

MR. BANBURY retires after 26 years with Showerings

A man who has seen the bottling of Babycham sparkling perry soar from an hourly production rate of 650 dozen to 12,000 dozen, retired from Showerings in February.

He is Mr Frank Banbury of Evercreech, foreman plumber and the longest serving member of the company's maintenance staff.

Frank's associations with Showerings go back 26 years - to the days when there was only one steam boiler in the factory. "The boiler had to be overhauled frequently after production stopped at midnight. I can remember working, with my assistant, through the early hours of the morning and seeing Mr Herbert Showering and Mr Francis Showering walk in to see how I was getting along. Even when I had finished stripping the boiler we had to get it passed by the insurance representative before production could resume. We all had some anxious

moments together before the insurance man approved my work," he said.

Mr Banbury's appointment to Showerings was by the personal invitation of Mr Keith Showering (now chairman of Allied Breweries) in 1952. He had been working as a pipe-fitter for a local Shepton Mallet company for four years and was frequently called to Showerings for maintenance work or boiler stripping. Well-known and liked by employees and the Showering family, Mr Banbury had already been asked to become a permanent member of the staff.

He recalls being at home one day when the chief engineer, the late Mr Bert Melhuish and Mr Keith Showering called. "Mr Keith asked me if I had made up my mind about joining the company and told me he would be very glad if I would."

Frank made up his mind. He became a member of the permanent staff in August, 1952 and started a department which now

totals 12 men - two working on tank repairs, two on effluent and the rest on pipe-fitting maintenance.

With the company's continuous expansion during the past three decades, he has been responsible for the fitting of miles of piping involved in the factory extensions and in the installation of four new bottling lines - "under the watchful eye of Bert Melhuish," he hastened to add - plus a further five since Mr Ken Tibbals has been plant chief engineer.

At a luncheon party at the factory on February 26 he was presented with a lawn mower from the company by Mr Jeremy Henley, production director. At the same time Mr Tibbals gave him a Waterford glass decanter representing part of the glass given by Mr Banbury's colleagues.

(See other retirements p.2.)



Mr Ken Tibbals, chief plant engineer, presenting Frank Banbury (right) with a cut glass decanter on behalf of his colleagues, on the occasion of his retirement.

PROMOTION FOR MAIDSTONE MAN

A member of the special sales team which launched Babycham onto the American market, has been appointed South London area sales manager for Showerings.

He is Bill Clifton of Dargate Close, Allington Park, Maidstone, Kent.

This is a new appointment following restructuring of the company's London area into two regions because of the increasing concentration of customer outlets to be served.



Bill joined Showerings as an area representative in 1968 after working for Fremelin brewery for 16 years. He will now be in charge of six sales representatives operating throughout the South London region which extends from Ascot to Herne Bay.

In the brewery trade all his life, he was one of the special sales team sent to the United States for 12 weeks in 1977 to help launch the sparkling perry onto the American market.

Married, Mr Clifton is a member of the Cuxton Cricket Club, Cuxton, near Rochester.

See back page for London sales area poem.

JET SETTER

A night in the world's largest hotel, flying as the only passenger in private jets, visiting a space-age research centre, were the highlights of a jet set tour of the United States for Showerings assistant transport engineer Rodney Neale.

His trip taken late last year was a prize for winning an Eaton-Yale forklift truck division competition. Rodney had to answer a questionnaire on warehouse safety, design and also be informally interviewed by Eaton-Yale's marketing director. He came out tops from more than 20,000 entries throughout the country.

His Concorde touched down in New York instead of Dallas after a Visa mix-up. Sitting in the cockpit, while flying over New Foundland and Cape Cod made amends. He used taxis and shuttle flights to reach Washington to begin his tour.

After a tour of historical buildings in Philadelphia he visited Eaton-Yale's production centre to look at their works. "Next day I flew in a Lear private jet to Cleveland, Ohio, where I dined with the company's vice-president at midnight in their world headquarters building, 64 stories up overlooking Lake Erie," said Rodney.



Next day he was in Detroit, where he looked around the research centre, that develops equipment used in outer space by the Americans and Russians.

"Some of the fascinating things being done here included advanced safety equipment for motor cars, such as an inflatable air bag, that cushions the passenger on impact and a futuristic computer vehicle. The whole thing was like stepping into tomorrow's world," he said.

To compare the American way of doing things with back home he was taken around an American brewery, which still makes ice cream, which kept it going during the prohibition period.

His last official day included a press luncheon in New York with the editors of beverage journals.

"I had an extra day to myself, which I used to walk around Manhattan taking in the United Nations building, 5th Avenue, Broadway, and a ferry ride out to the Statue of Liberty."



"WEAR IT WITH PRIDE"

Day scholars from Showering House at the Licensed Victuallers' school at Slough visited their namesake recently.

It was the first visit to Shepton Mallet for the party of 27 day scholars since their house took the name of Showering last year.

The fifth and sixth form students were welcomed by Harry Tavener, chief executive trade relations.

Accompanied by housemaster Brian Maylett, his wife Dilys, tutors Terry Egan and Gillian Pope, the young visitors were told by Mr Tavener that the company was very proud of the name "Showering" and hoped that the name adopted last year for their house would be worn with pride. "We have been associated with

the school for many years and to now have a house bearing our name is the culmination of many years' involvement. We consider it a very great honour and attribute," said Mr Tavener.

During a talk given by Mr Jeremy Henley, production director, the party learned of the company's growth from 400 employees in 1953 to today's large organisation with a payroll of about 70,000 workers.

The tremendous successes achieved on the competitive export market were outlined by export manager, Mr Tony Wells, who said that earlier in the week consignments of Babycham had entered Mexico for the first time.

Before lunch and touring the factory, gardens and quality

control laboratory, Chairman Mr Francis Showering congratulated the students on their academic achievements and said: "We are very proud of our association with your school because I am sure it is one of the finest establishments in the country. I hope you will make the most of your opportunities." It was part of the pupils' education to look at factories and industrial establishments, he added. Showering House pupils will be making annual visits to Shepton Mallet.

Before the factory tour Mr Tavener presented the boys with a giant Babycham woolly mascot. The boy's mascot was received by the Head Boy of Showering House, Stephen Parrott, who is also Head Boy of the school.

PONY LEADS



THE FIELD

Pony still leads the field as far as - 103-years-old Alf Grant is concerned. Alf, who lives at Dover Court, Essex, was recently presented with a Jak-er-Pak of his favourite drink and a set of Pony glasses by local Showerings representative Tony Thomson (left). Enjoying a joke with them is the licensee of the Royal Hotel, Dover Court, Bill Chambers.



SEE COAL QUEEN CAMERA REPORT
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SWAN SPORT

"YOU'D BETTER SHAPE UP"



Getting into the swing of things.



Dispelling mid-afternoon blues.

Dispelling winter blues and getting into shape for summer are a group of energetic ladies at Showerings, Shepton Mallet.

They meet regularly every Monday at lunchtime in the conference hall and shape up to pop music with an hour's gymnastic workout under the watchful eye of their instructor, Mrs Audrey McLaren.

"We keep fit to the sound of the latest numbers in the charts with the music synchronised to our movements, so that the timing of the beat determines the speed and flow of our rhythm," said organiser and initiator of the programme, secretary to chief accountant, Mrs Delphine Padfield.

The 20 participants go through their paces from September to Easter and begin their session with loosening-up exercises, concentrating on the stomach, waist and legs - and end up with five minutes total relaxation. This entails letting go completely while meditating on something like the shape of a flower, or on a hot day a glass of iced water.

"You can almost taste the drink," said Delphine. New members are welcome and should ring Delphine or watch the notice board for details.



The boat that did Showerings proud last year - "Babycham", driven by garage mechanic, 19-year-old, Philip Bond and sponsored by the Company, showed the flag in no uncertain manner.

Partaking in nationwide contests, Philip

and his crew; Mark Haines, observing, and Steve Bond, ski-ing, took fourth place in the national tables, came third in the regional tables and took home a trophy in the family event at Lyme Regis Power Boat Club.

The red and white 15' crusader with an 85 X.S. Mercury outboard engine, sported the famous Babycham emblem on its bonnet and "Babycham" in blue along its sides. "It was a great year for the Babycham Team", said Philip.

BAMBI CARNIVAL CLUB

Forthcoming and recent events at the club: A wine and cheese party with a disco was held on Friday, May 11, from 8.30 p.m. to 1 a.m. Tickets were sold at £1.50.

Recent events were a jumble sale at Shepton Mallet Football Club on April 21 and a disco at King William, Shepton Mallet.

A skittles tournament at The Charlton Inn, Shepton, with cash prizes will be held from Wednesday May 16 to Sunday May 20, and a treasure hunt by car on Sunday May 27. See Notice Board for details.



It was a night of cheers and smiles in Ascot recently when Showerings' area representative, Don Spang, presented the prizes in the Pony British Ladies' Individual Darts Championship. Enjoying congratulatory hugs are Eve McGrath, left, winner of the first match in the series of 64 county qualifying rounds, and runner-up, Bonny Barney. Mr Spang presented the prizes at a ceremony in Ascot's Station Hotel and wished the two top scorers the best of luck in future contests.

NEWS CHANNEL

Forward your letters and any contributions, including black and white pictures or drawings through your department head or direct to SWAN c/o Mrs. Sheila

Palmer, Marketing Department, Shepton Mallet.

Last date for material for next issue Thursday May 31.

submit it to

Girl In The Swim



Veronica busy planning her day's schedule

A girl very much in the swim of things at Showerings is Veronica Smith who joined the sales side of the company 2 years ago and is now completing a six month's period as assistant to brands manager, John Lee.

The young, dark-haired Devonian, currently involved in promoting the nation-wide British Ladies Individual Darts Championship sponsored by Pony, has already had wide experience dealing with the public and in the commercial world.

A formidable swimmer from the age of six to fourteen, Veronica represented her county at Crystal Palace and was chosen to train for the Olympics. She had to make a decision - training for England or training for a career - and chose a career.

After leaving school at 17, Veronica studied and qualified as a Home Economist at Weston-super-Mare before joining the British Gas Corporation. Much of her time was spent visiting householders

and advising them on problems arising from the conversion of domestic appliances to natural gas. Subsequently she completed 2½ years with Rothmans, motoring more than 1,000 miles a week, and then accepted an opportunity to become a member of the Showerings sales force at Shepton Mallet.

Her initiation into the company resulted in undertaking six months of special promotional work in the evenings as a mobile representative for Jack Cartledge on the south coast area.

Now, from her home in Southampton, her "patch" stems from Portsmouth, much of the south coast and the Isle of Wight. Averaging about 15 calls daily, Veronica visits pubs - out of pub hours - co-ops and off-licences and clocks up about 500 miles weekly.

Since her involvement in the Pony Darts Championship, Veronica's schedule now includes visiting pubs where county finals are being held, attending meetings in

London, liaising with the British Darts Organisation, and generally tying up all the loose ends which spell success for such a promotion.

One of a family of six, Veronica's parents ran the Royal Ashton Hotel, Taunton, for 24 years. Veronica's sister and brother-in-law have now taken over the hotel as her parents are running another complex in Lyme Regis (which includes an exhibition of miniature antiques). Another sister is married to a licensee in Southampton. With her many business and social connections with the pub world, Veronica has had to insist on "no drinks" before noon.

At night, when she is not at home re-loading her car, completing paper work or making telephone calls, Veronica tries to find time to visit the squash courts or the swimming baths... for some stimulating exercise.

FROM LORRIES TO BOTTLES

It's quite a change from dealing with transport to bottling Babycham. But Maurice Cox now assistant to the Babycham bottling hall manager, has been "learning everything about the bottling of Babycham" for the past few months.

Last September as assistant distribution manager for Showerings his day revolved around transport, but now he has six months experience tucked under his belt in his new position. "I find it a big change, but thoroughly enjoy it," said Maurice. He and his wife Patricia have two children, Karen, aged one and Steven aged three.



Maurice Cox

MAIL-OUT

A special mailing out to 2,800 pubs is all in the day's work for Kath Amsdon (left) and Gill Harwood, secretaries at Showerings Limited, Shepton Mallet.

They are pictured here in the final stages of checking the posting of special commemorative certificates to 2,800 pubs nominated by readers in the Babycham/Sunday People 'Pub of the Year' competition. Readers were invited to nominate their 'nicest pub' bearing in mind such points as a warm welcome and friendly atmosphere, comfort and cleanliness.

The winning accolade went to the John Thompson Inn, Ingleby, Derby and a further 50 runners up each received a framed certificate and a matching set of

cut glass decanter and six wine glasses. Some of these are pictured in the background, with Showerings trade promotions manager Arthur Woodman looking on.

Mrs Kath Amsdon has been a year with Showerings and is secretary to Martin Thompson, Showerings export executive. She was previously in a local government job, but found it lacked the variety and interest she gets at work now.

Mrs Gill Harwood is secretary to senior sales executive Peter Hall and first joined Showerings as a 'temp', when she moved to the area 14 months ago with her husband, a computer consultant. They have a son of 17, daughters aged 13 and 14, and a pair of Jack Russell dogs.



Sorting out the mail

WEDDING BELLS



Congratulations to our production manager, Bill Price and Pamela Cuff who were married at Shepton Mallet registry office on February 10.

Bill joined the company in 1959 as a chemist and his bride is a nursing officer at Norah Fry hospital, Shepton Mallet. Now living at Everreech, Mr and Mrs Price were presented with a Kenwood food mixer, liquidiser and other attachments, by colleagues at Showerings.

Dave Plumley, trainee manager, transport department and Sue Maidment, order office supervisor, were married at St Peter's Church, Shepton Mallet, on March 3. After a wedding reception in Showering's conference hall, Sue and Dave spent their honeymoon in London. Colleagues presented them with an electric cleaner.

Laboratory technician Julie Downs married Robert Parker on December 6 at the Shepton Mallet registry office. Julie joined the company in July 1976 and Robert works as an engineer for Simons Home Electric. They are living in Shepton Mallet. Julie's colleagues presented her with a cut glass vase.



Bill Price and Pamela Cuff

UNIQUE PRESENTATION TO MR FRANCIS SHOWERING



Mr Peter Aiken presents the specially inscribed Vellum to Mr Francis Showering.

A specially inscribed vellum, beautifully mounted and framed, was presented recently to Mr Francis Showering by Mr Peter Aiken, chairman of the Licensed Victuallers National Homes.

Accompanied by a party of other VIPs of the trade, Mr Aiken went to Showerings, at Shepton Mallet, for the presentation.

The vellum, a unique gift, came about as the result of a resolution by the LVNH Board of Management last November, under the chairmanship of Mr John Evans, when this way was chosen to show the charity's appreciation of Mr Showering's support over many years.

The wording of the vellum says:

"It was unanimously resolved

that their appreciation be extended to Francis Showering, Esq. for his continued interest and valued support in so many practical ways in furthering the aims of the Society on every occasion. The Board do thank him most deeply and are profoundly grateful for his help and they ask him to accept this Vellum as a mark of their esteem.

They do sincerely trust that he is able to continue his good works for the Welfare of the Homes and its Residents for many years."

In his presentation speech to Mr Showering, in the Board Room at Shepton Mallet, Mr Aiken outlined some of the many ways in which he and the

Company have helped the cause of the LVNH including the recent "5p. per extra dozen of Babycham" campaign, and he concluded with the words:

"We hold you in very high esteem, and in yourself and your Company we have a great friend."

In the visiting party were this year's President Mr Peter Russell, Mr John Evans (immediate past chairman of the Homes), Mr Joe Mercer, Mr Cyril Corben, Mrs Dolly Hellmers, Mr Eric Rance, and Miss Judy Kentish-Garstin.

With Mr Francis Showering to welcome the guests were Mr Peter Edwards, director, and Mr Harry Tavener, chief executive trade relations.

SOCIAL EVENTS



Members of the Licensed Victuallers Lighter Fuel Association celebrated a double at Shepton Mallet recently.

A party of Association members and wives visited Showerings for the first time recently and enjoyed its 25th anniversary. To mark the occasion outgoing president, Showerings director, Mr Peter Edwards (left) presented to the Association a handsome leather case for the president's chain of office to replace "their old yellow duster".

Receiving the case embossed with gold lettering is the Association chairman, Harold Pope (centre). Looking on is Mrs Agnes Mercer, chairman of the L.V.N.H. Ladies guild.



Pupils at Whitstone School

The recent 32nd annual banquet of the North Somerset and South Avon Licensed Victuallers' Association raised £127 for the trade charities with a cut glass decanter and glasses given by their president, Mr Harry Tavener, Showerings chief executive trade relations. Pictured with Harry Tavener (centre) among the 300 guests and officials are: Roy Savage, Association Chairman and Mrs. Joy Tavener.

Pupils from Whitstone, Shepton Mallet, recently attended the unveiling of the first in a series of mosaics, made by their art department, all of which show part of the town's history.



FEATURING . . .

SHOWERING'S NERVE CENTRE

She's worked under a slag heap at the nerve centre of the country's war operations. Now she is in more comfortable surroundings heading up the nerve centre of Showerings factory at Shepton Mallet, Somerset.

For the Scots lass, Margaret Martin, the title Communications Officer seems grandiose. No title could be more apt. The former Flight Sergeant, Women's Royal Air Force, is in charge of the company's three switchboards, telex machines and photocopiers. She also advises on new systems and methods of communications which keep Showerings ahead in a fiercely competitive and technological world.

Margaret's expertise is founded on a rock-solid bed of training followed by intensive practical experience. After leaving school in Edinburgh she went to the G. P. O.'s telephone exchange. War broke out. She volunteered for the signals branch, W.R.A.F. in 1941.

Subsequently Margaret became the only woman to take over one of England's three signals' centres -

North West Central. "It was under a slag heap on the road between Liverpool and Manchester. We operated four watches. There were 86 women split up between the telex room and the telephone switchboards," recalled Margaret.

During D-D landings her unit manned the pulsating signals centre for 72 hours non-stop - to be awarded the Oak Leaf later in recognition of its service.

It was there that Margaret met her future husband, Don, a navigator/wireless operator/bomb aimer.

After they were married Don went to the Sheffield University to obtain his teaching diploma and Margaret raised her family of two sons. Later, with the boys at grammar school and Don teaching at Shepton Mallet, Margaret became bored. She saw an advertisement for the position of telex operator at Showerings. "I could not believe the company had a telex and was very interested to see it. Although I had not operated the machine for many years I picked it up easily", said Margaret.

That was 16 years ago. Since then there have been numerous changes as Showerings have grown so rapidly. "It was a tremendously exciting time to be with the company. There was always something interesting going on between 1963 and 1970. I enjoyed growing with it", Margaret said.

She began as a telex operator - but that did not last long. There were two switchboard operators. Both resigned. Margaret was operating switchboard and telex which were busy even then.

Now three switchboard operators grapple with the stream of calls and Margaret has one telex operator. All cables are also transmitted and received by telex. "A large proportion of our telex messages are transmitted overseas to America, the Far East, Turkey, Canada, Scandinavia, Hong Kong, Singapore, South Africa and throughout Europe", explained Margaret. "Some days we handle about 80 telex messages and the operator must know how to disperse her traffic".

In September Margaret's



department will go electronic. "Communications never stand still", she stressed. Her investigations into the new electronic system began in December, 1977.

"Although it is difficult to look ahead you must be looking at least 10 years in advance from the time a new system is in service. Communications cannot be viewed on a short term basis."

It was on Margaret's recommendation that the sophisticated machinery will be installed. "I

have had to look for a system with every possible facility available and which can be added to. The company must have the best communications service available."

When the telex machine has stopped chattering and the switchboards are silent, Margaret enjoys reading, doing her tapestry and listening to music. She has very catholic tastes in music "... anything from Bach to Dizzie Gillespie."

. . . AND THE HELLO GIRLS

The "hello" girls manning the three busy switchboards in the communications room, play a vital role in the company's growth both on the domestic and international markets. They provide the invisible links to the United Kingdom and more than 70 countries throughout the world to which the millions of Showerings products are regularly consigned.

Rosalind Youdle, supervisor, and telephonists Jenny House and Karen May comprise the team upon whom everyone relies upon for instant communication. As with the telex operator, Susan Cockill, the trio are an integral part of the Showering operations. They are all responsible to the communications officer, Margaret Martin.

Margaret said that on an average the girls handled a daily total of 700 incoming calls and 100 outgoing trunk calls. U.K. calls were dialled direct by the individual. International calls varied from day to day. "But in addition to these operations the telephonists have to process calls from the switchboard to extensions, pass on messages, make calls on the tannoy and deal with recorded messages left out of office hours. The team handle something like 1,000 items every day," said Margaret.

Frequently the directors make direct contact with the girls for an urgent call. Their experience was invaluable. Margaret recalled their attempts to place a call to a person in South Africa last month. "What should have been a simple operation took two days to complete. By trial and error and discreet enquiries it was eventually discovered that the number given to us had been changed."

Knowledge of how the international operators worked was of great assistance to the girls, none of whom speak any other language.

"If you talk to an international operator in the right way they will often do what they can to help. But through experience you know through experience you know when a foreign operator advises that we have provided a wrong number or if the line is engaged," Margaret said.

The help of a bi-lingual telephonist was obtained recently when Margaret tried to speak to someone in France. "A child kept answering the telephone and because she could not understand English she just kept replacing the receiver."

The installation of the electronic switchboard will provide direct dialling for everyone. Margaret thought, how ever, that the assistance of the girls would

still be sought until such times as the staff got used to making trunk and international calls and sorting codes from telephone numbers. "It is not quite all as easy as it sounds and where time is at a premium I feel sure our telephonists will be called upon to help."

Rosalind Youdle is the longest serving member of the trio although her nine years with the company was broken when she went to Canada. She originally joined Showerings in 1965. But when her aunt and uncle arrived on holiday from Canada in 1969 she decided she would see more of the world. Within two months of their return, Rosalind was flying to join them in November.

She returned to Bristol in 1972. But after working there for two years she was again toying with the idea of re-crossing the Atlantic. An interview was arranged for Rosalind at Canada House, London, to again complete emigration formalities when Margaret Martin telephoned asking if she would fill a vacancy in her department. "I had one week-end in which to make up my mind and chose to return to Showerings," said Rosalind.

"Showerings was quite big when I first joined but very much a family concern compared with now. There was just one switch-

board and another girl working on reception. As the switchboard was very busy the receptionist handled all enquiries, use of directories and tannoy calls."

During her nine years with the company Rosalind has learned to identify the voices behind the telephone extensions. This has proved a tremendous asset. She considered the most tiring part of her job was trying to find staff to take their incoming calls. "Paging people on the tannoy does not always work if they are between buildings. In the end messages have to be sent to their offices. It is sometimes like being a detective but I have found that knowing a person's routine helps me track them down", Rosalind said.

This aspect of the switchboard work will fall away when the new equipment arrives. "With the electronic machines everyone will be able to dial their own numbers and the inbuilt computer will log all calls made from the company", Rosalind explained. She will go on a short course to Footscray, Kent to study the apparatus and its many facilities.

Karen May was lucky when she joined the team. She had worked for two years - from 1974 - in the purchasing department as an office junior and knew most of the people on the staff.

"The job was made that much easier for me because I knew most of the people. It was not hard learning to operate the switchboard," said Karen.

Trained also on the telex machine and photocopier, Karen can help out on any communications equipment but prefers to be on the switchboard. Soon she will be working as telephonist/receptionist, a position she should have held some time ago but for the pressure on staff.

The third member of the team is Jenny House who has already

worked on an electronic switchboard.

Although she only joined Showerings in September, 1978, Jenny is very much part of the team. Commenting on the thousands of people she had spoken to through her headset, Jenny said: "You must learn to take each call as it comes. Each call is different and you treat it as such."

In an interconnecting office Susan Cockill can be seen 'talking' with her fingers to people throughout the world on the telex machine. Like Karen, she worked from February 1977 in another department - accounts - before transferring to communications in December, 1978.

Between 25% and 30% of the messages handled by Susan - at least 100 weekly, sometimes 80 a day - are from overseas. Susan readily admits she finds her work far more interesting than that in an insurance office where she worked before.

Who is this?

A clue . . . he is laying the foundation stone of a very important building.

The sender of the first correct answer opened will receive a double L.P. Album - Disco. And After. (This year's Showerings Christmas promotion.)

Answer with your name and department to:-

Swan Competition
c/o Marketing Department
Shepton Mallet Somerset.

Entries close June 4th.



From left: Rosalind Youdle, Jenny House and Karen May



THE COAL QUEEN VISITS BABYCHAM

Pretty Lancashire lass Ann Melling, this year's Babycham Coal Queen, came down to meet Showerings people one snowy day last February.

With her natural manner and quiet determination to enjoy herself, Ann did the traditional tour of factory and grounds - despite the blizzard. Her winning ways soon made her lots of friends, especially when she queued up for dinner in the

CAMERA REPORT

canteen and had a chance to talk to some of the boys and girls from the bottling hall. Ann will be back soon, making a special

appearance at the Showerings stand at the Bath and West on Thursday, May 31, and Friday, June 1.



A cheery wave from Ann before her tour of the factory and grounds.



As always, Ann is the centre of attraction.



Lending a hand at dinner with canteen staff. From left: Brenda Jones, Daisy Ashford and Muriel King.



A wee drop with the lads. From left: Ed Cheasley, Pat Jones, Phillip Mobbs and Clive Carver.



Wendy Webb and Ann watch the bottles rolling on.



A short rest.



Seeing how it's done on the bottling line. From left: Ray Banfield, Les Westmacott and Gordon Holland.



Time for a chat with the ladies. From left: Kim Langham, Rose Marable, Sheila Wells, Jacqui Lumber and Margaret Frapple.

COUNTRY CORNER

DOWN ON THE FARM

A party of schoolchildren from Essex spent a day in the country this month and learnt an important lesson - exactly how they get their daily 'pint-a-milk'.

David Case, manager of Showerings Middle Chipley Farm, in Somerset, met the group of 10 and 11-year-old pupils from Ghyllgrove County Junior School in Basildon at the entrance to the pear orchard.

Sporting Wellington boots in true farm style, they set off with David and orchards controller, Geoffrey Rowsen, on their tour of the 661 acre farm. Their first stop was the bee hives.

Showerings beekeeper, Tom Kingston, showed the 35 boys and girls his 300 hives, containing about 100,000 bees. Some of which is supplied to the local fruit farms and shops.

He also gave a lecture on the honeybee and showed the children a honeycomb produced by his bees.

Their lesson on the A to Z of producing the bottles of milk that arrive on their breakfast tables was next at adjoining Baghay Farm.

Here they inspected the fully automatic rotating milking system which milks 20

cows at a time. So efficient is the machine that the farm's 240 cows are milked twice a day in only two shifts of two hours each.

"The average annual yield per cow is about 5,850 litres," said David.

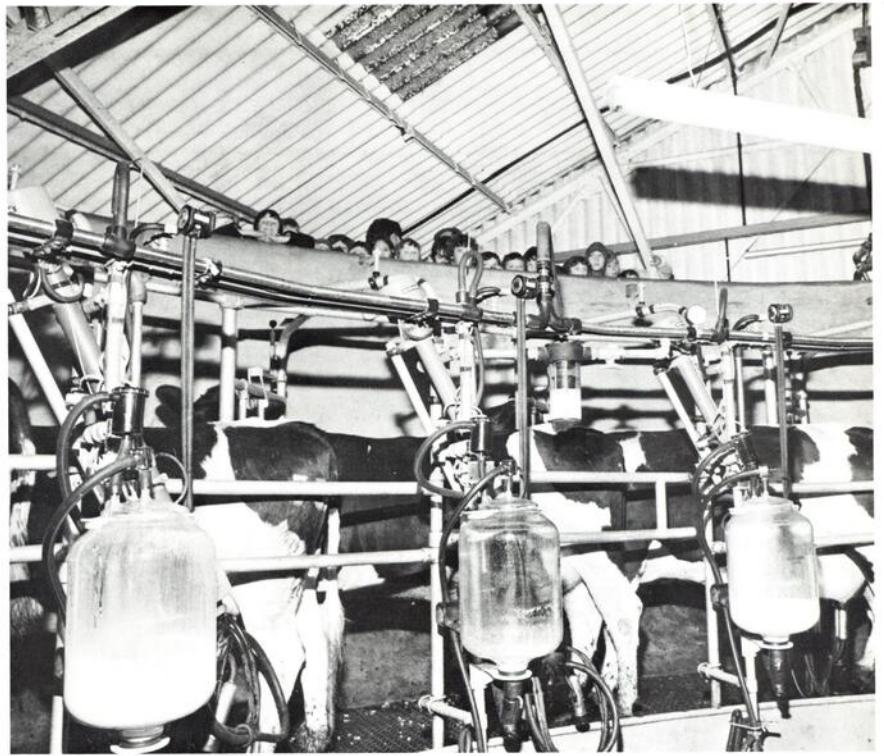
The children watched from an observation platform as the cows had their second milking. "During the milking process a special computer, attached to the unit, regulates the precise amount of feed for each cow. The cows all have a number stamped on them and at a press of a button the operator dials out each cow's number from milk records and controls the feed," said David.

People come from all over the world each year to visit the orchard and dairy farm with its innovative milking system, installed four years ago.

The feed per day consists of 12,000 lbs of silage, 800 lbs of barley and sugar beet and 2,400 lbs of dried grass flakes.

Almost 20 men would be needed to match the work of the milking unit.

After completing their tour of the dairy farm and the orchard, the children asked David the inevitable 'birds and bees' questions about the cows and jotted down all they had learnt for their class diaries.



The fully automatic rotating milking system

ROUND AND ABOUT

Rain

High rainfall in February and March was both a blessing and a curse for Showerings farm manager, David Case, of Middle Chipley Farm, Langford Budville, Wellington, Somerset. The crops benefited. "It delayed the development of the crops. This delay lessens the risk of frost damaging the ripened blossom in April and May," he said. But the dairy side suffered - the cows' fodder was washed away. The farm has 135 acres of pears, eight acres of black currants and 240 cows.

Disease

Farm Manager John Pearse was forced to grub up and replant three acres of bush cider trees that were blighted by a root infecting fungus at Hill Ash Farm at North Cadbury last season.

Lambing

The lambing season is nearly over at Manor Farm, West Newton, reports farm manager, Peter Adams. "There was a good drop of lambs with a number of twins and triplets. But a lack of grass caused a bad milk flow and 30 lambs had to be hand reared," he said.



The children inspect some of the 300 hives



A lesson on Bee Keeping

VICTORY FOR CONSERVATION

The delivery and installation of the four 30,000 gallon fruit juice storage vessels at Shepton Mallet ran into problems recently.

In order to keep the effectiveness of the pleasant screen, provided by a well established chestnut tree, the management had stated that in no way could the tree be uprooted to give access to the proposed site for the four new vessels, as had been originally planned.

Therefore a new site was agreed upon and despite the obstruction the vessels, handled and lifted by Beck and Politzer, were successfully placed in position and installed - a deserved victory for the conservationists.

The tanks, made from stainless steel and weighing 9½ tons each, were sited on specially prepared concrete bases near the ½ million gallon storage tanks already at Shepton.



DOG ON THE RUN

Stray animals roaming the site of the disused Coates depot at Nailsea is quite a common occurrence, but when this Alsatian cross arrived on the scene it was different - she made her home there, and produced five puppies.

Running wild, and raiding dustbins to survive, she had become a nuisance, and was in danger of being destroyed. The RSPCA had been called in to help,

but unless she could be caught with her pups, she would be destroyed.

The plight of the bitch was enough to stir the emotions of any animal lover, and Joe Knowles, Coates Gaymers' distribution manager, proved no exception. In the hope that she could be tamed and found a good home, Joe arranged for her to be fed regularly, and set out to do all he could to save her and her family.

The RSPCA had already successfully captured two of her pups, and these had been taken to their base at Weston-super-Mare to be tamed and found homes for. Later they returned and succeeded in catching two more, leaving the mother and one pup to roam wild.

Within a week, Trevor Thomas, a pallet repainer working at the depot, had managed to secure the capture of the last pup, but having

already sustained a bitten finger, decided not to pursue his rescue attempt. The pup was cornered in one of the disused buildings on the site and as the RSPCA were unable to pick it up, the information department were asked to mount a rescue operation. Unfortunately, this also proved unsuccessful, and arrangements for its care and possible home had to be cancelled. The pup, thought to be injured, was too wild, and had to be left with food and water to await the arrival of the RSPCA.

Now the last pup had been caught, the mother's future looked dim. The RSPCA had only found homes for two of the pups, and the remaining three had to be destroyed. But, not being one to give up easily, Joe continued to feed and coax the bitch, in the hope that one day she would become tame.

And, after months of waiting, his efforts have not gone unrewarded - she has been given a home by a local family and recently produced another litter of eight puppies!



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



Baby and the Bottle

21st BIRTHDAY FOR JILL SMITH AND BOTTLE OF BABYCHAM



Cheers! A toast to Babycham. From left: Mr David Gilchrist, marketing director, Mrs Grace Hayden, Dr Peter Hatton, technical manager, and Mrs Jill Smith

Twenty-one years ago a little baby and a bottle of Babycham arrived in Essex together.

The baby's mother Mrs Grace Hayden of Brentwood, Essex, was given the bottle of sparkling perry to celebrate her daughter Jill's birth, and Sunday, February 25, this year became a milestone in the life of the Hayden family. Their youngest child, Jill - now the wife of Lance Bombadier Michael Smith - celebrated her 21st birthday in Frome, Somerset.

When her sister, Mrs Margaret Calder gave her the bottle of sparkling perry, she had the choice of toasting Jill's arrival or saving the bottle until her baby and the Babycham were 21. She decided to keep the bottle.

It subsequently became a sentimental souvenir and survived four family moves and numerous parties. But Mrs Hayden questioned whether it would be drinkable 21 years later.

A few months ago she advised Showerings about her 'vintage'

bottle. Her news was received with great interest and Mrs Hayden was invited to bring her husband, daughter and son-in-law to Shepton Mallet on February 21 - together with the much-travelled Babycham. The Hayden family considered the famous factory an appropriate place in which to open the bottle and accepted the invitation.

The tasting was done in the presence of Mr David Gilchrist, marketing director U.K. and Dr Peter Hatton, technical manager. The immediate reaction from everyone who sipped the Babycham was that it was very palatable and tasted rather like sherry.

Tests undertaken by Dr Hatton and his laboratory staff reveal that the sparkling perry had oxidised, giving it the sherry-type flavour. Although the contents had darkened they were clear and bright, which pleased the analysts.

Dr Hatton said the alcohol content had proved to be 8.04%

vol. and the standard specification of Babycham was now 8.40% vol. "We do not know, of course, what the specification was in 1958 as we have no records, but Mrs Hayden's bottle does not appear to have lost any of its alcohol".

Tests conducted for total acidity showed a specification of .55% the same as the current specification. The volatile acidity was slightly lower than that of the present production batches which suggests that the bottle had kept very well during the 21 years.

Dr Hatton added that he was delighted to have had the opportunity of analysing the Babycham. It was the oldest bottle to be tested in the laboratories.

The Hayden family will be informed of Dr Hatton's findings. Meantime they all have presentation packs of Babycham - 1979 vintage - which they saw being bottled during their memorable visit to Showerings.

Farewell to Angela

It was a sad but happy Angela Wenmoth who left Showerings sales service department at Shepton Mallet, Somerset, in March. She was sad to be leaving her many friends throughout the factory - but happy that she was leaving work to await the arrival of her first baby.

Born in Shepton Mallet, Angela joined the sales department as a junior nearly 10 years ago. She was subsequently promoted to secretary, accounts clerk and, about 18 months ago, was appointed sales service supervisor.

Of her early days with the company Angela said the department was very much smaller, dealing with far less work. "Mr Eddie Dix was general sales manager until his retirement last year."

Assisted by colleagues Karen Bean and Deborah Weeks, Angela dealt with customers' orders and enquiries, calls from pubs and clubs and liaising with the sales reps. But now all her energies will be diverted from Babycham to her home at Radstock.



RETIREMENTS

OVER A CENTURY OF SERVICE



A quarter of a century service was notched up by Mr Norman Townsend, former Whimble works manager. He retired at the end of December. Norman joined the company as assistant works manager at Whimble, but in his first week was sent to the company's Sheffield depot for one year before taking up his original job at Whimble. This "sudden transfer" was the result of the unexpected departure of the Sheffield works manager. On his return to Whimble, Norman became a well known and respected man who rose to works manager.

Joint managing director Mr Eric Whiteway (left) presented him with a wrist-watch on behalf of his colleagues.



Les Hayward, a very popular figure at Showerings at Shepton Mallet, recently retired from the company. Les, who joined the company nearly eight years ago, was the building manager. He was responsible for the building work necessary on the Showering's complex, and the property, which is owned by the company in and around Shepton Mallet.

He and his team of workmen were also responsible for the company's pavilion at the Royal Bath and West Show, and this is just one item which always reflects the high standard of workmanship that he has always insisted upon.

Les and his wife, Gladys, live at Montacute where for many years they kept a grocery shop.

He is looking forward to his retirement with more time to spend on gardening (particularly greenhouse work), wine making and the inevitable home maintenance, he will probably wonder how he found time to go to work!

He is pictured here with his wife Gladys and colleagues. They presented him with a wrist watch. Les also received gifts from the canteen staff and from the workmen in his department. Mrs Hayward was presented with a bouquet of flowers.



The longest serving Whitesway employee was Mr Eddie Coombe. He completed 55½ years service. Eddie, the Whimble bottling hall foreman, joined the company in 1924 at the age of 17. He retired at the end of December at a youthful 72 years of age. He started work at a weekly rate of 20 shillings, which could be added to, as Mr Bert Whitesway paid a shilling for each new employee introduced.

Joint managing director, Mr Eric Whiteway (left) presents him with a cassette tape recorder on behalf of his colleagues.

SHOWERINGS SCHOLARSHIP '79



PLANNING FOR THE FUTURE

Striking 18 year old Penny Silvester, Showering scholarship winner, is no stranger to the drinks trade.

Her parents run the local pub, "The Hurdles", in her hometown, Droxford, Hampshire. So naturally she has been helping out behind the bar during the past few months and learning the ins and outs of the trade. She visited Showerings at Shepton Mallet last month to discuss career prospects with the company after leaving school.

She attends the Licensed Victualler's school at Slough. She was awarded the scholarship, which encourages further education, in her fifth year and is currently studying for "A Levels"

in geography, history and English.

Why does she want to work for Showerings? "I visited Shepton Mallet in my fifth year and was very impressed by the organisation and the people whom I liked very much," she said.

Basically she would like to work in a department dealing with people. She met recruitment and training officer, Mrs. Margaret Lowe, and chief executive trade relations, Harry Tavener to get an insight into the various departments at Showerings and advice to help her decide where she would fit in best.

Penny has an older brother, Billy, aged 20 and a younger sister, Alexa, aged 10.

We wish her every success in her exams this year and good luck for the future.

SWAN PEOPLE Men On The Move

Two executives at Gaymers have been promoted to key production management posts.

Mr Eddie Reilly, formerly chief chemist, becomes processing production manager, with responsibility for all aspects of cyder-making, from the processing of apples to the final blended cyder.

Mr Andrew Murgatroyd, who was assistant works manager, becomes bottling and key cyder production manager.

Announcing the appointments, general manager Mr Robert Grunberg said: "The growth of the cyder market and the increasing popularity of Gaymers' brands, particularly Olde English and Norfolk Dry, means that our management team must grow to meet new production challenges.

"During the past 12 months a new £250,000 bottling line has been brought into use and further major developments are planned to ensure that we keep pace with the expanding market. These are two

new posts reflecting the importance I attach to these key areas," he said.

Mr Reilly, who lives at Wymondham with his wife and 10 year old son, joined Gaymers as chief chemist in 1968. He is a Licentiate Member of the Royal Institute of Chemistry.

Mr Murgatroyd, of Attleborough, joined Gaymers in 1976 from Huddersfield, where he was bulk wine manager for Vine Products. He holds the Certificate of the National Examination Board for Supervisory Studies and the Diploma of the Institute of Works Managers.

There have been people on the move at Whiteways too. Bob Slocombe, formerly assistant works manager, has been promoted to works manager. He joined Whiteways three years ago.

Taking over as assistant works manager is Frank Spencer-Brown. Formerly a stores supervisor, he has been with Whiteways for 21 years.

FIRST 'OUTSIDER' HEADS GAYMER'S

Mr. Robert Grunberg, newly appointed general manager of William Gaymer and Son, has made history and broken a 200-year-old family tradition.

He is the first 'outsider' to take on the top executive position since the Gaymer family started the business more than two centuries ago.

Mr. William C. C. Gaymer,

who recently retired as executive director, remains as chairman of the company, which became part of Showerings in 1961.

Mr Grunberg, 42, has had a distinguished career as a research chemist in the food and drink industry. He has worked for Laporte Industries, Schweppes, Union International, J. Lyons and Pasta Foods.

Married, with two children, he lives at Swaffham, Norfolk. He is a keen sportsman, playing squash

Mr. Arthur Showering

It is with great regret we have to record the death of Mr. Arthur Showering, on Easter Sunday, April 15th. He was in his 80th year and had been infirm for some time, severely restricted by rheumatism.

Mr. Arthur Showering was the oldest of the four brothers of the Showering family who were the brewers and cidermakers in Shepton Mallet. He was the brewer of the family and he remained with the family business until it became a public company about 20 years ago following the outstanding success of the national launch of Babycham sparkling perry.

He then retired, and since devoted even more time to the social welfare of the Shepton Mallet community where he lived all his life. He was president of the Carnival for many years.

During World War I he saw service in the Royal Flying Corps and in World War II he continued his special interest by becoming 1st Commanding Officer of Shepton Mallet Squadron Air Training Corps. Which he helped to form.

The funeral took place on Thursday, April 19, at Shepton Mallet parish church.

He leaves a widow, Feodora, a daughter, Josephine and two grandchildren, to whom we extend our greatest sympathy.



Workers Remember Don

Workers at Showerings, Shepton Mallet paid tribute last month to the memory of a former colleague by presenting a television set to the nurses, who looked after him during his long illness.

Don Cleaves, who drove a tanker for Marston Magna Vine Products, died on March 2 after suffering a stroke.

His former colleagues at Showerings read his death notice requesting donations to the nurses' welfare in lieu of flowers. "We asked the matron of the Shepton Mallet Hospital what they really needed," said Mr Stan Ball, heavy goods vehicle

instructor at Showerings.

The nurses needed a television set for their rest room, so Stan and Showerings' senior chauffeur, Mr George Payne whipped around the drivers, garage and distribution staff and raised £72.

On Friday, April 6, Don's widow, Mrs Winefred Cleaves handed over the brand new portable television set to the nurses, who cared for Don during his last six weeks in hospital. "We certainly felt that this was a much more suitable tribute to his memory than a wreath," said Stan.

PUZZLE WINNERS

Winner of Swan-Word No. 1 is C. A. Brown of 'Export Dept,' Bottling Hall, Shepton Mallet and a £2 gift token will be winging its way there soon.

This was the first correct solution opened, but there were others, too, including Frank Butler from Sales, P. Gibbs from Accounts, and Mrs Joan Bachrach from Marston Magna Laboratory.

Of course the line to Sheila Palmer's office was red hot for a while (and so was your editor's face!) when you all spotted that the clue No. 6 down was missing. For the record, the clue was: "with great feeling". But now we are thinking of building in this extra challenge because we had

24 entries in all (a very good response) of which 20 all correctly gave the answer.

Those who didn't had used some ingenuity. We particularly liked 'Empty Oracle' from Fred Swinger of Distribution, and 'A motto daily' from Mrs. M. Crabbe of Security who also gave us a clue: 'Could be read over the Christmas period.'

Then have a go at this one, as before, a gift token for the first correct solution opened. Cut out the grid or write answers on a sheet and send with your name and department to: SWANWORD, c/o Marketing Dept., Shepton Mallet, to arrive May 24.

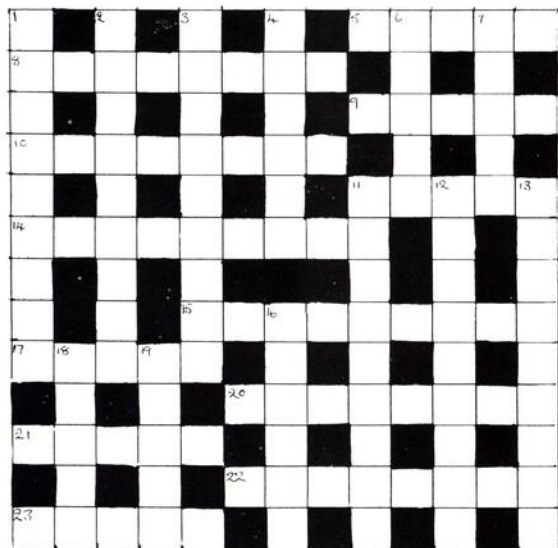
Solution Across

1. Irish coffee 8. Maderia 9. Rifle 11. Tacks 13. Hot tea 15. One for the road 17. Air bed 18. Quash 20. Libya 21. Inexact 23. Off Licences

Solution Down

2. Rod 3. Ships 4 & 18 Down Coal Queen 5. Forgone 6. Emotionally 7. Red and White 10 & 18 Down Fit for a queen 12. Cherry B 14. Sty 16. Overall 19. Zinc 22. Ace

Swan-Word No. 2



Clues Across

5. Digging suit? (5)
8. Infant pretence, we hear, about bubbles? (8)
9. Minty American cocktail (5)
10. Quivered (8)
11. Bottomless pit (5)
14. Drawn (9)
15. Spirit maker (9)
17. Paces (5)
20. Act of conferring (8)
21. Bear (5)
22. Relative (8)
23. Remains in corsets! (5)

Clues Down

1. Purlains (9)
2. Aim (9)
3. Sword casings (9)
4. Progenitor (6)
6. To pierce the depth of (5)
7. Attire (5)
11. Owning up (9)
12. Jaundiced? (9)
13. Descriptive of Babycham (9)
16. Drink - for a Pony? (6)
18. Drink the health of (5)
19. Fermented pear juice (5)

THE LONDON TEAM

To London came Eddie Dix - Selling Babycham his theme. He'd skill and guts - knew all the tricks - He was the London Team.

Others came and took their place in this important scheme. Their efforts - linked with Eddie's pace - created London Team.

From the past the names reached out as though to beckon, it would seem toward a future with no doubt within the London Team.

Thus we all became a part of something special: with eyes a-gleam and with, perhaps, we'd seen the start of Eddie's London Team.

But now, alas, it's been decreed it's days are numbered - Shepton deem it's future doesn't have the need of just one London Team.

Instead of one there'll now be two. North and South - the Thames we beam - scattered far the people who made up the London Team.

The paths we tread will differ wide, but memory will redeem the names of those we worked beside when with the London Team.

So, gentlemen, I call a toast. Not maudlin - but which will seem sincere - and in the hearts of most - it is the London Team

Ken Marchant
London Area Representative

BOTTLE DATE

The old beer bottle picture beat everyone, sad to say. There were only two entries to our competition inviting you to guess its age.

Mrs. S. W. Peck of Yeomanry Way, Shepton Mallet suggested it was about 63 years old. Mr. H. Allen, of Victoria Grove, Shepton said it was about 51-52 years old. He was the nearest since Mr Francis Showering tells us it is around 40 years old.

So you will be getting your Babycham sunglasses shortly, Mr. Allen - and here's hoping there will be many sunny opportunities ahead to wear them!