

**INSIDE....**

**LORRY DRIVER FINALS**  
page 3

**SPORT**  
page 6

**SPECIAL OFFER**  
page 7

**XMAS DINNER DANCE**  
page 8

## GOING PLACES

Radio Bristol breezed into Shepton Mallet recently on a whistle stop two hour recording session for their popular radio programme "Going Places."

With a "time is tight" schedule, broadcaster Pete Lawrence began the first of seven interviews in the bottling hall at 9 a.m. sharp. His task — recording the special interests of some of Showerings people.

Bottling hall operative Jean Davis spoke about her special hobby that began 22 years ago when her son was born. "I bought a book of patterns, saw a picture of a sailor suit and made it for him."

It turned out so well that Jean continued her hobby that had come so naturally to her and made all the clothes for her three children for fancy dress competitions.

Her dressmaking and crocheting is practised these days on a much larger scale. She now does all the costumes for the Somerset and carnival circuit, which runs this year from November 8 to the grand final at Weston-Super-Mare on November 19.

This entails preparation six months before the event. "I

actually began in March this year with the basic design and patterns, which goes before the Bambi Carnival Committee who enter a float in the carnival" said Jean.

The theme this year is "The Night of the Bandoleros". Some 200 to 300 floats take part and cups are awarded in 12 different sections. The costumes for this highly colourful float will be for matadors, picadors and flamenco dancers. Even the tractor driver towing the float has a costume.

Jean takes the material from coat linings and sets to work for at least two hours a night for six months so that on the big day all the costumes are right and ready for the occasion.

This is the second year the

Bambi Carnival Club has entered. Last year they collected a 3rd and 6th place prize. The theme then was "Alpine sports".



Tony Wells interviewed by Pete Lawrence.

Twenty minutes later with the revving of a powerful engine in the background Pete was talking to Charlton garage mechanic, Clive King about waterski-ing.

Clive is an "observer" in a three man crew, who race nationally in a Crusader motorboat with a Mercury 85 XS outboard engine.

Their prowess at this popular growing watersport was shown on Sunday October 14 when they came first in their class at Burnham, thereby taking fourth place for motorboats up to 85 h.p. in Great Britain. This was one event in a series of eight, with placings changing all the time.

During the season he has raced in Kent, Hartlepool, Penarth and Folkestone. Costs can run up to £1,000 during a typical season so the sport takes lots of dedication, but Clive and fellow members have done themselves proud this year representing the South West Region in the Great Britain Championships.

Clive explained his part as an "observer" in the team as being the eyes in the back of the driver's head. At the speed they travel the driver has to look straight ahead but know his position all the time in relation to other craft. This is Clive's function — he scans the rear and is linked by walkie talkie to his team-mate.

For some news with an inter- (TURN TO PAGE 4)

## "DAY ONE OF A NEW ERA"

Our Chairman opens the National Sales Conference

"TEAMWORK — our way to win through" was the theme of the 1979 National Sales Conference held in the Centre, Shepton Mallet on Thursday, September 27.

It followed three days of special briefing sessions for the re-organised sales force team. It was here that all concerned heard in detail the overall objectives of this important development and exactly how each person now fits into the new, revitalised network.

The morning session was opened by the Chairman, Mr Francis Showering.

He said: "We as a family have been brewing beer and making cider in this little Somerset market town for over 200 years, and this Sales Conference marks the very beginning of what promises to be the most exciting development period in the history of the company. Today is Day One of a new and exhilarating era for us.

"We are no longer a family business of course. For some time we have been part of the biggest drinks concern in Europe, and now, with the acquisition of J. Lyons we have really big international food interests as well."

Referring to the new sales structure he said:

"Each of your territories has been roughly doubled in size, and as a temporary expedient to deal with our Christmas point of sale distribution and display, we shall be hiring the services of 60 lady merchandisers.



Talking with the Chairman, Mr Francis Showering at the conference are from left: Brian Hoggard, Ann Evans, Vince Perkins and Laurie Dexter.

"In the New Year however, the plan is that you will be helping to recruit and train a new team of 400 lady merchandisers, and these will be working under your direction and supervision as and when required.

"By this time next year this merchandising team should be well established."

Mr. Showering also described the Company's increasing activity in product development. "Those products must always be of the highest attainable qual-

ity, with an acceptable shelf life and a sensible worthwhile margin of profit for both Wholesaler and Retailer."

On technical aspects, he commented: "We have always recognised the vital importance of quality — and have never spared time, money or effort on quality control.

He underlined the importance of distribution and the need for orders to be delivered where and when they are required. "I believe that our drivers provide

a service second to none" he said.

"The immediate future as far as our Company is concerned must be very bright indeed."

The Showerings sales force representatives in the field now total 46 (there were formerly 87 and all the reduction was achieved by voluntary redundancy or early retirement). The Sales Department is controlled by Peter Hall, senior sales executive, who is responsible to David Gilchrist, marketing

### RADIO BRISTOL PARTY

Babycham and Radio Bristol are joining forces on Friday December 21 at the Colston Hall, Bristol to stage the Radio Bristol Christmas Party from 7.30 p.m. It will be a fun filled night out for all the family. Radio and TV star Johnny Morris will be the principal guest. Other attractions will be the Blue Note Jazz Band; massed male voice choirs; brass bands and all the Radio Bristol personalities. There will also be competitions and lots of surprises.

Complete the application form and mail to: Christmas Party, BBC Radio Bristol, P.O. Box 194, Bristol. Tickets for SWAN readers are available at the following reduced prices: Adults — £1.25 & 75p. Senior citizens and Children — 75p & 50p.

Name.....

Address.....

.....

Number of tickets and price.....

.....

P.O./Cheque payable to Radio Bristol.

director (UK).

There are two sales regions (formerly three) under David Boswell, national sales manager, who is also controlling the Southern region. George Allen has been appointed Northern regional manager.

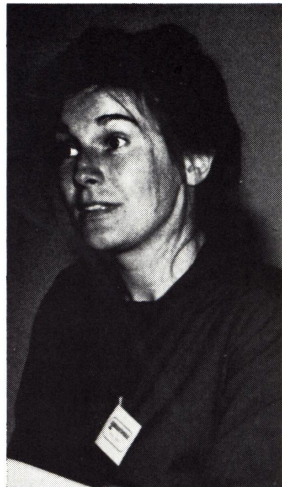
There are nine sales areas (formerly 11), four in the Northern region with 20 representatives and five in the Southern region with 26 representatives.



# WHAT THEY SAID — FROM SOME OF THE SALES CONFERENCE SPEAKERS

JOHN LEE — BRANDS MANAGER HOUSE WINE, PONY, CHERRY B AND MIMOSA SNOWBALL

MRS. GWENDA MERRIOTT, BRANDS MANAGER, BABYCHAM



"Do you know Babycham Dry accounts for nearly 20% of Take-Home-Sales. So where both packs are on display, and our customers can make a real choice, 1 in 5 chooses Dry. This is a trend which is bound to spread into the pub. Currently 10% of pub sales are Dry, but we're expecting an even higher level over the next year.

And the best news of all? Most Dry sales are additional sales. Of course some are at the expense of standard Babycham, but all our research evidence suggests that at least half Dry sales are new sales. That's tremendous."

P. R. HALL, SENIOR SALES EXECUTIVE



"We have all experienced substantial changes in our lives.

We live in a world of constantly changing technology and whether we like it or not, the world in which we live is going to go on changing.

The micro chip will bring in changes as sweeping as the industrial revolution and will have impact on every man, woman, and child, not just in this country but the world.

The pace of life is greater than we think and faster than we all think. As is the increasing complexity of the world in which we live, we are all increasingly dependent on one another.

A sophisticated industrial society equals a sophisticated technology. People working together to produce the products we must sell, if we are to earn, not just a living, but a good living."

GEORGE ALLEN — NORTHERN REGIONAL MANAGER



"Let's summarise on House Wine from a sales force angle.

You have proved that the original concept, of a good wine in a small bottle, was correct.

You have achieved distribution in 12,000 outlets in less than half a year when the target was 10,000 in the first whole year.

You have main bar displays in over 60% of House Wine stockists.

You have made House Wine a product demanded not just by small pubs, which have never sold wine before, but by medium and large pubs and clubs — and by the take home trade as well.

You have forced the company to up its targets."

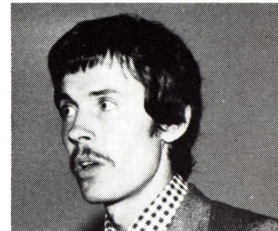
MR. R. D. GILCHRIST — MARKETING DIRECTOR (UK)



"Allied Breweries is now the 10th largest company in the UK as well as the biggest drinks group in Europe with an empire ranging from ice-cream to lager and sherry to tea-bags. And a turnover of well over £2 bn. a year.

Within this mighty empire, Showerings as a Company is important — indeed more than important — vital, one of the most profitable companies in the whole of the SVPW Division contributing a major slice of Divisional profits.

The people in this room thus have a sizeable responsibility."



"Our sponsorship of the first Ladies' British Individual Darts Championship attracted over 3,500 entries from 64 counties up and down the country.

More than 5,000 people attended county finals, many tasting Pony for the first time.

The Championship culminated in a grand final in Great Yarmouth before an audience of over 400.

Trade and consumer press coverage was excellent for the first year — but what were the real achievements for Pony?

We initially reached 3,500 women, many within our target audience for Pony who play darts in pubs and clubs all over the country, and introduced them to the brand.

At county finals held in over 200 pubs and clubs you sampled several thousand women — many of whom had never tasted the product before.

We've created interest in Pony in the outlets where it is drunk through a sport that is very much part of normal pub/club activity.

We reached the type of female who is a real potential Pony drinker.

This year has been very successful — next year will be even better. We are continuing our sponsorship of this national Championship. And this should see double entries and further extend the sampling opportunities at the grass roots through the county finals."

## NEW ERA TEAM

These are the members of the new London; Yorkshire-Lincolnshire; South Wales and Midlands; and North East areas. We will be publishing pictures of the other five teams in the next issue of SWAN.



The North East team — Back row from left: Laurie Dexter, Melvin Jessop. Front row: Ron Hall, Alf Fiddes, Vince Perkins.



The Yorkshire-Lincolnshire team — Back row from left: Roy Coppin, Harry Warby. Front row: Harry Miller, Ann Evans, Dennis Taylor and Roy Durbin.



The South Wales and Midlands team — Back row from left: Chris Shaw, Ken Goode, Mike Willie, Bill Bain. Front row: Ken Densley, Mike Garnham, Maurice Baldwin.



The London team — back row from left: Dave King, Don Spang. Front row: Paul Jordain and Howard Miller.



# THE 3000' JUMP THAT COULD SAVE A LIFE



A happy landing for Clive pictured with little Rachel and her family.

A single parachute jump — the second in his life — by Clive Wilds, Hampshire County sales representative for Showerings, could help save the life of five year old Rachel Mitchener.

This Southampton girl is afflicted with cystinosis.

The free-fall jump at Queen's Parade, Aldershot, from a Red Devil aircraft at 3000' raised £2,500 recently, but it sparked off such response among sympathetic publicans in the Aldershot area, that incoming contributions are swelling the campaign to save Rachel's life, with funds running up to £13,000 at the last count.

The jump was under the supervision of Captain Mickey Munn, commander of the parachute regiment free-fall team, who took up Clive's offer to jump during a speech at a Ladies' Auxiliary banquet.

The campaign began in mid-March with a local free paper in the Aldershot area, The Star, setting up the "Rachel Mitchener Trust" on behalf of its 62,000 readership. This raised almost £7,000, while another trust fund held at the National Westminster Bank in Winchester contains £6,000.

Basically £10,000 was needed for a dialysis machine, which would prolong Rachel's life beyond the short life-span she was given to live. The disease, affects many parts of the body, especially the kidneys by progressively poisoning the system. The critical stage

comes when Renal failure (kidney failure) occurs.

"This is when the machine is essential. But although it costs £10,000 including installation and back-up equipment, operating costs per week are fairly expensive. A £350 water softening accessory is also needed," said Mrs. Val Wheeler of Farnborough Hants, who helped start the campaign with family friend Mrs. Anna Sweet.

"Unfortunately our campaign has not had the same exposure in Southampton as Aldershot, but at a recent Licensed Victualler's Association meeting of the Aldershot and Odham Ladies Auxiliary, Clive heard about Rachel's plight and our need to increase our funds, which stood at about £9,000 then," said her father, Mr. Paul Mitchener.

Clive said he was willing to help raise the extra cash needed. The licensee of the Monks Brook Hotel at Chandlers Ford, Mr. Leonard Cosser, heard about the appeal too, and offered a £1,100 sponsorship on behalf of his regulars and the pub.

Now other publicans in the area have responded with promised contributions towards the sponsored jump and the total looks like exceeding the original target.

"If this is the case we want to channel our energies and any extra cash into helping other children with kidney diseases," said Rachel's father, Paul Mitchener.

Further expensive complications and expenses are Rachel's scheduled visit to one of Britain's leading authorities on the disease at Guy's Hospital shortly and perhaps even the necessity of her visiting the only other person in the world doing research into cystinosis, a doctor in California.

Unlike ordinary cases of kidney disease Rachel's ailment has a number of other serious problems associated with it.

Clive's parachute jump and her family and friends' efforts have escalated so recently that a water softening unit has been donated free of charge as and when it is needed. Collections towards the appeal are now also underway as far afield as London.

"We live from day to day and obviously the specialist at Guy's Hospital will be able to answer a number of questions on our only child's condition, but because of the complicated nature of it, nothing can be exactly certain," said Mr. Mitchener.

The campaign to prolong Rachel's life was started in mid-March by the Mitchener family and friends from Southampton. It was a modest beginning with raffles and collection of newspapers to raise cash.

Clive's first jump last year won him and his wife a trip to France. Clive now says little Rachel is continuing her schooling and at the beginning of November her condition was as satisfactory as could be expected.

# LORRY DRIVER OF THE YEAR NATIONAL FINALS 1979

Dave Plumley of Showerings reports



Sharing a joke after the Finals from left: Richard Fox, Graham Hawkins, Brian Whittock, Maurice Clarke and Dave Plumley.

Conditions at the venue, Cranfield, Nr. Bedford, were really perfect on a fine, sunny September day, when a party of 20 including our competitors, Maurice Clarke, Graham Hawkins, and Brian Whittock travelled up for the national finals.

They had qualified from the regional finals at Bristol and Weymouth. Maurice reached the finals for the fifth time, while Graham and Brian were competing in their first final.

Obviously for the National Finals the competition with the "cream of British drivers" was going to be fierce. Some 300 competitors were competing in eight different classes ranging from a small van to a 40' articulated unit and trailer. The competition started at 8 a.m. and lasted until early evening, when the final

positions were known. Spectators from the Showerings party were hoping for one of our drivers to emulate Brian Chivers' performance the previous year, when he won his class and came fifth overall — a magnificent performance, but this was not to be.

However spirited performances came from the trio and their final placings in their individual classes were: Graham Hawkins — 22nd out of 40; Brian Whittock — 23rd out of 40; Maurice Clarke 24th out of 40.

Their achievement in front of between two to three thousand people, contesting some difficult obstacles and manoeuvres was a fine show which will obviously be bettered next time with the experience gained.

# SHEPTON MALLET STAFF CHOOSE WORTH WHILE CAUSES FOR 'PUB GAMES' MONEY



Bert Bramble, special promotions executive (centre right) who ran the Bath & West Show Stand and David Gilchrist (centre left) pictured in the Conference Hall with the recipients of the cheques. From left: Ted Green (Hill Top Club Chairman); Stan Curtis; Jeremy Henley, Bill Price and his wife Pamela; Eileen Cooper and Jean Goverd.

Four Shepton Mallet charities, specially chosen by staff at Showerings, recently shared a total of £550.

The money came from the Babycham Stand at this year's Royal Bath and West Show, which featured Pub Games with members of the public playing for 10p a time.

Showerings employees were asked to recommend local projects to donate the money to.

The final four chosen were: The Norah Fry Hospital's adventure playground for patients; the Somerset County Guides; the Hill Top Youth Club for Handicapped Children and the Shepton Mallet in Bloom Scheme.

Bill Price, production manager and his wife, Pamela accepted a £300 cheque for the adventure playground.

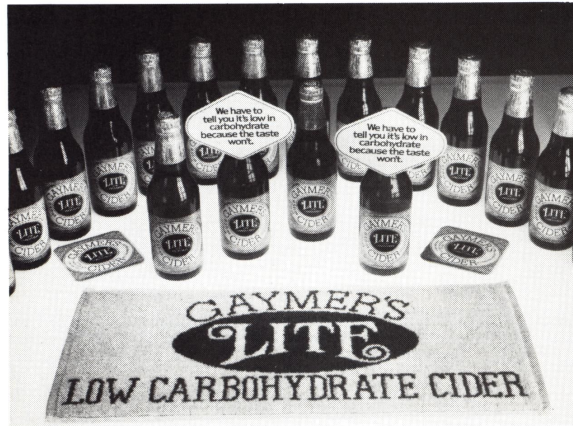
Canteen manageress Irene Cooper nominated the Girl Guides Association. Local Somerset Girl Guides liaison officer Mrs. Jean Goverd accepted the cheque.

The Hill Top Youth Club for Handicapped Children was nominated by Stan Curtis of Distribution to receive £100.

Production director Jeremy Henley accepted £50 on behalf of the Shepton Mallet in Bloom Scheme.

# COATES GAYMER'S NEWS

# 2 TOP SALESMEN TOT UP 64 YEARS IN CIDER BUSINESS



Bob and John say farewell to Gaymers after a total of 64 years. From left: Tommy Thomsit, John Carey, Bob Whitfield and sales director Mr. John Standard.

Researchers working for the company have made an interesting discovery about the British population and as a result Gaymers are launching a new drink.

It will be Britain's first low carbohydrate cider, appropriately called "Gaymer's Lite".

Three year's of research lies behind the introduction of this brand. The conclusions drawn were that 50 per cent of the British population have a weight problem, but only seven per cent are teetotalers, so people who engage in the "battle of the bulge" find that one of their biggest problems is cutting down social drinking.

Marketing manager, Gerald Frost explains how this new drink will meet the problems of these people:

"We don't present Gaymer's Lite as a slimming drink. First and foremost it is a high quality, traditional blend cider, but there is no denying the fact that it does have additional advantages for people who are weight conscious

as well as wanting a real drink.

"It has less than half the carbohydrate value of other ciders of comparable quality and an average of 79 calories in every bottle. At a recommended retail price of 28p it is very good value for the consumer and provides a good trade profit," he claimed.

At any one time, the Coates Gaymers researchers discovered, 25 per cent of the population are taking active steps to control their diet by sticking to a diet, but most of them still wanted a real drink when they went out with the family and friends. When they get to the bar they don't like to be reminded about the fight on flab, so they like the drink they buy to have a pleasant taste and have all the attributes they normally expect in an alcoholic drink.

"Provided they take the calorific value into account, Gaymer's Lite meets exactly that need and the high level of acceptance in test markets bears out our view," said Gerald.

Two men with a total of more than 64 years in the cider industry have retired from the sales force of Coates Gaymers and tributes were paid to them by colleagues at the annual sales conference of the company at the Birmingham Metropolitan Hotel recently.

Bob Whitfield, the Trident area sales manager, covering the north-east of England, has left the company after 51 years in the business and John Carey is retiring from the London area sales force after more than 13 years.

In tributes to them both, Mr. John Standard, sales director, praised their outstanding service to the company.

Bob joined William Gaymer and Son in 1928 and was first given an area in London when he became a salesman in the early 1930's. Later he was assigned to Scotland, where, within three years, he became area manager, establishing Gaymers as the leading brand there.

"Even though he has not worked in Scotland for some 20 years, it is a measure of the respect in which he is held that customers still ask about him. In fact, Bob is still referred to in Scotland as

'The Man in Black', because he was always immaculately attired in black jacket, pinstripe trousers and hat," said Mr. Standard.

In sales force results, the Trident area was always either top or, at the very least, second and it was a tribute to Bob Whitfield's ability that Gaymer's Olde English Cyder became the brand leader in the take-home cider trade in the Trident area, despite an enormous amount of activity by the opposition. The brand enjoyed a considerable share of the take-home cider trade in that area and it was due to his leadership of the Trident team that such outstanding results had been obtained.

Replying, Bob recalled his early days in Scotland, when, during a 10-day trip he covered 1,018 miles, taking remote areas such as the Orkneys, Shetland Isles, the Isle of Skye and Cape Wrath. "I made sure that everyone in Scotland got to know about Gaymer's ciders, even though on occasions I travelled as much as 40 miles seeing nothing but sheep."

He thanked his sales team for their

support and gave his colleagues one piece of parting advice. "All you have to do is to get out there in the outlets as I did. You've got excellent brands and I shall be watching your progress."

Tommy Thomsit, London area manager, commended the work of Mr. John Carey and said that he was pleased that he had agreed to continue for a short time beyond his official retirement. "In the 13 years he has been with the company, he has been held in the highest esteem. His merchandising is a joy to behold and so is his administrative work," said Tommy.

"I've been in the selling game since I was 14 years old," said John, "and, although I have only been with Coates Gaymers for the past 13 years, I can say that I have thoroughly enjoyed selling cider".

Gifts from sales force colleagues included field glasses and a racing form book for Bob, while John received an electric drill, and a cheque from the company, Bob's gift from the company was a set of Waterford crystal glass.



# GOING PLACES

*Continued from page one*

national flavour "Going Places" spoke to Olive Bailey, a production operative in the Charlton Cider Factory about her role on the Shepton Mallet/Misburg twinning committee.

An assistant treasurer on the committee, Jean has visited Misburg, near Hanover, four times. Last year during an international week Turkey, France, Sweden, Denmark, Finland, Norway and England were represented.

In 1979 Shepton celebrated the 10th anniversary of its association with Misburg. A special covenant marking the twinning between the two towns is held in the town council chamber.

Another Showerings person on the committee is lorry driver Gerhard Halliwell who is the chairman.

Next for a radio interview was a man whose association with his special interest, horses, dates back to a spell with the British Army in Berlin during 1946.

Distribution checker Gerd Prey told Radio Bristol how he began working as a groom there for a trial period, which stretched out to 11 years.

"Among my jobs was grooming and preparing horses for the Queen's birthday parade. During dress rehearsals for the parade I actually stood in for the commandant taking parades on

practice at three hour stretches a day" said Gerd.

Horse jumping and belonging to a riding school filled in his leisure hours at the time as well.

In 1957 he met his wife, Cynthia, in Berlin and came to England in 1960. In Shepton Mallet today his love of horses takes his family on pony trekking holidays in Scotland, Wales, and around England. His 20-year old daughter shares her father's love of horses and has her own pony, bought from pocket money saved.

Then came export manager, Tony Wells whose job is to see that Babycham can be bought in many parts of the world, and among the long list of sales "outposts" are, for example, the Andes Mountains and the Fiji Islands. Appropriately enough his special interest was a foreign country — India.

Tony joined the Indian Army at the end of the last World War and served until India's Independence in 1947. However he remained in the country for another 22 years.

During the last few years there he managed the wine and spirits division of a large Indian firm. He was responsible for two distilleries and a yeast factory as well as importing products, controlling the sales force and handling an annual turnover exceeding a million pounds.

He also acquired a practical interest in different kinds of curry — and is an expert at preparing them, for the culinary art is one of his hobbies.

Outside in the Babycham Gardens, horticulturist Christopher Bath talked about his training before he joined Showerings at the beginning of July. Chris began his studies at Kew Gardens in Surrey, where he did a three year course for the Kew Diploma in Amenity Horticulture and before that he was a trainee gardener at Bristol Zoo.

After Kew, he furthered his practical training at Bristol University, where he worked as a gardener for one and a half years. Then he was appointed horticulturist technical assistant in the parks and gardens department of the Brighton Borough Council — his latest job before arriving here.

His first impressions of the famous Babycham Gardens? "I was amazed at the high standard and quality. You don't usually see such a high degree of maintenance in a privately owned garden that isn't intended for open display to the public."

With his staff of three his aim

is to improve the gardens by "keeping things young". "You can't improve them structurally. I will therefore concentrate on introducing new plants of a good variety and variation and keeping any overgrowth under strict control."

Apart from gardening for pleasure in his spare time he has just bought a Canon camera and is absorbed in photography.

On the stroke of 11 a.m. over a very welcome cup of coffee in the canteen, Pete Lawrence concluded by interviewing canteen manageress Irene Cooper. Irene has two special interests — cooking and guiding. On average Irene and her staff cater for about 200 people a day. At Showerings which she joined in 1964, she has two dining rooms and the conference room to cater for. She does all this

with 20 permanent staff and some casual help. Asked what was favourite on the Shepton Mallet menu, she readily replied "Roast beef and Yorkshire pud". Other favourites are steak and kidney pies and curry and rice.

Apart from catering for the normal working day which means preparing between 250 and 350 meals, there are the many special occasions.

Turning to her other interest, guiding, Irene recalled starting as a Brownie in Frome, becoming a Guide at the age of 11 and ending up as a district commissioner in Frome. "I packed it up because I just don't have the time any more." Her time though also included being a No. One in the Sea Ranger Crew at Frome and a Somerset County Cadet.



*Christopher Bath.*



*Jean Davis and Pete Lawrence.*



*Irene Cooper and Pete Lawrence.*



*Gerhard Prey and Pete Lawrence.*



*Clive King and Pete Lawrence.*



*Pete Lawrence with Olive Bailey.*



# COUNTRY CORNER

# AUTUMN HARVEST OF PERRY PEARS



Operator Aubrey Sellick backs a Lightning Tree Shaker onto a perry pear tree at Middle Chipley Farm, Somerset, during Autumn Harvesting.

Harvesting of perry pears began in early October at Middle Chipley Farm, Somerset, the biggest of Showerings pear orchards.

"We are averaging about seven to eight tons per truck load with our modern harvesting equipment," said orchards controller, Geoff Rowson.

About 200 tons will have been collected during October, described as a moderate crop. "With the trees growing larger each year, we expect our pear yield to improve accordingly.

"This year we are using a mechanical device called a shaker, instead of waiting until the fruit falls down from the tree naturally," explained Geoff.

At the start of the harvesting in early October, he said he expected all the fruit to be harvested by early November. With the use of the new machinery pictured here the indications are that everything will be right on time.

The shaker is attached to a tractor and can shake 100 trees an hour in the hands of a skilled operator. "The pears come down inside three seconds if they are going to come down at all," said Geoff.

Costing £4,600 the English designed Lightning Tree Shakers, are now used on five of the six fruit units in the division.

After the pears have been shaken down they are scooped up by harvesters and dropped into the bulk bins for delivery.



A bin tipper at Middle Chipley Farm, Somerset releasing a bulk bin of perry pears ready for transporting to Shepton Mallet, where Babycham sparkling perry will be produced from them.

Two items of modern machinery in use at Middle Chipley Farm, Somerset: A harvester (left) moves along scooping up the pears shaken from the trees by the shaker (right).



Operator Alan Granger carefully lines up bulk bins ready to catch the perry pears being unloaded from a harvester, at Middle Chipley Farm, Somerset, during harvesting.

The Babycham lorry collecting its load of perry pears for transporting to Shepton Mallet.



## JAYNE JOINS TRADE RELATIONS

To enjoy more involvement with people, Jayne Hillard recently joined Shepton Mallet's busy trade relations department, where she is under the wing of Shirley Wheate.

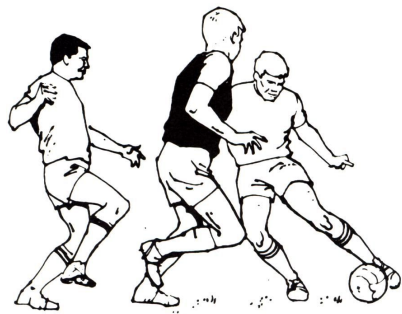
"Since joining the department from being a clerk in Evercreech, I have alternated my time between dealing with the clerical side and conducting visiting parties around the factory and garden," said vivacious blonde Jayne.

She is learning to have at her fingertips all the facts and figures of the involved process of producing Babycham sparkling perry, so that she can answer the many different questions from visitors — a challenge which colleagues Shirley and Jean Williams (Harry Tavener's secretary) have been meeting skilfully for some years now. It is certainly a demanding job, but her winning smile no doubt helps her over any difficult moments.

Jayne lives with her parents nearby and has a brother and twin sister, Angela, who works at Lufton Manor Rural Training Unit for Mentally Handicapped People.

Jayne spends her leisure time waterski-ing and playing squash.





## SPORTS PAGE

# SHOWERINGS VERSUS LICENSED VICTUALLERS SCHOOL

Another cricket match ended with a photo finish recently when a Showerings team took on and defeated the Licensed Victuallers School, Slough.

The match at the Shepton Mallet cricket ground ended with the Showerings team winning by one wicket in the last over — with the last ball!

The Licensed Victuallers school team brought along a number of supporters for the occasion to help to cheer them on to victory — but the experience of the Showerings team prevailed over youthful exuberance.

The match, a further link between the Company and the school was organised by distribution manager, Richard Fox and production manager, Bill Price.

The victors and vanquished were both revived at the end of the day with teas served by trade relations staff, Shirley Wheate and Jean Williams.



*Pictured with the school team are: Mr. Ken Cleary, Showering Vine Products and Whiteways-Co-ordinator Europe (left); Mr. Harry Tavener, chief executive trade relations (centre) and Mr. Brian Maylett, Head of Showerings House.*



*"Howzatt!" Not quite, but nevertheless a very close shave during the photo finish match.*

# WHITEWAYS CRICKET CHALLENGE

by Bob Slocombe of Whiteways

Lunchtime knockabouts on the local cricket ground at Whimple turned into a serious matter recently. Industrial employees threw down the gauntlet, management staff accepted and suddenly teams were selected, with practice sessions becoming a very serious matter.

The staff team suffered an early blow when Haydon Sully, the former Somerset and Northampton cricketer's holiday commitments stopped him playing.

However the day of the match arrived. The weather as usual was uncertain, but at 5.30 p.m. after a good tea the teams trotted out onto the turf and the fray began.

The industrial team, captained by David Palfrey, won the toss and put in the management side, captained by yours truly, to bat.

Steve Palfrey opened the bowling for the Industrial XI. Steve played for Somerset 2nd XI this season, so man-

agement opening batsman, Tony Klinger, had to be on his toes right from the start.

The management side were not too confident of making a very high score, but an opening stand of 46 between Tony Klinger and Dave Taylor formed a solid base, which led to a reasonable score of 135 for 5 at the close of their innings.

Useful contributions came from Stuart Wills and Roger Flood. Twenty four overs were allotted.

David Palfrey's XI got off to a poor start when Ian Palfrey was caught early on. A high score was expected from Ian after his 79 the previous Sunday for the village side. However wickets began to tumble to some steady bowling from Jack Webb and Dave Taylor. Dave Palfrey and Steve Palfrey then formed a useful partnership to push along the score.

Both were out though before the total

had reached 100, but Steve Hayman came in and held the side together with some sound batting before the innings closed at 104 for 9.

This could be seen as a victory for the management staff or an honourable draw — depending on which way you choose to look at it!

A feature of the match was the very colourful outfit worn by company secretary, Chris Bradford. The Kerry Packer circus obviously had an affect on him. His blue jeans were tucked into dark blue socks, with a speckled blue shirt topping this and his crowning glory — a floppy blue hat, which really wasn't cricket actually!

The event, the first of its kind was thoroughly enjoyed by players and spectators, who celebrated afterwards in the club-house at a social evening.

A return match is being planned next year.



*Looking like members of a clandestine organisation Wells City Under 15s try on their new Babycham hooded tracksuit tops.*

# SHOWERINGS FIT OUT WELLS CITY UNDER 15s FOR U.S. TOUR



*BBC Bristol Point West television cameras roll in the Babycham Gardens as trade relations staff and finance director, Mr. Ted Webb line up with the team and their manager.*

Television cameras rolled in the Babycham Gardens last month when 17 hooded figures ran round the gardens at a lively pace.

Not the Ku Klux Klan or some other secret society going about some strange ritual but members of Wells City FC Under 15 trying out their new hooded tracksuits.

Chief executive trade relations, Harry Tavener introduced the boys to finance director Mr. Ted Webb and presented them with some special kit in Showerings colours.

The squad of 17 were visiting the factory and gardens before their forthcoming tour of the United States. The team won the Under 15 Knockout cup and were runners-up in the Weston-Super-Mare League.

Mr. Tavener presenting the boys with their kit after tea in the dining hall said: "You will be representing your club, Showerings and your country so wear them with pride."

The team will be in America when this issue comes out. They touched down in New York on October 13, travelled down to Wilmington by coach and went on to Washington D.C.

Their itinerary will include six games against North American schools and colleges. Money for the tour was raised by their manager, Bill Angel approaching local business for donations and helping the boys with jumble sales.

On the other side of the Atlantic, they will again receive the hospitality of Showerings with the President of Showerings Inc over there, Mr. Ron Levison, receiving them and showing them around the American operation.



*John Lee, brand manager for Pony Cream British Sherry and his assistant, Veronica Smith line up with the women's number one ranked player in the world, Maureen Flowers, and popular secretary of the British Darts Organisation, Olly Croft. The occasion was the 1980 press launch of The Ladies' British Individual Darts Championship in London during October. Maureen, who won the competition last year, took on members of the press at darts during the launch.*



# READERS SPECIAL OFFER

Recent starters, and retirements at Showerings were:

## STARTERS

Mr H. S. Takhar, Miss D. C. Berryman, Miss C. A. Brett — production operatives at Charlton Brewery.  
 Mrs M. McManus — laboratory technician in Technical Dept.  
 Mrs J. E. Fray — security assistant in Security Dept.  
 Mr R. Vowles, Mr M. Treasure, Mr. M. J. Stevens, Mr M. Carver, Mr D. J. Chayer, Mrs B. Whittaker, Mr D. C. Payne, Miss J. Hayes, Mr M. Gulliford, Mr P. Thomas, Mr A. T. Coles, Mr P. J. Button, Miss K. Carter, Mr S. Horler, Mr N. J. Attwood, Miss H. Loosemore, Miss S. Gregory, Mr T. R. Collier — production operatives in Bottling Hall.  
 Mr D. M. Wharton — customer sales service supervisor for Sales Administration.  
 Miss R. Veale — confidential shorthand typist in Divisional Personnel.  
 Miss J. Hillard — clerk/typist for Trade Relations.  
 Mr K. Tabb — plant maintenance fitter in Factory Maintenance.  
 Mr C. Foley — bricklayer in Building Maintenance.  
 Mrs D. J. Lay — tele sales clerk in Distribution.  
 Mr M. T. Brett, Mr R. C. Hale, Mr H. Webb, Mr D. P. Smith — production operatives at Cider Factory.  
 Miss C. J. Ware — trainee typist in Accounts Typing Service Dept.  
 Mr T. G. Chandler — area sales manager in C.G. Sales Force.  
 Mr N. R. Clarke — area sales manager in C.G. Sales Force.  
 Mr G. Travella — stock control clerk in Distribution Dept.  
 Miss E. Dix — tele sales clerk in Distribution Dept.  
 Miss E. Whitehead — shorthand/audio typist in Sales Administration.  
 Mr C. J. Bath — horticulturist in Gardens.  
 Mr E. J. Wadham — craftsman at South Harp Farm.  
 Mrs P. De'Pledge — canteen assistant.  
 Mr D. Bird — driver in Distribution Dept.  
 Miss J. Goverd — trainee purchase ledger clerk in Sales Accounts.  
 Mr. S. Keyho, Miss H. Goodyer — diesel fitters in Garage.  
 Miss L. Williams — assistant to management accountant.  
 Mr A. D. Wilkie — bricklayer in Building Maintenance.  
 Mr D. E. Riggs — driver in Distribution.  
 Mr. M. A. Chinnock — production supervisor in Bottling Hall.

## RETIREMENTS

Mr V. C. Beeho — line supervisor in Bottling Hall after 28 years service.  
 Mr C. McAuliffe — mill manager in Mill after 22 years service.  
 Mrs B. Cowan — production operative in Bottling Hall after 16 years service.  
 Mr R. W. Whitfield — area manager in Coates Gaymers Sales Force after 50 years service.  
 Mr E. A. Taylor — post room messenger in Post Room after 4 years service.  
 Mr C. W. Drew — fitter in Factory Maintenance after 20 years service.



We are proud to be able to make an EXTRA SPECIAL OFFER to Swan readers.

As you know, consumers of Babycham and Babycham Dry are being invited to send in twelve foil tops and £3.49 for what must surely be the best musical bargain of the year — the super double album "DISCO AND AFTER".

For SWAN readers we have negotiated an exceptionally good deal — your chance to buy this double album for ONLY £3.25 and no foil tops needed (after all, we know you love Babycham!)

This standard of double album would cost around £10 on the open market if you could get it. But it's an exclusive to Babycham, compiled by CBS with top artists presenting some great numbers. "Disco" gives you music to dance to, "And After" is the easy-listening LP. For the complete list, just peek at the back of any current Babycham JEP.

It's a truly tremendous Swan Special. So hurry to place your order. (Only one per employee of Showerings Ltd, Whiteways Ltd or Coates Gaymers Ltd).

Send cheque or P.O. (not cash please) payable to Showerings Ltd, with your name and works department in block capitals and send or deliver to: DISCO OFFER, SWAN BOX, POST ROOM, SHOWERINGS LTD., SHEPTON MALLET. Offer closes December 31.



## VICTOR BEEHO RETIRES



The end of August marked the fulfilment of 28 years and a month's service with Showerings by Victor Beeho.

Back in 1951, when the Babycham plant only had one bottling line, Victor began his more than a quarter century of service with the Company working on labelling the famous Babycham bottles.

He later took care of the complete bottle washing process in the bottling department, where other brands such as Pony Cream British Sherry; Cherry B and export labels also became his concern.

Between 1941 and '45 he had a five year spell with the army in Burma as a member of 43rd Light Ack Ack during the Great War.

He met his wife, Gertrude May, in the bottling hall, where she also worked for some time. Their son and two daughters gave them seven grandchildren.

His plans for retirement include a holiday in Carlisle on Solway Firth in Scotland, before returning to his Shepton home, where he will devote his time to caravanning, gardening and car driving.

"The main changes I have seen in my years of service with the Company have been the great advances from old methods to new and the introduction of modern technology," said Victor reminiscing for Swan over his career.

Laden with gifts from his friends and associates, Victor Beeho (far right) is wished well on behalf of the company by production director, Mr. Jeremy Henley (far left) while some of his colleagues look on.

## ERRATA

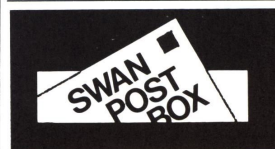
We apologise for two typographical errors in a caption in the last issue headed: "Presentation to Gaymers Canteen Manageress". The names should have read Mr. K. O'Brien and Mr. Peter Salter instead of O'Brian and Falter, and in "Down on the Farm" where Mr. Rowson was incorrectly printed as Rowsen. In "Farm Round-About" the correct geographical location of Tony Calder's orchards is Allowenshay, nr. Ilminster and not Almondsbury as printed.



Peter London, national merchandising manager, shown briefing some of the lady merchandisers at the Centre Hotel, Heathrow on the 22nd October. This was one of four briefings held in England and Scotland before sending the girls out to represent Showerings in licensed outlets.

## FAREWELL SUE

Popular Sue Brown, until the end of September assistant brand manager for Babycham, being sent off by her friends with presents and best wishes. Sue is looking forward to becoming a mum — and no doubt an equally busy time ahead. She was with the company for seven years, the first four as David's secretary before being appointed marketing assistant.



## PUZZLE WINNERS

Winner of Swan-word No. 3 is K. O'Brien, depot manager of S.V.W. Distribution Ltd. at Attleborough. He will shortly be receiving a £2 gift token.

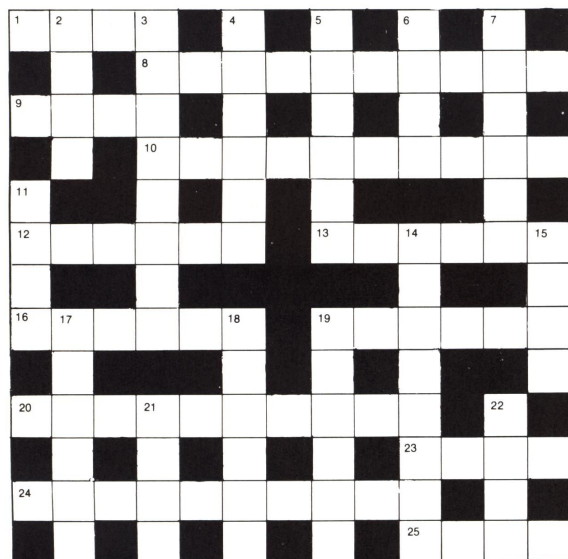
This was the first correct solution opened, but there were 17 other correct entries too: Brian Hewlett of Coates Gaymers Sales; M. G. Reeve of William Gaymer & Son; M. J. Gool of Plant Maintenance; Karen Tolhurst from Distribution; B. G. Manewell from William Gaymer & Son Works Office; R. Walker of S.V.W. Distribution Ltd. at Attleborough; Arthur Coombes of Sales; T. Kingston from the Orchard Office at West Newton; Mrs. Joan Bachrach from Marston Magna Laboratory; Pauline Hall from the typing pool; Jocelyn Edwards from Whiteways Order Office; Mrs. M. Beresford and Tina Dodd of Secretariat as well as a joint effort by Messrs A. Bruce, M. Vincent, R. G. Reeson and Miss J. D. Turner.

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 Ltd., Shepton Mallet, Somerset to arrive by December 4.

Solutions Across  
 5. Gin and Tonic. 7. Anti 8. Handtool 9. Repair 10. Oldest 12. Object 14. Decoys 15. Headline 17. Load 18. Die the death.

Solutions Down  
 1. Indicate 2. Anchor 3. Stingo 4. Unit 5. Gingerbread 6. Cross my path 11. Dock leaf 13. Thighs 14. Dreads 16. Diet.

## Swan-Word No. 4



### Clues Across

1. A drink with a kick! (4)
8. School examination (6-4)
9. Explosive star (4)
10. Odd sort of cocktail (3,3,4)
12. With caution (6)
13. Strong cotton fabric (6)
16. Nothing (6)
19. Black and white dog! (6)
20. Purveyor of food and drink (10)
23. Cold way to serve 22 dn (4)
24. How singers make Babycham (10)
25. Merit (4)

### Clues Down

2. Musical instrument (4)
3. Young animal — 1 ac. perhaps (8)
4. Fittingly (6)
5. Aniseed flavoured spirit (6)
6. Gamble (4)
7. Pail (6)
11. Zoos want to include this long-necked bird (4)
14. The launch of a satellite? (4-4)
15. Go up and down (2-2)
17. Get down (6)
18. Beverage dispenser (3-3)
19. Noiseless (6)
21. Urban area (4)
22. When upset, what can Hebrew limitlessly drink? (4)



# UP, UP AND AWAY

By May Shortland of Slade's



With memories of the Royal Bath and West Show very fresh in mind, when the early June weather was to say the least "unkind", it was perhaps with more than a little apprehension that Slade's, Builders' Merchants of Evercreech, prepared for their very own show. Held in July, this was a Trade Evening and Barbecue, at which all the local merchants were represented.

Like all outdoor events, success or failure depends on the weather, and there was some trepidation in the air of the eve of the event with most of the stands being outdoors.

These fears were quite unjustified, though, for dawn saw a perfect Summer's day. From early morning the Evercreech Yard was a hive of activity.

A huge marquee was erected near the Lake and a barbecue built, with caterers busily arranging tables and chairs, manufacturers arriving in their droves to set up their outdoor displays, and staff briefings on the go until the arrival of the first guests — representatives of the various manufacturers, architects and builders.

A touch of real drama, particularly for those who had never previously witnessed the exciting spectacle of a "launching", came with the English Rose Air Balloon from a local kitchen manufacturing firm.

The modest towing trailer holding the balloon gave no indication of the vast size of the bal-

loon or of the space required for "take off". The skill and knowledge required for this pursuit was soon shown by the pilot, ex R.A.F. Flight Lieutenant Pete Henderson. After numerous calls to the Met. Office and the Police, and the signing of indemnity documents by Managing Director, Mr Bernard Slade, who was to be a passenger on the flight — one realised how serious it all was.

After what seemed an eternity of preparation, conditions were perfect and very quickly they were "Up, Up and Away", with a Slade's lorry filled with excited staff in pursuit way below.

For Mr Slade, it was the realisation of a lifetime's ambition and it was an experience he would not have missed, simply fantastic! The landing was perhaps a little more precarious than anticipated.

Miraculously skimming over tree tops, cleverly missing herds of cattle in the fields below, in search of the ideal landing pad, finally, with a considerable JOLT, they were grounded somewhere in the Brewham area.

There had been some anxious moments back at base, wondering if and where he might or might not have landed and it was with some relief when, out of the dark night, he cheerfully sauntered into the Evercreech Supercentre, all in one piece!

The trade exercise itself, however, gave everyone a chance to display their wares and gain some orders.

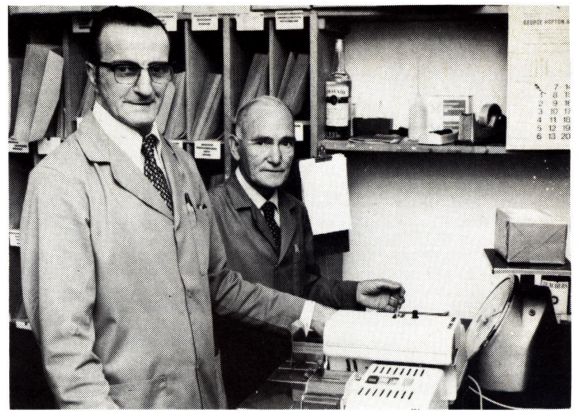
# POSTROOM

A day in the life of Shepton Mallet post room staff is a daily seven to eight mile journey taking in 2000 steps on Shanks's Pony.

This three man unit (temporarily reduced to two members) is responsible for seeing that the mail gets through every day on time to all the departments at Shepton Mallet and all the companies in the group.

Their busy schedule was illustrated while they were being interviewed with supervisor Bill Hunter having to divide his time between answering questions for SWAN and discussing the possible purchase of new franking machines with a salesman. "Well we won't have much time this side of Christmas," said Bill as the salesman tried to find a convenient date to meet again.

Both Bill Hunter, who has been working in the post room for the past eight years and Jim Taylor for two and a half years, were in the middle of a day that saw them collecting and delivering the mail three times a day to the main offices on the site. This covered the Bovis Block; the Babycham factory, including the builders; the Fruit Mill; printing department and also took in the cider factory and Charlton Brewery. They will hopefully be back at full strength early next year when Eddie Kemp rejoins them after recovering from a recent illness.



A typical day running from 8.30 till 5.45 pm starts with them sorting the incoming mail and, moving on by 10 am through the different offices and around the site collecting and delivering internal mail as they go.

After the process of sorting and collecting for the third time in a day, comes the task of franking the outgoing mail, which on an average week runs up to around £500. "An idea of how much franking goes on here can be seen from our recorded franking between October

'76 and May '79 — A total of £76,200," said Bill. However that was only one of the three franking machines in progress.

This contrasts with old hand franking machines seven years ago holding a maximum of £9.99/sp, compared to today's automatic machines using up between £800 and £900 every 10 days as well as about £250 in stamps.

The extent of the work undertaken by this small efficient team, spans co-ordinating incoming and outgoing mail to 48 depots in the Allied group and undertaking urgent deliveries in between this throughout the day such as telegrams, datapost and the fast British Rail Red Star delivery service.

"We see ourselves however as never getting too caught up in the overall work. We still cater for the individual and personal side of the job, when we have to deal with one of the 800 or 900 people that might have some specific job they want doing," said Mr Hunter.

Before joining Showerings Bill Hunter worked for the General Post Office in Wells.

# TRAVELLERS TALES



Argentine, indeed the Argentine claims to be the fourth largest producer in the world and in Mendoza itself there is a winery, which is said to be the largest in the world. It has a capacity of some 400,000,000 litres. Mendoza is a delightful town, with tree lined streets and many of the pavements are tiled and polished.

"Although we were on holiday we were actually playing a type of game called 'Spot the Teachers' looking for Teachers Whisky in various shops. This pursuit was greatly enlivened when we saw a single bottle of Babycham flanked by the most delicious looking chocolates one could ever imagine and on thorough examination we found that several bottles of Babycham had been built into this exquisite display.

"Of course, the young lady in the shop looked every inch the perfect Babycham girl — young and beautiful — and I am afraid we had to spoil her display to buy one bottle, for which we paid the equivalent of 60p. The game then changed to 'Spot the Babycham' and we found yet another shop with a similar display from which we bought another bottle. The first one was Sweet and the second Dry.

"I was able to bring this Babycham home to Shepton Mallet, place it smugly on our Chairman's desk and say 'I think our distribution is improving'."

Mr Edwards adds a P.S. that Babycham was the only Allied product that he saw in Mendoza.

The global interests of Showerings and Babycham take director Mr Peter Edwards on many overseas trips. On this occasion, family connections took him to the Argentine for his holidays. Many a mile from Shepton Mallet, of course — but guess what souvenir he brought back!

His tale begins in the town of Mendoza, which nestles in the foothills of the Andes mountains on the western border of Argentina about 8,000 miles from Shepton Mallet. He takes up the story: "Go westwards for another 100 miles or so through the mountains, which at their highest point reach 20,000 feet, and you come to Chile. Mendoza is one of the centres of the wine industry in the

# OBITUARY

It is with sad regret that we record the death of Mr John Cooper at 62 years of age during September.

A representative in the Yorkshire area, Mr Cooper would have completed 24 years' service with Showerings in October and was well known in the trade.

Mr Cooper, who leaves a wife, had been in poor health for some time and only recently left the company.

# NEW ARRIVAL

Some happy news from across the Atlantic is the recent birth of a daughter, Jessica during September to John Watkins and his wife Mavourneen. John is Vice-President in charge of marketing at Showerings Inc., near Maryland in the States.

# BEST WISHES

Very best wishes for the future go out to the following former members of the sales force, who recently chose to leave the company voluntarily at the time of the restructure programme:

N. T. Abbott, B. Chivers, J. C. Worth, J. Salkeld, L. K. Williams, G. Greenwood, T. W. Bradford, D. C. Maltby, W. A. Hough, C. T. Menzies, P. H. Mason, J. M. Cooper, S. Plummer, P. J. Gleaves, T. J. Allen, N. E. Wake, M. F. Offen, R. G. Roby, R. A. Parks, K. E. Woodham, K. D. Pring, T. Chatt, R. A. Bower, J. Ashton, W. W. Murray, G. G. Anderson, M. Bagley, G. E. Humphries, M. J. Davies, R. G. Rowlands, W. M. C. Hodgson, H. Morris, T. F. Wagstaff, R. A. M. White.

## SHOWERINGS CHRISTMAS DINNER & DANCE

At The Whitstone School, Friday 21st December 1979  
8.30 pm - 2.00 am (8.30 for Dinner at 9.00)

Proudly Presenting:

The sensational Sound and Cabaret Act of  
**EZEKE and AQU-AVITA**

plus

Dancing to the superb music of the

**Robins**

Tickets: £2.75 are available 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.

The Prince of Wales, His Royal Highness, Prince Charles, has a word with Mr and Mrs Richard Whiteway in the Sponsor's Tent, at the Devon County Show earlier this year during the Whiteways of Whimble Stakes.

Whiteways are probably the oldest sponsor in the Devon County Show and for almost 20 years they have been sponsoring the main jumping event on the second day of the County Show.



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