

CHAIRMAN'S CHRISTMAS MESSAGE

1979 again proved to be a very successful 12 months for us. But these very good results did not "just happen". They had to be planned and worked for and could not have been achieved without a high standard of efficiency and performance in all departments.

Full marks to the sales forces, our transport men, production people, office staff, security men and maintenance men who make up the rest of the vital work forces.

The basic requirement of every successful business is good able management supported by a good and able work force with both working together for the one common objective to make the best use of the company's assets.

I thank you for your continued efforts and support and send best wishes to you and your families for Christmas and the New Year.



The Chairman, Mr Francis Showering

INSIDE....

NEW BABYCHAM COAL QUEEN

page 2

GARDENER'S CORNER

page 6

SPOTLIGHT ON SECURITY

page 2

CAMERA REPORT

The Car Garage

page 4



QUID EACH DAY AWARDS

Enterprising suggestions from all departments at Shepton Mallet to increase productivity and eliminate wastage were this year rewarded by the chairman, Mr Francis Showering with the Q.E.D. Awards.

Standing for "Quid Each Day" saved in the company's various departments, suggestions ranged from reducing the quantity used in laboratory testing concentrates to savings on non-essential lights and running two small trailers to Belfast instead of large ones.

The campaign promoted at the factory late last year was aimed at every area in each department throughout the whole complex.

It was communicated to all employees through the use of posters, memoranda, and circulars with a suggestion box on hand to receive the cost saving schemes.

There were some resourceful ideas: Cider factory operative, Robert Blinman and Mrs J. Parker shared £34 for recommending the return and re-cycling of line and blending room samples with an estimated annual saving of £170.

Bottling hall attendant, Mrs Eileen Attwood, received £7 for her idea of saving blue plastic bags from new bottles to put shrink wrap waste in, which would save about £72 per annum.

The adapting of 1/2 pint line to take both wooden and plastic cases with an estimated saving of £125 per year with £4,750 one off cost came from Phillip Kelly in plant maintenance and earned him £80.

Another plant maintenance savings idea came from Geoff Coles to save approximately £500 a year and earned him £50 for his scheme of stocking a box of small spare parts to have on hand for breakdowns.

Driver, Cyril Blinman received £30 for his cost saving idea on the Belfast run, which could save £300 per annum.

Other suggestions were:

Miss Amanda Legg/Mr A. Candy/Mrs E. Chapman — To use only 50 ml concentrate for testing in laboratory instead of 500 ml. Mr. C. J. Shaw — Additional telephone in Anglo Stores. Mrs I. Mears — One order per week for B.R. Slade instead of many for few pounds each. Mr. E. J. Chaplin — Non duplication of Babycham samples by laboratory for warm room. Mr I. Mitchell — Printed stationery from Leeds to be taken to Harveys instead of to S.M. and then sent back to Bristol. Mrs A. Edwards — Form a general statistics section for both C.G. & Showerings. Miss P. G. White — Send orders by first class mail instead of by phone. Mrs S. Nolan — More than one requisition for same company to be typed on same order. Mrs V. Meldrum — Section of four small wheels tiers be put on conveyor belt on litre outlet. Mr P. Mobbs — Install on No. 3 Filler Snif



"Q.E.D. people" line up with the chairman in the conference hall after receiving cheques for their initiative. From left: Cyril Blinman, Eileen Attwood, Geoff Coles, the chairman and Phillip Kelly.

can a tray to save excess product ejected from sniffs. Mr R. Onslow — Idea on how to operate flagon washer discharge sweeps when changing from flagon to litres and back. Mrs E. Attwood — Saving of position 2 on Line 2. Mrs J. R. Marable — Saving of caps which are normally disposed of each day to be re-used. Miss Kay Ryder — Card-board cut-out to be placed in inspection area so that employees could see correct levels of Pony, Cherry B and Babycham. Mr M. J. Holmes — Saving on non-essential lights. Mr D. Drake — Switch off the 3 shrink tunnels from 12 noon until 12.45 each day. Miss K. May/Mr A. J. Braley — Keep punctuation and text of telex and cables as brief as possible. Mr R. G. Reeson — Keeping photocopying to minimum. Mr C. A. Cawthorne — Use of key operator for photocopying. Mrs D. Tapscoth — large bag on all lines to collect waste paper from capsule boxes. Mr A. Woodman — Stricter control on use of Red Star Parcel service. Mrs I. D. Heal — Each capping area be given a box for use of crushed capsules. Mrs G. Whittock — Co-ordination of personnel from various departments visiting same location. Mr G. Payne — Red Star Parcels to be sent instead by post. Mrs J. G. Austin — Cash to be paid in to Cashier before midday on day of receipt then Company bank account can be credited same day. Mr C. Banks — Keep Q.E.D. scheme alive with other incentives from time to time. Mr D. Lister — Post to the sales force to be centralised and sent once a week. Miss K. M. Bean — Take more carbon copies and use of old circulars instead of new paper. Mrs G. Charles — Delay payments to suppliers at end of each period. Miss C. Plank — Cut down photocopies and use carbon copies instead. Mr R. W. Anderton — Collect spillage from draft line filler and recycle.

The next issue of SWAN will give news of an exciting new revised scheme.

WHAT A GIFT



For SWAN readers there's an extra special offer from Cherry B — the chance to purchase the fabulous Braun hair styler (pictured here) for just £4.99. That's a real bargain — look around any electrical goods shop to see why.

This top-notch product, ideal for giving top-knots beautiful waves or curls, is the first ever offer being made to consumers of Cherry B nationally in the take-home sector and it has proved a big attraction in the sell-in period.

It's a super present to give this Christmas (if only to oneself!) and to claim it, all you have to do is send your order with a cheque for £4.99 payable to: Showerings Ltd. with your name, works department and address clearly printed, in an envelope addressed to: Cherry B Offer, SWAN Postbox, Post Room, Showerings Ltd., Shepton Mallet, Som. Only one order per employee, please, of Showerings, Coates Gaymers/Wm. Gaymers and Whiteways.

The offer is open to Jan 31 or as long as stocks last.



Panel members studying the proofs of the October/November issue before they went to press. From left: Tony Williams, Geoff Rowson, Maurice Clark, John Lee, Michael Bull, Chris Bingham and seated Maureen Henderson and Pat Schooling.

SWAN EDITORIAL PANEL

The inaugural meeting of an editorial panel for SWAN was held in the Conference Room, Shepton Mallet on Monday, November 12.

Seven men and women, representing the various locations and main sections of SWAN readership, sat down with the magazine's staff, editor Pat Schooling and news and features editor Chris Bingham, to discuss how it should shape up for the future.

Gaymers was represented by Maureen Henderson (who had cheerfully faced an eight-hour round trip to be there); Whiteways by Michael Bull; and the farms and orchards by Geoffrey Rowson. The Shepton Mallet representatives were Tony Williams from the Sales department, Maurice Clark from Distribution, John Lee from Marketing (who will alternate with Gwenda Merriott) and Phyllis Cook from production who kindly stood in while a long-term member could be found (it will be shrink wrap operator Eddie Cheasley from Babycham line 2).

To some extent, the panel membership is flexible, and there may be occasional visits by outlying sales staff for example, when they are in Shepton Mallet, or representatives periodically from outside location depots.

The aim in setting up the panel is to provide a communications link between all sections and the magazine staff so that we can ensure the maximum flow of news and, most important of all, get a feed-back of reader reactions to make sure that SWAN is the kind of magazine its readers really want.

The first meeting got off to a grand start, with members able to look over the page proofs of the November issue and come forward with a number of interesting ideas for future articles. All of them will be followed up in the months to come.

Panel members will be glad to receive any news, views or articles you care to pass to them for onward transmission to the editor, or for discussion around the panel table. They will be meeting between every issue — so they will be able to bring with them your opinions of the most recent publication and your suggestions for the next. Next meeting date is Wednesday, 9th January.

Following the introduction of four of the nine new sales teams in the last issue here are the remaining five areas and their members.



MARGARET CRABBE

As the group has grown over the years so too has the need for its protection. All too often we think of Showerings, Vine Products and Whiteways as being the Group's manufacturing centres throughout the country and tend to forget the vast distribution network linking the product to the customer.

The overall picture, is, then, a complex one and the security network has been built up into its present effective unit since 1967. That was the year our Divisional Chief Security Officer, Alan Rich, joined S.V.P.W. A former police officer, he already had a background that would help him to deal with security problems and assess security needs in all parts of his "patch".

Let's take a closer look at the Company Security Department at Shepton Mallet. Its nerve centre is the security office with a "walkie talkie" radio system linking the patrolmen with their base. When the base is not manned they can use a two-way talk through system to keep in touch with one another should the need arise. Not surprisingly, as Shepton Mallet is the home of Babycham their call sign is "Bambi".

The Security Department does not work a 9 a.m. to 5.15 p.m., five day week. Their's is a 24 hour day, seven days a week job. The security staff patrol all the Company premises day and night, working on a shift basis.

When the work force has gone home they are the eyes and ears of the Company. Did someone leave a heater on in an office, a window open, a piece of electrical equipment switched on? The security staff check all offices and work places watching out for any risks that may have been overlooked, generally making sure the premises are as secure and fireproof as possible. They are also responsible for fire prevention.

The men on duty have access to the ansafone machines during evenings and weekends. These include special equipment linked to burglar and fire alarms in outlying premises and to a visual signalling device, which warns the security patrolmen while on their rounds that the emergency telephone has been engaged. Security patrolmen can then ring back an emergency caller from the nearest convenient telephone.

All Shepton security patrol staff are first aiders. Most of them have work backgrounds which bring to the job the special qualities that are needed by a team trying to safeguard our lives and properties.

Important to remember is the fact that they are there to protect employees and their livelihood. Although they liaise with the local police, crime prevention is only part of the job.

The security staff are able to deal with many matters, which might otherwise involve the attention of the local police.

They keep a look out for the safety risks in both factory and offices and assist the health and safety committee. They deal with losses of both personal and company property and offer advice on the avoidance of crime, whether employees are at Shepton Mallet or visiting another part of the country, especially areas where crime is rife.

Who are these people who look after our welfare at Shepton Mallet? "Mac" MacRae is Showerings Security Officer supervising the Shepton Mallet staff. He joined the Company in 1972 after distinguished service in the police. Unlike the rest of the local staff, he does not work on shift but is on call 24 hours a day. He deals with day to day security problems at Shepton Mallet, including any losses on the premises and advises departments generally on security in the Shepton Mallet complex.

He also assists elsewhere in the region when necessary.

Security assistant is Judy Fray, who recently succeeded Margaret Crabbe, and is our only woman security officer in



Scotland: From left back row: Andy Mackay, George Prout, and Tony Gilmore. Front row: Bob Howat, John Sleigh, and Bill Fraser.



Lancashire and N. Wales: From left back row: Mike Fletcher, Alan Davies, and Alan Price. Front row: Eric Mellor, Brian Hoggard, and Brian Wood.



East Anglia: from left back row: Derek Broom, David Lower. Front row: Bob Mallindine, Bill Clifton, and Bernard Bloomfield.



S.W. England: From left back row: Ron Larson, Jack Ingham, Arthur Coombes. Front row: Tom Insall, Jim Blinman and Harry Monaghan.



South East England: From left back row: David Love, Charles Heed and Clive Wilds. Front row: John Chilcott, Jack Carledge and Ken Marchant.



WENDY MACHIN



KAREN BELL

the Division. She can be used on patrol work and to deal with situations which call for a woman to be present. She also mans the radio control, does general clerical work for the department, and is secretary to Alan Rich. John Knowles and Brian Cox, both ex-securing men, Mike Butt, formerly a painter in Showerings building department, Mike Burr, an ex-marine, and Nelson Baker, previously a chicken farm manager, make up the team.

The work and duties of the Security department extend right throughout the Division and any company can call upon its services. On a divisional basis there is Harold Smith, another ex police officer, who is Regional Security Officer for the South East based at Brentford. Responsible to him is the London security officer, John Darvell, covering our principal establishments on the west side of London.

Regional man for the Midlands is Bert Shimmin, who was formerly a fingerprint and "scene of crime" expert.

Harold Sankey, a Lancastrian and also an ex police officer, covers the whole of the north of England and Scotland and is now based at Warrington. Responsible to him is Jim Asquith, late of the West Riding Police, who is based at Huddersfield. He is mainly responsible for S.V.P.W. establishments in the Huddersfield area.

Just as Showerings have their own company security staff so have several other S.V.P.W. companies and establishments, including Grants, Teachers, Britvic, Goldwells and Harveys. In a group such as ours team effort is as important in the security function as it is

in other functions contributing to productivity and general wellbeing. The Divisional security staff liaise closely with Company security staff. They aim to serve all companies in the family, not only in regard to problems in our commercial relationships with the outside world, but also in cultivating attitudes and practices to prevent loss and wastage in our day to day activities.

Everyone can help, whether by making sure that our places of work are safe and secure before going home, or by sharing our safety and security fears with the friendly security man.

A former security officer who left at the end of August to have a baby is Mrs Margaret Crabbe, who qualified during May this year as a Graduate of the Institute of Industrial Security.

This examination is open to members of the International Professional Security Association. She recorded a very commendable 78½%, well above the minimum pass mark level of 60%.

To prepare for the exam she took a correspondence course offered by the College of I.P.S.A. and according to Alan Rich, she studied almost completely in her spare time.

"I studied the question papers, which dealt with industrial security in its broader practical aspects and found them demanding a high standard of practical knowledge and experience," said Alan.

"She was the only female member of the department at the time and it was to her credit that she held the singular honour of being the only security officer in the whole Division to obtain this professional status," he said.

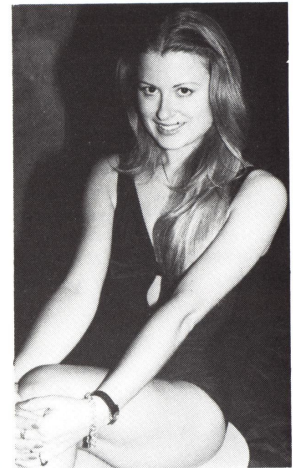
NEW BABYCHAM COAL QUEEN REIGNS

A 21-year-old London secretary with long blonde hair, brown eyes and a 34-23-34 figure is the new Babycham Coal Queen.

Deborah Johnson from Bromley, Kent won the annual contest at Blackpool from 16 other finalists last month. Showerings marketing director David Gilchrist was one of the judges. Other people representing Babycham at the finals were Babycham brand manager Gwenda Merriott and senior sales executive Peter Hall.

The competition was judged on looks and personality. Good news for avid bird watchers down at Shepton Mallet is a visit by Debbie in the new year to the Babycham factory to meet employees. Her hobbies are riding and swimming and she works for the head office of the Coal Board.

Wendy Machin and Karen Bell came 2nd and 3rd.



DEBBIE JOHNSON



Gwenda (left), Peter and David step out with the bevy of beauties.

VICTORIA WINE VISIT TO ATTLEBOROUGH



Mr William Gaymer (centre left) pictured with some of the Victoria Wine personnel in Wm. Gaymer's orchard.

Gaymers and S.V.W. Attleborough management were host to Victoria Wine personnel recently, when a factory and depot visit was arranged.

Shop managers from King's Lynn, Diss, Thetford, Norwich and Yarmouth attended, together with staff from the Victoria Wine regional office at Northampton and the regional area manager, Malcolm Chandler.

Also present were representatives from Britvic Limited, and Wm. Teachers, who kindly organised a pre-lunch tasting, with guests invited by local management to a tasting of the full range of company ciders.

The Victoria Wine shops represent a prime market place for Allied products, and Attleborough depot supplies Grants of St. James's, Britvic, Whiteways, Showerings and Coates Gaymers goods to all the shops in Norfolk. It was fitting that sales, production and distribution staff should come together with the shop managers, as their function follows on from the other three.

CARNIVAL TIME



A magnificent float 85 ft long, costing £3,000 and illuminated by almost 3,000 coloured light bulbs with the theme "Night of the Bandolieros", was built for Carnival in Somerset last month by the Bambi Carnival Club.

It took part in carnivals at Bridgwater, Burnham-on-Sea, North Petherton, Shepton Mallet, Midsomer Norton, Wells, Glastonbury and Weston-super-Mare.

"We started building the float the week after the Whitsun holidays. The illumination consisted of 2,275 coloured light bulbs and six flood lamps.

"Club members often had to work until midnight most nights of the week to get the float ready in time for November 8. Last minute details were in fact actually added on the eve of the first carnival.

"We hired a tractor and generator, which brought the total length of the float to 85 ft. The tractor driver David Fitten had a tricky time negotiating some

corners with the float, which had an overall height of 17 ft. 4 in. and 11 ft. wide."

As with most big occasions something always has to go wrong and the Bambi Carnival float was no exception. "Some of the things that went wrong on the various routes included a television cameraman filming on the float at Bridgwater and all the lights went out because we had run out of diesel! While at Burnham-on-Sea the bull, which was the main feature of the float, stopped working and at Midsomer Norton there was an electrical fault which caused a fire at the back of the float!"

However, despite all these gremlins in the works the Bambi Carnival Club took joint first place at Midsomer Norton; second place at Shepton Mallet and third at Wells.

The colourful costumes of the matadors, picadors and flamenco dancers were made by Showerings bottling hall operative, Jean Davis.

CIVIC HEADS VISIT SHOWERINGS



Mr Francis Showering together with the Association of Civic Heads at the Centre.

A great day in the history of Showerings was recorded during September when a party of 50 past and present mayors, mayoresses and their consorts from the Midlands were given VIP treatment at Shepton Mallet.

The Association of Civic Heads is a unique organisation made up of past and

present mayors from the four counties of West Midlands, Shropshire, Staffordshire and Worcester. Formed in 1948, the Association has some 70 members all of whom have an interest in the social and industrial development of the country.

Mr Francis and several directors hosted a lunch in their honour. In a short

welcoming speech Mr Francis said the visit marked a great day in the history of the Company as, in well over 200 years of operations, never before had the Company had the privilege of being host to so many civic dignitaries in one day.

After a tour of the factory and gardens the visitors had tea at the Centre.

THE ONE THAT DIDN'T GET AWAY

William Gaymers' general Manager Robert Grunberg (centre left), hands over a trophy to Ray Walker of S.V.W. Distribution Limited after a Gaymers Fishing Club contest. The event was

held at Burt Wright's gravel pit, Snetterton, Norfolk, for the first time but it is hoped that it becomes an annual event with even more contestants entering next year.

From left: Roy Woods, Paul Styles, Ray Walker, Robert Grunberg, Ronnie Newby, Cyril Free, Peter Duffield, Andrew Rapley and Peter Roberson.

ACCLAIM FOR LEWIS BECKERLEG



Lewis and Michael (left) with a copy of their acclaimed anthem.

The anthem, "Thou Madest All Things Well", penned by Lewis Beckerleg of Showerings secretariat and set to music by local composer Michael Kidd as a tribute to the late Lord Louis Mountbatten, has been broadcast twice recently over Radio Bristol and acclaimed in the press.

Judging by the enthusiastic response of international publishers of church music Josef Weinberger, who wasted no time in getting into print, their work already bears the stamp of a success.

The publishers have arranged for copies of the anthem, produced in 36 hours, to be sent to members of the Royal Family and immediate relatives of Lord Louis; the Chaplain of the Fleet and the Dean of Westminster.

The Director of Music, Royal Marines, is arranging for the anthem to be recorded by his musicians and opera singer Gillian Knight, sang the anthem for a BBC recording at Pilton parish church recently.

The Bishop of Bath and Wells, the Rt. Rev. John Bickersteth, has also acknowledged "this fine ecumenical effort".

Lewis has been interested in music and poetry most of his life, and founded the "Men of Mendip", a male voice choir five years ago. This has become well known throughout the whole of Somerset and plans are afoot for them to give public performances of the anthem.

Lewis and Michael teamed up last year at a concert in the Pilton Methodist Church where the choir was giving a performance, conducted by Lewis. Apart from the anthem they have since written four hymns and a chorale.

Welcome to the following new employees at Showerings:

- Miss J. B. Rowsell; Mr E. C. Denning; Mr D. E. Bishop; Mr R. J. Ball; Mr B. J. Matthews; Mr P. J. Brown — Production operatives in bottling hall.
- Mr A. D. Tills — Sales representative for Coates Gaymers sales force.
- Mr K. Franklin — Engineers clerk in factory maintenance.
- Mrs E. J. Shay — Stock control clerk in accounts.
- Mr L. C. Davies — Orchards adviser in orchards.



SHOWERINGS SCHOLARS DROP IN FOR 2nd ANNUAL VISIT



Production director Jeremy Henley showing some of the scholars samples of Babycham sparkling perry in its initial stages.

Aspects of modern industry were demonstrated to fifth formers from the Licensed Victuallers' School, Slough during November when they toured the Babycham factory and gardens at Shepton Mallet.

Company executives and departmental heads used film, slide presentations, lectures and direct demonstration to give the pupils from Showering House a first-hand insight into modern factory production.

The chief executive, trade relations, Harry Tavener welcomed the party of 18 fifth formers and head boy, sixth former American-Iranian Babac Doane. It was their second annual visit since their house took the name of Showerings last year.

"We intend this to become a regular annual visit and we look forward to hearing of your achievements in the future," said Harry.

The house master, Mr Brian Maylett, said it was an invaluable way for the pupils to get a practical and accurate view of how modern industry and commerce operates.

Production director Jeremy Henley outlined the various processes involved in manufacturing Babycham sparkling perry from the moment the perry pear is picked until it was bottled and packaged for delivery. Export manager Tony Wells then explained how the export market operated with its growth from the 50's to today where Babycham has a world-wide market.

During a question and answer session with the company's executives the boys covered marketing, export, sanctions, shareholders, strikes and trade unions.

After their educational tour of the factory and plant the scholars were individually introduced to the chairman, Mr Francis Showering.

DEREK HAZELWOOD RETIRES



After almost 15 years with William Gaymer and Son Limited, Derek Hazelwood has retired. His associations with Gaymers go back many years, even before joining the company in Attleborough — in fact he still tends the Gaymer family grave at Banham, Norfolk. He is remembered by his col-

leagues as a cheerful "character" never going far without his pipe. We all wish him a long and happy retirement. Pictured from left at a farewell ceremony are: Andrew Murgatroyd, Wally Barker, Mr Robert Grunberg (general manager), Derek Hazelwood, Gerald Boon and Eddie Reilly.



Trade relation executive, Frank Butler was the bearer of good news and the initiator of an impromptu party in Ansley, near Birmingham, recently. He made a special presentation at the Ansley Club to the secretary, Mr Frank Shaw, who won a House Wine crossword competition in Club Mirror magazine and completed a snappy sentence on the product. Frank (centre left) hands over the "goods" to a delighted Mr Shaw watched by his wife and other club members.

CAMERA REPORT

SPOTLIGHTING THE CAR GARAGE

The Charlton car garage at Shepton Mallet is exactly what its name implies and more . . .

Garage foreman Dennis Wilkins like any car garage proprietor has upwards of 250 cars and light vans continuously on his books. Maintenance, major repairs, overhauls and the training of new apprentices up to the required high standard are all part and parcel of the job, just as in any commercial undertaking. But Dennis and his eight man staff have also to be prepared for the unusual . . .

Their working day can suddenly switch from tuning up the engine of a Jaguar to setting about the odd apple harvester or farm trailer that rolls in from one of the Showerings farms.

Today it's a far cry for Dennis to the old days 21 years ago when he started in the garage after three months in factory maintenance. With just one helper, he used to tend about 20

cars on a permanent basis with the occasional extra car in from the field. These days the eight man team and Dennis have about 350 cars on their books, with approximately 250 on a continuous basis.

"A typical nightmare day will have between eight to 10 services and up to half a dozen breakdowns," said Dennis. With work at this pace the men under the sumps have to be tip top workers so one of the team Ron Marable is designated as apprentice instructor. His task is to bring any new apprentices up to the required standard in as short a time as possible. In addition day releases for apprentices at Yeovil Polytechnic are part of their training.

Apart from the whole gamut of maintenance and repairs and the electrical work to keep the company's cars and light vans in 100% reliable condition on the road the stores for this fleet have

also to be looked after. "We have to maintain a running stock of fast moving equipment and also the unusual such as the odd ignition switch," said Dennis. All this is the absolutely essential back up and together with regular servicing maintain about 140 cars belonging to representatives, executives and directors in regular service on the road each year.

According to Dennis this regular servicing and maintenance can keep a car in good nick and going for about three years or 70 to 80,000 miles.

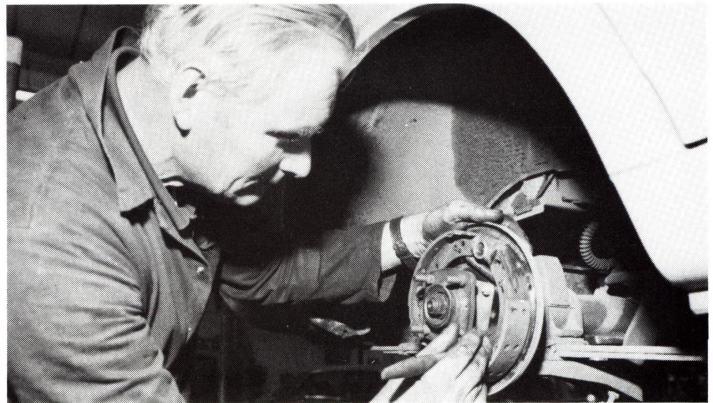
During the hour SWAN was in the garage, mechanic Clive King had put a new engine in a transit pick-up; Derek Joy had fitted fog lights to a Marina; Ronald Marable had removed an exhaust system from a Rover; Roy Harding had collected a car from Bath for checking and John Stokes had completed a 12,000 mile service on a Marina!



Roy Harding checking an ignition distributor.



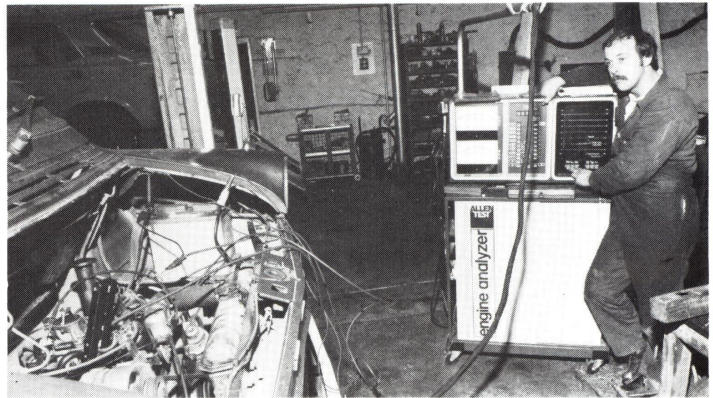
THE CAR GARAGE TEAM AT SHEPTON MALLET from left: Charles Banks, Ronald Marable, Clive King, Dennis Wilkins, John Stokes, Roy Harding and Derek Joy (front). Kenneth Phipps and Richard Clayden were not present at the time.



John Stokes fitting new brake shoes on a Marina.



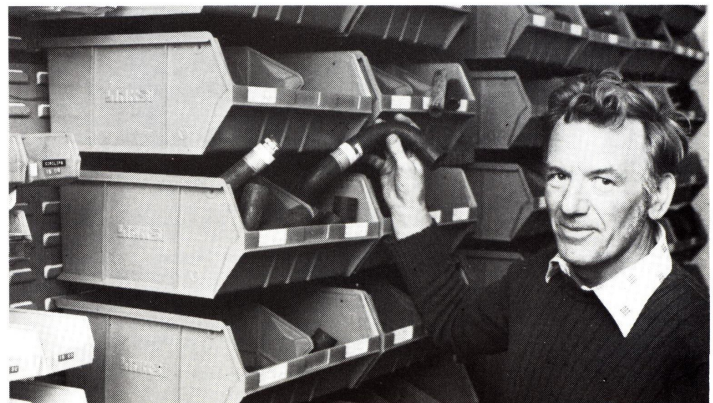
Ronald Marable repairing an exhaust on a Rover SD1.



Clive King checking the tuning on a new engine with electronic test equipment.



Derek Joy fitting fog lamps to a Marina 1700HL.



Dennis Wilkins holding a Marina top radiator hose.

FARM AND ORCHARD ROUND-UP

by Geoff Rowson

Perry Pears

By now all the perry pears will have been harvested on the Company farms, and it looks as though the crop of around 900 tonnes will have been slightly better than in 1978.

As is usual with the range of varieties grown, some have carried no crop this year while others have done extremely well.

Helped by the warm weather early in October which was followed by some heavy rain later that month fruit size has been good, but harvesting was made difficult by the many mechanical breakdowns on the harvesting machines.

Well done Girls!

Manor Farm was particularly hard hit by breakdowns and it was only thanks to the efforts of a gang of locally recruited ladies that much fruit was picked up. Using the traditional "bare hands and a bucket" they braved rain and cold to collect as much as 7 tons a day on occasions.

Cider Apples

As was expected after 1978's record crop the tonnage of cider apples from old private farm orchards has been very poor. Company farms, however, with young well-managed trees, have not shown quite such a severe drop in crop.

One bush orchard, now in its 8th season, has yielded around 5 tons per acre compared with about 3 tons per acre last year.

Fireblight

This severe bacterial disease which first appeared in perry pears on South Harp farm, South Petherton in the early summer of 1978, has continued to spread during the past months.

As there is no completely effective spray control, a policy of "grub and burn" has to be adopted. This resulted in one 7 acre orchard of 20-year-old pear trees being grubbed completely, and about 3 acres worth of scattered trees removed from other orchards on the farm.

Farm Crops

The managers report that, in general, thanks to the wet cold and late Spring, yields of Spring sown cereals were low. Sowing of wheat and barley, made the previous Autumn, yielded well however and with quite a lot of 1979 Autumn sowing carried out in good conditions there are optimistic hopes, as ever, for better things in 1980!!

Bees

The earlier fears that the honey crop would be poor, thanks to the bad start in Spring, were not realised.

Tom Kingston reports "a change for the better in July" which meant that the bees were at last able to collect a surplus of nectar for honey production.

This has meant that not only was about 1½ tons of honey extracted for sale, but also each hive had about 25 lb of honey left on to help feed the bees throughout the winter. Supplemented with sugar syrup, these food supplies should mean strong colonies of bees to pollinate the Company's perry pears and cider apples next April and May.

Carnival Season

Aubrey Sellick and John Howe, both on the staff at Middle Chipley Farm, Milverton, have been keeping busy in their spare time as members of Wellington's Outcasts Carnival Club. Much of the tableaux float, depicting "Dart Fantasy" was built at the farm and the finished float was towed by a tractor decorated with Babycham cut-out models.

Entered in carnivals as far apart as Wells, Taunton, Chard and Honiton, the float, which included Mrs Sellick and some of the family in the tableaux, won a 3rd and 4th prize in its class.

New Appointments

Lesley Davies joined the Orchard Service staff in October with responsibility for maintaining the Company's contracts with cider apple suppliers in the Shepton Mallet-Glastonbury-Somerset area.

Aged 27 and married with two young children, Les was for the past 11 years a member of the experimental nursery staff at Long Ashton Research Station, near Bristol.

He is a keen Territorial Army man, holding the rank of Sergeant in 245 Squadron, Royal Corps of Transport.

General News

David Case, Manager at the Company's Middle Chipley farm, near Wellington, has recently spent an extended holiday of six weeks touring parts of Australia.

WEST COUNTRY HOUSE WINE PIONEERS

Last month marked just over a year since three Somerset pubs pioneered the national launch of Showerings individual serving House Wine in baby bottles and South West area manager Tom Insall called on them with SWAN to see how things were working out.

The three licensees involved had different ideas about it, but all gave it the thumbs up signal.

The pubs chosen to test the new concept last October are as different from each other as chalk and cheese. Their views on the 4 fl. oz. bottles of Spanish Wine show one result in common though — that a very broad cross-section of people frequently enjoy a glass of wine in their local.

The first outlet was a cosy 15th century real ale house, The Strode Arms, just 500 yards away from the East Somerset Railway at Cranmore, where tourist attraction Black Prince, the steam locomotive owned by internationally famous wild life painter David Shepperd, is kept.

Licensee John Power and his wife Jennifer say their customers have changed since they took over in late June. "Generally though we have the long standing locals and mostly middle aged people coming in for a quietish evening", said John. Every three to four weeks he stocks between four and five cases of the medium dry House White and two to three cases of the full bodied House Red. He finds that he gets through about two to three cases of House White and one case of House Red a week. He concluded that the white wine is much more popular during summer, but plans to mull the red wine during winter, when he expects the popularity to reverse.

The disadvantage of serving wine in pubs, he feels, comes through people not knowing how to handle it properly. "People today will soon object if a bottle has been opened for a few days and their glass is not fresh."

The second pub was the Natterjack, a free house near Evercreech on the busy road between Shepton Mallet and Castle Carey. Licensee Graham Hickley and his wife June describe their very busy trade as mostly middle to a fairly up-market

clientele. They offer a bar menu at lunch time with nightly dinners in the restaurant and including casuals employ about 15 people to deal with this.

Graham started his test with six cases of each. Unlike the other two pubs in the launch, where women predominantly drink it, the Natterjack numbered quite a few men among its quota. "On average our clientele tend to prefer drier wine and the white wine outsold the red by about two bottles to one", said Graham. He relates the sale of wine in the Natterjack directly to the amount of space he has to display it. With a flourishing restaurant trade the Natterjack lacks additional space to display wine, but Graham finds the freshly opened individual serving bottles compensate to a degree for this lack of space and does "a fairly steady trade".

The third pub to be used for the test launch was The Crown, a popular downtown pub in Shepton Mallet. Licensee Roger Wilson and his wife Valerie found it predominantly popular among women aged between 20 to 30 years. They describe their trade in House Wine after their initial orders as steady with a couple of dozen packs being drunk a week. Unlike the other two pubs they stock House Wine exclusively in the wine range, finding the small bottles easy to handle in limited space and describe its advantage as in being opened freshly for each serving.



Valerie Wilson lines up a shot while Tom and her husband Roger prepare to down a bottle of HOUSE RED.



Graham Hickley and his team of lovely ladies at the Natterjack.



John and Jennifer in front of their hearth. You can bet there's a roaring fire blazing away by now, at the Strode Arms.

BABYCHAM DRY AND 'A TYPICAL' LONDON AREA PUB



Toasting the success of Babycham Dry in Osterley's Hope and Anchor Pub are Gena Harris (the gunvor's daughter), Paul Jordain and licensee Jim Harris.

London area manager Paul Jordain, together with a party of his representatives, converged on a pub in his area recently with SWAN to find out just how Babycham Dry sales were doing.

And as you can see from the picture the results were good. The Pub, Osterley's Hope and Anchor, was described by the "gunvor" Jim Harris as "a typical middle management area pub".

A chat with Jim gleaned the following information about the sales of Babycham Dry and how the average licensee sees it.

"Five years ago my regular stock was about four dozen a month. During the last two years though with the introduction of Babycham Dry my order has now increased to a monthly 20 dozen bottles. And I sell this monthly quota regularly, too."

"My order is made up of a 50/50 balance of Babycham and Babycham Dry", said Jim. This monthly turnover of Babycham continues at a steady and regular rate throughout the year with, of course, Christmas showing an expected marked increase in consumption.

Allied to this Christmas boom, too, is the pub's loan club, where members pay in through the year and then have a kitty to draw from over the festive season. "You would be surprised how much of these funds go on Babycham", said Jim.

His observations have led him to conclude that there is no particular one character type that orders this sparkling perry. "They range from the trendy young 19-year-old, the middle 20s and 30-year-olds to the maturer middle aged and older folk."

On taste preference he says people increasingly specify on ordering whether they want a Dry or the traditional Babycham. "Generally, however, men always tend to order a Dry."

As a mix with brandy, Babycham Dry is proving particularly successful, said Jim. He has a regular middle-aged couple with the wife invariably choosing a traditional Babycham and brandy, while her husband has Babycham Dry with his tot.

All in all this "typical" London area pub showed Babycham Dry steadily emerging as both a popular mixer and a drink in its own right.

INTO THE BOWELS OF THE EARTH

BY RICHARD FOX
OF SHOWERINGS

A party of Showerings and Coates Gaymers people took off from the sanctuary of Shepton Mallet on a "journey to the centre of the earth" recently. Read on as Richard Fox, Showerings distribution manager takes up the tale and tells how it all began . . .

"AND SO, there I was bogged down in the office busy with the early morning post routine when to my surprise I came across a letter requesting the pleasure of my company on a visit to a colliery.

"What had this to do with distribution I asked myself, but, having never done the like before I agreed to go. Had I realised the events that were to follow I would have thought twice about agreeing to do so.

"On Thursday of the following week I received a memo from big Ron Chapman, Coates Gaymers area representative for South Wales instructing me that I and the other members of the visiting party were to be at Pontllanfraith for 9.00 a.m. on Sunday.

"At 7.30 on Sunday morning Stan Wheate, John Standard, John Holmes, John Standard's son Paul and myself congregated at Showerings reception car park ready to go.

"A petrol stop was made at Bristol and then on to the Motorway and as you can see from the picture a coffee stop was made just off the M4 Motorway near Newport.

"At this point John Standard produced a welcome hip flask of Scotch together with coffee vended from Stan Wheate's superior de luxe coffee dispenser. Unfortunately none of the residents in the nearby houses were yet awake to cook bacon and eggs.

"Within minutes we had been joined by Big Ron who then guided us to our destination.

"It was maintenance morning at the colliery and repairs were being carried out on both shafts so descent could not be made immediately. However, our guide for the morning took us to the miners' changing rooms where we changed our clothes for more suitable attire.

"After a considerable length of time spent finding belts big enough for John Holmes and Ron we were issued with lamps, batteries and helmets and by approximately 9.30 we had left normal civilisation behind.

people work in these conditions I will never know.

"We were, by now, crawling on our hands and knees and began the 150 yards crawl across the coalface, then a couple of miles walk back to the cage by a different route. At times it felt as if we were surmounting the face of Everest, and what I would have done at this time for a pint of cider, especially as we were now into Sunday lunch time opening hours.

"Much to our relief we saw the light of day again and took time out to pose for photographs, after which we enjoyed a shower before proceeding to a local pub, where we were joined by Ron's charming wife, and were all suitably refreshed.

"We arrived back at Shepton very tired but glad to be safe and sound. I think we all enjoyed the experience but it is not one that we would wish to repeat!"



Back on top again the intrepid party give smiles of relief. From left standing: John Standard; (Coates Gaymers sales director); his son Paul; John Holmes (national sales manager, Showerings) Richard Fox (Showerings distribution manager) and Ron Chapman (Showerings area representative) their guide at the mine, David Vaughan and kneeling Stan Wheate.



The adventurers enjoy a coffee before going down under.

The latest in the blood chilling sagas of "Haunting Shepton" by local writer Mabs Holland is based on a true occurrence prior to the Battle of Sedgemoor and especially written after a visitor to 13 Waterloo Road, Shepton Mallet (thought to be haunted) sensed the presence of "... a girl in green . . ."

A GIRL IN GREEN

*If you should feel the sudden start
Of blood a-pounding thru' your heart
Or if, while standing in this room
You feel a chill or sense of gloom—
An air of some impending doom—
Be not afraid.*

*Beyond this doorway in the hall
If you should hear a soft footfall
'Tis not the ghost of dame or queen
Or lackey bearing great tureen—
But of a sweet young maiden dressed in green—
So be not afraid*

*This house was once a baron's barn
Where lodged some Duke o' Monmouth's men
When the battle for them then seemed lost
'Too great,' they sighed "... would victory cost."
And waited for Death's eager host—
And were afraid.*

*Then came a maid who meant no harm
Who'd overheard at her father's farm
King James's men planning ambushade
Who could show whereby they might evade
Death by the Cavaliers' ready blades—
But — they took the maid!*

*Beating her cruelly thru' this doorway
E'er she could tell their fate in store, they
Dragged her hence for thought her spy
Tho' loud her innocence she cried—
They ravished and left her here to die—
Poor little maid.*

*With a hundred guineas from Colonel Strobe
Into battle the Duke's men once more rode
Across Mendips' hill to the bleak Sedgemoor
They they died at the rhines, by the hundred score.
If they'd only listened to the maid at the door—
Poor little maid.*

*"Be not afraid," I have said and, again
'Fear not,' though the howling wind and the rain
Beat harshly upon your window-pane,
'Tis but a legend which I've written in rhyme
And ghosts are but folks in a different time
So — be not afraid.*

CARE OF HOUSEPLANTS DURING WINTER

By CHRIS BATH — Horticulturist



Chris is the horticulturist at Showerings, tending the beautiful landscaped Babycham gardens. He is also a keen gardener in his spare time and will be offering readers advice in SWAN on gardening.

At Christmas many plants such as Cyclamen, Primulas and Poinsettias are given as gifts, which all too often only last for a short time.

The main reason why house plants are killed is overwatering. It is a mistaken belief that plants need water every day. If the soil is saturated the roots may become suffocated and as a result the plant wilts, the leaves turn yellow and the plant may die.

House plants should be watered when they are dry but before the plant starts to wilt. During the winter this may only be once or twice a week.

Indications of dryness are:

- ★ By feeling if the soil is dry.
- ★ Observing if the soil looks dry or has started to shrink away from the side of the pot.

- ★ By lifting the pot to feel the weight.

A dry pot will be much lighter than a wet one and with practice this can be a very reliable method, but remember that modern peat based composts are much lighter than soil based composts.

The best method of watering is to take the plant to the sink, fill the pot to the top

with water once only and allow free drainage.

Avoid soaking the foliage if possible, however if water does get on the foliage it will not generally do any damage except that lime deposits are often left which are unsightly.

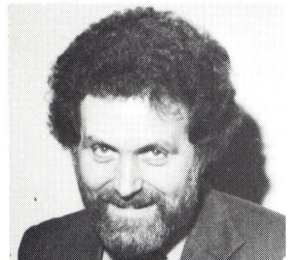
Watering may be done by standing the pot in water and allowing the water to soak into the plant, but they should not be left standing in water. Any excess water should be allowed to drain away.

Often the atmosphere in a room or office is very dry, so all house plants will benefit from being stood in moist peat or on pebbles above water to create a humid atmosphere.

Plants should be kept in a light position away from direct sunlight and turned occasionally to avoid growth in one direction. During very cold weather they should be removed from windows at night as the temperature behind curtains can be much lower than room temperature. This is especially important with Poinsettias as they do not like large variations in temperature or draughts, otherwise the leaves may turn yellow and drop off.

Leaves of the rubber plant (Ficus elastica) or Cheese Plant (Monstera deliciosa) may be cleaned by sponging them with water mixed with a small amount of milk. This gives them a fresh glossy appearance. With Cyclamen and Primulas removal of dead flowers is important. The method is to grasp the stalk near the base with finger and thumb and by twisting in one direction and giving a sharp tug, this dead flower will come away. Dead leaves may be removed in the same way.

Cyclamen and Primulas should flower until March or even later, but it must be remembered that they naturally grow in cool conditions so do not expect them to last a long time in a hot room or office. In order to maintain good flower and leaf colour they may be fed with liquid feed of low nitrogen content about once every three to four weeks.



A head for heights has taken Showerings technical manager Peter Hatton to the top of Ben Nevis and on the first mountaineering expedition to the Arctic Circle.

He first got his head into the clouds as a student at Manchester University in 1956 and naturally followed it up during vacations at home in Barrow-in-Furness in the Lake District.

But it was not until 1959 that he began to climb seriously around the Lake District and in Wales. A year later he joined the leading climbers of the time, Joe Brown and Hugh Banner, with the university climbing club in the Alps. Two years later in '62 he became secretary of the club.

Rock climbing took him all round the South West, the Lake District, the Alps and Wales in the early sixties. A spell of publishing in the form of compiling guide books for the Climbers Club followed when he became a member of the British Mountaineering Council in the middle sixties.

But 1968 was destined to be the year he went on his most exciting and dangerous mountaineering expedition. "A party of eight, all students except me,

ON TOP OF THE WORLD

with Peter Hatton

went to look at the big unclimbed rock faces in Norway and inside the Arctic Circle. Our interest was more in rock climbing than peaks," said Peter.

They climbed around the permanent glaciers and in the Lofotens which were the main attraction for them. A damper was put on the whole expedition, the first party of mountaineers to the Arctic Circle, when one of the students was killed in a rockfall.

"It was certainly very traumatic and put a damper on the whole expedition, but then again this is the type of thing that can happen on an expedition of this sort," said Peter.

All eight members of the party were well seasoned and experienced climbers, coming from the highest grade of British rock climbing.

The expedition gathered at Newcastle and travelled over to Bergen from where they took a coastal steamer to the Lofoten Islands. They then took a bus down to the southernmost part of the island in Moshenosoy, making their base at Reine, which is the largest habitable town in the region. Local fishermen guided them up a fjord to their camp.

"The weather at the time could only be described as hellish and we spent a fortnight in impossible conditions before we had the fatal accident," said Peter.

After the accident they returned to Lofoten where another serious accident was narrowly averted on a sheer rock face 300 ft. above a glacier. "The rope connecting all of us stuck when 30 ft. of a thing called a presika sling snapped."

Fortunately they managed to sort it out and escaped certain death.

However the highest climb Peter has ever been on was Mont Blanc, in Switzerland — a good 14,000 ft. up in the clouds. How did he ever get into a hobby that had him dangling on the end of a rope 3000 ft. up and above a razor sharp glacier? "Well someone stole my bicycle when I was at university, so I took to climbing mountains instead of cycling as a hobby. The first time I went out climbing I was terrified though, but I decided that I liked it so much that I soon began leading walking routes up in the Lake District."

Peter explained the difference between rock and mountain climbing: "Rock climbing involves the use of rope, slings and running and static billets. Basically one climber ties himself onto a rock and feeds out a length to the next climber in line." This is generally the procedure on a sheer face of rock as opposed to straightforward mountain climbing.

Anyone with this physically demanding hobby can, according to Peter, maintain a good standard of climbing until they are in their early 40s. Top standard is generally reached by the middle 20s and the leading lights in the world are aged between 20 and 25, said Peter.

"A lot depends on technical ability and mental attitude. For example a climber in his later years tends to take less risks. He usually has a family and business commitments and thinks twice before attempting something risky."



THE SUCCESSFUL FORMULA

The man in the middle is Pony and Cherry B brands manager, John Lee. The two stunning beauties alongside him are none other than former Miss Great Britain, actress Sarah Long and promotions agency girl, Claire Wicks.



The trio had just finished deciding which lucky licensee in the land would be going on a fortnight's sunny bonanza holiday to Barbados. The Cherry B Long Competition was based on the question: "Which B Long B Longs to which?" with licensees having to match Cherry B Long drinks to the personalities of Cherry B Long girls: vivacious Brenda; extrovert Barbara; quiet Bernice; sports-loving Belinda and studious Beatrice.

Vivacious Miss Manchester, Rosalyn Tranfield presented her with the prize holiday voucher.

John travelled up to Manchester after the judging to join the area manager Brian Hoggard at the presentation to the winner, Mrs Margaret Kelly, of the Odd-fellows Arms in Tameside.

Mrs Kelly's correct entry included a new Cherry B Long drinks recipe with the successful formula of Cherry B mixed with cider, ice cherries and sliced apple.

MAJOR BABYCHAM BELGIUM PROMOTION

A bumper Babycham promotion with 1/2 million Belgian francs (about £10,000) worth of disco prizes gets under way in Belgium this Christmas. Export executive Martin Thompson explains this first time initiative over there, aimed at inspiring traders and breweries to increase distribution by obtaining new customers and enticing existing ones to stock more Babycham.

"The basic idea was to run a trade promotion in the form of a lottery by numbering the crown corks of the Babycham bottles. Special crowns were attached with the liners specially marked with the letters making up B*A*B*Y*; the whole word Babycham (representing a joker for any of the letters) and a bambi for the whole word.

"In addition a leaflet (pictured above) was included with each case listing 21 pop stars. Entrants had to complete the competition by selecting the first three choices Miss Babycham would play on a juke box with one extra choice as a tie breaker."

The first prize is a Wurlitzer juke box in English vinyl oak and a selection of 80 records chosen from 160 selections. There were also consolation prizes of stereo sets and 1,000 records hot out of the latest charts.

The winners of the competition will be selected by a sheriff in Brussels.

This followed hot on the heels of the Belgian Allied Brewery company, Looza's promotion. This was a jackpot competition, which their advertising supervisor reported as "exceeding by far our hopes and forecasts". He also noted a corresponding increase of sales by 20% compared with those of the same period in 1978.

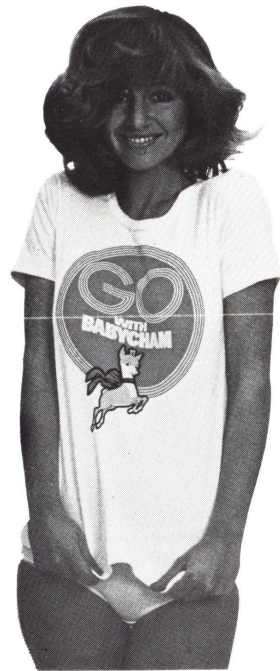
Martin fills in the background to the whole idea: "We've been trading in Belgium for over 16 years. Over there trade

is four times larger in the HO-RE-CA sector (an abbreviation for the hotel-restaurant-cafe trade) than in the food sector. But although our sales of Babycham account for three quarters of the sales in this area, our distribution stands at 30% and we accordingly felt that the market could be even greater if we could increase our distribution to 35%.

"Hence the idea of increasing our outlets and running the competition through the same outlets as Looza fruit juices," said Martin.

The competition was aimed at traders because in Belgium no form of lottery is allowed that depends on sales of a product as a condition for entry to consumers.

The crowns for the bottles had to be fully tested and approved before June this year to get them out in time for the Christmas market. Very exacting tests had to be undertaken to ensure the liners were 100% effective and sealed properly so that there would be no possibility of affecting in any way the product's perfect condition which is normal standard for Babycham.



Pictured from left: Mr and Mrs Kelly, Mr John Lee, brand manager for Cherry B Miss Manchester, Rosalyn Tranfield and Showerings area manager, Mr Brian Hoggard.

A MATTER OF TIME

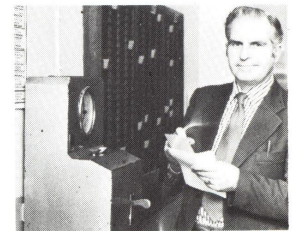
Bill James keeps his eye on the clock most of the day. It's not that he's a clockwatcher counting the minutes to going home time — he's the timekeeper at the Babycham factory in Shepton Mallet.

This involves marking up the overtime on the clock cards of all the employees in the factory and seeing that they are accurately recorded. "There are six time-clocks for the factories. Two in the Babycham area and two at Coates Gaymers and one in the mill and tank houses area and the Charlton Brewery," said Bill. He is also responsible for attending to sick notes, sickness absence and making and seeing to the payment of dental and medical appointments for staff.

As if all this isn't enough Bill also has another function — production assistant. This entails a certain amount of liaison between the factories, said Bill taking a minute off from his busy schedule to talk to SWAN.

He works particularly closely with wages, using the whole afternoon each Thursday to deal with the pay in the Babycham factory. Any queries about pay or income tax, social security, and material benefits end up on his desk too.

This full-time liaison between the factory and the wages department keeps

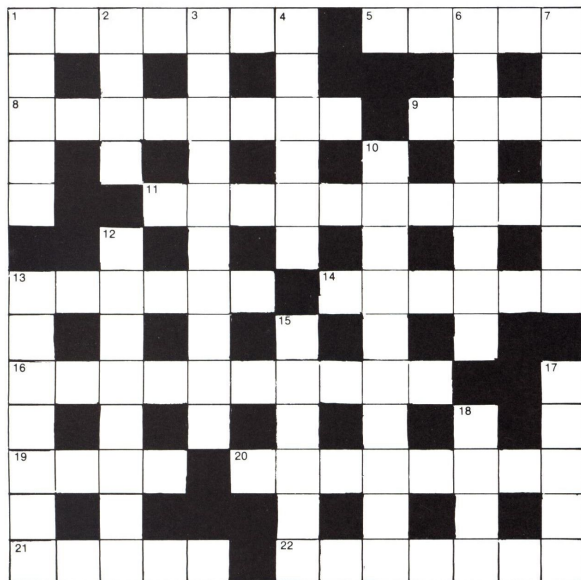


Bill James taking a reading on one of the time clocks.

him on the go between 7 am and 4 pm each day. But that's not all Bill does. General clerical duties take up a part of his day too with the ordering of materials for the production department as well as compiling information for production management and taking care of the sale of scrap cardboard, polythene, tin foil and glass.

Yet another facet to Bill's work is the interviewing of temporary employees such as students at vacation time. Bill has been kept busy at all these different aspects of his job at Showerings for the past five years.

Swan-Word No. 5



Forward your letters and any contributions, including photographs or drawings and any suggestions you have for a story through one of the editorial panel or direct to the post room at Shepton Mallet. Bill Hunter will then make sure that it reaches the right desk in SWAN editorial department.

PUZZLE WINNERS

Winner of Swan-word No. 4 is P. Gibbs of Accounts, Showerings, Shepton Mallet, who will shortly receive a £2 gift token.

This was the first correct solution opened. 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: Swan-Word, c/o Post Room, Showerings Limited, Shepton Mallet, Somerset, to arrive by January 14.

Solutions Across Solutions Down

- 1. Pony
- 2. Oboe
- 3. Yearling
- 4. Seemly
- 5. Pernod
- 6. Spec
- 7. Bucket
- 8. Eleven-plus
- 9. Nova
- 10. Rum and coke
- 11. Swan
- 12. Warily
- 13. Dimity
- 14. Moonrise
- 15. Yo-yo
- 16. Naught
- 17. Alight
- 18. Tea-urn
- 19. Silent
- 20. Victualler
- 21. Town
- 22. Beer
- 1. Babycham for instance (3)
- 2. Job (4)
- 3. Arbitrary way to surrender? (4-6)
- 4. Gloomy (6)
- 5. Sheltered elsewhere (8)
- 6. Beer makers (7)
- 7. Career (10)
- 8. A state of suspension (8)
- 9. Dire new upset — let's drown our sorrows with this! (3,4)
- 10. Average way to serve a steak (6)
- 11. Fermented apples (5)
- 12. Try a dram! (4)

Clues Across

- 1. Repaired (7)
- 2. Drink or plant (5)
- 3. Submissive (8)
- 4. You (arch.) (4)
- 5. Green liqueur (10)
- 6. Flemish painter (6)
- 7. Dessert (slang) (6)
- 8. Not night-school! (3-7)
- 9. Taverns (4)
- 10. Over (8)
- 11. Each (5)
- 12. Grotesque beast (7)

Clues Down

- 1. Babycham for instance (3)
- 2. Job (4)
- 3. Arbitrary way to surrender? (4-6)
- 4. Gloomy (6)
- 5. Sheltered elsewhere (8)
- 6. Beer makers (7)
- 7. Career (10)
- 8. A state of suspension (8)
- 9. Dire new upset — let's drown our sorrows with this! (3,4)
- 10. Average way to serve a steak (6)
- 11. Fermented apples (5)
- 12. Try a dram! (4)

NATIONAL UNION OF LICENSED VICTUALLERS EXECUTIVE MEET MR. FRANCIS SHOWERING AT SHEPTON MALLET



Members of the National Union of Licensed Victuallers, Executive, representing some 30,000 tenants and free traders in England and Wales, recently met the chairman at a special luncheon in their honour. Director Mr Peter Edwards and chief executive trade relations Mr Harry Tavener welcomed them. After touring the factory and gardens they joined Mr Francis for lunch where he stressed the importance of everyone in the liquor industry rallying together to preserve the identity of the British pub, which is world renowned. Mr Tavener (centre right) is pictured here in the Babycham gardens with members of the Executive.

ALL'S WELL THAT ENDS WELL

A story with a happy ending landed on the SWAN editorial desk recently from Jean Williams of trade relations, who lives near the parents of the young couple involved. The article is signed "Onlooker".

"Earlier this summer someone slipped a copy of your April/May publication of SWAN through the letter box of "Old Jasmine Cottage", Wraxall, Bristol. (Near the old Coates Cider factory Nailsea).

"The copy contained an article "DOG ON THE RUN", and animal lovers might be interested in the details and the continuation of the story to date."

It was June 1978 when newlyweds Tess and Chris Moxham moved into "Old Jasmine Cottage" and commenced the not inconsiderable task of renovating it. Most days they noticed the presence of a comparatively healthy but very wild stray dog in the surrounding fields. With the normal but commendable feeling of sympathy for a neglected animal they began placing a nightly feed out in the nearest field when they returned from work in the evening. Dog would watch warily from afar, only approaching the food when they had retired to the cottage. The nightly dish of food however was placed a yard or two nearer the cottage each night and became an interesting ritual for both dog and donors.

Over a period of some weeks the dish of food eventually progressed

onto the patio of the cottage and the dog, (by now affectionately known as Softee) would eat her supper keeping a wary eye on her benefactors standing nearby. One night however, the food was only shown to her and then placed in the kitchen. After considerable hesitation hunger overcame fear and from then the kitchen became the regular feeding place. Softee by now would even take a tasty morsel very gently from Tessa's fingers.

With the colder autumn evenings approaching, one night Softee decided that the cottage and the warmth of a fire, plus two friendly people, who fed her, were far more attractive than the open fields. That night she literally refused to return to her nomadic existence, firmly adopting her benefactors.

Unfortunately she was by now



again expecting puppies, and late one October evening after a little restlessness Softee settled in her basket to produce ten Labrador cross puppies, only six of which were however alive.

She was an excellent mother and by now able to feed her family and give them a healthy start in life. Weaning however, brought its problems. The panic to feed six extra ravenous little beasts early morning, late afternoon, and late at night, had to be seen to be believed.

Six good homes were eventually found for six extremely healthy and boisterous puppies and by Christmas peace reigned once more.

That is about the end of the story.

"What the early days of Softee's life were, we can only guess, but apart from her two benefactors she is still, and I think always will be, very much afraid of all other human beings, particularly men. But she now has a name, a licence, and a very good home with two people she loves and trusts.

"I am sure that Mr. Joe Knowles at least will be pleased to learn that his early attempts to befriend this little stray were not in vain.

"On rare occasions when a holiday is taken it is the job of my wife and I to look after Softee. She is a delightful animal, completely gentle and without malice. It is a shame that something or someone in her early days instilled in her such a fear of human beings that will take many years and much kindness to overcome."

"Onlooker"



Two of the pups settling in at the RSPCA base at Weston-super-Mare.



A TALE OF TWO DOGS

A dog is a man's best friend and these pictures of orchards controller Geoff Rowson with Friska and production director Jeremy Henley's canine companion, Amber, seem to say just that.

Geoff describes his nine-year-old dog as "a genuine Taunton Terrier of unknown parentage." They were caught by the ever ready camera of our photographer down among the perry orchards during the recent Autumn harvesting at Middle Chipley Farm, Somerset. After watching the mechanical shaker shaking loose the perry pears, Friska decided to get into the act as well.

Jeremy's "best friend", Amber, is as Irish as they come. This five-year-old Labrador bitch, born in Ireland of an English champion show bitch



and Irish working gun dog has two distinct features. "She is a very good football player", says Jeremy, "and has the typical Irish trait of chasing anything on wheels that moves."

Another feature he points out is: "she has very large ears!"

We would like to feature a regular pets corner in SWAN so any readers, who would like to drop or send a few lines and picture of their animals to the SWAN POST BOX at Shepton Mallet would be very welcome.

Showerings Christmas Dinner & Dance

Whitstone School, Shepton Mallet, Friday 21st December
8.30 for Dinner at 9.00 - 2.00 a.m.

We proudly present

The Fantastic Sound of EZEKE and AQUAVITA



YOUR FIRST ENCOUNTER WITH THE MAN EZEKE IS AN AMAZING EXPERIENCE. EZEKE STARTED PERFORMING WAY BACK IN THE EARLY SIXTIES WHILE LIVING IN CANADA AND THE U.S.A. HE THEN ENJOYED ENORMOUS SUCCESS ENTERTAINING VISITORS TO THE ISLAND AT MOST OF THE TOP HOTELS, AND AT THE FAMOUS "YELLOW BIRD" NIGHTCLUB IN MONTEGO BAY. HE WAS VOTED JAMAICA'S TOP ENTERTAINER ON NUMEROUS OCCASIONS. HIS MANY TALENTS INCLUDE . . . SINGING, DANCING, ACTING, FIRE EATING, LIMBO DANCING, AND WRITING HIS OWN SONGS. HE CAME TO BRITAIN IN 1975 TO DISPLAY HIS TALENTS TO AUDIENCES THROUGHOUT THE COUNTRY AND WAS REWARDED WITH APPEARANCES ON BBC NATIONWIDE TV AND OPPORTUNITY KNOCKS ON ITV. EZEKE HAS ALSO ENTERTAINED ON THE CONTINENT MANY TIMES AND THRILLED HOLIDAY MAKERS ON MEDITERRANEAN CRUISE SHIPS.

Dance to the Superb music of the

ROBINS

★ ★ ★
Tickets £2.75

From the following committee members:

Steve Catley — Method Study; Diana Drew — Order Office; Dorris Hayes — Catering; Delphine Padfield — Accounts; Jim Rowsell — Bottling Hall; Rosalind Youdle — Communications; Sheila Palmer — Marketing; Jane Watts — Secretariat; and Roger Reeson — Divisional Accounts.



RIDING ALONG IN THE BABYCHAM VAN

Inspired by "the man in the Babycham van" Taunton Market Auctioneers have penned the following witty ditty on Babycham driving instructors, who use the Market during their lunch breaks while on their training.

*The sight of an L-plate makes everyone leap
because if they don't he runs over their feet
Up hill or down hill, thin roads or wide
The people who know him will certainly hide
The driver concerned is a Showerings man,
Driving along in a Babycham van
When he comes in the Market there's no one in sight
They've all run inside out of horror and fright
Do you know the instructor a very nice man
Jumped out of the cab and for his life he just ran
You know they're around, because Taunton is clear
Even police pretend they're not near
So if you're with someone whose driving one day
And you see a blue lorry for goodness sake say
The driver is lovely but don't wait to see —
I know what he's like cause he nearly hit me
But there's no need to worry, none of it's true
— there are no better drivers than those dressed in blue!*