black and white. Very little used, under 8 months old, complete as new. Total price £15 o.n.o. Tel. Shepton Mallet 3333, ext. 359.

Make a date with Showerings Sports & Social Club

August 5	Contraband
August 12	Shaggy Tiger
August 19	Goldrush
August 26	Windrush
September 2	Telstar Disco
September 9	Neon Rainbeaux
September 16	Kontrast
September 23	Carousel
September 30	Patches

ANGLING NEWS

Les Guy reports on the latest trip by Showerings Sea Angling Club:

Sunday, July 16, saw the club members at Torquay. Bright sunshine and a temperature of 75°F sped us on our way in the boat Cromlech. It was real deckchair weather—and that's just what we sat in while the trawler took us to our particular wreck.

Top catch of the day was made by Dennis Banwell with a 48lb. conger eel, 10lb. cod, plus 35lb. mackerel and pouting.

Unusual catch of the day went to Bill Hogwood, with a 3½ lb. plaice.

The day's total catch saw us with 5 conger eels, 4 cod, 5 ling, 1 bream, 1 plaice, and 100 plus mackerel and pouting.

Send your news items to:
Wendy Tucker,
Information Department,
Shepton Mallet.

BAMBI CARNIVAL CLUB



And what has the Bambi Carnival Club been up to recently to raise money?

Well, as this picture shows, Dave Cox and Phil Edwards, both electricians with the company, volunteered to do a sponsored walk from Bristol to Shepton Mallet—approximately 20 miles. With refreshments from the back up car, they walked non stop for four hours and 40 minutes, and reached Shepton tired, but happy. So, it's a big thank you to Dave and Phil, who raised £67 for the club.

Other fund raising events organised by the club included a disco and a jumble sale. Both were very successful and well attended. A lot of hard work went into each event and the club are most grateful to those who provided jumble etc., helping to raise £22.

And, it was fun for all on the last major event the club held—a car treasure hunt. Although the weather was bad and entries were few, it didn't dampen the spirit of things. People drove round the country lanes taking a left turn when it should have been a right, thinking could that puddle be a pond, and where do we go now! Everybody, however, returned safe and sound—eventually!—and the lucky winner of the £10 prize was, Ray Onslow, a fitter from the maintenance department at Showerings Limited.

So many people have asked about this event since—and when the next one will be—that the club hopes to hold another treasure hunt in the very near future, so watch the company notice boards for details of this and other fund raising activities.

GARDENERS' CORNER

by
Bill Cassidy

If you have a CHIMAERAS (this is the botanical term for a mixed up plant) in your garden, you certainly have a mixed up plant if it should be a LABURNUM ADAMI. There has been some doubt concerning the mix up possibilities, but a German research worker managed to create a similar phenomenon by grafting a tomato onto a black nightshade, also there has been for a considerable number of years a mix up of a graft between the medlar and thorn tree.

Some 150 years ago a nurseryman by the name of Adams, living on the outskirts of Paris wanted a standard broom, so what was common practice then he grafted the purple broom, (CYTISSUS PURPUREUS), onto a standard stock of a common Laburnum (L. ANAGYROIDES). In the first instance the grafted plant produced pale yellow purplish flowers very much like a Laburnum, but with less vigor than the parent. Being well pleased with the unexpected results he named it L. ADAMI, he propagated it and sold many plants. After a few years it was noted that the various plants of L. Adami carried mostly yellowish purple flowers, they also carried pieces of L. ANAGYROIDES and tufts of C. PURPUREUS.

The tree at Mr. F. E. Showering's garden is some 20 feet tall, and about 30 years old. Although L. Adami never appears to develop a perfect symmetrical tree, it is well worth growing and of considerable interest. How can a tree have three sets of plant tissues in it, any of which can come to the fore in years to come? It also never appears to produce fertile seeds.

Visitors to the Babycham gardens recently have been charmed to see the delicate splashes of colour provided by the Grecian windflower. This plant is a native of eastern Europe and is apparently well at home in Greece. It was introduced to this country in about 1898 and is now well established in many gardens.

Gardeners know this plant as Anemone Blanda, which produces a thick underground stem called a rhizome. Dried pieces of this are planted from Autumn onwards, and produce the best display in a well drained sandy loam in a warm sheltered spot—but not in dense shade. They are best obtained from a bulb merchant by the thousand or hundred, sharing the cost between would be growers.

Those which were planted in the Babycham gardens four years ago have produced seedlings which in turn are now flowering. The first plants to flower this year were showing colour the third week in January and are at their best in April, especially when the sun is out. When at their peak the flowers are two inches across, and the plant seldom exceeds four inches in height.

Anemone Blanda belongs to the Buttercup family, which is indicated by the shape of its leaves, apart from other botanical similarities. The mixed strain is the cheapest to buy, being principally blue, pink and white shades. Anemone Blanda Atrococerulea is the most unusual and generally the most common in cultivation, being a very fine shade of blue. There is also Anemone Blanda Alba with white flowers and the more recent Anemone Blanda Radar, a more vigorous form with red flowers and a white centre.

Restrict cultivation to hand weeding and lightly rake over the top when the leaves have died down, enabling the self sown seed to settle and germinate in the Spring. These will produce flowering plants the following Spring.