

## ST. VALENTINE'S DAY SURPRISE

### COAL QUEEN VISIT

Hearts were stolen down Shepton way on St. Valentine's Day. Vivacious Debbie Johnson, Babycham Coal Queen visited the factory and gardens to meet the people and see for herself how Babycham is produced.

Lucky London area manager Paul Jordain almost got carried away with her, when he delivered her weight in Babycham to her home. It added up to 120 lb to match her shapely 34-23-34 figure. See page 3.



## "THANKS FOR YOUR SUPPORT"

*Extracts from speeches at the Showerings Annual Luncheon*

Our Chairman, Mr. Francis Showering, Mr. Keith Showering and Mr. Bill Price

### MR. FRANCIS SHOWERING SAID:

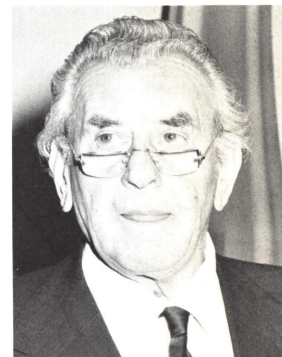
Although we all work in the same organisation, this is now just about the one and only day in the year when we all meet together and so, as usual, I must take this opportunity to thank you all for the wonderful help and support which you have given to the Company, our Division, to my colleagues and to me during the last year. It has certainly helped us to achieve another very successful 12 months' trading, both for Showerings Ltd and the Division, and this very happy state of affairs is mainly the result, I think, of the very simple philosophy which we have practised here since I can remember. Firstly, we all work fairly hard, and secondly, we all work very well together and we all seem to enjoy working together, and thirdly, we concentrate on trying to increase the return on assets and value added per employee. I know that today it is regarded as somewhat old-fashioned to talk about working hard and to talk about working together. There is also a tendency today to ridicule anything old-fashioned and everything which is considered to be simple, or at least has the appearance of being simple. Unless it is very complicated, as a rule people don't have very much time for it.

### HUMAN FACTOR

Now I am all for making the fullest use of micro processors, computers, silicon chips and all the reliable high speed fac-

tory machinery we can get hold of, but at the end of the day it is always people, the human factor, which will determine the degree of success or failure of any enterprise. That always has been so and it always will be so as long as there is industry and commerce, and certainly the very essence of our success these last 30 years or more can be found in this simple philosophy.

Many of you can remember, I expect, when this self-same philosophy brought success and fame and fortune to the great British car companies in the Midlands, such dynamic and successful concerns as Morris, Austin, Rover, Triumph and Sunbeam. But we have no dynamic and prosperous car companies in the Midlands today. Instead there is the ailing and almost bankrupt British Leyland, constantly begging the Government of the day for ever more billions of money, that is, our money, to try to keep their heads above water. Now the important point to remember in this I think is that there was no dramatic suicidal plot to wreck the British car industry. The people there just stopped working hard, stopped working together and no-one bothered about trying to increase their return of assets any more and it just happened. And most important of all, I think, is for everyone to realise that this can happen. What happens to the British car industry can happen to any industry and to any company.



### THE FUTURE

I certainly hope to be speaking to you again for a few more years yet, but there will come a time, inevitably, when someone else will be speaking to you and it is virtually essential for the future of our Division and the future of everyone who works in it, for you to ensure that that person is someone who will continue our well-proven philosophy of encouraging everyone to work hard and he must encourage everyone to work together and he must encourage everyone to try and increase our return on assets. That way you can be certain of an assured future for our Division and for yourselves.

### MR. KEITH SHOWERING SAID:

For us in Allied, this has been another good year — not without problems, but a good year. We have used it to consolidate our much enlarged group — now the 10th largest British-based company — and to rationalise it further into the more logical structure of three main Divisions — beer; wines, spirits and soft drinks; and food and hotels. At the same time as doing this and strengthening central financial control in the process, we have continued to pursue our strategy of decentralisation in other ways, with the further development of local profit centres and the reintroduction of more local names in the Beer Division. In this way we may combine financial strength at the centre with local profit centres with local names and loyalties. So we may combine the advantages of "Big is Better" with those of "Small is Beautiful".

This year the Wine and Spirit Division has done remarkably well and for the first time we shall have made more money in the first half of the year from the Wine and Spirit Division than from beer. Who would have expected that a year or two ago? Moreover, there is a moral in it. What made the difference was industrial relations. The damaging strike at the Warrington brewery cost the Beer Division and the Group £11 million.

The amalgamation of Lyons with

Allied; has gone ahead smoothly and with little or none of the problems of management indigestion which some of the commentators originally foresaw. While we all know that the business of analysts and journalists is the intelligent anticipation of future events, it is nice to know that the critics can sometimes be wrong and we, the doers, right.

### A CHALLENGING FUTURE

Without any doubt 1980 will be one of the most difficult years any of us will have experienced since the last War, and even in 1981 it will be difficult, as a world recession has already started. We are obviously going to have to run very hard to stand still and even harder to make real progress. However, there is a brighter side to it. We operate in a sector of the economy which is I think the most "recession proof" sector of all. Makers of consumer durables — motor cars, washing machines and so on — and building companies and others are all going to have a very difficult time. Fortunately for us, however, people are still going to be able to find a few pounds to spend on drink, and indeed they have to find money, to spend on food as well.

I believe that the new Government is totally determined to get inflation under control as its first priority. I believe that



that will gradually happen and that we shall start to see the results coming through towards the end of 1980. It is not going to be very comfortable in the meantime. But while there are difficulties, some obstacles to progress are being removed and there are also new opportunities, and I believe that we in Allied are in a very strong position to take maximum advantage of this cool, but bracing economic climate.

### MR. BILL PRICE SAID:

It is inevitable really that anyone that has had any service with the Company should on this occasion look back; well, I look back over the past 20 years; when I first joined the company only Showerings was here at Shepton Mallet and we were only concerned with one main product and our life was a great deal more peaceful and leisurely and the atmosphere was much more intimate, in fact on this occasion the staff had to spread the tables in this room to make it look full. Today things are very different. On days when things seem to be going very much awry and the telephone never stops ringing, one sometimes feels a twinge of regret for the past. But one cannot fail to be aware that however large the company we cannot afford to be complacent and rest upon our past successes. No-one today, paying even the slightest attention to the media, could fail to be aware of how fortunate anyone is to have even a reasonable job offering fair conditions and with some degree of security. Most of us in SVPW, if we are completely honest with ourselves, must admit to a more than reasonable job. For those who perhaps

feel they are capable of more there is plenty of scope for them if they are able to demonstrate the necessary potential. Few companies can offer better conditions of employment than SVPW. Of course, we can all find something to grumble about occasionally — it is after all a national characteristic. In fact, many years ago with a previous company when I had occasion to complain about the pettiness of grumbles made by what was an early forerunner of JCCS, an older and wiser head told me: "If... people complain about petty things it means that they have been thinking for hours and they cannot think of anything serious to complain about."

### AMBITION

Of course, anyone with the slightest ambition seeks some improvement in their standard of living. The considerable success of SVPW, allowing for one or two minor upsets, and the group as a whole, is an indication of the security which is inherent in our employment with SVPW. But the continuing quality and security of all our jobs is geared



directly to the continuing success of this division and the group and this in turn must be dependent on the ideals that Mr Francis outlined in his speech. In my mind one can summarise them in one word — teamwork.



Bob Hale receives his diploma for a year's safe driving from Peter Edwards. Mrs. Edwards and distribution manager Richard Fox look on.

The annual Royal Society for the Prevention of Accidents (ROSPA) safe driving awards for the year just ended were made to 62 out of 76 drivers at Showerings.

With a maximum of £35 being paid to accident free drivers throughout the year, the Company paid out £1,570 at a special presentation dance at Shepton Mallet to mark the occasion.

During the year, the current fleet of about 70 vehicles covered 2,367,000 miles and delivered approximately 80,000 tons of goods.

Much of the credit for the safe driving record is of course attri-

buted to the maintenance department, who maintain the fleet of vehicles in such good repair.

Showerings and S.V.P.W. director Peter Edwards presented the awards. Drivers received one year diplomas, and five and 10 year medals and bars.

Representatives of the Transport and General Workers Union (T.G.W.U.) and the Avon and Somerset Constabulary attended the presentation.

The award ceremony was followed with dancing to "Venus and Mars" with refreshments laid on by Irene Cooper and her staff.

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# RETIREMENTS AND PRESENTATIONS



Laden with his gifts Peter is joined by his friends and colleagues. From Left: Fred Edwards, Maureen Henderson, William Gaymer, Peter Salter, Robert Grunberg, general manager, Cliff Amos and Sybil Bailey.

## GAYMERS Works Manager retires

PETER SALTER, who retired at the end of December had been working for Gaymers for 50 years with a break in the services during World War II. He started his career by sticking labels on bottles, and worked his way through the various departments of the production side until he became works manager. He says it was not easy to get promotion in the "good old days" as employees tended to stay in one particular department rather than move from one to another, but he puts his promotion down to the fact that he was "rather a hellion" and the foremen were only too pleased to move him on to someone else.

Peter was invited by the chairman, directors and managers of Showerings to a presentation luncheon, where he received gifts of an electric kettle and lamp stand from his friends.

At our local farewell luncheon he received a silver tankard from Mr Doug Rees, our apple agent in Wisbech, a radio from his colleagues at Gaymers and SVW, a lead crystal and silver decanter from the Social Club and gift vouchers from E. C. Amos & Son who are our "resident" maintenance contractors.

The Gaymer pensioners and foremen were invited by Peter to an evening buffet in the works hall. From comments heard by those of the staff who attended, this gesture was thoroughly appreciated. The average age of those invited to the party was 71 years, with an average 37 years service each.

We all wish Peter a long and happy retirement — and we will certainly miss his quiet, gentle voice!!!



TED DIXON, an apple foreman, who has been with Gaymers for 45 years, retired at the beginning of this year, and our best wishes were conveyed at a presentation when he received a suitcase from his colleagues.

From left: Ronnie Lawrence, Ed Reilly, William Gaymer, Dennis Crummett, Ted Dixon, Robert Grunberg, Andrew Murgatroyd, Peter Salter, Harold Reeve, Roy Woods and Ted Loveday.

HARRY BRAY retired at the end of October after 40 years service. During this long period he had worked in most of the production departments, spending the last years in the Cellars.

He took part in the Normandy invasion, landing at Arramanches. After five and a half years

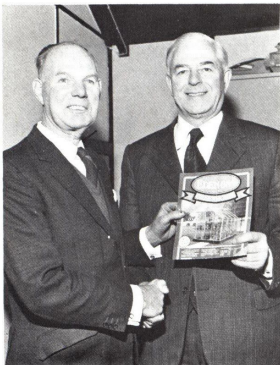
military service he returned to Gaymers. His greatest hobby and interest is gardening, something which his son must have inherited as he is head gardener at Colman Foods in Norwich.

Harry received a carriage clock from his colleagues, a cheque from the local branch of

the TGWU and a refrigerator and binoculars from the company. His cheerful, conscientious work will be much missed by his "old mates". From left: Andrew Murgatroyd, Peter Salter, Robert Grunberg, Harry Bray, Alan White and Jack Hazel.

## WHITEWAYS

### Edgar Burnell retires



Joint managing director Eric Whiteway (right) presented Edgar Burnell with a greenhouse on the occasion of his retirement from the company. A car rug and tankard were also handed over on behalf of the Hele Depot Staff. Depot manager Jack Delaney and his wife entertained Edgar and his wife to dinner at the Cullompton Hotel.

After 33 years service at the Hele Depot, works foreman Edgar Burnell retired on December 28.

He joined the company's Hele Depot in 1946 after being demobbed from the RAF. "My first job was the demolishing of an out-dated small weighbridge and excavating a larger base for the existing 20 foot weighbridge," recounts Edgar.

This involved much heavy work with a pick and shovel and a sledgehammer. Accordingly bleeding hands were the order of the day, which is a vast change from the war years when the heaviest tool used by Edgar was a pen or typewriter.

"I was at this time only a temporary hand, but was kept on for the cyder-making season of that year, doing most jobs in the Pound House and apple pit.

"Then early in 1947, I was told I could have a permanent job when another employee left the firm. 1947 was, I think, the year the firm's pension fund started and wages were £4.1s.6d. for 48 hours and two shil-

lings for pension, which at that time seemed a lot of money."

In 1949 after doing most of the jobs in the factory Edgar was made responsible for the running and repairing of all the cyder-making machinery. "This was, I believe, a record year for apple intake. It was about 4000 tons with cyder-making continuing into January and February of 1950."

Edgar was promoted to works foreman in 1951, when Ben Martin retired as foreman/cellarman after 50 years. Edgar's wage rose to just over £6 a week.

Over the years he has seen many changes in the staff and plant at the depot. "Cyder making gradually took second place to the British wine trade and a 'Pony Plant' was installed.

"This in turn was replaced four years later by a 'Sanatogen' bottling plant which gave way to the filling of five and two gallon plastic containers of British Sherries and of course the recent filling of two litre containers."

## SOUNDS BEAUTIFUL!

### DISCO ALBUMS FOR COUNTRYGIRLS



Who says countrygirls don't boogy? These four lovely ladies eagerly snapped up their "Disco, And After" albums at Weston-super-Mare as one of their prizes in the Royal Bath & West Countrygirl/Miss HTV West 1980 Competition.

Twelve girls are being selected

from four country events organised by the Royal Bath and West Society with HTV West and the Young Farmers' Club to go forward to the finals at the Show.

Bridget Mead, Caroline Smith, Kendall Noyes and Alison Sellers were chosen to represent the counties of Somerset and South Avon.

## SHOWERINGS

### Joint Service Awards

A joint 25 year service presentation was made during December to two bottling hall operatives at Showerings.

Michael Cox, filler operator, was given a camera and digital watch and Ben MacKinley, who works in the unloading department, a digital watch from the Company and colleagues to mark the occasion.

Ben who lives in Shepton Mallet, is a keen supporter of Somerset County at cricket and Manchester United, while Michael, also from Shepton Mallet, enjoys reading in his leisure hours. Both men joined Showerings in 1954.



Ben MacKinley (centre left) and Michael Cox (centre right) being presented with their gifts by general production manager, Harry Boyce (left) and production director Jeremy Henley (right).

### Talking of Records

Here's another chance for SWAN readers to take advantage of the special offer on the fabulous Babycham "Disco, And After". This double album features disco dancing music on "Disco" from the original artists, and easy listening music on the "And After" disc. It can all be yours for the specially low price of £3.25.

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

# Winning Essay



James Haisman with his prize for his literary efforts. Housemaster Mr Brian Maylett and Harry Tavener (right) look on.

This account of a visit to Shepton by Showering House fifth formers from the Licensed Victualler's School, Slough was written by James Haisman.

The scholars paid their annual visit at the end of last year and chief executive trade relations, Harry Tavener, recently presented a gold plated Parker ink pen as a prize for the best written story to James, who wrote his thank you note published here in verse with the pen.

I really enjoyed my day at Showerings.  
Everybody thought the same,  
The only problem of the day  
Was when we came home — a shame.  
Once again thank-you for a great day,  
And for the pen thanks a lot,  
All my life I'll have a treasured memory  
Of the day my Showerings' pen I got.

"On Monday, November 5, in response to a generous invitation from Showerings, a party of us waited to board the coach, which would take us to the Showerings factory at Shepton Mallet.

Eighteen members of Showerings fifth form, the head boy of Showerings House, our house master Mr Maylett, and a new Showerings house tutor and his wife, set off from the Licensed Victualler's School at about 8.30 a.m. Our journey lasted two hours 50 minutes, and was filled with anticipation of what the factory would be like when we arrived.

As the coach approached Shepton Mallet, our route became very picturesque, with magnificent scenery all around. I found it hard to believe that such a peaceful, quiet looking area could be the centre of such a large, busy and mechanical industry.

We arrived at 11.45 a.m. outside the Showerings factory in Kilver Street to be met by a photographer. After the initial pictures had been taken, we were escorted into a reception hall, where we met Showerings' company executives.

The chief executive, trade relations, Mr Harry Tavener, welcomed us and we sat down and were served drinks by a lovely young lady called Jane.

Production Director, Mr Jeremy Henley, then explained the processes used to make Babycham. After Mr Henley's talk, the export manager, Mr Tony Wells, explained how Babycham is exported all around the world. The talks were very informative, and enjoyable to listen to.

Next, followed a question session, during which a large area was covered, for example, strikes, trade unions, advertising and sanctions.

After a very fine meal, we were shown where the perry pears are unloaded, stored and made ready to use.

Our guide, Jane, took us into the factory where the first thing we heard (apart from the machines) was the "happy sound" of Radio One. The first machines we saw were some giant Swiss presses. The presses' job is to squash the perry pears to a pulp. Next, we saw the evaporator which produces a perry pear concentrate. The concentrate is stored in large external tanks and the stored concentrate could be used if there was a bad harvest of pears. The amount stored in the tanks could supply Showerings for

up to two years, during which time a new crop would be harvested.

In order to gain the characteristic sparkling quality of Babycham, a process of double fermentation takes place. Jane showed us some huge glass lined pressure tanks where the fermentation is carried out. Each tank can hold 12,500 gallons of Babycham and the sparkling of the perry takes place naturally. The fermentation tanks are sealed and the carbon dioxide produced in fermentation dissolves naturally in the perry. Showerings now have enough of these tanks to be capable of making and holding enough Babycham to fill 100 million bottles.

After seeing the actual production of Babycham, we were next shown the bottling line. The line was very noisy and automated and to stop glass from flying into our eyes, we had to wear safety goggles.

Continuing on our journey we were taken to the area where the finished product is packaged. The evidence of Showerings' export market was very much instilled into us when we saw a large number of crates with foreign writing on their sides.

The tour of the production line was all-too-soon-over. Jane then escorted us across to Showerings laboratories where, unfortunately, she left us. Dr Peter Hatton and his laboratory staff very kindly allowed us to see their microbiological quality control of the firm's products and demonstrated some of their techniques.

After the laboratory lectures and demonstrations we returned back to our point of origin — the reception hall.

In the reception hall we were greeted once again by Mr Tavener and were given some tea and cakes. After tea my friends and I decided to look at the new Showerings' promotional products. All the products were very good, especially some mirrored sun-glasses with the Babycham motif implanted on them. A great climax to the day came when all the members of our group were individually introduced to Showerings' chairman, Mr Francis Showering. Even he was subject to being asked questions.

After another drink, we returned to our coach for the return trip. I personally found our trip a most enjoyable way of adding to our education and I hope that future pupils participating in the trip will enjoy and learn as much from it as I have."

# £5,000 SUGGESTION?

## New cash incentive scheme

The revised suggestion scheme at Showerings will pay out a maximum £5000 on any one cost saving idea in 1980.

The original suggestion scheme offered £75 maximum last year. The purpose is to encourage enterprising suggestions from all departments at Shepton Mallet to increase productivity and eliminate wastage (SWAN December).

The new scheme will operate with suggestion boxes, which will be opened every week by a foreman or manager working within the locality of the boxes. He will send these on to the scheme secretary who will acknowledge receipt of the suggestion to the employee concerned.

A committee, meeting monthly (or less frequently if there are insufficient ideas to progress), will discuss these and pass them on to the relevant managers for comment.

### Evaluation

Accepted ideas will be evaluated according to the savings to the Company during the first year of operation, or the benefit or possible benefit in non-financial terms such as employee safety or improved security.

Once the suggestion has been accepted, arrangements will be made to implement the scheme and if successful the savings will be re-evaluated and an award proposed based on 25% of the first year's saving up to a maximum of £5,000.

Other suggestions accepted that do not actually save money but contribute in non-financial terms will qualify for a smaller award up to £25 maximum. The committee will agree on all the awards subject to final recommendation by the scheme's executive.

### Eligible

All company employees except for managers, but including foremen and supervisors, will be eligible. During the first year of the revised scheme an additional incentive to participate in the scheme will be a £50 quarterly draw. Everyone who makes an "acceptable" suggestion during the quarter, will qualify and the draw will take place at the committee meeting in the month following the end of the quarter. This means the first draw will be in April.

This exciting new scheme will be advertised in pay packets, and on notice boards. SWAN will carry news of award winners.

The decisions of the committee are final although explanations will be given where suggestions are rejected.

### Committee

The scheme's committee members are: Herbert Boyce, general manager — production, Brian Goodsell, personnel and training manager, Ken Tibbals (or nominee) chief plant engineer, Ray Osborne (secretary) chief accountant, Richard Fox, distribution manager, David Drew, sales administration controller; and ex officio, Simon Neale who is the scheme's executive.

## Horoscope Cocktails

During her visit to Showerings, Debbie was the first to try one of the new Babycham zodiac cocktails.

With a birthdate of July 10 (under the sign of Cancer) her cocktail was naturally a "Babycham Honeymooner". Showerings' marketing director David Gilchrist and brand manager, Gwenda Merriott drank a toast to Debbie's continued good fortune.

The ingredients of the Honeymooner are: 2 oz of Britvic Orange juice and ½ oz apricot brandy on the rocks stirred together, topped up with ½ bottle of Babycham. Decorate the rim with a slice of orange.



David Gilchrist, Debbie Johnson and Gwenda Merriott.

# BABYCHAM ON THE HOLIDAY ISLANDS

Two groups of Islands have recently been added to the already impressive list of Babycham export markets.

Madeira, the group of Portuguese Islands in the Atlantic Ocean with a total area of only some 300 square miles and a population of less than 300,000, has become particularly popular as an international holiday resort.

Our new customers here are situated in Funchal, the Island's capital city situated on a magnificent bay to the south of Madeira. It is an historic town of narrow winding

streets where the old buildings mingle with the new concrete multi-storied hotels.

The Canary Islands is the other group that have recently opened up as a Babycham market. The Canaries are also situated in the Atlantic and owe allegiance to Spain. They are off the coast of North West Africa and the new importers of Babycham are situated in Las Palmas, the capital, which is on the seafloor of Gran Canaria, the third largest of the Islands.

Perhaps the best known holiday area is the island of Tenerife, but both islands boast magnificent beach resorts. It is good to know that Babycham is becoming available at more and more world-wide sales outlets.



Export Department, ever on the lookout for potential customers to increase their world-wide network, were down Malaysia way recently. But overseas representative Dick Russell made no impression on this fellow, who was definitely not a Babycham customer. He's an Orang-Outang Dick came face to face with hanging out at the game reserve, at Sepilok, East Malaysia. Translated from Malay "orang hutan" means 'man of the forest'.

# Debbie is their VALENTINE!

## Babycham Coal Queen a stunning success on her visit to Shepton Mallet



Babycham Coal Queen, Debbie Johnson stealing the hearts of some of the lads at Shepton Mallet on St. Valentine's day.

Back row: Phillip Burton, Dave Hoare and Michael Taylor. Front: Shaun Keirl, Kevin Witcombe and Alan Woolard.

The hearts of quite a few bachelor boys fluttered on February 14 when Babycham Coal Queen, stunning 21-year-old, blonde Debbie Johnson, sailed into the canteen and became their Valentine.

It was her first visit to Shepton Mallet and trade relations officer Shirley Wheate was on hand to conduct her around and introduce her to the men and women in the Babycham bottling hall. Of course our cameraman was on

hand to record her meeting in the canteen with some of our bachelor lads.

Then she joined Chris Pratten and Kamlesh Patel from sales and boarded the little boat on the lake for a romantic "tunnel of love" picture.

The day was rounded off by meeting the press over a buffet lunch before she returned to London after a day she describes as "memorable".

# CAMERA REPORT



From Left: Pauline Hall, Ruth Charles, Caroline Ware, Sue Rossiter, Jeanette Swingler.

**SHOWERINGS:** As these pictures of the Christmas dinner in the canteen show, the spread laid on by canteen manager Irene Cooper and her catering staff was superb. During the evening the traditional Showerings Christmas Dinner and Dance at the Whitstone school followed. This year it featured the sensational sound and cabaret act of "Ezeke and Aquavita" with dancing to the music of the "Robins".



From Left: Dr M. Bourke, Company medical officer, Mr Keith Showering; and Mr J. Griffiths, manager of Midland Bank.

Left. From Left: Julie Smith (Sales), Gina Fry (Sales), Jayne Hillard (Trade Relations), Frank Butler (trade relations executive, Midlands), Maggie McCarthy (Sales), Sharon Dunkerton (Sales), Ruth Emery (Sales), Shirley Wheate (Trade Relations).



From Left: Jill Williams, Molly Jordan, Maureen Dixon, Rose Clark, Linda Newsome, Pam Haskins, Leslie Mitchell, Mrs Dominey.

Above Left. From Left: Back Row — Reg Davis, D. Whitcher, Nigel Baker, Pam Collins, Sue Lambert. Front Row — Caroline Marks, Theresa Berryman, Helen Churchill, Linda Matthews.



Left. From Left: Julie Smith, Maggie McCarthy, Carol Andrews — all from the Sales Dept.

**A SPARKLING TIME WAS HAD BY ALL!**

# Looking back on some of the social highlights over the Christmas season



Management in a relaxed mood.



And cheers to you too!

## WHITEWAYS

Reported by JIM LANDERS

All departments were well represented at the Christmas Dinner Dance on December 15 at the Honiton Motel. The evening began with a sherry reception, and the ladies were presented with a corsage. A cabaret and dancing followed the dinner. Throughout the successful evening a Christmas draw was made with plenty of prizes for everyone.



Assistant distribution manager, Owen Hansford and wife take a welcome breather between dances.



Drivers Tony Pope and Norman Turk with their wives.



Mrs Chris Topham gets set to open the Christmas draw, while Mrs Jim Landers, Mr Chris Topham and Mr Brian Weekes look on.

## RADIO BRISTOL AND BABYCHAM GIVE A PARTY SHOW

HERE'S TO THE NEXT TIME!



Radio Bristol stars Big Eval and Pete Lawrence relaxing with a glass of Babycham.

Babycham and Radio Bristol joined forces at the Colston Hall, Bristol on December 21 to present the Radio Bristol Christmas Party, compered by Johnny Morris. Babycham prizes were given from the stage. In addition a big attraction of the evening was organ-

ised by South West area manager Tom Insall and his team, Arthur Coombes and Jack Ingham with Arthur's daughter Beverley and a friend, who presented the guests with a Babycham Dry tasting. About 2000 people attended the fun filled evening.



TV and Radio star Johnny Morris also enjoyed his Babycham.

Below: Tom Insall (Area Manager) and Arthur Coombes of Showerings, serving members of the St George Steel Band after their performance.



Beverley Caola and Julie Truman serving Babycham to Wayne Chandler and colleagues of the Blue Note Jazz Band.





Soon it will be time to plant the shrubs, writes Showerings horticulturist Christopher Bath

## FLOWER OR FOLIAGE?

When considering any planting it is worth remembering that shrubs are usually expensive, but if planted correctly and cared for, they will grow successfully for many years. It is therefore worthwhile spending time on good soil preparation and giving careful consideration to the subjects chosen.

Firstly consider the type of shrub required. They may be chosen for flower or foliage effect. Take care to choose shrubs of the desired height and spread. Many garden centre catalogues give an indication as to the eventual height. Shrubs can of course be pruned if they become too large, but often dwarf forms are available, so reducing the need to prune in confined spaces.

### Acid Soil

The choice of shrub will also be governed by soil type. For example Azaleas, Rhododendrons and many heathers require an acid soil. Soil acidity can be increased by the addi-

tion of peat. There are heathers which tolerate alkaline soils, they are varieties of Erica Carnea, but grow best on acid soils.

Good soil preparation is essential to ensure establishment and good growth. Good topsoil is preferred which should be free of large stones, old roots and roots of perennial weeds. When possible incorporate some form of compost such as peat, manure, garden compost or leaf mould. This is especially important on very heavy clay soils or very light sandy soils, but any soil will benefit. This should be dug into the depth of the spade.

Avoid working on waterlogged soil as this will lead to compaction, difficulty in planting and poor subsequent growth. Planting of bare rooted shrubs may be carried out between October and March. However bare rooted evergreens such as conifers should be done during September and October or March and April, both times when root growth is active but avoiding very dry conditions.

### Method

Dig a hole either with a spade or trowel depending on the size of the roots. The hole should be made to accommodate all the roots, not the roots made to fit the hole.

Cover the roots with fine soil and shake the shrub a few times to ensure the soil goes between the roots. The plant should be at the same height in the ground as it was in the nursery and firmed in well with the heel. Watering is not usually necessary during the winter unless the root is very dry.

Containerised shrubs account for most of the plants sold at Garden Centres and these may be planted at any time of the year. When planting remove the container, but do not disturb the soil around the roots. The roots ball should be just below the surface when planted. Make sure the root ball is wet before planting. Shrubs planted during late Autumn or early Winter will need firming again in the early Spring as the winter frosts will have lifted them.



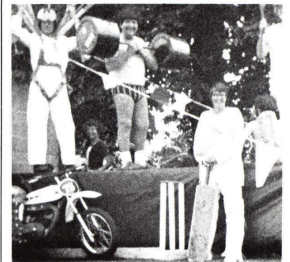
Ronnie the fireman. (Picture by kind permission of Wymondham & Attleborough Express).

## THE THREE FACES OF RONNIE LAWRENCE

A man of many parts is how Ronnie Lawrence, Gaymer engineer foreman could be described. His prowess as "strongman", fireman, and of course engineer are depicted pictorially here.

The picture of him clearing debris after a blaze was taken by the local newspaper during his role as a fireman for the Attleborough Station of the Norfolk Fire Service.

This sees him attending two hours drill a week as well as answering any calls he is able to attend, when his bleeper tells him that local firemen are required. The varied nature of his work calls on him not only to help with firefighting, but also extricating drivers or passengers from car accidents.



A veritable Charles Atlas — on the Fire Service float at the Attleborough carnival.

Ronnie joined the Norfolk Fire Service in 1953, when a back-up service was needed after the Norfolk Floods in the Norwich area. At that time the firemen had to help the authorities reclaim belongings of families whose homes were inundated and also to pump out the flooded buildings.

He says there are two sides to the job: "The interesting and the serious, like for instance accidents, rescues and assisting people during



Ronnie inspecting one of the Gaymers presses.

their times of trouble, but I enjoy being of service to people."

He is the holder of the Queen's Medal for 25 years' service. He will shortly be retiring from the fire service, however, after being in service for two years longer than the normal retiring age.

Another aspect of the service he has enjoyed is taking part in the quizzes and competitions that are organised throughout the East Anglia region. His station has been quite successful in these quizzes.

## COUNTRY CORNER

# New Perry Pear Orchard

by Geoffrey Rowson

The last days of 1979 and the first fortnight of January 1980 have seen the planting of the first perry

orchard on a Showerings farm since 1966.

The new 23 acre orchard has

gone in at Yard Farm, Bishops Lydeard, near Taunton, where Roy Bottomley is manager.

This 435 acre dairy farm was purchased by the Company in 1958, together with five other farms in Somerset, and between 1959 and 1966, 420 acres of perry pears were planted on the various farms.

The original plantings included 25 of the better known varieties from the traditional perry pear growing districts of the West Midlands, but in the light of the Company's experience with these varieties many have been rejected for new plantings because of various defects.

This latest planting is of three varieties only, Barnet, Brandy and Winnals Longdon.

All have been selected for moderate vigour, precocious cropping and relative freedom from disease.

The trees just planted are six foot stemmed standard trees and are planted 24 feet apart. This spacing will allow a traditional farm orchard type of management, with the whole area sown to grass.

In the early days of the orchard, while the trees are small, it will be possible to take a silage or hay crop, from the grass and at all other times it will be grazed with sheep.

Farm staff number five, one of whom is a full-time dairyman. Eddie Lock is almost full-time in the orchards but does help out on the farm from time to time. He is helped in the orchards by Kevin Ford. Kevin joined the farm staff straight from school five years ago and since then has been learning how to look after the trees, drawing on Eddie's years of experience.



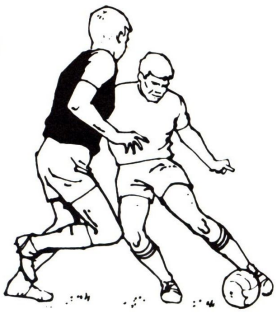
No hard work these days! Eric Wadham, tractor driver on Showerings' Yard Farm, Bishops Lydeard, Somerset, demonstrates the efficiency of a Danuser post hole borer in digging tree planting holes.



Young standard perry pear trees, grown in Showerings' nursery near Ilminster, are unloaded at Yard Farm, Bishops Lydeard, prior to planting.



Eddie Lock, orchard worker at Yard Farm, adjusts a tree tie on a freshly planted perry pear tree. In the background Kevin Ford puts the final touches to planting another tree.



# ON THE BALL

Showering House senior rugby team jump for the ball in a line-out during Inter-House rugby matches at the Licensed Victuallers' School in Slough.

During the two weekends of matches the Junior team (years 1-3) did well and managed third place among the six boys' Houses competing. The Seniors (years 4-6) came fourth in their section.

House master Brian Maylett described the two teams as "very smart with their Showerings T-shirts over their rugby shirts — for about five minutes!" However the picture of the team taken before the match with their mascot had them looking like the "befores" in a washing-powder advertisement.



## SPORTS PAGE

### ROD AND REEL

This flashback to last year shows members of Gaymers Fishing Club after their first match. The club has gone from strength to strength since then.

#### CLUB CAPTAIN, RAY WOODS AND SECRETARY PAUL STYLES REPORT:

The action began at the end of August shortly after the club was formed. Before anyone had time to say "Olde English", a list of 22 names was drawn up for the first match at the local gravel pits.

It was a spectacle to be seen to be believed, with keep nets made from onion sacks and wire; rod rests made from old garden canes and most of the outmoded tackle borrowed from friends. The match finished about 7 pm and everyone was eager to see what everyone else had caught. But an anti-climax awaited them. The first prize was won by Ray Walker with a staggering weight of 12½ ounces! He was presented with the silver cup donated by Gaymers. This will now be competed for annually with a £8 cash prize.

After this enthusiastic start the club elected a committee and drew up match rules. Matches are now held every three weeks with the results and weights logged and a points system run to determine the outright winner at the end of the season.



Flashback to last year with the Gaymers Fishing Club toasting their successful catches. Robert Grunberg presents a trophy to Ray Walker.

This paved the way for inter-factory matches from around the district, with a team of 10 anglers from each factory competing. These are played on Sundays with a £25 cash prize for the winner.

Another attractive trophy has kindly been donated by works manager, Peter Salter. Accordingly known as the P. Salter Trophy it will be awarded to the angler catching the heaviest fish of the season (excluding eel and pike). The record to date is held with a 2¼ lb rudd caught on a roach pole at the end of a club match. A new development is the possible formation of a sea section, with groups going on day trips to the sea.

The club ends on a note of challenge: "Our team has improved greatly. The winning weights have averaged eight or nine pounds a match and we have enough confidence to 'take on' anyone." We are sure that if Shepton accepted a challenge at cricket last year they would be willing to take on Gaymers Fishing Club this year.



Bob receiving the Championship Shield after his highly successful season.

# "BANGER" RACING CHAMPION

Bob Cross, an HGV driver from Whiteways, turned his driving skills to "banger" racing for the first time seriously last year and ended up winning the championship in his class.

"I had enjoyed spectating at 'Banger' racing for five years and eventually gave way and decided to have a go", he told SWAN. "Bangers" for the uninitiated are standard production cars usually MOT failures, without turning aids or expensive modifications. All glass and interior trim is removed and a roll bar

and screen mesh is fitted to aid drivers' safety.

Bob raced in the under 1750 cc Rear Wheel Drive Class of the Tiverton and District Banger Club. The championship was held over a six month period from April to October. Sixteen meetings were held with three championship races in each class.

Points were awarded for the first five finishers in each race, ranging from six points for first place, four for second and down to a single point for fifth place.

A rather unorthodox position! Bob's car is the one doing a nose-stand. The picture was taken at South Whimble Farm during his first race of the year.



A more conventional shot of Bob haring along in his "banger".

Throughout the season Bob was locked in a two man struggle with his closest rival. The rest of the field trailed some way behind. The outcome of the championship was decided at the very last meeting of the season. Bob won fewer races than his main rival but his consistency over the six months saw him finishing five points in the lead. He was awarded the Championship Shield and a number of trophies. Out of a possible 48 races he achieved: 10 first, 10 second, five thirds, five fourths and one fifth place.

The Tiverton District Banger Club is a non-profit making organisation formed to promote regular "Banger" meetings throughout the Summer

months. The proceeds from meetings are donated to local charities or community activities. The ninth meeting was held on one of the Whiteways farms and the profits donated to the Royal British Legion Club at Whimble. Whiteways also sponsored one of the races at this meeting. Another meeting held in the Whimble area raised over £500 for Whimble Church fund.

Whiteways HGV driver, Graham Taylor also competed in the same

Championship as Bob, and won one race. This season Bob is going to continue competitive racing in the more demanding hot rod car section. Good luck Bob.



### BABYCHAM STAKES

It was a case of going to the dogs recently, when Showerings' regional brewery accounts manager Jimmy Jones went down to Brighton for the "Babycham Stakes". At the Brighton and Hove Stadium, "the showplace of greyhound racing", Jimmy (centre) presented the owners of the winning dog with a silver salver, "The Babycham Trophy" and £26 on behalf of Showerings. Next to Jimmy are the owners, Mr. B. Brackpool and Mr. K. Brackpool. The dog, "Hi Joy" was the favourite for the race.

# WIN with SWAN!

A LUXURY WEEKEND FOR TWO IS THE PRIZE IN OUR EXCLUSIVE COMPETITION

What did you do on your holiday last year? Cross the African continent on a package safari? Stay at home and paint the kitchen? Dodge the rain in Barcelona?

Whatever it was, wherever you went, your account of it could put you in the running for the first prize in our exclusive competition — a luxury weekend for two in a choice of hotels in the Embassy Group (watch for more details in our April issue). With a little spending money towards the travel costs included, the total prize value is £100!

There will be five runner-up prizes — a choice to the winners of either a silver zodiac stick-pin or our Babycham "Disco and After" double album.

The competition is open to all employees of Companies issued with SWAN, and to members of their immediate families who are 18 years of age or older.

All you have to do is to send in a written account of your holiday taken any time since January 1979. Describe it overall, or just one incident, whichever you please, making it entertaining to read.

The entries will be judged on those considered the most entertaining.

There is no restriction on length and photographs are welcome (although the absence of them will not affect the judging). Entries in whole or part may be published in SWAN.

The judging panel will comprise the SWAN editor and two others not employed in readers' Companies, and the Editor's decision on all matters relating to the competition is final.

Remember to include your full name and work or home address. Send your entry to SWAN COMP. POST ROOM, Showerings Limited, Shepton Mallet, Somerset. Last date for receipt of entries is Tuesday, May 27.

## A WOOLLY TALE! by Maureen Henderson of Gaymers



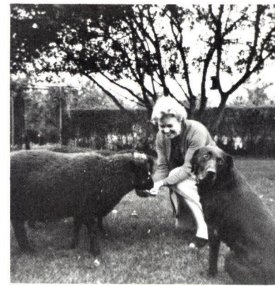
Living as we do in the Norfolk countryside, we are fortunate — according to our friends who don't have to do the gardening — to have a garden of nearly two-thirds acre.

Most of this is lawn and fruit trees, with the result that from spring to autumn a considerable part of my husband's weekends is taken up with mowing. At the beginning of this year the heavy motor-mower showed definite signs of the modern malaise of not wanting to work and as a replacement would have been costly we thought we would try an alternative and save ourselves time and money.

### "Hector and Morag" — the four-legged lawnmowers

Our "alternative" was Morag, a three month old cross Suffolk/Jacob ewe lamb. She was taken home on the back seat of our car, albeit protesting most vehemently most of the way. The farmer from whom we bought her for £15 said that she was one of twins and as her mother was unable to feed both, she was the one who had been rejected and so had been hand-reared before being returned to the small flock.

She wasn't at all happy about being introduced to what to her must have seemed a vast jungle of grass and her main thought seemed to be to discover where her erst-



Maureen offers the twins a tasty morsel while Buster poses for the camera.

while companions were hiding. She was obviously very unhappy by herself, and whilst our neighbours are not very close we felt sure that they would shortly become as exasperated as we were with her constant bleating, so in desperation we phoned the farmer and were able to get her twin brother whom we called Hector. Both were fine, fat little

lambs. Morag a dark brown and Hector slightly lighter in colour, and whereas Morag's face was quite plain, Hector had a little white tuft at the top of his head and one or two marks, almost like tears, down the sides of his nose. They were very happy together and once more peace reigned supreme as they munched their way through the jungle of grass. They were quite mischievous and would chase the chickens, eat the chicken's food and chase and butt Buster our black Labrador who was firmly convinced that they were new playmates especially obtained for him.

However, the lambs' days were numbered and as the supply of grass diminished an ever increasing proportion of the food had to be supplemented and reluctantly the decision was made that they would have to go the way of all little lambs, and so one cold, dark morning the livestock van drew up and carried away Hector and Morag.

Whilst we found it very upsetting to lose them as they were quite amusing little characters, we look forward to having another two "mowers" in the coming spring.

## SENSATIONAL SOUNDS FROM ELTON JOHN SUPERSTAR

SPECIAL OFFER . . . SPECIAL OFFER . . . SPECIAL OFFER

Here's news of a sure fire hit for the younger set — five fabulous Elton John albums and a giant size pop-art colour poster all available to SWAN readers for the inclusive record breaking price of £10.99.

Spanning a decade of the superstar's career, the set comprises four long-playing albums featuring both his many sensitive ballads and his barn-storming rockers:

"Early years" — a collection of

songs from Elton's earliest albums such as "Empty Sky" and "Tumbleweed".

"Elton Rocks" — 14 great rockers in the "Pinball Wizard" and "Crocodile Rock" mould.

"Moods" — tailor-made for romantics

with love songs like "It's me that you need" and "Indian Sunset".

"Singles" — featuring the star's string of hits down the years — including "Rocket Man" and "Island Girl".

The bonus fifth album gives you Elton's "Classics" such as "Captain Fantastic and the Brown Dirt Cowboy".

The whole package includes VAT and postage and is only available to the public through mail order.

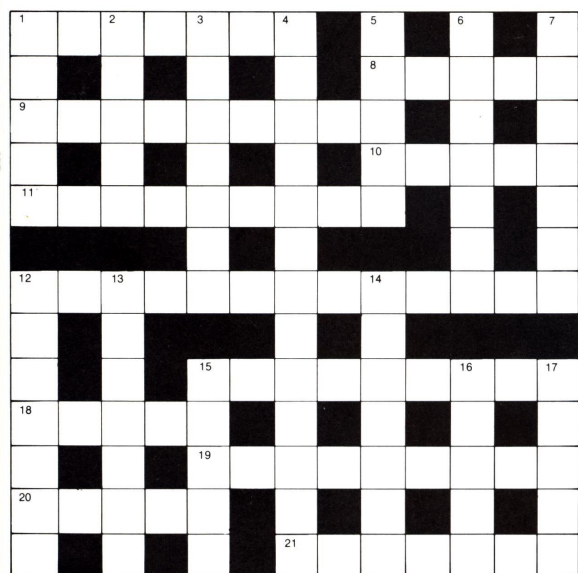
To order your Elton John special offer album set, simply complete the application or write it out on plain paper and mail with your cheque/PO to Showerings Record Offer, PO Box 51, Burnley, Lancs, BB11 1BQ. The offer is open to the end of June or while stocks last.

NAME ..... HOME ADDRESS .....

PO/Cheque payable to P.H.S. Nelson Ltd. (SWAN)

## Swan-Word

No. 6



- Clues Across**
1. Angostura (7)
  8. Blatant (5)
  9. Containers (9)
  10. Weird (5)
  11. Heavenly Body (5,4)
  12. Drunkenly (13)
  15. Military body (4,5)
  18. Soft drinks (5)
  19. Superstitious saying (5,4)
  20. Flat-bottomed boat (5)
  21. The Netherlands (7)

- Clues Down**
1. Type of Sandwich from 3dn? (5)
  2. Singing voice (5)
  3. Part of London (4,3)
  4. We must vet hero (anag.) (5,8)
  5. Model problem? (5)
  6. Two drinks make a flower (3,4)
  7. Absolutely (7)
  12. Drink chiller (3,4)
  13. Beer mug (7)
  14. Spirit (7)
  15. Flower (5)
  16. Spanish wine (5)
  17. Supported (5)

**PUZZLE WINNERS:** Winner of Swan-Word No. 5 is D. Wharton of Coates Gaymers Sales at Shepton Mallet, who will shortly receive a £2 gift token. This was the first correct solution opened. Have a go at this one, and as before, a gift token will be given for the first correct solution opened. Cut out the grid or write answers on a sheet and send with your name and department to: Swan Word, c/o Post Room, Showerings Limited, Shepton Mallet, Somerset, to arrive by March 28.

## PERSONAL

Welcome to the following new employees at Showerings:

### STARTERS

- Mrs S. Allen — tele sales supervisor in Distribution.  
 Mr A. W. Willmott, Miss E. Green — junior clerks in Accounts.  
 Mr A. W. Peters — craft trainee in Factory Maintenance.  
 Mr B. J. Trimby, Mr K. Tinkler, Mr E. Lane, Mr S. Parfitt — production operatives in Bottling Hall.  
 Mrs J. Fawcus — print finisher in Table Hand Print Dept.  
 Miss J. Thomas — clerk in Wages.  
 Miss S. Cannings — trainee data encoder clerk in Data Preparation.  
 Mr B. Jones, Mr W. Hough — sales representatives in Sales Force.  
 Mrs H. Feltham, Mrs O. Bentley — canteen assistants in Canteen.  
 Mr T. E. Grigg — orchard worker in Orchard Service.  
 Mr A. R. Joy — painter in Building Maintenance.  
 Mr T. Bullus — maintenance fitter in Factory Maintenance.  
 Mr R. J. Cork — pipe fitter in Factory Maintenance.  
 Mr F. C. Price — trainee accountant in Accounts.  
 Miss J. Swinger — shorthand/audio typist in Accounts Typing Pool.

**CONGRATULATIONS** to David Eaton and Brenda Nicholas who married on January 5. David works in the blending department and Brenda is a flagon line operative at Coates Gaymers.

### OBITUARY

It is with regret that we record the death of Frank Coombes, who died on December 20 at 64 years of age. Frank had been employed at Showerings for 27 years and was extremely well known as the keeper of the Chinese water deer.

We also regret to announce the death of Jack Humphreys, who died on January 2 at 59 years of age. Jack had been the assistant company secretary at Showerings since 1971. He leaves a wife and two children.

## Waiting for your news!

SWAN Editorial Panel Members:

- Michael Bull — Whiteways of Whimple  
 Eddie Cheasley — Showerings production dept.  
 Maurice Clark — Showerings distribution  
 Maureen Henderson — William Gaymers  
 Geoff Rowson — Orchards  
 Tony Williams — Sales  
 John Lee/Gwenda Merriott — Marketing

Or send direct to:

The Editor  
 SWAN POST BOX  
 POST ROOM  
 SHOWERINGS LTD  
 SHEPTON MALLET  
 SOMERSET

News, photographs, articles and poems are welcome.

**NEXT COPY DATE**  
 Wednesday April 2

Produced for Showerings Ltd. by Holt Schooling Public Relations and printed by Blackfriars Press Ltd., Leicester.

## POET'S CORNER

THE ONE THAT GOT AWAY



The water's calm, the colour black.  
 The float so still, the line so slack.  
 The rod is straight upon its rest,  
 The sport has not been at its best.  
 Then suddenly the float shows signs  
 of my first fish, and tighter line's.  
 First it quivers, then it dips.  
 Then down into the depths it slips.  
 The line goes out, and then goes tight.  
 And both are out to win the fight.  
 The fish tries every trick he knows.  
 But rod is bent to take the blows.  
 First the left, and then the right,  
 But still the fish stays out of sight.  
 He's really trying hard this time,  
 Taking with him yards of line.  
 He's turning straight into those reeds,  
 I'll lose this fish if he succeeds.  
 I'll match his strength against my skill,  
 But I think he's gaining still.  
 With mind made up the fish bounces on.  
 Till tail reeds part and he is gone.  
 The rod goes straight, the line goes slack,  
 The sign's that I'll not get him back.  
 As fishy stories often say,  
 He is "the one that got away".

Roy Woods  
 Wm. Gaymer & Son