

## WHIMPLE WELCOME

A warm Devon welcome awaited a party of some 20 visitors from the Toronto Cricket, Skating and Curling Club, on their arrival at Whiteways at Whimble. Chairman Mr. Richard Whiteway, presented a cask of Devon Cyder to the team, who spent three and a half weeks in England on tour, playing cricket.

The cask is pictured being accepted by tour secretary, Stan Wells. Stan's father moved his family down to Whimble for a year in 1927, when he worked in Whiteway's orchards. Stan emigrated to Canada in 1957. Members of the team come from all walks of life and include a diplomat, an accountant and a hamburger restaurant owner.

A team from Whimble and Whiteways, captained by the company's export sales manager, Haydn Sully, (former Northants county cricketer), played the Canadians. Final score line was close—152 all out for the home side, and 148 for 7 for Toronto. Before the match, the Toronto party toured Whiteways' factory and were entertained to lunch in the pavilion.

Haydn spent some time in Canada in September, visiting most parts of the country—and renewing his acquaintance with the Club when he arrived in Toronto. Canada is one of the company's big export markets for their Devon Cyder, particularly in Ontario, but also in Manitoba, Nova Scotia and the Northern Territories.



## Top First Aiders



First aiders at Showerings Limited at Shepton Mallet, are pictured receiving their first aid certificates from company chairman, Mr. Francis Showering.

The valuable work of the first aiders is much appreciated by the company and, with 12 newly qualified first aiders, Showerings can now boast an efficient team of nearly 40 first aiders, headed by the company's occupational health nursing officer, Sister Pink.

Those qualifying this year were, Mr. R. Anderton, Mr. M. Baker, Mr. J. Merritt, Miss T. Berryman, Miss A. Kearle, Mrs. P. Collins, Mr. J. Fowler, Mrs. C. Hayes, Mrs. M. Moore, Mr. G. Padfield, Mrs. J. Stokes and Mrs. J. Williams. Mr. D. Mason, Mr. R. Dix and Mr. R. Seviour requalified.

Special plaques were awarded to Caroline Hayes and Gerald Padfield for being the most outstanding pupils of the year, and to the first aiders of the year, Messrs. D. Mason, R. Dix, M. Heal and Miss J. Down, for the outstanding work they had done during the year.

Also pictured is the company's medical officer, Dr. M. Bourke.

## *New Babycham Animal leaps into the future*



The little Babycham animal, which is such a coveted feature of bar displays throughout the whole of the country gets a "new look" this year. Instead of the demure little animal standing sedately on all fours his new counterpart leaps exuberantly into the air.

The models are made for Showerings Ltd. by Imco Plastics Ltd. of Glastonbury who have been making these models for the past eighteen years.

Carefully painting in the expressions on a tray of "blank" faces is Alison Runyard of Imco's paint department.

The animals will soon be ready for distribution to the licensed trade.



# Welcome to Showerings and Coates Gaymers

Miss G. Rymes, a clerk in the order office.

Mr. P. Mitchard, a trainee fitter in the commercial garage.

New members of the catering staff are Mrs. M. King, Miss M. Heard, Mrs. B. Jones and Mrs. M. Marks.

Mr. M. Woolley, a labourer in the building department.

Mrs. J. Hartley, a telesales clerk in the distribution department.

Miss J. House, a receptionist/telephonist in the communications department.

Mr. A. Wetherall, a gardener.

Mr. L. Chandler and Mr. D. Elliott, press operators in the mill.

Mr. J. Wilkinson, a carpenter and joiner in the building department.

Mr. R. Phillips, a pipe fitter in the maintenance department.

Miss S. Rideout, a clerk typist in the architects' department at Marston Magna.

Miss C. Plank who has joined Mrs. G. Farrar in Coates Gaymers' sales department. She will be working directly for Mr. M. J. Holmes, national sales manager.

## Congratulations to:

Christina Peek, formerly a credit control clerk at Showerings, and her husband Jim, on the birth of their daughter, Kirsty Marie, who weighed in at 6lb. 15ozs.

Peter Tibbals, who has attained his Higher National Certificate in Building. Peter is an architectural assistant in the architects' department, Marston Magna.

## Best Wishes:

From all at Showerings go to Frank Ross, during his illness.

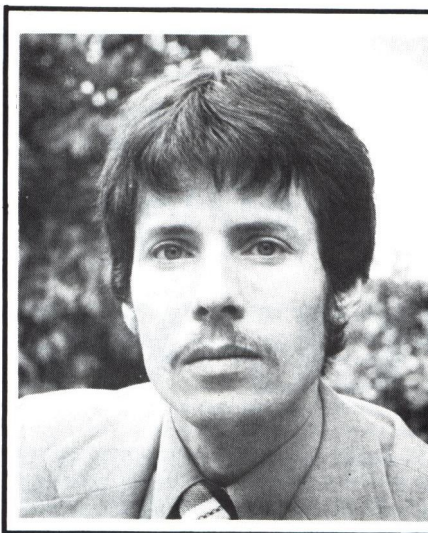
## Obituary:

The death has occurred of Mr. W. F. Moore at the age of 63, who worked in the Babycham bottling hall. He leaves a son.

## WHITEWAYS' BOARD

Mr. Richard Whiteway has been appointed chairman of Whiteways of Whimple Limited. He has also been appointed joint managing director with Mr. Eric Whiteway. These new board appointments follow the recent death of the chairman and managing director, Mr. Reginald P. W. Whiteway.

In addition, Mr. Eric Whiteway has been appointed a director of Showerings Limited of Shepton Mallet. Mr. Richard Whiteway is already vice chairman of Showerings, Vine Products and Whiteways Limited.



## New brands man

John Lee, 29, is brands manager for Cherry B, Pony and Mimosa. John came to Showerings from Fisons, where he was brands manager for their garden fertilisers.

In his job, he is responsible for the day-to-day running of the three brands, in terms of advertising and promotions, and also provides back up support for the sales force in the field.

John studied for the Council of National Academic Awards at Kingston Polytechnic, gaining a degree in Applied Chemistry.

He and his wife Jane and two small daughters live at Butleigh, near Glastonbury. These two tots leave him little time for hobbies, but he enjoys gardening, cars and sport—including squash.

## Technical Manager



Dr. Peter Hatton, B.Sc., M.Sc., Ph.D., has joined Showerings as technical manager. This new appointment strengthens the quality control operation for both Showerings and Coates Gaymers Ltd., which plays a major part in ensuring that the companies' products reach the public in tip top condition. With bottling lines capable of producing 40 bottles of Babycham every second, plus the thousands of gallons of cider being produced in the Coates Gaymers' factory, the quality control team really has to be on its toes.

Peter, aged 40, handles the overall responsibility for quality control and technical development for products and processes for the two companies. This includes the legislation which affects product formulation.

He worked for The Distillers Company Ltd. in Scotland for eight years, starting in yeast technology and potable spirit fermentations and then latterly with the food companies, specialising in microbiology. He headed the section covering both research and development, plus 'trouble shooting'—so he's well qualified to deal with any situation.

Prior to joining Distillers, Peter was a lecturer in bacteriology at Manchester University—part of the medical school. A keen mountaineer, he led a University team on a trip to the Arctic. It was at Manchester University that he gained his qualifications.

Coming originally from Barrow in Furness, he and his wife, Margaret, and their three children, are now living at Othry, Nr. Bridgwater. Golf, squash and badminton join mountaineering as his main leisure pursuits.

## NEW LOOK POMMETTA



Coates Gaymers, who re-launched Pommotta sparkling cyder last year to gain a healthy share of the pre-Christmas trade, have designed a smart new livery for this famous celebration drink.

"Everything was done in a hurry last year and the exercise only represented a warning cork popped across the bows of the opposition", says marketing manager Gerald Frost. "This important sector of the cider market is worth about £5 million at retail selling prices and we are now building on our initial success. We have made some 'fine tuning' changes to the appearance of Pommotta. For the 1978 Christmas season it will have a little more sparkle and 'pop', and a really impressive presentation.

"The closure has been improved and there is a distinctive gold neck foil, with re-designed neck collars and labels that underline the traditional quality of the brand. We have gone to great deal of trouble to assist consumers in identifying the varieties by stating sweet or dry very clearly on labels and neck collars", he said.

"Without giving away too much to our opposition at this stage, I can say that we shall be concentrating promotional expenditure below the line with the aim of giving maximum benefits to the trade and good price incentives for the consumers".



## CAMERA HAPPY



Oblivious to the TV camera, this two week old Chinese Water Deer, bred at Showerings, has her mid-day feed from company deer keeper, Frank Coombes. She had travelled from Shepton Mallet to her new home in the Dartmoor Wildlife Park in Devon.

The company keeps a herd of Chinese Water Deer in a special enclosure adjacent to the factory. The deer, which are only two feet high when fully grown, are very like the company's own Babycham animal.

Each year, fawns from the herd are hand reared by Frank, also employed by the company as a mill hand, to be given away to zoos and parks all over the country. Bottle feeding them at his home in Shepton Mallet, Frank rears the fawns on specially prepared calf rearing milk, until they are ready to be introduced to solid foods. It is only then, when these rather timid and delicate animals are sure to survive, that they are taken to join other herds around the country.

The fawn, nicknamed 'Sue' by her keeper, is a welcome addition to Dartmoor Wildlife Park's herd of Chinese Water Deer—just one of their six different species of deer.

Also pictured in front of the TV cameras with Sue and Frank are, left to right, Ellis Daw, proprietor of the park, his daughter Valerie, and Sheila Palmer from Showerings' information department.

## Ambition Realised

The promotion from storeman to warehouse supervisor at Evercreech has meant the realisation of a long ambition for Clive Withers. Once before in his life, during his 18 years with the Railways, promotion almost came his way, but the opportunity was lost by six months seniority.

For most of his working years Clive has been driving, except for a spell of six years when he was in the R.A.F. During this time he visited many countries, including India, the Far East and Cape Town. Whilst in North Africa he recalls trundling right across the Western Desert in an old broken down truck. Then came the Salerno landings, with Clive just ahead of the 8th Army and he remembers one rather pleasant memory just before Christmas 1941 in Italy, when an officer called Douglas Bader flew in to his base and said "Havn't you chaps got anything to drink for Christmas?" and Bader promptly flew South returning much later with "Vino" for the lads. "A real good fellow was Bader" says Clive. "Just like one of the boys!"

Now in his new position of warehouse supervisor, Clive will be responsible for stocks in the 10,000 sq. ft. warehouse at Evercreech, together with the yard staff and drivers, but with 12 years' service at Slades behind him he has a considerable knowledge of the trade and this will stand him in good stead for the task ahead.

GOOD LUCK CLIVE!

## Showerings Singers

Showerings' choral society has a name—Showerings Singers—decided upon at a gathering of members. If, therefore, you are passing the Conference Hall during the lunch-hour and hear voices enthusiastically (and hopefully pleasantly) raised, you will know they come from your very own body of choristers and that, if the inclination so takes you, you are welcome to join us. Previous experience is **not** necessary.

With the advent of Christmas we have decided to attempt a lunchtime concert in mid-December, of which further details later. New members are not too late to join in this first effort and individual help is offered to any latecomers—in fact we need more members and feel sure there must be many of you who would like to join our carol singing but just need some encouragement.

A poster of distinctive design is in the course of preparation, and this will appear on notice boards giving general information as necessary. However, practices from now on will be held on Fridays in the Conference Hall commencing at 1.20 p.m.

New faces please walk in, or contact the Elected Officers, Margaret Lowe, Caroline Hayes or John Fowler.

## ACTIVE AHOY!

We heard from HMS Active again the other day—she'd been silent for so long, we began to think she must have sunk! In fact, she'd been on 'employment' in the Western Atlantic—and this is a sample of her itinerary:

She sailed from England on July 4. Nine days were allowed for the passage across the Atlantic, to allow Active and her two accompanying ships, to conduct a series of exercises. The Squadron was headed for St. Johns in Newfoundland—and in July fog, the Grand Bank of Newfoundland is at its worst! There is the ever present danger from icebergs and 'growlers' (which, we are reliably informed, are large pieces of flow ice).

But St. Johns, a major fishing port for the Grand Banks and the capital of Newfoundland, greeted Active with two warm and sunny days. Active then went on to Cornerbrook, on the western side of Newfoundland. Paper manufacturers, Bowater Scott, have a large interest in the city, with its 50,000 population.

Halifax, Nova Scotia, was the squadron's next stop, and this was to be their base from which they sailed for an exercise with the Royal Canadian Navy. This comprised weapon training at sea. Then on to St. John, New Brunswick on the Bay of Fundy. Fog seemed to be the main order of the day for this part of the trip—but in a modern frigate, such as HMS Active, loss of visual contact doesn't matter.

St. John, a city undergoing transformation from the old colonial style to a modern one, was the last of their Canadian visits and the next stop was Rhode Island, one of the New England States of the USA. Here, they had a complete contrast, arriving at a tourist centre. The weather was kind, and members of the crew took advantage of the beaches and took in trips to New York.

Norfolk, Virginia, was their next port of call, with the largest naval base in the world. It is the home port for the Atlantic and Mediterranean Fleets of the US Navy.

Showerings can be justly proud of their adopted ship, for she excited a great deal of interest wherever she went. As one of the Royal Navy's most modern warships, senior officers and warship designers showed a marked interest in her.

HMS Active is back in England now—and looking ahead to her next voyage. Again, it is to be an Atlantic crossing, but this time with the Ark Royal.

Let's hope they will find time to fit in a trip to see us all at Shepton Mallet before setting sail once again.

## Bob's Boxers

In our last issue, we ran a story on driver Bob Bell of Whiteways and his new interest in breeding boxer dogs. That very special puppy, Kitwe Sylvia (not Kitty as reported) has made an outstanding start to her show career. At the London and Home Counties Boxer Club Championship Show, she came home with two silver trophies—and has already qualified for Crufts in 1979.

Sylvia is now owned and shown by her mother's breeder, and Bob is looking forward to the time when she in turn will have a litter of puppies and he will have first pick of that litter.



# D.I.T.B. AWARD



The D.I.T.B. Award to B. R. SLADE LIMITED, was presented to director, Mr. Peter Slade at the Evercreech Supercentre, by Mr. Brian Willet, area training advisor, D.I.T.B.

The award was made to Builders' Merchants, B. R. Slade Limited, for meeting a criteria for the standard of training achieved and for the training system now being used by them.

The company was delighted to have received this award because it was an achievement equalled by only relatively few companies in the distributive trades. Mr. Slade said it was achieved by the help and patience of the staff in compiling job descriptions and participating in appraisals, without which, the award would not have been made possible.

Whilst the immediate benefits were already apparent both to the company and staff Mr. P. Slade said with the continuation of appropriate staff training, further improvements in job performance and even greater efficiency would be inevitable.

# BERT AT NALVEX



Bert Bramble is certainly no midget, but even he is dwarfed by the gigantic Babycham bottles on the company's stand at the licensed trade's NALVEX Exhibition in Birmingham. Joining him in a toast of Babycham are some of the leading figures from the licensed victuallers' organisations.

The exhibition was a successful one for the company, many visitors to the stand giving a very definite seal of approval to the then newly re-introduced Babycham Dry.

# Yorkshire Garden Party



Pictured among a happy group of ladies at the licensed trade's Yorkshire Garden Party (where it didn't pour with rain!) are Harry Tavener (second left) Showering's chief executive trade relations, and Jack Pailin (third right) trade relations executive East Pennines.

On the right is Tom Bamford, governor of the Licensed Victuallers' School, who were one of the beneficiaries from this popular trade event.

# WIN A CASE OF POMMETTA



When some of Coates Gaymers' salesmen were having a look around William Gaymer & Son's Attleborough factory, Fred Piggin (centre) certainly found something to interest him. We don't know what he said —have you got any ideas? The best suggestion, of not more than twelve words, wins a case of Pometta sparkling cider.

I think Fred Piggin said

.....  
 .....  
 .....

Submitted by.....

Department .....

Company.....Location.....

Please return to the Information Department,  
 Showerings Limited, Shepton Mallet.

Competition open to company employees only (except Fred Piggin, of course—sorry, Fred!)



## "TAYLORMAID" FOR PONY



Peveril Taylor Maid was one of the stars at the New Forest Show recently. This superb pony won the New Forest Pony Championships—sponsored appropriately enough by the Pony Wine Company.

Its owner, Mrs. P. B. Haycock of Newtown Peveril Manor is pictured right. Presenting the cup and a pack of Pony Cream British Sherry is Information manager, Wendy Tucker.

## NALHM BANQUET



Pictured at the National Association of Licensed House Managers Greater London Region banquet are, left to right, Mr. Jack Hand, chairman, Mrs. Hand, and SVPW director Mr. Peter Edwards, who was president of the evening.

Among the guests were members of all NALHM's London branches, and officials of most of the London brewery companies, together with national secretary Mr. Harry Shindler and Mrs. Shindler, regional organiser Chris Wright, and TUC general council member, Mr. Ray Buckton, the railmen's leader.

In his address, Mr. Edwards said "The record of NALHM is self evident. We see positive success in obtaining improved conditions for its members—though there is still much to be achieved. In addition to the continued drive to improve standards, we are aware of the great support now given to see that the use of alcohol is not abused—a subject of vital interest to us all—and we see the continued battle against violence in pubs."

## Prince and Regent Holiday at Dinder



Two of Ind Coope's shire horses, Prince and Regent, are looking forward to a well deserved rest at Sharcombe Park, Dinder, near Wells—home of Allied Breweries' chairman, Mr. Keith Showering.

Stabled by Ind Coope at Nine Elms in London, Prince and Regent were transported to Dinder in their own special horsebox by head horseman, John Peacock, and groom, Bill Christie. During their six week holiday on the farm, they will be cared for by Mr. Showering's farm manager, David Gribbon.

As 'working' horses they lead very busy lives—appearing at shows, attending public events and, of course, walking the streets of London pulling the dray. Regent, one of Ind Coope's top show horses, has certainly earned his holiday this season—he has already won 22 first prizes, 13 silver challenge trophies, and has met the Queen twice!

## Better late than never



It was a case of 'better late than never' when Bells' representative, Bob Cox, cycled in to Showerings, to end the first day of his two-day sponsored cycle ride, in aid of the Licensed Trade Convalescent Homes.

Delayed by strong headwinds, Bob arrived nearly an hour late, and was greeted by members of the South West board of the LTCH—organisers of the ride. But, his journey wasn't over—he'd hitched a ride to avoid missing the company's reception, and still owed the ladies 12 miles cycling!

But, it was all worthwhile—he was presented with a cheque for £25 by Harry Tavener, to add to his sponsorship money.



## GOLDEN ROCK



Have you seen (and heard) the new Babycham Golden Rock record album which has been produced for Christmas? It's being made available to consumers through the new Babycham and Babycham Dry jaket-paks. It's an exclusive, obtainable only through the Babycham offer and it's by the original artistes. Issued under the Warner Elektra Atlantic label, its 20 tracks are divided into a side to dance to (Make it Go) and a side for easy listening (Take it Slow). Candi Staton with 'Young Hearts Run Free', The Faces, featuring Rod Stewart with 'Stay with me' and Liverpool Express with 'Hold Tight' are on the fast side, with seven others in similar mood. The ten tracks on the slow side include Manhattan Transfer with 'Chanson d'Amour', the Everley Brothers with 'All I have to do is Dream' and the Drifters with 'Save the Last Dance for Me'.

It costs only £1.79 plus two coupons from special offer party packs—and it's really good value.

Sue Brown (pictured above) part of the Babycham marketing team at Shepton Mallet, has her name on the record cover, as it was Sue who has been instrumental in getting the record put together in conjunction with Warner Brothers and Atlantic.

The Golden Rock party album is the big promotional item, designed to help sell more Babycham this Christmas, particularly in the take-home trade. Last Christmas saw Babycham as the fastest growing alcoholic product in the take home trade, with sales 18% up over the previous year—and the company are looking to break that record again this year.

## CIDER CUP AT THE DRUM



The Drum Inn is situated in one of the prettiest villages in the West Country—Cockington near Torquay in Devon. Here, the past has been preserved and tourists are taken around in horse drawn carriages.

The Drum prides itself on serving only the best—and that includes Coates Gaymers' ciders. The staff devised a cider cup—and it's proved to be a best seller. Perhaps you'd like to try it, too!

### Cider cup

Maraschino  
Grenadine

C.G. Farmhouse Dry cider (that's the one on draught, but experiment with some of their other brands, too, such as Coates TV).

Quantities of each remain a mystery—we suggest you give it a try and mix to your liking.

Put two cherries in the bottom of the glass; put slices of apple and lemon, plus two cherries on a cocktail stick, and it's ready to drink—through a straw.

Our picture taken at the Drum shows one of the locals, Mick Metherell, landlord Bert Taylor, and head barman Terry Conlin. Bert is governor of the local lifeboat appeal, and his aim is to ensure that Torquay has the best equipped lifeboat in the country.

## Whimble Wedding

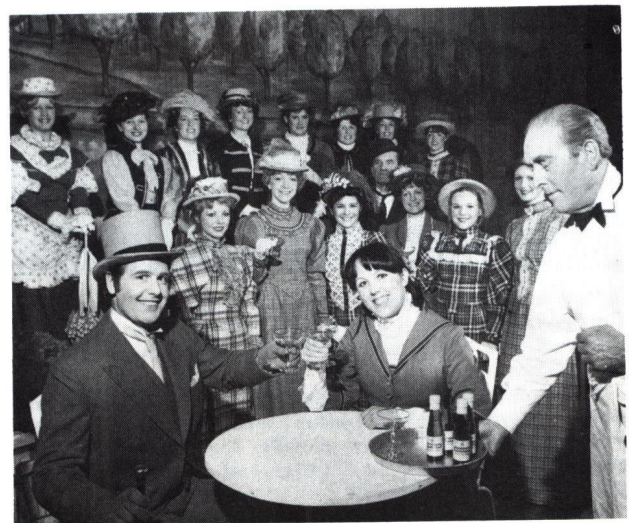


Pictured on the occasion of their wedding are Christine Loveless and Nicolas Hartnoll. Christine works for Whiteways of Whimble in the accounts department, and Nicholas' mother, Joan, works for Mr. E. D. Clapp at Whimble.

The couple were married at St. Mary's Church, Ottery St. Mary, Devon.

## PUTTING A SPARKLE

# INTO GIGI WITH BABY- CHAM



Enjoying a glass of Babycham sparkling perry are the principals and chorus of the Weston-super-Mare Operatic Society's production of Gigi.

Acting as waiter is Stan Bailey, managing director of Phillips' Wines of Weston-super-Mare, who was a member of the chorus.



# SALES CONFERENCE SPECIAL



Mr. Francis Showering signs in as he arrives at the conference. Centre is trade promotions manager, Arthur Woodman, who was in charge of the general organisation and administration assisted by David Drew.

Showering's sales conference this year, which gave delegates an even greater opportunity than in previous years to put forward their own ideas and questions in 'open forum' sessions, proved to be a very popular one with the sales force.

The conference was opened by Mr. Francis Showering, who paid tribute to the tremendous amount of hard work that had been put in by the sales force to beat last year's sales figures. Sales for 1977/78 topped 10 million dozen, with a record final week bringing in 1,115,064—and that's a lot of Babycham. Describing Babycham as the biggest success in the drinks trade anywhere since the war, Mr. Showering went on to say that this success had been achieved by the combined effort of people—production people, office staff, transport operators, maintenance men and, of course, salesmen.

Peter Edwards followed up with an announcement that was immediately wired to the Morning Advertiser as the newswiest item of the week. Showerings have decided to help the licensed trade charities in a big way. For every dozen Babycham sold in the on licence trade over and above the 1977/78 figure, the company will give 5p to the trade charities. And that applies to the current financial year which started on October 1. It's an offer that works both ways—if the licensed trade sell more Babycham, not only do they benefit, but so does Showerings.

Peter Hall, David Gilchrist, David Boswell, John Lee and Sue Brown, between them reviewed the past year—and told of the new plans for the year ahead. They're too many to put into one issue of SWAN, so we'll be covering them one at a time!

They were joined by Alan Moss and John Hood from Britvic (plus a very slick magician, who showed how Britvic can help to increase Showerings' profitability).

The conference theme was 'Focus on the Future'—"which means the year ahead" said Peter Edwards at the close of the conference. With the huge investment planned in advertising, promotion and point of sale, plus some exciting new brands, the company has provided the tools for the sales force to sell the products and make significant strides in the year ahead.

His closing words were taken from Hamlet "Be bloody, bold and resolute"—because that's what is wanted from the sales force in the year ahead.

That should have been the end of the conference but there was something more to come—and that was quite unrehearsed. Back onto the stage came Peter Hall, calling for volunteers to help with a police identity parade. The initial response was laughter—but it wasn't someone's idea of a joke—the police really did want twelve volunteers. Their suspect had been systematically rejecting people in the 'line up' all day and they'd run out of people to ask! The twelve "good men and true" accompanied a grateful police officer to the station and, being obviously not of the criminal fraternity, were allowed back a short time later.

The conference was rounded off by a splendid dinner at the Hotel Leofric in Coventry.





# Happy Memories

## Cheerful Tom leaves cyder for his garden



Pictured left to right are: Mr. R. W. Salter, Tom, Mr. W. C. C. Gaymer, Mr. H. R. Reeve, Mr. E. J. Reilly, Mr. D. A. Murgatroyd, Mr. J. Leeder and Mr. S. Fisher.

Tom Coman, who recently retired from Wm. Gaymer & Son Ltd. at Attleborough, must have been one of the most popular people to have worked for the company. It wasn't the fact that he spent over 48 years with them, or that he worked in almost every department, but that he is an extremely jovial person, always ready with a laugh and never a bad word for anyone.

Born and bred in Old Buckenham, he started work as an under-gamekeeper at Old Buckenham Hall but, with the depression and cutting back of jobs, became redundant after a couple of year. But, a chance word from his uncle, Freddie Aldiss (who worked at Gaymers) secured him a job on April 25, 1930.

Tom's birthday is on September 3 and, on returning from work that day in 1939, his father remarked he had an ominous birthday present. War had been declared. Tom volunteered into the 4th Norfolk's and his father's foreboding was to come true. After heavy fighting the 18th Division, which included the 4th Norfolks, surrendered at Singapore in 1941. Captain Maurice Gaymer was among those killed before the surrender. Tom spent the rest of the war in Japanese prison camps, building the Burma-Siam railway. In spite of witnessing many atrocities, Tom returned home in 1945, much thinner, but unscarred both mentally and physically. After a few months' convalescence, Tom returned to Gaymers and took up his career once again. On his retirement, he was storeman, which post he had held for the last four years.

His great love has always been gardening and, in a rural area where gardening feats are hotly challenged, it was an undisputed fact that Tom is a most able gardener; a fact greatly appreciated by those people at Gaymers who were the recipients of vegetable plants from Tom, when their own efforts had gone awry!

Tom received a television and camera from the company; a pewter mug and money from his fellow workers, plus a lighter from the cellar staff, cigarettes and cigars from the bottling staff and a printed mug from the canteen staff. Everyone at Gaymers wishes Tom a long and happy retirement—and they know this is what he will have, for as one of the them said "Much as he likes the cyder industry, he loves his garden more".

## Charlie White says "Goodbye"

Charlie White, a member of the unloading bay staff at Showerings Limited at Shepton Mallet, has retired after 22 years' service with the company.

Charlie, who lives with his wife, Iris, at Hill View, Cannards Grave, Shepton Mallet, plans to spend much of his spare time pursuing his favourite hobby—gardening.

He was presented with a silver tray and tankard by bottling manager, Dave Thompson.

## "L.V." TAKES THE CHAIR



When "L.V." retired from Coates Gaymers, we couldn't resist looking out a picture which was taken at the company's sales conference last year. So, here is L. V. Sander, being chaired into the end of conference dinner by two very dubious looking 'colleagues'. (Alias Tom Cox and John Carey).

"L.V."—as he is known to all his colleagues—has completed 50 years' service with the company—and that's a record most people will find hard to beat these days. He joined Wm. Gaymer & Son in London as an office boy in 1928. His time with the company was interrupted by the war, but he returned to a clerical post with Gaymers in 1946.

Nineteen fifty eight saw him 'take to the road' as a representative for the city and west end of London. He then became senior salesman.

To mark his retirement, some of his colleagues at Coates Gaymers, led by Tommy Thomsit, arranged a London day out on the river, plus lunch.

L.V. intends to be very active during his retirement, as he told SWAN "I enjoy gardening, particularly greenhouse work and roses. Then there's my home to redecorate, and later the house to repaint. I might obtain a part time job in a few months' time. I enjoy a bit of motoring, too—and may take up rowing to keep fit."

Keeping fit is something he has been interested in all his life. During the war he served with the Bedfordshire and Herefordshire Regiment, transferring to the Army Physical Training Corps. Part of his service was spent in Italy and Greece with the Polish and Greek Army, and he was mentioned in Greek Army despatches.





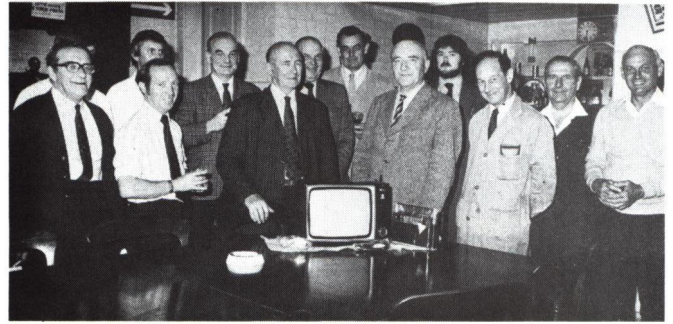
Mr. Reg Balls, who worked for Wm. Gaymer and Sons Ltd. at Attleborough, for 40 years, has retired. He started work in their 'old' Banham orchards in 1937 and, in 1941, transferred to the Attleborough orchards. During the war he was in reserved occupation, but was very busy in the local fire service, where he served part-time for 28 years, retiring as leading fireman in 1969.

In 1955, Mr. Balls became Gaymers' orchard foreman, and has held that position ever since. His is the best kept orchard for miles around and he is an acknowledged expert on apple growing. His help and advice are greatly in demand in the locality and he will no doubt be kept busy during his retirement.

Reg was most interested in sport and played football for Attleborough Town Football Club at one time. He is also a keen gardener. He and his wife live in Attleborough.

Pictured on the occasion of his retirement is orchard foreman, Reg Balls, at Wm. Gaymer & Sons Ltd. He was presented with a portable TV and transistor radio by Mr. William Gaymer, and had a cash gift from his colleagues. Pictured left to right are, Messrs. R. W. Salter, Roy Woods, E. J. Reilly, Harold Reeve, Reg, Frank Baldwin, Dennis Crummett, Mr. Gaymer, Kevin O'Brien, Ted Loveday, Ronnie Lawrence and Wally Barker.

# Retirement for Reg



# 25 Years On

## Harold Heal

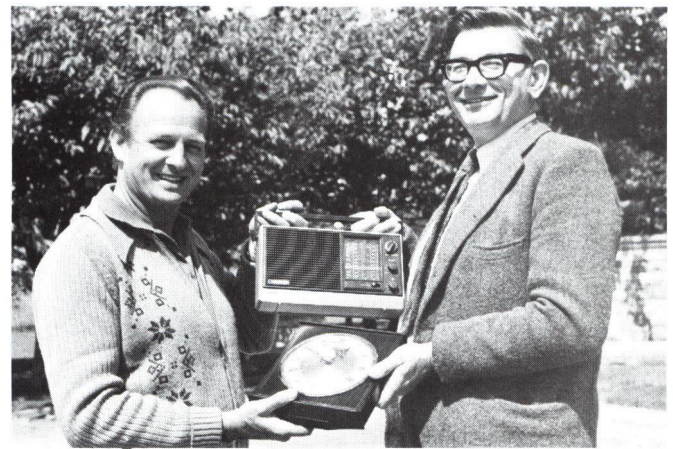


Harold Heal (right) clocks up 25 years' service with Whiteways. He is pictured receiving a pair of binoculars from Mr. Eric Whiteway. Also pictured is chief accountant, Chris Bradford.

Mr. Heal spent 12 of his 25 years years at Abbotskerswell before transferring to Whimble, where he is assistant garage foreman. He and his wife, Pat, who works in Whiteways' print room, live at Whimble.

He is an authority on bee keeping, with 20 years' experience behind him. A member of the Torbay Bee-keepers Association, he is in demand for apiary demonstrations in the beautiful Devon village of Cockington, and at the Devon County Show. He is justly proud of his own stock, having obtained some of the queens from as far away as Australia.

## Bill Hogwood



Bill Hogwood, a foreman in the Tank houses at Showerings, is pictured at a special presentation to mark his 25 years' service with the company.

Bill has worked in the tank houses for most of those 25 years, but spent some time with the company as a lorry driver. A keen angler, he and his wife Jean, live at 15 Shaftgate Avenue, Shepton Mallet.

Making the presentation of a clock and a radio is Showerings production manager, Bill Price.

## Stan Curtis



Stan Curtis, known to many people at Showerings as the man who keeps their cars and lorries topped up with petrol and oil, has completed 25 years' service with the company.

He started work as a long distance lorry driver, but opted out for a Shepton based job so that he could spend more time at home. He and his wife, Myrtle, live in Shepton Mallet. As well as looking after the petrol pumps, Stan collects the mail each morning, takes the canteen staff and their wares to their various locations, and is in frequent demand for the myriad odd driving jobs that occur.

A keen bowls player, he was presented with a set of woods by SVPW divisional transport manager, Simon Neale. Pictured during the presentation are, left to right, Brian Goodsell, Maurice Cox, Stan, Jim Weeks, Mr. Neale, Richard Fox and Joe Knowles.



## Marie Marries

Congratulations to Marie Stute, a member of the Babycham bottling hall staff, who married Mr. Trevor Keirl recently. The couple honeymooned in Bournemouth.





# THE DAY THAT THE RAIN CAME DOWN!

When Showerings held their first ever garden party in aid of the Licensed Victuallers' National Homes, someone must have been holding a rain making ceremony somewhere! It rained and it rained—But the weather didn't dampen the enthusiasm of those people from the licensed trade (and from Showerings and other companies in the trade) who braved the weather to collect £5,000 for this trade charity.

There were stalls of every description, from Coates Gaymers' Stan Wheate selling plant tubs, Showerings' Peter Wolfe sampling Babycham Dry and John Lee with Cherry B Long, Bells whisky were there with their golf game, Jack Pailin had his charity owl, Fabergé demonstrated their Babe cosmetics, and the ladies from the many auxiliaries ran a myriad stalls, and helped to sell the Showerings' sponsored book, Our Trade. There were helpers from all parts of the Shepton Mallet complex—too many to name individually, but who did a sterling job of work.

The people who made it all possible were the trade relations team, headed by Harry Tavener and Shirley Wheate, with tremendous back up assistance from Jean Williams, Lorraine Reith, and Frank Butler.

Arthur Woodman was in charge of the marquee; David Drew was helping to collect the money; and the information department organised a complete photographic coverage of the whole event, and Bill Cassidy and his team of gardeners did a miraculous restoration job after the event.

One man who shouldn't be forgotten is Bert Bramble—who brought six hundredweights of ice down to Shepton Mallet in the back of his car for the seafood bar! That's dedication for you.

A couple of people fell in the lake—but the only casualty for Sister Pink was one of her own first aiders who hurt his wrist when he was accidentally pushed in the lake while assisting a visitor over the stepping stones—help was at hand in the form of Peter Hall who 'rescued' him from his watery fate!

Everyone who attended the garden party voted it a great success—including the VIP party, which included the Homes' president, Robin Thompson (a director of Allied Breweries), the chairman, John Evans, Edna Taylor, chairman of the Ladies' Central Council and Showerings' director, Peter Edwards, who opened the event.

The day was rounded off very successfully with a dance at The Centre.





# And this was Denham



Showerings were, as always, very well represented at the Licensed Victuallers' National Homes' garden party at Denham—the village which was specially built for retired members of the licensed trade (and which is reputed to have the only hospital with a bar for the patients!)

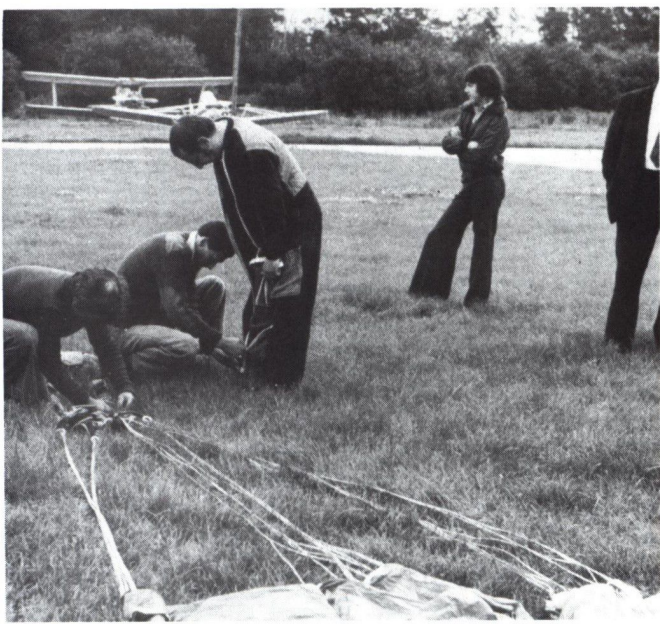
The Fabergé stand did tremendous business with their Babe cosmetics, tying in with the Babycham summer promotional theme. The Fabergé girls are pictured here with Showerings' Bert Bramble.

Trade relations executive, Jack Pallin was there, too, with his owl. For 10p a go, visitors were invited to draw a straw and, if the slip of paper inside had the name of one of the pubs shown on the owl, there was a prize for that lucky person. Jack and his wife spent hours making up the straws and inserting slips of paper—and Jack made that magnificent owl himself.

Harry Tavener was there promoting the Showerings' sponsored book, 'Our Trade', together with its author, Ted Elkins and trade relations executive, Frank Butler. Harry made quite a 'splash' that afternoon, too. The chairman of the Homes, John Evans was presented with a cheque by president Robin Thompson, for £3,500. "If anyone can better that, I'll buy them a bottle of champagne" said John—and up came Harry with £5,000 from Showerings' own garden party. True to his word, John opened that bottle—and got drenched in the process!







**“Are you sure that’s how you do it up?” Les gets zipped into his jump suit, as John Hitchen packs his own parachute.**



**“I think I must be mad!” Les scratches his head in apparent bewilderment watched by an amused Peter Aiken (right) and his instructor, John Hitchen.**



**Back on terra firma, and smiles all round from, left to right, Dennis Lewis, Peter Aiken, Sylvia and Les, Peter Hall and Jimmy Jones.**

# Flying high for LVNH

In our last issue, we told you about Babycham representative, Les Williams, who was making his first ever parachute jump—and taking his first plane ride to boot—in aid of the Licensed Victuallers’ National Homes. Well, we’re glad to report that Les made a successful jump—even though he did choose one of the wettest days this summer (and that’s saying something!)

Les, plus a bevy of supporters, arrived at Wickenby airfield in Lincolnshire, hoping to accomplish his jump at 11.30 a.m. He eventually took off at 2.30 p.m. Torrential rain and low cloud prevented him making the jump until a small patch of blue appeared. Then it was all systems go as Les and his instructor took off. He couldn’t land too near the airfield because of the acres of corn surrounding it, so the dropping zone was some distance away.

Everyone duly arrived at the appointed place and watched as Les left the plane, his chute opened and he floated gently earthwards. But, a vagrant gust of wind took him off course and, where did he land?—where else but in a field of corn! His instructor, John Hitchen, did a superb exhibition of parachuting, landing only feet from the edge of the field on a narrow road, neatly sidestepping a tree and landing on his feet.

Peter Aiken, vice chairman of the Licensed Victuallers’ National Homes, was there to cheer Les on, as were several people from Showerings, including Peter Hall, Dennis Lewis, Jimmy Jones, Geoff Greenwood and Wendy Tucker—and John Nolan from Ansells who supplied the beer!

Les’ total amount collected for the Homes just about reached his target of £1,000.

Most relieved lady in Britain that day must surely have been Les’ wife, Sylvia, when he popped up out of the cornfield, saying “It was a great feeling on the way down”.

It must be the season for parachuting, as another Babycham representative, Clive Wilds, has had a go, too. But Clive’s attempt was a bit different. He and five colleagues from the licensed trade made their drop with the Red Devils’ Freefall Parachute Team. They were put through some intensive training at Farnborough—and Clive had the bruises to prove it on the day he was due to jump!

Again, the weather proved a problem. There was no rain, but blustery winds made it impossible for novices to make the jump and, as soon as the wind dropped, the clouds came in. A big crowd of supporters waited until 4.00 p.m.—and then the bar was opened when the Met. Office decided the weather wouldn’t alter. The six of them eventually jumped the following day.

The Red Devils took pity on the waiting crowd and did a special jump—and Micky Munn and his team gave a great display. An enterprising ice cream vendor must have seen the crowd and did a roaring trade during the afternoon.

Between them, they hope to raise about £2,500 for the LVNH.

The waiting around became quite nerve racking for those taking part—especially when the Red Devils decided to have a go and Clive and three others took off in the Britten Norman Islander plane, only to land again as the wind increased.

June Wilds staunchly stuck it out all afternoon—and even came back the next day, to see Clive make a near perfect landing on target.

He, too, was well supported by people from Showerings, including Peter London, Paul Jordain, Jack Cartledge, Arthur Woodman etc. Maudie Davis, vice chairman of the Ladies’ Central Council of the LVNH came along as the Homes’ representative—and this time Ind Coope supplied the beer!



## Scholarship boy



Clive Wilds (centre) gets kitted up for his jump, along with his five intrepid companions.



Pictured left to right are: Brian Maylett, Jonathan East, Stephen Parrott, Mrs. Maylett and Harry Tavener.



One for the album—before they took off. Left to right are: Jack Cartledge, Peter London (handing a telegram of good wishes to Clive from Peter Hall); in the back row are Colin Moulard, Maudie Davis, Jack Harris, Celia McDermott (who organised the jump) and her son and daughter, Lloyd and Michelle. Front row are Sue Wilson, and Derek McPherson (who was jumping privately).

The Showerings' scholarship is an award which is eagerly sought by the pupils of the Licensed Victuallers' School. This year's outstanding scholar is Jonathan East who, during his scholarship year, will be studying Art, English, Biology and Chemistry A levels, which he hopes will take him to University. His ultimate ambition is an unusual one, as he is aiming to become a film director and is particularly interested in the production side of film making.

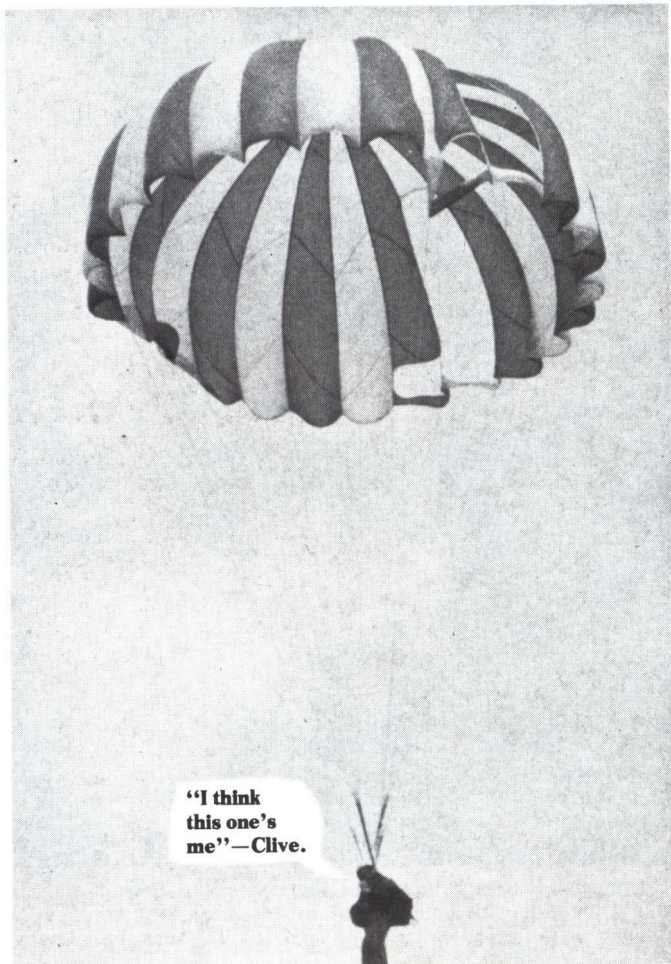
The son of an Ind Coope licensee, his home is The Trooper, St. Leonards Road, Windsor.

Jonathan visited Showerings at Shepton Mallet recently, meeting the company's chairman, Mr. Francis Showering, and the company's newest arrivals—two baby Chinese water deer.

He was accompanied by another pupil, Stephen Parrott, who next term has the added distinction of being the first head boy of the newly designated Showerings' House. Stephen, from Ham Common, is studying with a view to becoming a chartered accountant in his father's firm. A keen canoeist, he is Bucks Intermediate Spring Canoe Champion and is an instructor with the Venture Scouts. In addition, he is chasing his Duke of Edinburgh Award Scheme gold medal. To make sure his hobbies don't land him in the red, he is balancing his books by running a mobile disco with two partners, providing the music and entertainment for the last LVS senior dance.

Brian Maylett took over as Showerings Housemaster when the school reopened in September, and he and his wife Dilwys, took the opportunity to visit Showerings with the two boys. Mr. Maylett, who teaches craft at the School, had a long discussion with Harry Tavener, Showerings' chief executive trade relations, to think up new ideas to make the Showerings' House one that all the boys will wish to be in. The company aims to make it a house to be proud of—and the house which, through hard work, will become the School's premier house.

The School's headmaster, David Bland, said "I am delighted that the well known and respected name of Showerings is being associated with the School in this way. I know that the generations of boys who will pass through the Showerings' House in years to come, will be justly proud of their connection with this famous company."



"I think this one's me"—Clive.

## WELL TRIED



Three of Showerings' drivers took part in the Lorry Driver of the Year final at Cranfield Institute of Technology—but this year didn't see any of them emulating Brian Chivers' previous success.

The three—Brian Chivers, Bob Hale and Julian Wilkins, had all qualified at regional rounds, and were among hundreds of top drivers from all over the country competing for this prestigious title.

In this picture, Richard Fox keeps a check on the rules with, left to right, Ray Colbourn, Bob Hale, Ernest Hawkins, Maurice Cox, Brian Chivers, Dave Forsyth and Dave Bevan.



## Jack at Fashion Show



What, you might ask, was Babycham representative, Jack Ingham, doing at a Fashion Show? He was, in fact, giving a tasting of Babycham Dry, which went down very well among the ladies of Cheltenham auxiliary, who were organising the show in aid of the Licensed Victuallers' National Homes.

Over 200 people attended the show at the Golden Valley Hotel, Cheltenham.



## WELSH ANNUAL BALL

Two delightful little girls in traditional Welsh costume, flank Showerings' Arthur Woodman at Bridgend Auxiliary's annual ball. Arthur was president that evening on, appropriately enough, St. David's Day.

Also pictured are the Mayor and Mayoress of Tofaen Borough, Mrs. Woodman, chairman of the auxiliary, Janice Smith and ladies of the committee.



## WELSH LADIES' DARTS

The First Welsh Ladies' Individual Darts Championship was sponsored by Pony. This increasing popular game for the ladies has had backing from the Pony Wine Company for the last couple of years, and this was their biggest single competition to date.

Nine hundred players started the competition, producing 64 finalists from all parts of Wales, who converged on the Double Diamond Club at Caerphilly for the grand final. They brought with them 800 supporters. All of the ladies were offered a free glass of Pony—and 473 took the company up on that offer. In addition, bars sales of Pony that day rocketed.

The man in charge of the competition on finals day was Showerings' own Welshman, Arthur Woodman, who is pictured here with the winner of the competition Janet Dewan and the runner-up Josie Rice.

## Pony Darts in Essex



Winners of the Harwich and Dovercourt Pony Ladies' Darts League were a team from the Duke of Edinburgh, Harwich, Essex. The cup is pictured being presented by Showerings' representative, Tony Thompson, who also staged a successful Pony tasting that evening at the Royal Hotel, Dovercourt.

# SALES

## MISS LOVELY LEGS



And again! Here's Babycham representative, Tony Thompson among the girls—this time with the winner of the Miss Lovely Legs competition at Denes Holiday Camp in Suffolk. On the right is Denes' commère, Mandy.



## Margaret's a winner



Mother of two, Mrs. Margaret Rice of Wootton, Beds., was the lucky winner of an £800 holiday competition, sponsored by Babycham and Charles Wells' Strong Red Stripe Lager. Mrs. Rice successfully married up five Caribbean Islands with their correct names, and submitted the prize winning slogan which won her and her husband, Stuart, a cheque for £800.

Pictured here at the presentation are, left to right, John Wells, deputy chief executive of Charles Wells Brewery, Margaret Rice, Mrs. Page of The Chequers, Wootton, landlady of the pub which supplied the Babycham and Charles Wells' Strong Red Stripe Lager and Showerings' area manager, Bernard Jones.

# TALK

## BINGO !



Babycham representative, Jack Ingham, is pictured giving a Babycham tasting at E.M.I. in Cheltenham. It was their bingo night, and the lucky recipients of a glass of Babycham are all club members.

## Mining Bonanza



The Derbyshire Miners' Centre at Skegness, was the venue for a Babycham/Babe promotional night, organised by bearded Showerings' representative, Geoff Greenwood.

Geoff is pictured here with some of the lucky prizewinners, who went home with goodies including Babe beauty boxes, Babycham bags, candles, knickers, sunglasses and, of course, Babycham sparkling perry.

## Charlie counts the cash



You can't help smiling when famous comedian Charlie Williams is around, so it was hardly surprising that when he visited the Five Ales at Bishopsgarth, Stockton-on-Tees, Showerings' representative, Vince Perkins, was not the only one who had a bundle of laughs.

Vince had, in fact, called at the pub to empty the Allied Breweries' LV National Homes' collecting mug he left with licencees Margaret and Jack Gallifant on a previous visit, and was delighted that Charlie should be there to lend a hand counting the cash—which amounted to £57.50.

Pictured here with Charlie about to empty the mug are, left to right, Vince, Margaret and Jack Gallifant.

## Miss Chequerboard



Babycham representative, Peter Mason, is the lucky man pouring Babycham into the silver cup for Pamela Holt—Miss Chequerboard. Looking on are two promotion girls from Rothmans' cigarettes and Christopher Connolly, assistant district manager for Wilsons Brewery.

The occasion was a joint promotion at the Chequerboard Hotel, Salford, Manchester, where Peter held a tasting of Babycham and Babycham Dry. Twenty girls entered for the Miss Chequerboard title, and each one received a gift from Showerings—and Peter was one of the lucky judges!

## Town Crier on Show



A prominent stand at a joint Allied Breweries' tasting for the free trade in the North West and the Potteries, was this one from Coates Gaymers Ltd. Among the ciders being promoted by the company was Town Crier Keg Cyder, which helped gain a number of new customers. Town Crier is gaining considerably in popularity especially in the Midlands and North West.

Pictured here are, left to right, Paul Mulvey, area sales manager (north); Ian Young, regional sales manager (north); and Bob Orledge, area sales manager (midlands).



# Pony Gala Night



A Pony Gala Night for the Hampshire Federation of Club Stewards was held, appropriately enough, at the Southampton Football Club Supporters' Club. Appropriate because Southampton Ladies are the holders of the Pony W.F.A. Cup.

A tasting of Pony cream British sherry during a lively disco evening was very popular—particularly when it was being served by Showerings' attractive area representative, Veronica Smith. With Veronica are pictured, left to right, Denis Raynor, club manager; Ken Tibble, secretary of the Hampshire branch of the National Union of Club Stewards; Berni Pisher, regional officer, NUCS; Don Willis, chairman of the Southampton branch of NUCS; and Showerings' area manager, Jack Cartledge.

# Sue's 21 with Babycham



Celebrating her 21st birthday in style is Sue Bowden—with a 21 year old bottle of Babycham. Sue's parents, Mr. & Mrs. D. Bowden, 'put down' a bottle of Babycham when Sue was born, and it was ceremoniously opened and poured out for Sue by Babycham area representative, Roy Durbin (right).

At a party for Sue at the Noah's Ark Inn, Totnes Road, Paignton, Roy ran a special promotion with Babycham selling at half price, plus a draw ticket with a bumper bundle of goodies to be won.

Toasting Sue—in Babycham, of course!—are, left to right, Mrs. Marion Cafferkey, landlady of the Noah's Ark, Mrs. Bowden, Roy's wife, Pat, and Mr. Bowden.

And what was the bottle of Babycham like? "Smashing" said Sue.

## Best Display

When Mr. F. D. Eastwood of New Marske, Redcar, decided to use Whiteways' point of sale material for his off licence window display, he found he'd picked a winning combination. His display won him the Silver Shield Trophy for the best window display in New Marske. Delighted with Mr. Eastwood's success was Geoff Rimmington, Whiteways' Yorkshire and North East representative, who supplied him with the material.

## Pony Success



Showerings representative, Vince Perkins, is pictured here with Lilian Wright and Marion Price, winners of a Pony Pairs knock-out darts competition held at The Cameron, Duke Street, Darlington.

Lilian and Marion, were just two of the 120 ladies from the Darlington Ladies Darts League that took part in the competition.

## TRIDENT CAMPAIGN



A Coates TV cider promotion in the Trident Television area carried cash prizes totalling £2,000, plus runners-up prizes. Purchasers of Coates TV were asked to fill in a coupon—and doing just that won first prize for Mr. and Mrs. Perry of Gosforth, Newcastle-upon-Tyne. Shop manager, Mr. Bill Weite of MacPhearsons Off Licence, Gosforth, received £50 for the charity of his choice—and the Licensed Victuallers' National Homes were the beneficiaries.

Coates Gaymers' national sales manager, John Holmes, is pictured presenting a cheque for £500 to Mr. and Mrs. Perry. Second and third prize winners each received £250.

## OUTNUMBERED !



When Showerings' area manager, Jack Cartledge, organised a Pony darts night he found himself well and truly outnumbered. Out of an attendance of 140, 120 of those were women. Needless to say, it was a ladies' darts competition for the Weald of Kent league, which was won by the Victoria, East Farleigh.

The winners are pictured here with the losing finalists from the White House, West Farleigh, near Maidstone.

## Guest of Honour



Jack Cartledge was guest of honour at the Isle of Wight Ladies' Auxiliary Banquet earlier this year. Jack, who has been their president, is pictured here with the auxiliary's chairman, Rene King.

## Chairman Ron

Ron Dean, salesman for Coates Gaymers Ltd., has been elected chairman of the Mid and West Sussex Off Licence Association. He has been a member of the association for the past 22 years.



## ENJOYING A BABYCHAM DRY



Members of the North Thameside Ladies' Auxiliary are pictured here enjoying a glass of the newly promoted Babycham Dry sparkling perry. It certainly went down well with the 50 plus ladies who were helping to raise funds for the Auxiliary at the Plough, Hutton, Essex.

Our picture shows Colin West, Britvic's area representative, dispensing Babycham Dry to some of the ladies including (centre) Mrs. Maria Gee, chairman of the Auxiliary. Also in the picture is Britvic's special promotions manager, Frank Eaton, who is president of the Auxiliary.

## Toasting "The Shake"



A toast to 'The Shake' in Babycham, from 18 year old Beverley Brown and some of the customers and staff in a Newcastle hairdressing salon. Beverley is the newly crowned Durham Coal Queen—and part of her prize was a free beauty session, which included a new hairstyle by John Gerard, Newcastle's top stylist.

Beverley will keep her crowning glory, named 'The Shake', for her appearance in the Babycham Coal Queen of Britain final in Blackpool in November.

## 800 bottles a minute



Showerings' trade relations officer, Shirley Wheate (left), shows members of Camden Ladies' Auxiliary the high speed bottling line which produces 800 bottles of Babycham every minute.

The ladies visited the company as the guests of their president for the year, Showerings' special promotions executive, Bert Bramble.

## MATT MONROE DRINKS "NORFOLK DRY"



Landlord Billy Smith, of the Wellington Tavern, Great Yarmouth, is very glad to count Matt Monroe and the rest of the cast at the Windmill Theatre among his regular customers. During their summer season show, Matt and his colleagues have relaxed at the Wellington between shows and their favourite drink has been Norfolk Dry cider. They not only consumed great quantities of this Coates Gaymers product, but Matt has been walking on stage with a bottle in hand advising the audiences to get in the Wellington before the cast drink all Norfolk Dry! "When Billy Smith told me about the way Matt Monroe was 'plugging' the pub and Norfolk Dry I went to the theatre to say thank you", said Allen Tills, the Coates Gaymers salesman in Norfolk, who went backstage and presented a special supply of Norfolk Dry for the cast. Allen's souvenir of the occasion was this picture with Matt and his daughter, Michelle Monroe. "He is one of the nicest people you could meet and I'm not saying that just because he likes Norfolk Dry", says Allen.

## SPARKLING KAREN



When Showerings and the Morning Advertiser set out to find the "Most Sparkling Barmaid", they came up with a real winner. Karen Riley, barmaid at The Wellington, Newsome, Huddersfield was chosen from among four finalists. The Morning Advertiser was flooded with nominations for this title, and the judges had a hard job whittling them down to a final four for the personal interview session at the London Embassy Hotel in the Bayswater Road.

Judges were Terry Cockerell, editor of the Morning Advertiser, Edna Taylor, chairman of the Ladies' Central Council of the Licensed Victuallers' National Homes, and Showerings' Harry Tavener.

The judges were looking for a combination of good looks, attitude, manners, presentability, personality, conversation, sense of humour and efficiency—and Karen had all those with a super bubbling personality.

She was thrilled with her win—a £250 weekend for two at Torquay's Imperial Hotel, with the option of a beauty weekend there, plus £50 cash, and the first person she rang with the news was her twin sister Yvonne, who shared the prize with her. Indeed, customers at the Wellington must sometimes think they are seeing double when both girls are serving behind the bar!

Karen (centre) is pictured here with, left to right, Terry Cockerell, Edna Taylor, Harry Tavener, and the licensee of The Wellington, Mr. B. Clay.



## ANGLING NEWS

Ray Dix reports on the Club Boat Competition:

One of the major events on the Angling Club's calendar for September, was the Club Boat Competition, held at Lyme Regis.

The weather was good, and 16 members set off in two boats, with excellent results—every member beat last year's winning result. It was a competition to sort the experts from the novices—and the novices won! The results were as follows:

1st D. Westmacott with 215 points, who won £3 and a bottle of Scotch, 2nd D. Guy, 212 points, winning £2 and a bottle of sherry, 3rd was W. Harris with 198 points and a prize of £1 and a bottle of sherry, and 4th came P. Bennett, with 186 points, who won a gallon of cider.

The highlight of the day's events was one which left Les Guy feeling very hungry—his plate of sausage and chips was lost when being sent across the water to his boat. But, as a consolation, Rodney Neale, who caught a 13lb. Pollock bought Les a pint!

## NORFOLK TALES

There are always plenty of stories about the bad old days and they there isn't so much fun now as there was then, but leastways people don't seem to change that much.

Take our Assistant Manager, for instance. Yes, that's the one—you've got it . . . young, athletic and naturally an inspiring footballer, an undiscovered Pelé. Well, anyway, when he's alone you might catch a glimpse of him striding determinedly from the cellars to the apple pits, and then suddenly he will hop, and with swivelling hips and artistic gyrating movements pull back his right leg and thwack an apple across the yard. Then immediately carry on, a picture of innocence, as though nothing has happened.

In 1932 or 1933, there was an Assistant Manager by the name of Harry Groom who perhaps in many ways was very similar to our present Assistant Manager (Name omitted re: Section 6 para. 2 Libel Act 1971)—anyway he was a keen weekend professional footballer. Mr. Groom had a passion for exercising his right leg (no, not like that Jerry) by kicking chives, round wooden discs about three inches in diameter which went into the bung holes of wooden hogsheads (or barrels to you youngsters). Well, if young Groom saw a chive at any time in his path he would give it a tremendous kick, usually across the loading floor, where the chive reacted similarly to an ice hockey puck.

Every department had its lags and wags and on the loading floor Tom Gedge, Jimmy Clitheroe and George Warnes fell neatly into that category. I have a feeling it was the morning cyder break—no doubt, one of them had had one too many and conceived the unique idea of nailing a chive to the wooden floor of the loading shed, for a reason, of course! Inevitably the confident Mr. Groom appeared striding across the loading floor and spotted the offending chive carefully placed before him, and kicked! The pain, I assure you is excruciating, but not wishing to appear a fool, a red-faced Mr. Groom hopped nonchalantly away—if that's possible—as though nothing had happened and as you have guessed, was never seen to kick another chive, which perhaps ended any hopes for a career in football.

A Norfolk 'Bor'

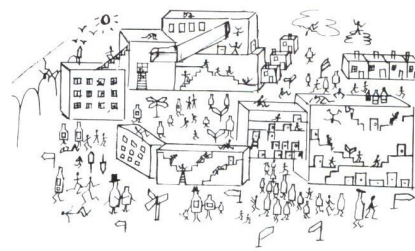
## LOST! — AND FOUND

Have you ever tried to describe the layout of Showerings to a stranger? Anyone can explain how to get to Reception, or the Photocopy Room, or the Garden, (or the Loo). "I know masses of people," you may cry, waving your arms about confidently. So, okay. There are 1,000 of us here at Shepton. How many do you really know? I myself have set a pattern of entries and exits—a little network of boltholes. I'm sure an infra-red photograph would pick up a delicious criss-cross of trails, with each set of footprints following the same routes day after day, never deviating from their norm.

Imagine a competition. Each entrant is given a piece of paper and asked to take it for signature to each person on a given list. (First one home wins a foil top from a bottle of Babycham). I guarantee that if the list read as follows, every competitor would finish the course in record time:

1. Sister Pink—M.I. Room
  2. Miss Karen May—Telex Office
  3. Mrs. J. Austin—Company Cashier
  4. Personnel—Mrs. M. Lowe
  5. Trade Relations—Mrs. S. Wheate
  6. Miss I. Cooper—Canteen Manageress
- Right, now try your hand at list 2:

1. Mr. K. Cleary—SVPW Co-ordinator, Europe
2. Mr. Burge—Asst. to Divisional Management Accountant
3. Mr. C. Pratten—Point of Sale Administration Clerk



4. Mrs. Cleeves—Admin. Asst. to Building Manager
5. Mrs. Mischaux—Trainee Method Study Officer
6. Miss Dupe—Cider Production Dist. Clerk.

Be honest. You were still at it when the offices were closed, and Jack Ross came out with a flashlight and found you in the boathouse.

I well remember my first week here, when a kindly soul directed me from the Great House to Stationery Stores. I had a lovely time. On the way I met two mallards, a tea urn, a chocolate machine, the Chairman, a wine tasting and a Simons Home Electrics Sale, but I got back to my office without a shorthand pad and six HB pencils.

I thought I might design a multi-armed signpost, with blue arms for Showerings personnel and green arms for Coates Gaymers staff, (and gold arms for the Executive Suite), But I don't think I'd be able to find my way to a Suggestions Box to post my drawing in.

*Gill Harwood, Great House, First Floor, East Wing. Otherwise known as 'Puzzled of Panborough'.*

## Malawi Bound



"Oh look! Babycham for Malawi" was the delighted comment from Miss Malawi, Ivine Caroline Mhango, when she walked into the export department at Showerings Limited at Shepton Mallet.

Ivine and her chaperone, Mrs. J. I. Suzeze were on a promotional tour of England, which was part of Caroline's prize for having won her beauty title.

Babycham distributors in Malawi are McConnell & Co. Ltd. of Blantyre. This is one of almost 70 countries where Babycham is exported and has been receiving the sparkling perry since 1963.

## Lighter Fuel President



Pictured at their first fund raising event after taking office, are some of the 'top brass' of the Licensed Victuallers Lighter Fuel Benevolent Association Ltd. Centre is Mr. Peter Edwards the president, a director of Showerings, Vine Products and Whiteways Limited. Left is the chairman, Mr. Harold Pope and Mrs. Pope, from the "Triumph", North Finchley, London, and right is the vice-chairman, Mr. J. A. Fairly and Mrs. Fairly from the "Old Sergeant", Enfield.

The event was a race night at the Hanover Grand in London, during which some £900 was raised for the Licensed Trade charities.



# HERE COME THE XMAS GIRLS

It's more than twelve years now since Babycham started producing pretty girls in scarlet 'Santa Claus' type outfits as 'cut out' models for Christmas displays. Each year has seen a variation on a theme, but this year the company decided to do something really different—and here's what happened:

First of all, 150 girls were screened to produce just four, who were used in a competition in the licensed trade press. Their picture was shown in various newspapers and people from the licensed trade were asked to pick the one they liked best. The winner was a lovely blonde named Jayne.

At the same time, licensees were asked to guess the combined weight of the four girls and compose a slogan. There was a tremendous response, with nearly 2,000 entries flooding into Shepton Mallet. The girls in the data preparation department had the job of sorting the entries—first they had to count up the votes for the eventual winner, and then they had to sort out the entries which gave the correct weight. There were seventeen of these, which went before a judging panel comprised of Showerings' UK marketing director, David Gilchrist, chief executive trade relations, Harry Tavener, and Babycham Coal Queen, Marie Redford.

They all came up with the same name—Mr. David Welch of the Prince Arthur Hotel, Bradford. He and his wife had a super prize—two nights in the luxurious Royal Garden Hotel in London; from where they were collected and taken to Ascot by chauffeur driven car for a day at the races. And it wasn't any old day—it was Gold Cup Day. They had grandstand tickets and £500 to spend—and Mrs. Welch backed the Gold Cup winner, too.

By a strange twist of fate, the girl who came top of Mr. Welch's poll wasn't Jayne, but brunette, Jenny. And then the lightning struck! Why not have two girls to promote Babycham this Christmas—one for Babycham and the other for Babycham Dry?

So, this year sees not one but two Babycham Christmas girls. Gone, too, is the traditional scarlet attire and, in its place, trendy, satin-look outfits. The Babycham colours have been used to good effect with Jayne in Babycham blue and yellow, and Jenny in silver for Babycham Dry.

Showerings' marketing and sales team had very definite ideas on the image they wanted to create, which was translated into costumes by Fruit Fly, a top Chelsea fashion shop, and then photographed by one of London's leading international photographers, Michael Joseph in his Covent Garden Studio.

The final result is one of the most attractive items of point of sale material ever to grace a Christmas display. Showerings' sales force saw them for the first time at their conference in September—and if their reaction is anything to go by, they'll be the most sought after display items this Christmas—and well into the New Year party season, too. One of the representatives remarked "They're absolutely fabulous; quite the dishiest looking birds I've seen promoting a product in a long time".



**Ros, Helen and Lesley sort the entries as they arrive at Shepton Mallet.**



**(left to right) David Gilchrist, Babycham Coal Queen Marie Redford and Harry Tavener, choose the trade competition winner.**



**David Gilchrist shows the two new Christmas girls to an appreciative audience at the sales conference.**



# DAVID AND WENDY JOIN THE MINERS — 2,000 FEET BELOW

Two thousand feet underground and a darkness so complete, so absolute, it is almost tangible. This is a darkness that Britain's coal miners experience every day as they go down the pit, down to the coal faces producing the millions of tons of coal needed by industry and individuals alike every year.

Thoresby Colliery in Nottinghamshire is one of the most modern in the country, producing almost twice the national average of coal per man than any other colliery in Britain. But even at Thoresby, it is impossible to stand upright at the coal face and a walk along its 260 yards length is accomplished bent double, or scrambling on hands and knees. The week before Babycham's U.K. marketing director, David Gilchrist, and information manager, Wendy Tucker, visited the pit, it produced 39,071 tons of coal from its three seams—Hazells, Top Hard and Parkgate. One thousand four hundred men are employed at Thoresby Colliery.

Babycham sponsors the national Coal Queen of Britain competition, so David and Wendy thought they had better get a first hand look at the industry they are so closely connected with. Surprisingly, it was difficult to locate the colliery, on the edge of Sherwood Forest. Careful landscaping hides its massive winding wheels from view, and its pit heaps are constantly being levelled and planted.

Waiting to greet them was colliery manager, Terry Wheatley, a dynamic, forceful man who started his working life at the coal face. He passed them over into the capable hands of Jim Harte, assistant under manager in charge of the Top Hard seam coal face. First, a change of clothing—cover-up blue overalls, heavy boots and socks, protective gloves, knee pads, white helmets and a belt. Then across the yard to be equipped with a lamp on the helmet, attached to a battery hanging from the the belt—and a life support system which would avoid carbon monoxide poisoning for about an hour in the event of a disaster. "Is there only one way out?" David and Wendy wanted to know. "We've an escape route into Welbeck Colliery if necessary" they were told.

Then into the cage, lit only by Jim's miner's lamp which cast a comforting glow in the blackness, as it descended 2,000 feet into the bowels of the earth. Out they stepped into a system of tunnels, reminiscent of the London underground, well lit and possessing an underground railway. A small diesel locomotive, drawing a coach, waited to take them the 3½ miles to the coal face. The little train passed wagons full of coal, each one carrying 3½ tons, waiting to be taken to the surface. The larger tunnels were brick built, but in many places straining timbers could be seen holding back the massive weight of rock and earth.

Out of the train and then a walk beside the conveyor carrying its load from the coal face, and then the arresting sight of two men sawing through the iron roof arch supports. They were making ready the next four feet of coal, ready for the £30,000 coal cutting machine. Crawling through the gap, David and Wendy could at last see the coal face, its roof held in place by 200 sturdy steel supports or chocks. As the machine cuts away a two foot wide strip of coal, so two men move the chocks up another two feet, moving in time with the machine—about 17 feet a minute. It seemed an impossible task, until one realised that the chocks are operated hydraulically. First, a ram pushes the retaining steel wall up two feet, to contain the coal on its conveyor belt journey. Then the roof support drops a few inches and the whole chock moves two feet nearer the coal face and the roof support goes back into place; A clatter of falling stones and earth from behind the chocks, tells us that the gap behind is caving in.

A rattling, grinding noise like something out of Dr. Who signifies the approach of the cutting machine. It looks like something out of Dr. Who, fearsome in the confined, underground space. A huge wheel equipped with steel teeth attacks the coal face, chewing off great lumps of coal and spitting them into the conveyor. The bed of the machine passes by and another wheel cleans up behind it. Two feet of coal is gouged out on its journey, and a further two feet on its return. Equipping the coal face with this coal cutting machine, chocks and conveyor, costs at least three quarters of a million pounds.

The visitors suddenly came across a man shovelling shale behind a barrier of sacks filled with shale. "Its to take away the methane", they were told. This methane trap carries on out to the end of the coal face from where the poisonous gas joins the main current of air on its way to the surface.

Oh the relief to at last be able to stand up straight! By now the air, which had started out being quite fresh, had become hot and stale on its outward journey. A short walk and they arrived back at the locomotive. David asked why there was so much dust on the floor. "It's deliberately put there to prevent the spread of an explosion should there ever be one," he was told.

Back into the locomotive they got, but Jim stopped it before it reached the cage, so that they could see the coal being taken to the surface. The wagons filled with coal are emptied into a giant tippler and ten tons at a time dispatched by lift to the surface. Their route took them into the air intake and a strong wind was blowing down the tunnel. "It gets very strong" Jim told them "and when we get to the doorways you will need to pull yourself through using the rope on the wall," The force of the wind was quite unbelievable. Wendy arrived at the first doorway—and stopped dead! "Head down and keep going" shouted Jim. A shove from David and she was through—ready for the next two!

Back up to the surface and a waiting photographer. "Do I look as black as you do?" Wendy asked David, who could have joined the Black and White Minstrels without an audition! Oh the bliss of a shower to remove the coal dust. Water is used to keep the dust down, but it gets everywhere—mouths, noses, ears, hair and becomes ingrained in the skin.

It is amazing to reflect on the amount of machinery which is in operation underground. It all has to be taken down in pieces and assembled down there. In addition, access roads and tunnels to the coal face have to be built, before any coal can be mined and sent to the surface. It is a colossal capital outlay, and one which could never be undertaken by a private individual.

## Xmas Dance

A Merry Christmas and a Happy New Year! Both are still a little way off, but by the end of April this year, arrangements were completed for the next Christmas/New Year Dance.

Most of you will recall the past two years when we have been to The Centre in Shepton Mallet, on both occasions trying a different formula for feeding the 250 or so who attended. Unfortunately, for various reasons, we were unable to find the right solution, although otherwise both Dances were successful. So, for the coming Christmas/New Year, we have decided to try out a new venue, but one with which many of you will be familiar.

Our Dance will be held at the Whitstone School, Shepton Mallet, on Friday, 5th January, 1979. The times too have been altered in response to your demand, and are now to be 9 p.m. until 2 a.m. The band is one you will know, Roy Harris and His Music, and we have engaged a cabaret folk singer—Phil Stacey. There will be a well stocked bar, and as usual each ticket will go into the free draw, which is for some very acceptable prizes from our Divisional Companies.

The tickets will cost the same as last year, £2.50 each, but numbers will be limited to 250, so to avoid disappointment watch the notice boards and make sure you buy your tickets early.

R. Reeson.

## Gardener's Corner by Bill Cassidy

### Sandwiches for Migraine

I have been asked about the wild plant FEVERFEW. It is a fairly well known weed with very fine leaves and white daisy-like flowers. Depending on the growing conditions it can get as tall as 2½ feet but under bad conditions it may be only 4 or 5 inches high.

Apparently one makes a normal bread and butter Feverfew sandwich and the taste or monitoring of a daily quota can be disguised by fruit or other subject of one's choice.

Many of you will have seen, possibly while on holiday, dwarf plants of Golden Moss (PYRETHRUM AUREUM) or a similar plant Golden Ball (MATRICARIA EXIMA) often used around the edge of flower beds, or even in the complicated designs of floral clocks. These plants are close relations of Feverfew.

Feverfew, for a long way back in history, has been used by the herbalists but so far as can be traced there is no indication of it having been used for migraine. There does not seem to be a readily available source of supply of seed, from which one could cultivate a row across one's garden.

For those who may wish to seek further information on the plant, it may be found under the following synonym CHRYSANTHEMUM PARTHENIUM or PARTHENIUM MATRICARIA.