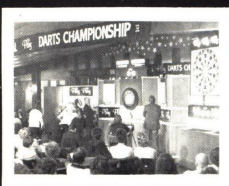


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# DOWN ON THE FARM

Mr Keith Showering and Mr Francis Showering, with fellow directors of the SVPW Division and their guests, went by waggon to look over some of the group's orchards. They saw the perry pear orchards - giving the natural ingredient of Babycham - and the cider apple orchards which supply Coates Gaymers, at the Parkersfield Farm, North Petherton and Manor Farm, West Newton, which together comprise over 365 acres.

The visit was part of a day's tour, now an annual tradition for the SVPW directors, with on site progress reports from Mr Chris Norman, the company's farms controller, Mr Geoffrey Rowsen, orchard controller, and Mr Peter Adams, farms manager.

The joint operation of Parkersfield and Manor Farms encompasses a variety of crops, particularly wheat, barley and winter barley, soft fruit production, notably blackcurrants but also a pick-your-own enterprise, and livestock (beef calves and ewe lambs).

Extensive bee-hives, cared for by Mr Tom Kingston, ensure pollination in the orchards and soft fruit fields.

The directors also visited Middle Farm, West Horrington, owned by Mr Keith Showering, to view the Sharcombe herd of pedigree British friesians - including Grove Moss Rose which was the supreme champion

at this year's Bath and West Show. Mr David Gribbon, farm manager, and Mr John Gribbon, herd manager, have charge of the herd which has one of the highest average milk yields in the country.

At Middle Farm, the group were the first guests (for coffee) in a newly completed dining and hospitality building which will in future enable the farm staff to cater adequately for the, literally, thousands of visitors each year... They come from all over the world and on just one day in the week before the SVPW directors' visit, groups from Ireland, Australia and Scotland had arrived - unexpectedly. Overseas senior government and ministerial visitors last month and this include representatives from Brazil, Zambia and Russia.

All the farms are run with an eye to self sufficiency, and with considerable initiative when it comes to devising implements and methods to produce the most effective results.

In the sheep shearing sheds, at Parkersfield Farm, for example, the staff themselves set up a hydraulic motor 'driven' by a tractor, to give the necessary power. It is less noisy than conventional methods. Hydraulic power will also be used for the conversion of an old combine harvester which will, when ingenuity has completed it, double as a fruit harvester and as a wide mower.



Getting into the swing of country life SVPW division directors are shown around some of the group's orchards and farms.



## WHITEWAYS DIRECTOR RETIRES



Mr Francis Showering presents Mr Dennis Clapp with a cut glass decanter and matching glasses.

It's been a long road for Mr Dennis Clapp. After starting as an office boy and trainee under Mr Ronald Whiteway 47 years ago he retired as Whiteways Sales Director in April.

"I came straight from school to join Whiteways as a boy of 17. I then worked my way through all the departments in the company

into the sales department", said Mr Clapp.

His spell with Whiteways was of course interrupted during the Second World War when he saw service in Tobruk in 1942 as a lieutenant, which was followed by being interned in prisoner of war camps in Italy, Yugoslavia and Germany.

A keen caravanner, Mr Clapp plans to spend his retirement with his wife Winifred "getting away from the town now and again" as well as a bit of gardening and work in his greenhouse.

Mr Clapp will continue to remain on the board acting as a consultant in the sales field.



Former Luftwaffe bomber pilot, Mr Horst Daute and director, SVPW, Mr Peter Edwards discuss "days gone by" over a drink in the conference room after a tour of the factory. See page 2 for full report on the Hanover Flying Club's recent visit to Shepton Mallet.

### Recent starters, and retirements at Showerings were:

#### STARTERS

- Mr P. Bolton, Assistant to Credit Control Manager.
- Mrs P. De'Pledge, Canteen Assistant.
- Mr P. Thomas, Mr A. T. Coles, Mr P. J. Button, Miss K. Carter, Mr S. Horler, Mr N. J. Attwood, Miss H. Loosemoore - Production Operatives in Bottling Hall.
- Mr D. Bird, Driver in Distribution.
- Miss J. Goverd, Trainee Purchase Ledger Clerk, in Sales Accounts.
- Mr H. Webb, Production Operative, in Cider Factory.
- Mr D. P. Smith, Production Operative, in Cider Factory.
- Miss S. Gregory, Production Operative, in Bottling Hall.
- Mr M. A. Chinnock, Production Supervisor, in Bottling Hall.
- Mr. T. R. Collier, Production Operative, in Bottling Hall.
- Mr S. Keyho, Diesel Fitter, in Garage.
- Miss H. Goodyer, Diesel Fitter, in Garage.
- Miss L. Williams, Assistant to Management Account, in Accounts.
- Mr D. E. Riggs, Driver, in Distribution.

#### RETIREMENTS

- Mr E. A. Taylor, Post Room Messenger. After 4½ years service.
- Mr C. W. Drew, Fitter, in Factory Maintenance, after 21 years service.
- Mr R. W. Whitfield, Area Manager, in Coates Gaymers Sales Force, after 51 years service.



## GERMAN VISITORS TO SHEPTON MALLET

A group of ex-Luftwaffe pilots were seen looking over Showerings Shepton Mallet factory recently.

The Hanover Flieger Club were being shown around the factory as part of a goodwill gesture by their English colleagues in the Bristol and Wessex Aeroplane Club who had asked Trade Relations Department to let their German friends see the inside of an English factory.

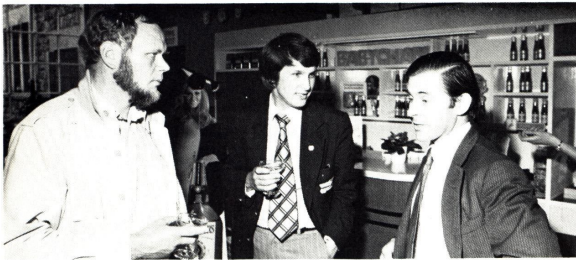
Graham Bennett, Chairman of the Bristol and Wessex Club, told us about the Club's background and how the Germans came to be at Shepton.

"The Bristol and Wessex Aeroplane Club was founded at Filton, Bristol in 1927 and is one of the oldest flying clubs with a continuing operation in the UK.

"Soon after its formation it was approached by the Corporation of Bristol and asked to find a suitable site within the area for a civil aerodrome. The club found a

"In the past ten years, they have just about exhausted our tourist resources. They have been entertained by the Red Arrows pilots at Kemble, visited a Welsh-speaking comprehensive school in Llantrisant, sat in their own wartime aircraft at RAF St. Athan, spent a whole day in a boat with a bar on the Thames during what must have been the longest rainstorm in history and, of course, have "done" Longleat, Stonehenge, Wells and the bar of the flying club!

Getting ready to tour the Babycham factory, The German visitors line-up with Shirley Wheate, trade relations officer.



Two of our German visitors enjoying a drink and a chat with export executive, Martin Thompson.

site at Whitchurch, Bristol and an aerodrome was established there and the club administered its operation on behalf of the City and County of Bristol.

"The Corporation authorities took over the airport after five years until the outbreak of war.

"The club again volunteered to help. The club's manager took charge of the day to day running of the whole flying operation. During the war Whitchurch airport was the only civil airport in the UK to continue operating, and it maintained contact with the rest of the world through flights to neutral countries, especially Spain and Portugal.

"Ten years ago the club was visited by a group of German flyers from Bristol's twin town, Hanover, the Hanover Flieger Club, made up mostly of ex-Luftwaffe pilots with a continuing interest in flying.

"From the first visit grew a strong and lasting friendship. Gerhard Koch, the then chairman of the Hanover club, was mainly responsible for generating the enthusiasm in those early years.

"A pattern emerged, the Hanoverians visiting the UK in May, aptly enough on Ascension Day, and stayed for the weekend. There is a return visit in September.

Another recent retirement from Showerings was Mr Joe Hodges who retired from the garage where he worked as a fitter.

Mr Hodges was with the firm for two twelve year spells. Mr John Norgrove, garage foreman, and chief transport engineer, Mr Don Whitelock presented him with binoculars and gardening tools on behalf of the management and his working friends.

## PROFILE - Harry Tavener is our man at many trade functions



Harry (centre) in the London Room, Drury Lane, Covent Garden, with manager Mr Martin Dalmou (left) and his assistant, Paul Stevens attending to behind-the-scenes details at a recent banquet.

The objective of the Licensed Trade Convalescent Homes (South Western Board) this year is to open a convalescent home in the South West at the earliest possible opportunity.

This year Harry Tavener, chief executive trade relations for Showerings, is president of the South Western Board of the L.T.C.H. with Eve Hunt, licensee of the Globe Inn, Wells as chairman. And it is fortuitous that another S.V.P.W. company, Teachers, are L.T.C.H. National patrons this year.

Elected at the annual general meeting on March 7, Harry outlined the Boards' objectives: "We aim to raise funds and create enthusiasm in the West of England.

"It would therefore be most appropriate to see a convalescent home opened here bearing the name of Showerings during our year as a lasting memory.

"This calls for the help and active support at functions, tastings and exhibitions from the Sales Department throughout the year.

"Already a suitable property has been found in Exeter and Geoff Phoenix of Allied Breweries surveying department, has inspected it from all angles to see that it measures up to the required standards," said Harry.

A fundraising cheese and wine party was held on July 4 in the Babycham Gardens and conference hall. An unusually summery evening made it a great success with guests eating and

drinking in the gardens and having a disco in the conference hall.

This admirable task of opening a home for convalescents is, however, just one of the ways in which Trade Relations Department meets its objectives of developing and maintaining close links with the licensed trade. Obviously, therefore Harry Tavener has to know the trade inside out.

Harry has been Showerings' chief executive trade relations for two years now. He is head of the busy department based at Shepton Mallet which keeps a close link with all the various trade and charitable organisations in the drinks world.

Naturally this means his job is a very active and demanding one, not only attending banquets, dinners and social events on behalf of the Company but also organising such functions as and when the occasion demands. This he does either in his own capacity as a President or Chairman of a particular trade or charitable association, or giving support when one of Showerings' other executives is occupying a similar role. Invitations to accept a year's term of office, plus the accompanying responsibility for hosting and sponsoring various functions, are numerous. And all serve to maintain Showerings' high reputation in the trade with the result that invitations are being received well into the 1980's.

The budget for a charity event can vary considerably depending on its size and

location. It might take place at somewhere like the Connaught Rooms in London, the Albany in Birmingham, the Grand Atlantic at Weston-Super-Mare, Blackpool, Manchester, Leeds or some other major conurbation - or it might be a smaller event in a commemorative village hall, but each event is carefully considered on its merits before acceptance.

Harry's responsibility as 'mine host' for the evening, complete with the blue carnation in his buttonhole, (one of his original ideas, which is now tradition with Showerings' personnel on such occasions.) includes choosing the menu, selecting the wines, hiring a toastmaster, selecting a suitable band, organising a major raffle prize and supplying gifts for the ladies, plus laying on the reception, incorporating for instance a Harvey's Bristol Cream or a Babycham and Brandy tasting.

Perfection has to be the keynote as Showerings' reputation in the trade has to be maintained with no leeway for anything less than a resounding success.

With all this underway in his year of presidency Harry wished every success to the L.T.C.H. and hoped that they would soon achieve their little grey home in the West and that other Trade charities would be just as successful.

A reminder here seems appropriate of Showerings' donation of 5p to the trade charities for every extra dozen bottles of Babycham sold in the twelve months up to September 30 this year compared with last

## WEDDING BELLS



Congratulations to Robert Wiltshire, distribution routing clerk and Lesley Knowles, inter-company accounts clerk who were married recently at Shepton registry office with a blessing afterwards in Croscombe parish Church.

The couple took a break from the summer that never seems to be happening for long in England and spent four days soaking up the sun in Spain.



## TWINS

It was touch and go for garage staff member, Martin Hunt, last month when his wife Linda arrived at Yeovil District Hospital with half an hour to spare before giving birth to twins.

"We had hardly got to the hospital on that Saturday night when the first boy, eight pound nine ounce, Kenneth James, was born at 10.10 p.m. and eight minutes later seven pound Roger Neil arrived.

I was speechless when I first heard I was going to have twins, but both Martin and myself have got used to them now and are very pleased, said Linda.

The Hunt's 20 month old daughter, Helen, has taken on the role of assistant mother to the twins helping Linda to powder them.

## PRESENTATION FOR GAYMERS CANTEN MANAGERESS

RETIREMENTS



Mrs Boast receiving her flowers from management staff. From left: general manager, Mr Robert Grunberg, Mr Ray Walker, Mr Harold Reeve, Mr Eddie Reilly, Mr Kevin O'Brian, Mr Andrew Murgatroyd, Mr Peter Falter.

Mrs Gladys Boast who recently retired as canteen cook/manageress of William Gaymer & Son Limited was affectionately known as "mother" to many employees who enjoyed her good home-style cooking. Her one aim was to please the inner man of all who patronised the canteen.

Mrs Boast joined Gaymer's canteen staff about ten years ago as an assistant and three years later took over the position of cook, devoting herself to providing "a

lunch of sustenance for all".

The staff always remember her having a ready smile and exchanging a friendly banter with her customers.

Away from work her pleasures include attending chapel on Sunday mornings; and for entertainment - completing the daily crossword puzzles and going to the occasional bingo evening.

A widow for several years, Mrs Boast lived alone at No. 1 Exchange Street,

Attleborough. She has two daughters and seven grand-daughters who, like all her colleagues at Gaymers, are delighted to know that she is now living in a comfortable self-contained flat among other retired Attleborough residents.

Mrs Boast received flowers from the management and her canteen staff and a cash gift from her Gaymer friends.

We all wish Mrs Boast a long and happy retirement.



## THE PRIZE WINNERS..



Winning smiles from Dave Forsyth (left) and Graham Hawkins.



The moment of triumph. Victorious Showerings drivers hold aloft their trophies. From left: Bill Whittock, Bob Hale, Julian Wilkins, Stan Ball and Graham Hawkins, pictured with the former mayor of Weymouth Mrs Jessie Fry.



The eagle eyes of the judges taking in every detail as the driver goes through his paces.



A Showerings driver negotiating the tough obstacle course.

## LORRY DRIVER OF THE YEAR

On an unusually hot Sunday afternoon recently Showerings distribution staff members ran away with most of the trophies at the Lorry Driver of the Year Competition in Weymouth at the Dorset Centre.

Competing in five of twelve classes the Showerings drivers notched up victory in two classes; one second; a third and two fourth places.

## CAMERA REPORT

Brian Whittock won his class which entailed driving a 40' rigid trailer; Graham Hawkins driving a small articulated trailer also won his section with Robin Pearce coming second in his class driving a small articulated vehicle with a rigid trailer and Bob Hale in the four wheeler class came third with Julian Wilkins coming fourth in the same section and Anthony Padfield also taking fourth place in an articulated vehicle and box trailer.

There were about 100 entrants in this regional competition which according to the experts was held

under ideal driving conditions with a slight hazy mist.

The skill of each driver is tested to the limit with them negotiating tough obstacle courses where pin-points precision decides who rides away with the top prize.

Now Brian and Graham go onto Bedford on September 16 to fly the Showerings flag at the national finals, to compete against the top drivers in the country.

These pictures capture the jubilant mood of the very successful six man Showerings team. Congratulations!



After action satisfaction. The winning drivers, their wives, children and friends line up in front of their trusty steeds - their lorries that helped them drive to victory.



The skill and pin-point precision - not to mention the concentration - needed to come out tops in this competition, shows here as judges take stock of this situation.



Beginning the tough obstacle course that separates the men from the boys.



# ROYAL BATH AND



Left to right: Fred Butler, Lorraine Reith, Jean Williams, Shirley Wheate, Marie Heard, Peggy Swift, Mary Webb, Irene Cooper, Pauline Rossiter and Lionel Sharman.

## AN EVERREADY WELCOME

Staff from the catering department at Shepton Mallet and from the trade relations department did a fantastic job providing hospitality and refreshments to literally hundreds of our friends from the trade every day of the Show.

It was all the busier because of the weather – which made the warm welcome there seem doubly appealing.

In a minimum of space, Irene Cooper and her team prepared and served up to 150 lunches – having already served scores of coffees, and with scores more attractive teas to offer later in the day. It was no mean feat, from early morning shopping for fresh salads, to the packing away of the last cup and saucer every long-houred day.

It was the third year around for Irene and for Pauline Rossiter and Peggy Swift, but a first unforgettable experience for Marie Heard and Mary Webb.

The bar was looked after by Shirley Wheate and Jean Williams, to both of whom many of the visitors were familiar faces, helped by Lorraine Reith participating in her first Show.

Lionel Sharman returned as usual for his annual helping-out behind the scenes, and Fred Butler was the familiar courteous figure at the door who ensured that our guests were discreetly 'checked in' and greeted.

## MAKING HAY WHILE THE SUN SHINES . . .

In between showers and storm clouds over the Shepton Mallet showground of the Royal Bath and West Show this year, Showerings set about taking the honours in a number of prestigious events.

Mr Keith Showering's prize winning Sharcombe herd virtually had a clean sweep in the dairy section, with the Whiteways pigs keeping up tradition by winning a first and three third prizes.

While in the jumping stakes it was second time lucky for Babycham Gold Cup Winner, Robert Smith. Last year he was beaten by his father, but this year with prize money totalling £1,500 he rode Sanyo Video into first place winning the Babycham Gold Cup, which he keeps for a year and received a miniature from Mrs Keith Showering.

Babycham's presence was also felt at the Babycham Pavilion where hundreds of people thronged to play pub games and have tastings of the sparkling perry, Pony British Cream Sherry and House Wine.

Two lovely ladies putting in an appearance too were Babycham Coal Queen, Ann Melling, who added a touch of glamour and Somerset County Champion darts player, Audrie Derham who took on all comers in the pavilion. These are the pictures that capture the mood of a memorable Show, and here are some of the Showerings people who came.



Relaxing in the Babycham hospitality unit. From left:- Bill Clifton, area manager (Showerings), Jack Cartledge, area manager (Showerings) and Mrs. Clifton.



Warming up at the bar after a sudden shower outside. From left:- Lorraine Reith (at bar), and friends Mr. Peter Lewis, Mrs. Ann Lewis with Mr. Nicholas Ware who works in divisional personnel department.



Enjoying some of the excellent fare are from left. Graham Murrell, Cecilia Sharam, secretary to S.V.P.W. director, Mr S. Neale; Graham Sharam and Margaret Murrell.



# ND WEST SHOW



**GIRLS GALORE!** A splendid array of Babycham and Pony personality girls were on hand at the Babycham Pavilion throughout the Show to assist the thronging crowd in there each day, to play their favourite pub games and offer tastings of Babycham, Pony British Cream Sherry and House Wine.



Enjoying some respite from the Saturday heat in the Showerings hospitality unit is technical manager, Peter Hatton. Trade relations officer, Shirley Wheate obliges with a long cool refreshing drink.



It might have been muddy outside but the welcome inside the hospitality unit certainly made up for it. From left:- Stan Wheate, Coates Gaymers, regional sales executive, Mr Peter Donaldson, Felinfoel Brewery, Llanelli (manager), Master Donaldson and Mrs Donaldson.



Getting together over a drink at Showering's grandstand hospitality unit were: Mr Julian Flook of Bristol; Mr Jimmy Jones, regional sales manager - Midlands & West; and, Mr Freddie Pring, consultant trade relations, SVPW.



Interested onlookers on the grandstand are from left: Mr Francis Showering Jr, Mrs Keith Showering, Mr Harry Tavener, (chief executive trade relations), and Mr Bert Bramble, (promotion executive). A spectacle of dancing horses, the massed band of the Royal Marines, RAF parachute displays and horse jumping were among many of the treats at the Show.



Feeling satisfied after a tasty lunch. From left: Julian Hicks (Clarke Gale Agency), Neil Kirkman, Coates Gaymers, brand manager, Mrs Sue Kirkman, and Mrs Sarah Hicks.



Another merry group cooling off in the hospitality unit from left:- Mr Frank Butler, trade relations executive, Midlands, Doug Townsend, trade relations executive, West Pennines, Mrs Joan Townsend, Harry Tavener, chief executive trade relations, David Drew, sales office administrator, Mrs Rita Drew and Mrs Peggy Cartledge.



# COUNTRY CORNER



## OSTRICH AHOY!!

Have you ever seen anyone riding on an ostrich. . . well we haven't!  
Camels, yes, even a giraffe, but never a ostrich. Unusual enough in fact, to warrant a spot in Swan. Of particular interest is the rider, young Mark Slade, son of Slade's Managing Director Mr B. R. Slade. The shot was taken during a recent visit to South Africa. The ostrich is an interesting bird and has a productive life of about 40 years, although they have been known to

live as long as 81 years. Their eggs are so large and sturdy that it is possible to stand on a nest of eggs without breakage! One egg will serve 20 people! From the commercial angle every part of an ostrich can be put to good use, i.e. the feathers for plumes, the meat is of great value and the skin used for handbags, but regrettably they do not have ostriches in stock at Slades!!

## WHIMPLE VIOLET



The Whiteways herd of pigs kept up tradition by winning a first prize and three third prizes. Herd manager Ian Hardcastle is pictured here with Whimple Violet the 84th, age 11 months, who was bred from the Whimple herd of pedigree British saddleback, and took first prize at the Show in the July Gilt class.

The 'thirds' were in the Old Boar, Young Sow and September Gilt classes. Ian can look back on over 22 years building up the herd, which he founded for the Company two years after he joined in 1957. He began with 20 gilts. Now there are close on 180 sows in the herd, of which 70 are saddlebacks and the rest are Whimple (hybrids). The saddlebacks, says Ian, are good for grazing and good for crossing.

Ian, of course, is very much an expert on the subject now. The pigs are his absorbing interest as well as his job; and

he never yearns to go back up North from where he hails. He originally came down to Devon to undertake a two-year course at Seale-Hayne College, Newton Abbot, having already done a one-year course in Agriculture at the Farm Institute, St. Albans. From College he went into farm management in East Devon at two different farms, for three years each time, and he has stayed in the West Country ever since.

He married a Devon girl, too. Sadly, just two weeks before the Show, they suffered the tragic bereavement of their 26 year old son, who died in an accident while on holiday abroad. This made the Show especially poignant for Ian, as it is an event which brings him in touch with many friends in the farming community and in the Showerings 'family' who have known him and his wife for many years.



The Sun Shone on the Devon County Show in May on the day it was attended by Prince Charles. It was also the day that featured the Whiteways of Whimple Stakes for Jumping Class C. The Company has been sponsoring for 15 years - so is one of the oldest sponsors in the Show. Backview is of Paddy McMahon, watched (left to right) by Mr Richard Whiteway, Mrs Whiteway and the chief ring steward.

# BABYCHAM DOES WELL DOWN UNDER



Dick Russell down under in Sydney with the Opera House in the background.

A whistle stop tour Down Under earlier this year by Showerings overseas representative, Dick Russell, took in Australia's major cities and showed the "Aussies" to be appreciative of Babycham.

Tastings in Perth, Sydney, Adelaide,

Melbourne and Brisbane were attended by the press and wine writers.

Dick also spent a few hours each day meeting bottle shop managers (the Australian equivalent to out-of-licence managers) and hotel managers.

The idea was to promote Babycham and

meet the Australian distributors, Wynn Wine Growers Pty Ltd. This entailed going out with the Australian representative on his normal calls during the day and seeing the Australian side of the operation.

# FARM ROUND-ABOUT

## Perry Pears in full flower

Middle Chipley farm manager, David Case, reports that the early flowering varieties were about a month later this year than usual, and a week or so later than in 1978.

Much of the earlier flowering varieties lost their petals prematurely in the gales, and it is still too early to tell whether pollination was effective.

The company's bee keeper, Tom Kingston, was well satisfied with the way his 300 - odd colonies had overwintered. The cold spring has, however, caused problems by reducing or delaying the nectar flow and several colonies have died out recently despite all his efforts. It could be a lean year for honey production.

## Experiment

An experiment is in progress at the North Petherton pear orchards to induce fruit set using synthetic plant growth substances.

Sprayed onto the trees at the end of flowering, these artificially stimulate fruit set, and are likely to be especially valuable following Spring frost damage to blossoms.

## Cider

Following the exceptionally heavy crop of cider apples in 1978 most of the Company's orchards are living up to their



The Perry pear orchards at Middle Chipley Farm, Somerset.

usual biennial habits, and crops will be light generally.

This gives an opportunity to experiment with a new method of controlling biennial bearing.

A low concentration of a particular weedkiller, sprayed onto trees in their non-cropping year, will reduce the amount of flower bud produced.

This allows the tree to crop less heavily than usual in the 'on' year, and produce flower bud in reasonable quantity for what would have been the subsequent 'off' year, so evening out the cropping.

The experiment is still very much in its infancy, and is being carried out in

conjunction with Long Ashton Research Station, using one of Tony Clafer's orchards at Almondsbury, near Ilminster.

## Farming in General

The farming picture generally is not very cheerful so far this year. The long cold winter was not unwelcome, but the continued cold weather in Spring meant that cattle had to be kept in much longer than usual as grass growth was poor.

Silage making was already delayed by the extremely cold and wet May, and this has been further aggravated by the torrential rain which marked the opening of the Royal Bath and West Show.

## ATTLEBOROUGH SOCIAL SCENE

By Maureen Henderson of William Gaymers

A party of about thirty members of William Gaymer's staff and their respective husbands and wives enjoyed a most pleasant evening recently.

The journey started with a coach trip from the Cyder works to Wroxham, a well known popular holiday centre. A cruise has been arranged on one of the Norfolk Broads pleasure steamers. The river was very busy with all the holiday cruisers and sailing dinghys. On returning to Wroxham we boarded our coach once more and proceeded to Coltishall where we visited one of the most popular riverside pubs for refreshments and a convivial evening.

It was agreed that this was the sort of relaxing evening we would like to repeat, and we hope that Bert Manewell from the Works Office will once more oblige!

## Leaving

Mrs Leslie Edwards who has been working as a Grants of St. James's clerk at Attleborough branch of S.V.W. Distribution for the last three years, has now left as she is shortly expecting her first baby.

We wish Lesley and her husband Colin great joy with the forthcoming addition to their family.

## Coming

Mrs Mary Hull has joined S.V.W. (D) Limited, Attleborough as the new Grants clerk.

Mrs Sally Clark joined Gaymers at Attleborough as an Accounts Clerk in February.



General Manager, Robert Grunberg (right) presents Frank, (centre) with a cheque on behalf of the company, with Wally Barker (left) handing over a cheque from the Union and Alan White (centre right) handing over the carriage clock.

## FRANK BALDWIN RETIRES

Mr Frank Baldwin retired at the end of May after 16 years service with Gaymer's. Prior to coming to Gaymers Mr Baldwin was a farm foreman but says that he wishes he had joined Gaymers earlier as the last years have been his happiest.

He is an avid collector of brass ware, particularly antique items. He is also keen on horse racing and other sports.

Mr Baldwin held a combined retirement and birthday party in Gaymers Works Hall for his friends and a very enjoyable evening was had by all.

He was presented with a carriage clock from his colleagues and cheques from the company and local branch of his union.

We wish both Frank and Mrs Baldwin a long and happy retirement.



# PONY DARTS

Described by "Mr Big" himself, British Darts Organisation secretary Olly Croft, as "just the breakthrough needed in women's darts," the recent British Ladies Individual Pony Darts Championship scored a bull's eye with press, public and contestants.

Sixty four finalists representing each county in the country qualified from 3,700 entrants in the competition, the first of its kind.

In weather we usually only dream of, the players, organisers, press, family and friends converged on Ladbroke's Seashore Holiday Village at Great Yarmouth for the weekend championship.

Behind the scenes organisers from Showerings Marketing Department, Pony brand manager John Lee and assistant Veronica Smith had been preparing for months. By noon Saturday May 19 tension in the Mermaid Complex was at fever pitch as the first of the contestants, who included national and international players, threw their first darts and the battle had begun.

Before sunset Showerings marketing director David Gilchrist handed over the Pony Championship Trophy to England captain and international, blonde Maureen Flowers.

So high was the standard that three England players took the first prizes with Maureen defeating her team mate Linda Batten by three straight legs in the final.

Commenting afterwards Olly Croft said, "In as short a time as two years I now expect a women's world championship to evolve, based on what is happening in Britain and Europe at the moment."

The top four prize winners all said they would enter the competition again next year.



Toasting success with a Pony Cream British Sherry after the finals are brand manager John Lee, runner-up, Linda Batten and marketing assistant, Veronica Smith.



Showerings marketing director, Mr David Gilchrist, congratulates Somerset County Champion Audrie Derham, who took equal fifth place.



England captain, Maureen Flowers who beat fellow team mate, Linda Batten in the finals holds aloft the Pony trophy.

## SOME OF THE RUNNERS-UP



Jean Dickinson - 3rd.



Susan Giddins - Equal 5th.



Paula Storr - Equal 5th.



Elsie Halligan - 4th.

## SPORTS AND SOCIAL CLUB

Showerings Sport and Social Club at Shepton Mallet dates back to 1961 when a small group of people got together to prove they could run a successful social club.

"This we did too, organising dances and providing the drinks on a sale or return basis at the local drill hall," said club secretary and one of the founder members Dennis Marable.

So successful were they that a year later they asked the Company for their own place to hold social events. They were given the use of the canteen.

But the club grew larger again and permanent premises were needed. The Old Manor was allocated and in came a snooker table, darts board and table tennis tables.

Next step in the club's growth was the present old Kilver Street School which was enlarged about four years ago with an extension. This provided a dance floor and carpeted lounge area.

More than 200 members now enjoy weekly dances with different pop groups playing regularly every Saturday night.

### DATES TO NOTE

August 18	Lady Blue
August 25	Freelance
September 1	Sidewinders
September 8	Sabre
September 15	Saints Showband
September 22	Club Combo
September 29	Alan Keel Sound
October 6	Telstar
October 13	Patches
October 20	Pedulum
October 27	Lady Blue

## HOB-CART FOR THE HANDICAPPED



A little happiness has been brought into the life of handicapped children in the vicinity of Hounslow Toy Library, who cater for all handicapped children in the borough.

Showerings staff, touched by an appeal for help, whipped round some months back and raised some cash. The honorary secretary of the library, Mrs S Strudwick subsequently received a gift of a hob-cart to the delight of the children using the facilities at the library.

Enough cash was left over to present a small cheque as well to the Mental Aftercare Association, through the fund raising activities of former Showerings employee, Mrs Pam Moore.

Hob-carts are made in H.M. Prisons as a new form of self-propelled transport for the handicapped.





Mrs Miles receives her cut glass decanter prize with sales representative, Ken Marchant (left) and area manager, Paul Jordain looking on.

## CHEERS! IVY AMONG TOP PUBS!!

Serving thousands of customers has not been a bitter experience for licensee Ivy Miles.

Her customers have found her mild over the years and although they've been rather spirited at times they have raised their glasses to make the King's Arms a runner-up in the "Babycham Pub of the Year".

Mrs Miles has been running the King's Arms in The Grove, Ealing, for 36 years now.

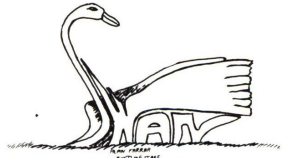
She certainly needed a stiff brandy when she learnt that it had been chosen as one of the 50 "nicest" Babycham pubs in Britain.

Consensus among licensees has been overwhelmingly responsive and in the next issue of Swan we plan to feature a unique gesture of thanks from a nominator of one of the pubs to trade promotions manager Arthur Woodman.



Taking on all comers at the Royal Bath and West Show is Audrie Derham, one of the runners-up in the Pony British Ladies Individual Darts Championship and Somerset County Champion. Audrie is pictured here inside the Babycham Pavilion playing against crew members of H.M.S. Excellent.

## REACH FOR THAT SKETCH BOOK



Many moons ago Swan invited readers to send in ideas for a masthead for the magazine.

This one - from Alan Farrar of the bottling staff at Charlton Brewery, came on to the editorial desk recently. Thanks Alan. Although there are no immediate plans to make a change, it reminded us that there is likely to be a lot more artistic talent being hidden under the lines, desks, benches and mudguards.

So how about it, Swan readers? cartoons, portraits, drawings and designs - all sorts could find an appreciative place on these pages.

Pen and wash, line drawings and pencil sketches will be welcomed. Please send them to: Swan Editor, c/o Mrs. S. Palmer, Marketing Department, at Shepton Mallet.

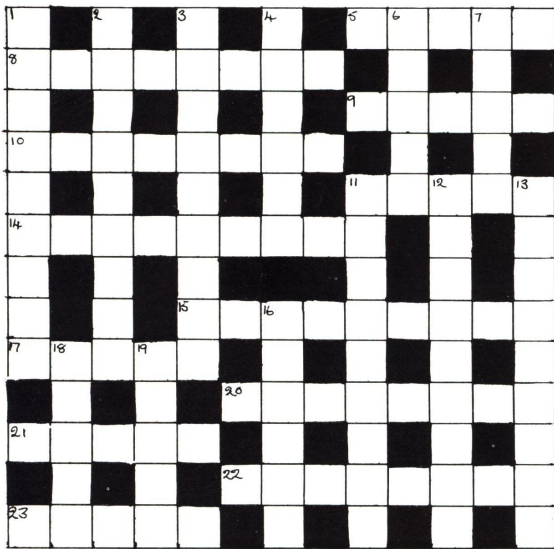
## CLOWNING IT UP!



Just the gear for the well dressed trade relations executive? Not quite! It was a clown's evening and leading the song and dance was Frank Butler with the Ladies of Leicester Auxiliary at the recent Ladies Convention at Skegness. Frank is going to be president of the Leicester Ladies in 1980.

## Swan-Word

## No. 3



### Clues Across

- Cocktail (3, 3, 5)
- Against (4)
- Part of D.I.Y. Kit (8)
- Fix (6)
- Most senior (6)
- Oppose article! (6)
- Lures (6)
- Frown over newspaper title? (8)
- Initially lorries operate and dispatch their burden! (4)
- What unfunny club comedians often do (3, 3, 5)

### Clues Down

- Point to (8)
- Popular pub name, teamed with Hope (6)
- Strong malt liquor (6)
- A single thing (4)
- Sweetmeat (11)
- Thwart me (5, 2, 4)
- It takes the sting out of nettles (4, 4)
- Parts of limbs (6)
- Fears (6)
- Nutrition (4)

## PUZZLE WINNERS

Winner of Swan-Word No 2 is G. T. Coles of 'Plant Maintenance Dept' who will be receiving a gift token of £2.

This was the first correct solution opened, but there were others, too, including Miss Jane Watts from Divisional Secretariat, C. A. Brown from Export Dept, Peter Gibbs from Accounts, Karen Tolhurst from Distribution, Myra Atkins from

Divisional Personnel, Miss J. House from Communications Dept, and Mrs E. J. Chaplain from Technical Dept.

Have a go at this one, and as before, a gift token will be given for the first correct solution opened. Cut out the grid or write answers on a sheet and send with your name and department to: SWANWORD, Swan Editor, c/o Marketing Dept., Shepton Mallet, to arrive August 31.

### Solution Down

- Abstracts
- Objective
- Scabbards
- Parent
- Plumb
- Dress
- Admitting
- Yellowish
- Sparkling
- Sherry
- Toast
- Perry



Babycham brings some sparkling smiles at the recent National Licensed Victuallers and Caterers Exhibition at Birmingham. Toasting the success of this famous drink are Harry Tavener, chief executive trade relations, Mrs Wyn Heywood, chairman, Licensed Victuallers School Ladies Committee and Bill Goldsmith, Governor, SLV and LV5.

## ... AND THE BABYCHAM COAL QUEEN



A model appearance on the Babycham stand was made by Ann Melling, Babycham Coal Queen with plenty of eye-catching appeal. Ann also helped out on the stand with tastings for thirsty birdwatchers.

## WHO WAS THIS?

The picture of the little boy laying the foundation stone to a very important building in the last issue of Swan was correctly identified by only two people.

Sheila Palmer of Marketing Department and Betty Smart of Secretariat correctly identified him as the then Master Keith Showering now Chairman of Allied Breweries.

They will both receive the brand new Showering Christmas Promotion double album, "Disco. And After."

Back in those early days (1934) the young master Keith was pictured laying the foundations of a new cider factory on the East side of Kilver Street, Shepton Mallet.

Tales of people being boiled in tar and other little choice pieces to do with the history of Shepton Mallet will appear regularly in Swan to delight those of you with a penchant for poetry.

Local historian, theatrical producer and travel agent Mabs Holland has compiled an anthology of poems on Shepton with the apt title "Haunting Shepton."

The chosen piece this month refers to the people who were hung during the Monmouth Rebellions of the 17th century. Reputedly they now haunt the market place.

## GHOST IN THE MARKET PLACE

Can you see, as you peer thru' the window-lace,  
The forgotten ones in the Market-place?

When the moon shines cold on the old stone cross  
Can you hear the sighs of the souls that are lost?

Do you glimpse shades gliding as in a dream  
Where the inn-sign swings on it's creaking beam?

Why do they wait in familiar places?  
What do they want from us who are living?

Why do they look at us so unforgiving?  
Why do they hold up their arms and sway?

"Give us your warmth," they seem to say,  
"Give us your flesh, your blood, your life!"

For this was a man, once, and this was his wife;  
These were his children, his brothers, his friends;

All's one and the same when life comes to an end.  
Here was a parson, a lawyer, a clerk

But we are as one in the shadowy dark.  
Here's a physician and here was his nurse-and-

Wait-here is the man who brought us in his hearse-from-there-  
In the charnal house-what an infernal house-

Hewn, drawn and quartered us - speared like fat pigs!  
Pitch-boiled the heart of us - some say they martyred us while

Luckier fellows danced high on the gallows  
As Death paid the piper to play a fat jig!

We died in violence-now 'tis no consequence  
All's one and the same when life comes to an end.

Well you might ask what we want - who are living;  
Death only can answer your questions my friend.

Close the white window lace - shut out the market place  
We here are many while you are but few;

Soon you will follow us, then thru'  
life's window-glass

Others will look at us - speaking of you.

Produced for Showers Ltd. by  
Holt Schooling Public Relations and  
printed by Castle Cary Press Ltd.