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Babycham Sparkles at the Bath and West

The Royal Bath and West Show packed in the crowds again this year — all 145,413 of them — and many found their way to the Babycham Pavilion where pub games were the big attraction for the second year. Those who came to see around, and stayed to play (there were bar skittles, hoop-la and darts) paid 10p a go to our charity funds.

But this year there was an extra draw — twice daily sessions starring famous astrologer Leon Petulengro, there in person to promote the Babycham Birthday Charts and Babycham zodiac cocktails. Visitors loved this rare opportunity to take a light-hearted look into the future, as seen by Leon.

There were also personal appearances by Debbie Johnson, reigning Babycham Coal Queen of Gt. Britain, Jane Awdry, the Royal Bath and West Show Country Girl and international

darts player Maureen Flowers, recent winner of the Pony Championship.

The grandstand unit, too, was as busy as ever, with over 100 served with lunch every day (plus other refreshments throughout), trade relations and the catering staff doing their usual magnificent job of hospitality. No doubt at all, their efforts leave our friends in the trade and our overseas visitors with a really wonderful impression of Showings.

Princess Margaret Presents the Babycham Gold Cup

H.R.H. Princess Margaret presented the Babycham Gold Cup to champion show jumper Robert Smith at the Royal Bath and West Show.

Riding Video, Robert Smith went clear in a six-horse jump-off and galloped past the finishing line in 51.6 seconds to take the first prize of £1,250. Robert won this prestigious event last year as well.

All the big names of international show jumping competed for the record £4,500 prize money. Graham Fletcher riding Sowerby Park was second with Lionel Dunning coming third on Jungle Bunny.



Princess Margaret congratulates Robert Smith on riding to victory on Video in the Babycham Gold Cup. Mr. Peter Alexander, chief steward of horses and main ring looks on.

Peter Rosewell Promoted



Peter Rosewell, FCA, has been appointed divisional chief accountant of Showings, Vine Products and Whiteways.

Aged 39, he has been SVPW divisional financial accountant since 1973 and in his new position will continue to be responsible to Edward Webb, divisional finance director. He first joined the division in

1970 as chief accountant to Whiteways, becoming assistant company secretary within a few months.

Educated at Ilminster Grammar School, he trained as an article clerk with the Taunton branch of Blakemore, Elgar and Co., Chartered Accountants.

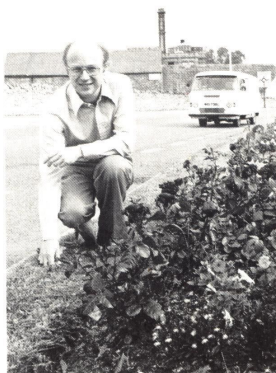
Peter is well known for his contribution to community affairs in his home village of Kingsdon, near Somerton, where he and his wife, Helen, have lived for six years. They have two sons, Mark aged 7 and Andrew aged 5. He is the clerk to Kingsdon Parish Council, where they have just over 300 people on the electoral role, and he is one of the six managers of the village primary school, with its 40 pupils, which his sons attend.

In 1969, he decided to gain experience in industry, and joined St. Cuthberts Paperworks Ltd., in Wells, as company secretary and financial accountant. But a year later he answered an advertisement for the appointment with Whiteways and found himself on the main course of his career.

His new appointment as chief accountant to SVPW Ltd. makes him responsible for the preparation of divisional accounts, for the co-ordination and preparation of financial information for the divisional board and for monitoring and advising upon related financial matters.

A replacement for Peter in his former appointment will be announced shortly.

WHO SHOULD



GET THE MONEY?

There's the handsome sum of £500 to be given away in Shepton Mallet later this year — for the second year running. Once

again, the proceeds from the Showings pavilion at the Bath and West Show, when visitors paid 10p a go to play pub games, will be used to give a helping hand to four or five local projects.

David Gilchrist, Showings marketing director UK, would like SWAN readers who work in Shepton Mallet to tell him which local cause you think should be in the money. It may be a charity, a community organisation, or a proposed local amenity. Or even an individual, or group of people, who could truly put £100 to worthwhile use.

May we ask you NOT to telephone (Marketing department have busy enough lines as it is!) but to jot down your suggestion and if possible, a brief reason for the choice, and send it care of SWAN POSTBOX.

All the good causes chosen last year were the recommendation of Showings people.

The Shepton Mallet in Bloom Society used their donation to plant four beds of roses which have added a graceful and colourful new dimension to Old Market Street.

"The idea was to get the town looking more cheerful", said Showings production director, Mr. Jeremy Henley, who, with other members of the Society's committee, planted the four beds of roses in March this year.

The Avon South Guides, who did duty at the Bath and West Show this year, appreciated the good stock of new kitchen utensils brought from the Babycham cheque donated to the Somerset County Guides last year. All the items have been specially stamped B&W and will be held separately for this annual use — when the means to prepare hot food quickly and efficiently assumes considerable priority. For two years running now, the Guides have carried out a first class job at the Show in adverse weather conditions.

The money allocated to the Hill Top Youth Club for the Handicapped was also used well. Founder member, Stan Curtis from Showings distribution department, told SWAN that it paid for a trip to the seaside and a Christmas pantomime.

The nursing officer for recreation and leisure at the Norah Fry Hospital, Mr. Frank Cole, said their donation last year was put towards installing an adventure playground for the use of about 50 to 60 of their patients, helping to buy equipment for recreational and therapeutic use.

It will be interesting to see what good can grow from this year's £500. The presentations are expected to be made in September, when there has been time to consider your suggestions.

NEW SWAN PANEL MEMBERS

Accounts department is now represented on the SWAN Opinion Panel by financial accountant, Nigel Baker and secretary to divisional management accountant, Julie Hounsell, who will welcome news and views from their colleagues.

OBITUARY

We record with regret the death on July 5th of Mrs. Hilda Showering, wife of our Chairman Mr. Francis Showering.

Throughout their 46 years of marriage, Mrs. Showering shunned the limelight, devoting herself to home pursuits. A flower lover, she took a keen interest in the garden and spent much time in it. She was also an expert cook and she shared with her husband his love of the sea.

On behalf of all readers of SWAN, we extend our sympathy to the Chairman in his sad loss.

LORRY DRIVER OF THE YEAR

Weymouth

Brian Whittock has won through to the Lorry Driver of the Year Competition at Bedford in September, where he will represent the Company in the national finals.

A team of six drivers from Showings competed in the Weymouth regional final in five of the 11 groups open to contestants. All the drivers had previous experience in this competition, with three of them winning in their respective classes last year.

Final positions for the other drivers were: Robin Pearce — 2nd; Bob Hale — 3rd; Julian Wilkins — 3rd; Graham Hawkins — 6th; and Anthony Padfield — 6th.

The course at Weymouth began with a road route test over 10 miles around the town under the eagle eyes of the marshals to test drivers on their capacity to handle day to day situations.

The second test was a series of man-

oeuvres at the base, where spectators are treated to a fine sight of professional drivers' skill in handling their vehicles.

The final test was oral, with questions on the Highway Code, legal responsibilities and mechanical knowledge — a section of the programme renowned for eliminating otherwise extremely able contestants.

The Company was also well represented at the Bristol regional finals, where Brian Chivers, Maurice Clark, Henley Curtis and Rowland Downton competed in their respective classes on a really wet and windy summer day.

Brian and Maurice are past regional final winners. The weather not only affected driving conditions, but played havoc with spectators having to return to the beer tent in between heavy storms.

At 5 p.m. the final positions were known, unfortunately no Showings drivers came out on top of their group,

but Brian Chivers and Rowland Downton came very, very close, finishing 2nd in their classes. Henley and Maurice finished fifth.

Congratulations to Rowland who finished second in his very first competition and with relatively little H.G.V. driving experience behind him, a

tremendous effort obviously to go one better next year.

This leaves Brian Whittock as Showings only representative at the National finals on September 8th, we wish him well and can assure him he will have plenty of support.



A winning smile from Dave Bevan and Brian Whittock.

Jack Bows Out with a Song

WHITEWAY'S

OVER 65 YEARS PROOF



INGREDIENTS: ENERGETIC, HUMOROUS, PATIENT, TACTFUL, GOOD-NATURED, HELPFUL.

BEST WISHES FOR YOUR RETIREMENT FROM ALL AT WHIMPLE

WHITEWAYS, WHIMPLE, DEVON, ENGLAND

Popular Jack Webb, retired from the purchasing department at Whiteways after 11 years, at the end of March.

With his lively mind and witty sense of humour Jack gained a reputation for being somewhat of a character. The regard in which he was held was reflected in a special presentation, held in the Whimple Factory, where production manager, Derek Lascelles presented him with a car radio and six bottles of wine on behalf of his workmates. In true tradition Jack followed his thank you speech with that little bit extra; on this occasion the

rendering of his own song "Goodbye Whiteways I am Leaving" sung to the tune of "Goodbye Dolly Gray".

As a further sign of his involvement with the purchase of labels and cans, special labels featuring Jack were printed and adorned his retirement gifts, and a scroll signed by senior managers contained a print of the Whiteways Cyder can as its centre piece.

Good wishes for a long and healthy retirement go to a man whose cheerful outlook on life will be missed.

THE AUTOCRAT OF THE FILTER ROOM

Every factory has its cats, and Gaymers is no exception. But Gaymers have Sandy, and in that they are unique.

This slightly timeworn feline gentleman lives in the Briggs Filter Room, but occasionally graces the Boiler House with his presence, where, due to an unhappy state that was inflicted on him in his youth, he holds the affectionate honorary title of 'Uncle' Sandy.

Sandy keeps two body servants. They are named George and Allan, and, at seven o'clock in the morning — breakfast-time for him — Sandy likes to make it plain that he does not 'keep dogs and expect to bark himself'. Breakfast must be ready on the minute, his electric fire must be switched on now, if not sooner, and the staff should stand humbly by to minister to the further needs of his comfort as they appear.

As everybody is aware, Gaymers make cyders of the highest quality and very successfully too; but what is not generally known is the part that Sandy plays in this success. Sandy is a taster of the finest

talents, and there is no better judge of a tank of the 'good stuff' than he. Indeed, it may be safely said that no inferior product ever gets past him and that he is the last word on vintage and alcoholic content.

Of course responsibilities of this sort are rather wearing and by four o'clock in the afternoon Sandy often looks a trifle jaded, but he always rallies strongly and is invariably on hand to see his body servants off the premises at six o'clock. After that he undoubtedly relaxes into the social round and that corner of his world which some suspect is inhabited by the odd pink mouse and a few green rats, not to mention those obscure bewhiskered entities with whom he plans the future of the business.

For, though it is generally known that Robert C. Grunberg is in command at Gaymers, there is no doubt in Sandy's mind, as he stalks the gloomy corridors of the cellars, who it is that really runs the place.

Bigger 'Gate' for Babycham Charity Open Day

A record number of visitors took the opportunity to see round the Babycham gardens at Shepton Mallet when it was opened to the public at the end of June.

There were 660 admissions, compared with 560 last year, paying 40p for adults and 10p for children. The proceeds from the gate money and from the teas served in the Conference Hall raised approximately £300 for the Retired District Nurses' Benefit Funds and The Nurses' Welfare Service.

The event is organised each year by

Eric Seabright, secretary of the Showers, Vine Products and Whiteways division, helped by volunteers from the canteen staff, Showers staff and their friends.

The weather was unexpectedly fine and sunny for the occasion and the famous Babycham gardens were looking their best, with the very fine rose beds in full bloom and the many different varieties of shrubs providing a picturesque setting to the landscaped waterfall.

WEDDING BELLS



Congratulations to Janice Purnell who recently married Bob Schuster, who is serving in the navy. Janice is a



capper in the Babycham bottling hall.

Jane Watts from Divisional company secretariat followed her recent wedding to Mr. John Eddison of Sheffield with a honeymoon in Corfu.

Jane, who was given away by her father, wore a full-length white dress with nylon laced net sleeves. Her flowered cotton head-dress had a full-length circular veil, and she carried a bouquet of red roses, pink carnations and white stephanotis.

The ceremony was performed at St. Catherine's Church in Frome. Jane's wedding day, May 24, is also her birthday. "Many people have said that I shall now lose out by only

having one present instead of two — to which I reply that I don't think he will forget our anniversary!"



Over 50 Years of Cyder Making



At the end of April, George Gooding made his last bottle of cyder when he retired from the Cyder and Soft Drinks Preparation Department of Whiteways.

He began work with the Henley Cyder Company one day before his 14th birthday in 1929. At that time Henleys was located at Newton Abbot in South Devon and George can remember Cyder being

blended in a building situated at one end of a street before being transported to the other end where it was bottled.

"In those days we were not too fussy over exact measurements. One five and a half gallon cask plus one six and a half gallon cask were sufficient to meet the customers order of two, six gallon casks."

George spent a short period of time at another Henley factory at Abbotskerswell in Devon before the business was acquired by Whiteways in 1934, when he transferred to Whimple.

Altogether George has served 51 years, with service only being broken for six years during the 2nd World War. "On returning from the six year war break, it took only about half an hour to realise that things had not apparently changed and it was hard to believe I had been away, however, things have changed more rapidly in later years with increased productivity and technology."

George has always been a keen gardener and expects to fill a lot of his retirement time in his own garden or if necessary helping other members of the village, who are unable to do their own gardens either through ill health or old age.

THE END OF THE LINE

SAM NOBBS of Gaymer's bottling hall retired at the end of May after nearly 14 years with the company. He is seen (centre left) receiving his retirement gifts from colleagues Alan White (left), Andrew Murgatroyd (Production Manager) and Jack Hazel (right). Sam is a great gardener and also a keen bird watcher — the feathered kind!

We would all like to wish him well in his retirement.



GEORGE OFF THE ROAD



George Eves received a cheque from his colleagues and a company retirement award cheque, when he retired from Showers after 13 years service.

He began working with the Company as a driver in 1967 and ended his service as a driver's mate at the end of April.

He lives with his wife in Vestry Road, Street, Somerset and plans to spend his retirement "taking life as it comes."

Travelling is not all a Bed of Roses

In May this year director Peter Edwards and export manager, Tony Wells, visited South Africa to see our distributors there, who had recently considerably re-organised. They met old friends and made many new ones there by ensuring the continuance of a workable and amicable relationship with our distributors in this important export market.

However, nobody should imagine that a two week tour to such a delightful country as South Africa can be considered all pleasure. Both representatives came down with a severe attack of food poisoning on the second night of their visit to the Cape and, being seasoned campaigners, both were able to continue with their programme without too much distress.

They were not helped by the fact that the food poisoning was accompanied by a dose of fever for Tony in a very cold Cape, where the winter season was starting. Frustration then followed when they heard that England was basking in a heat wave. Health and good spirits were totally restored, however, when they saw the British Lions beat Natal in Durban a day or two later.

gunmen, who threatened to blow up the hotel unless their various demands were met. The gunmen took one of the hotel staff hostage and then demanded to be allowed into one of the empty rooms. They took over room 1525 on the 15th floor and then made several bizarre demands which they said, if not met, would lead to them blowing up the hotel with dynamite, which they had strapped to their backs.

On the morning that this started, convinced that the waiting photographers were there to greet a visiting film star, neither Peter Edwards nor Tony Wells were aware that anything was amiss, and they went out to Wadeville (the Babycham distributor's depot outside Johannesburg) as planned. However, when they returned at mid-day it was apparent that something quite nasty was going on because of the large number of police and soldiers running around with walkie-talkies and guns.

It didn't stop our intrepid travellers going upstairs to their rooms on the 25th floor, however, to get their business papers, but they are of the view that it might have done if they were aware of what was actually going on at that time.

Still they survived it all, but were very glad to return home to the tranquil joys of summer in England!

25 YEARS' SERVICE



Great grandmother, grandmother and mother, Alice Hodges, a seamstress at Showers, was honoured by her colleagues at a presentation ceremony recently, to celebrate 25 years service with the company.

The company presented her with a radio and cassette recorder to mark the happy occasion.

Her duties as a seamstress include controlling the arrangements for the laundering and distribution of overalls, boiler suits and various other sewing and repair jobs.

A keen gardener, Alice is a widow, and has four children, 10 grandchildren and two great grandchildren. She lives in Duchy Road, Shepton Mallet.

NEXT COPY DATE

Friday September 5th

DRAMA

In Johannesburg our two travellers were present in the Carlton Hotel when it was seized by

OUT & ABOUT

AT THE ROYAL BATH & WEST



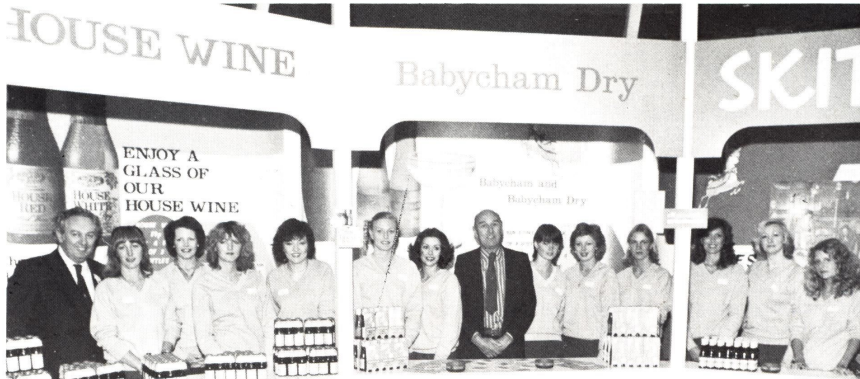
Lovely Jane Awdry, winner of the Miss HTV West/Miss Countrygirl title, asked Leon Petulengro to 'reveal all.'



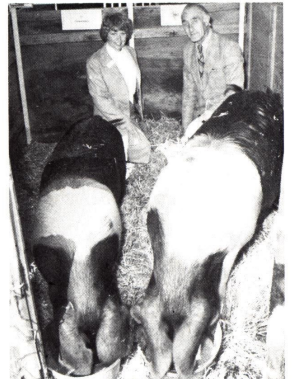
Jimmy Jones, Showerings regional brewery accounts manager and a lady guest.



FROM FAR AND WIDE: (left to right) — Jim Cregeen of J. L. Morison & Jones Ltd., Baby-cham distributors in Nigeria, Alan Underdown of Ker Bolton, distributors for Indonesia, Kathleen Underdown, Mr. M. Naganathan of Brodie and Co., Sri Lanka distributors; Wendy Cregeen and Showerings export manager, Tony Wells.



Looking after the Babycham girls at the Show were Bert Bramble, special promotions executive (left) and Frank Butler, trade relations manager.



Jayne Hillard, Showerings trade relations member, and farm manager Ian Hardcastle with two of the Whiteways prize-winning pigs.

IT WAS ALL RIGHT ON THE DAY — By May Shortland

What is there left to write about the Royal Bath and West Show that hasn't already been said, for in particular with Slades, all the ingredients were similar to previous Shows and it was just a case of 'the mixture as before'. At least, so we thought!

But often things never seem to work out exactly as planned and it is sometimes surprising to know just what does happen behind the glamorous facade of a Show stand, when making preparations beforehand. This year was no exception for Slades, with kitchen and bathroom displays forming the basis of their stand, and a working shower unit, shower cabinets and bathroom accessories

making up the 'scene'. What could be more straightforward — all one had to do was order the products well in advance, organise the fitters, staff etc., and 'hey presto!' With everything ordered to schedule, dates for fitters arranged; yes, it all seemed quite simple, just a case of good pre-planning. But, the worst can always happen, for at zero hour, a telephone call from the bathroom manufacturers informed us that the worst had happened — "We have a strike at the factory — no chance whatever of getting anything down to you for the Show" — "Nothing at all!" we exclaimed — "Not a hope," they said, — "Can we arrange transport to collect?" — "Not on your

life — never get past the pickets" was the reply — "Anyway, we will try to think of something, but thought you must know the worst — no use pretending" said the voice at the other end of the line. "Is there any likelihood of the dispute being settled?" we asked... "Uumm... No... It's bad"! Just the sort of news for a Friday afternoon, but at least there could be no kitchen problems, or so we thought! Monday came, and the week before the Show, and wonder of wonders, the strikers returned to work, things were looking good again, but not for long, the kitchen drama was soon to commence.

One lorry arrived from the kitchen factory but with only one kitchen aboard,

a small part of our Show order; the three kitchen fitters also arrived from Works, but there was only one kitchen to fit. After playing an impatient 'waiting game' we were eventually informed that the 'new' kitchen promised, had not even been manufactured. Drama indeed, the fitters could wait no longer, so it was a question of using kitchens from our existing stocks.

Surely nothing else could go wrong, but, of course, it had to, for although the bathroom manufacturers were now working and had despatched our bathroom suites, they had forgotten to load the divisions and backboards so essential for the displays. There was no alternative but for these to be made by the staff working on the stand, for time was now running out.

It was certainly a good exercise on how to cope with a difficult situation and the old saying 'All's well that ends well' is quite true for it really was all right on the day with business booming.



A refreshing glass of cider for Babycham Coal Queen, Debbie Johnson in Gaymers apple orchard. Geoff Rowson, orchard controller, and Tony Calder (right) look on.



Entertaining guests from abroad — export executive, Martin Thompson (left) with his wife Sarah (right) and visitors Eric Hutchinson, director of Looza S. A. Brussels and his wife Claire.



MEETING THE PRESS: Somerset editors, David Prior (left) of the Western Gazette and Geoff Humphrey of the Shepton Mallet Journal, share a joke with Showerings marketing director, David Gilchrist.



From left — John Standard, Coates Gaymers sales director, Shirley Wheate, Showerings trade relations officer and Stan Wheate, Coates Gaymers regional sales executive.

Come up to the Lab and see what's on the SLAB



Peter Hatton, above right: Susan Stevens, and right the team: Kim Thompson, Elizabeth Chapman, Elizabeth Chaplin, Terry Hollands, Frances Franklin, Nicholas Townhill, Adrian Candy, Donald Perry, Julie Parker, Marilyn McManus, Sheila Pierce and Susan Stevens.

Hey presto! A puff of smoke . . . and a green dragon appears. Such is the stuff of fairy tales and fantasy. Beyond these ethereal realms however it's quite a different matter . . .

In Showerings technical department, which includes the laboratory, it's science and not sorcery that counts in attaining the exacting technical requirements of the Company's famous brands, like the new white wine aperitif, Green Dragon, recently test launched in Anglia.

SWAN went up to the "lab" to see what was on the slab this month and boffins Peter Hatton, technical manager, and Kim Thompson, laboratory manager, took time off from their pipettes and test tubes to explain to the layman what went on in their mysterious domain.

The technical department headed by Peter Hatton is basically a co-ordinating service that ensures that certain processes are carried out satisfactorily and that production is good enough for delivery to



'Olde English Cyder.' In the case of House Wine, the technical boffins liaised with the production department in sorting out things like production parameters and shelf life of the Spanish wine selected for bottling in England.

While with the generic House Wine, a selected group from marketing and pro-

duction worked together with the technical department to decide on which wines to use in terms of range extension. Quality and price were of course prime considerations. "We took alternative wines and selected what we considered the best and bottled it in a pilot plant with a final test for shelf life," said Peter.

In broad outline the technical department devotes a fair amount of time to looking at extensions in the wine and cyder area such as the lite cyders in vogue at the moment and of course the extension of House wine in April to go more up-market. "It's a case of working on new products and developments on existing themes," says Peter.

Even backrooms have backrooms and perhaps the laboratory could be said to function as the technical department's one. "As an integral part of the department, the laboratory helps to provide day to day information to production man-

agement to guide them in their task of fermentation, processing and bottling," says Peter.

The various sections of the technical department comprise a pilot plant for product and process development; a chemical analysis section; a microbiological section and packaging and raw materials unit. "These four groups cover the spectrum of our responsibilities," said Peter rounding off the "umbrella like role of the technical department" as he sees it.

There are three laboratories on site at Shepton Mallet. Laboratory manager, Kim Thompson explained the individual functions of these: "In the Babycham area we use chemical analysis to monitor the product at the end of fermentation for specifics like colour, acidity and alcohol content."

The production department can then put certain additives to the base from the results of these analyses.

When the process is completed there is more analysis by the laboratory and if the product then meets with the required specifications it is considered suitable for bottling. In the case of Babycham, several bases may be blended together to give it, its typical flavour.

So exacting is the process involved that yet another analysis is made on the final product once a day on each line.

From a microbiological point of view, Kim says: "The laboratory staff are concerned with samples throughout the process to monitor the microbiological status of the product to ensure that it is sterile. There is a further checking after bottling as well."

"Raw materials and packaging are also part of our responsibility. We check the bottles for cracks and the labels to ensure the copy is accurate and the colour correct." The crowns are also scrutinised to ensure the bottling process is efficient and the final package meets the specified requirements.

"The point behind all these checks and processes is to achieve a microbiologically stable product, which has a standard Babycham taste." Juices and concentrates as well as other raw materials such

as sugar syrups have to be checked themselves before fermentation even begins.

The process in the cyder factory is very much the same, except for the fact that additives to the raw material, in this case cyder, have also to be checked by the laboratory staff, whereas on the Babycham side, production manager, Bill Price does this.

At Charlton Brewery Britvic orange is blended in pre-set amounts and this is then checked by the technician there to ensure the right concentration and dilution is carried out. Some microbiological checking is done here as well. Kim says the two most important considerations are the microbiological state and the taste of the product.

"Through chemical analysis we ensure that the product is within a certain number of set parameters, which invariably lead to a set taste. This analysis also involves certain preservatives, which if they are at the correct level, in turn ensure microbiological stability. Basically the yeast content is the prime concern on the microbiological side. This is because of the low acidity of the product. If yeast grows in the bottle it causes spoilage by deposit and the bottles can explode."

"In essence," says Kim, "Our job is a service to the production department."

The people involved in performing this service are Peter Hatton, who as technical manager is only directly concerned on the laboratory side if some specific analytical problem needs some help. He chairs the divisional technical liaison committee, which brings together technical managers throughout the SVPW group for discussions on items on common interest within the division twice a year. It covers the UK companies in the group as well as Eire and some European companies. Peter also represents the division on the main Allied Research and Development Committee. At divisional level Peter is also responsible for reports on the product development and processes, though each company does its own day to day checks. Product development is one of Peter's chief tasks which, because of its

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Cleaning department members get underway in the staff canteen. From left: Alice Dunkerton, Ernie Flowers, Doris Lambert and Graham Starr.



Supervisor Frank Ross and some of his colleagues. From left: Myrthe Rymes, Gladys Lintern and Margaret Hatcher.



Ernie Flowers proffers a tasty morsel to one of the ducks in his charge.

DAWN PATROL . . . A LOOK AT THE CLEANING DEPT.

The men and women, known aptly as "the early morning brigade" at Shepton Mallet, usually finish their first working stint of the day before the rest of us can say "rise and shine."

You very seldom see them, but you certainly would know if they weren't there every day. Bright and early each morning — 6.30 a.m. to be precise — cleaning department supervisor, Frank Ross's team have arrived for the first shift of the day lasting until 8.30 a.m. By this time they have cleaned some 170 offices, plus the various sections in adjoining roads to the main block; the conference hall and room; boardroom, staff and works dining room and the directors' dining room, medical room, lecture room; as well as toilets, staircases and landings.

The team of 25 cleaners cover a few miles during their working day, cleaning quite a few thousand square feet of flooring and

shining numerous panes of glass. "To keep on schedule, I drive a car from one point to another on my rounds cleaning various offices," said Ernie Flower, who's been with the Company for 23 years.

The afternoon is largely taken up with clearing and cleaning the canteen again after the mid-day meals, and clearing litter bins.

The 25 member strong staff are all allocated to various sections of the complex and work on a shift basis with the early morning stint from 6.30 to 8.30 and cover for each other on holidays during the evening shift of 5.30 to 7.30 p.m. Supervisor Frank Ross and Graham Starr join Ernie Flower on the day 8 a.m. to 5 p.m. shift.

"Let's face it, ours is not an

easy job. We often work in dust with handkerchiefs over our mouths when renovations are going on and during flooding we get soaked, but I'll say this — every member of the staff pulls together and does their fair share," said Frank.

This means not only covering for each other during holidays but pitching in and helping someone whose patch may have been flooded and therefore will take longer and be harder to clean, he explained.

About 15 years ago roughly about 10 cleaners used to get down on their hands and knees brushing and polishing all those square yards of floor. "These days," says Frank, "to cater for the increased area involved we have evened out at about 25 people and use two new modern machines for scrubbing and

polishing, with vacuum cleaners for the carpeting.

"Another aspect of our job is ensuring furniture and equipment is ready and available for the many conferences and functions here." They are particularly busy during many of the trade visits ensuring facilities are clean and set out before the visitors arrive and then again clearing and getting them ship shape, when a party has gone off around the factory before returning in the afternoon for tea.

Weddings, discos, parties and the numerous other social occasions catered for at Shepton Mallet are also the responsibility of the cleaning department.

There are 22 women in the cleaning department. Dora Whittle, who is responsible for the computer offices, has been with the Company since 1959, as

has Doris Lambert, who keeps the Great House offices clean and tidy.

Frank himself has been with Showerings since 1956. "I began working in the factory and moved to the stores five years later, where I worked for another four or five years before taking over as supervisor from the late Ernie Lintern."

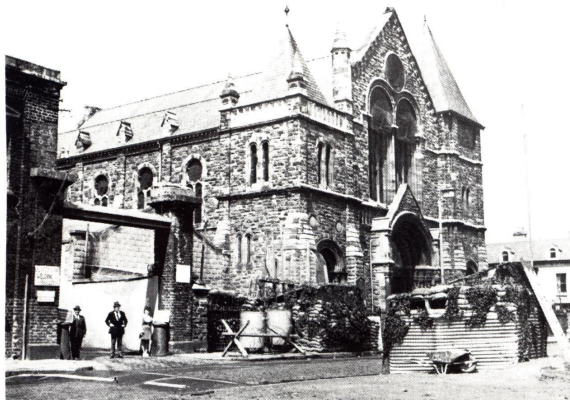
The single biggest nuisance of the cleaning department men and women is none other than the Sheppy River. When it rains too much the banks have been liable to give way and the river has overflowed into some of the offices at Showerings.

"Last July was the worst," said Frank who was alone one evening when the banks overflowed and the water came flooding down into his office below the

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INSIGHT

OPERATING A DEPOT



1974 Army fortified Post at entrance to The Northern Ireland Depot.

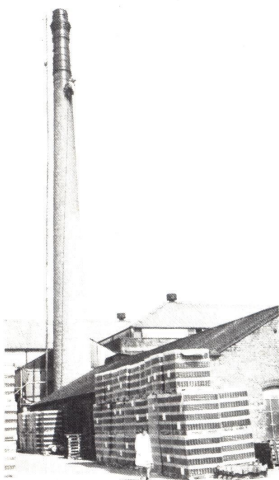
IN UNIQUE CIRCUMSTANCES

— By Thomas Allen
(Sometime depot manager
— Whiteways of Belfast)

HIGH LIFE IN ATTLEBOROUGH

A firm of steeplejacks, M. Hird & Sons from Keighley are carrying out routine maintenance on the boilerhouse chimney at William Gaymers.

Judging from the picture you'd certainly need a head for heights to get to the top of the pile at Attleborough.



Babycham Pub of the Year

Winning pub in our Babycham sponsored nation-wide competition, the Babycham Pub of the Year 1980, is The Squirrels, a free house in Springfield Road, Chelmsford.

The choice was made after an incognito judging trip around 9 finalists (out of 1,520 pubs and 388 clubs nominated) by Freddie Pring, our trade relations consultant, with John Evans, past chairman LVNH and Jane Awdry, Miss HTV West/Royal Bath & West Show Country Girl. Pictures in our next issue.

WHITEWAYS OF BELFAST — 1954-1980

My career with Whiteways began in 1953 after Richard Whiteway invited me for an interview. He decided on a test period over three months and he engaged me as an agent on a commission basis.

Operations were slow at first. At that time Vine Products had the lion's share of the British wine trade in Northern Ireland and Gaymers the cyder business. However, although a stranger to the liquor industry I was well known in local business circles and made the most of our limited advantages, particularly price-wise.

After three months' trial run, Richard Whiteway came over to Belfast, met all our new customers and was received by the Lord Mayor of Belfast. He engaged a stand for our products at a forthcoming Ideal Homes Exhibition in the City and told me to hunt around for a building that could be rented for use as a temporary depot and transferred my role from agent to staff.

In those days (1954) the larger wholesale distributors and one national brewery were concentrated in the Townsend Street area of Belfast. This was what attracted me to it and when I learned that a derelict foundry with a large yard space was being let out in individual units I rented a 3000 sq. ft. single storey unit, but it was in a mess. However, I brought in some "handymen" and by the liberal use of plywood and paint we had, in a short time, the place looking cheerful and passable as a liquor warehouse. We were in business — 16 ton containers could now be shipped direct with mixed products from Whimble. I engaged a local firm of young men who had just gone into the transport (haulage) business. In fact I was their first client.

In the months that followed I couldn't cope on my own and engaged a part-time storeman — a retired docks foreman who proved to be worth his weight in gold, and much later another part-timer — a retired lady clerk from Belfast City Treasurer's Dept. The three of us made an excellent

team, in that within limits, we were all interchangeable.

My role was now concentrated as, apart from depot management, I covered Northern Ireland as a salesman and handled publicity and advertising. By 1969 Whiteways Belfast Depot was an economic and commercial success. It was accepted as being part of the senior liquor scene in Northern Ireland.

TROUBLE

Alas! came the troubles, the terror as it is called locally. Townsend Street, Belfast, was dead centre of "Target Area" with our warehouse sited right in the middle of the opposing factions. After a few cracks of gunshot and the odd bomb our trade neighbours left and in some cases abandoned their premises for safer pastures. One tragic exception was Casey & Co. Ltd., whose warehouse was 400 yards from ours. They stayed. Some people, posing as customers, came in and shot dead the two Casey sisters and a storeman.

In our case, our holding was so dangerous that contrariwise it became safe, because when the Army moved into the district they billeted a platoon of infantry in the Church Hall at our yard gates and mounted a sand bagged L.M.G. Post on our warehouse roof for their own protection — which, of course, brought us under their umbrella.

After a particularly vicious confrontation between the Army and a mob near us, some of the latter on the run from the Army took refuge in our yard area, a few even coming into our place. Later when police cleared them out they advised me to remove all external advertising including painting out our "Whiteways Depot sign", their logical reasoning being that a liquor warehouse had a particular attrac-

tion for a rioting mob who were quite capable of looting it.

I took the police advice, kept all doors closed and carried on quite well, only opening up when a caller had been identified from a special sighting arrangement with which the Army presented us. To a stranger our depot looked like a place that had been abandoned. Although we were now very secure there was a hazard in the new set-up.

One afternoon I heard footsteps and hammering on the roof. On going to investigate I found two "tinkers" (Traveling People) there in broad daylight hacking away at the lead and copper surround. When I told them to get the "hell out of it" one fellow slid down and came at me without uttering a single word. In the exchange of blows that followed, I was doing all right until I was suddenly grounded by my opponent's mate who had taken a flying jump from the roof onto my back. Fortunately, just as I was getting the "treatment", a truck pulled into the yard and its two young hard fellows, who knew me, sailed straight into action. However, between the three of us we overpowered our men and detained them with difficulty by the old fashioned method until the police arrived.

Another time I had two workmen on our warehouse roof replacing broken slates. Shooting started in the street, which is parallel to our depot gable. A youth was shot dead. Hearing the firing, the workmen lay down flat where they were. Minutes later an Army patrol in a follow-up operation dashed into our yard, spotted my "Roofers", mistook them for gunmen, fired a few shots over their heads and called on them to come down. Instead, they rolled still flat down the opposite side of the roof and took to their heels. I never saw them again.

Artistic Accolade for Former Employee

A portrait of the Queen Mother painted by Shepton Mallet artist Edgar Dredge will be unveiled at The Centre, Shepton Mallet on August 4 during the Royal Grandmothers Ball.

Edgar Britton Dredge worked at A. E. Showerings Ltd., at Kilver Street Brewery as it was then known, during the 1920's and 30's. "I thought that as the

Queen Mother was to celebrate her 80th birthday I would paint an unusual portrait of her as I like to see her, with a smiling face," Edgar told SWAN.

JEWELLERY

The picture was acclaimed in the local Shepton press.

The jewellery worn by the

Queen Mother in the picture was affixed to the painting and consists of more than 3000 miniature simulated diamonds. The portrait is mounted in a beautiful gilt ornate frame measuring 27" x 21".

Tickets for the Ball at £3.50 can still be bought at the Centre. Dress is formal and the evening begins at 7.45 p.m. for 8 until 1 a.m.

A QUARTER OF A CENTURY FOR TOMMY ALLEN



From left: Rod Armstrong, Tommy Allen, Haydn Sully, Maud Allen, Chris Bradford and Richard Whiteway.

Northern Ireland depot manager, Tommy Allen, flew to Whimble with his wife at the end of March to receive a portable T.V., marking the Company's appreciation of dedicated service in the difficult conditions over a quarter of a century, described above.

During the presentation Company Chairman Richard Whiteway recalled some of these conditions that obviously made Tommy's duties very exacting at times.

the sluice gates to deal with a build-up of water and we haven't had any more flooding recently," said Frank.

Aside from the odd flooding incident Frank and his colleagues can remember one other occasion Frank describes as amusing in retrospect, but it certainly wasn't at the time.

"Shortly after 6 a.m. while on my rounds I got stuck in the lift. There is an alarm button, but as there wasn't another soul in the building I had to sit and wait until nearly 7 a.m., when Gwen Field, who works in the same section of the building, could sound the alarm."

It wasn't all plain sailing then either for Frank had to remain another two hours in the lift until he was released. "There was nothing I could do but sit and wait it out," said Frank.

However, perhaps the most unusual part of the varied duties performed by the cleaning department is that of looking after the ducks.

DANCE COMMITTEE BRANCHES OUT

— by Roger Reeson

On Saturday June 7, the Shepton Mallet Dance Committee departed from their normal role of dance organisation, and became theatrical agents! Two coach loads of people from the Shepton companies left the reception car park for a day out in London, the main purpose being to see the musical "Evita", although some adventurous souls went to London Zoo (I gather mainly to ride on a camel!!).

Fleet Services was to be our first stopping place, and when we arrived we found ourselves in the company of hundreds of youngsters on their way to the Schoolboys International Football Match between England and Scotland at Wembley. After queuing for coffee (and toilets) we set off on the final stage to London.

We were dropped in the Haymarket and then went our various ways to meet up at the Prince Edward Theatre for the matinee performance. For anybody who has not seen the show, we can now thoroughly

recommend it.

After the show, we again parted company and set off to find refreshment and to window shop, until our return journey. On the way back we stopped in Marlborough and finally arrived back in Shepton around midnight. It was voted a good day although it was tiring.

Following this success, the Committee has decided to do a similar exercise in late September or early October, so let us know if you've any preferences for shows, and watch the notice boards for further details.

Looking further ahead, the Committee is planning a weekend in Paris over the May Day Holiday weekend in 1981. Places will be limited, so if you think you might like to come give your names as soon as possible to the dance committee. Once costs are available we'll be able to give more information, although at this stage any Committee member will be glad to let you have what details we have available.

TECH DEPT.—continued

confidential nature, is handled exclusively by Peter Hatton and company director, Peter Edwards. Another specific area of Peter's duties is sitting on the board of the Allied patents as a representative of the division. He sums up his day to day responsibilities as "co-ordinating the various services in the technical department and laboratories."

Kim of course as laboratory manager is mostly involved in the analytical and microbiological functions of the department. In charge of the pilot plant is senior technician, Bob Chaplain. Technicians Liz Chapman and Lizzie Chaplin handle the microbiological section, with senior technician, Terry Hollands responsible for raw materials and packaging. In the Babycham laboratory, development chemist, Nick Townhill looks after chemical analysis with technicians Marilyn MacManus, Donald Perry and Julie Parker. In the cyder factory the senior technician is Tony Bynoth who works with technician Susan Stevens. Charlton Brewery technician is Adrian Candy.

The secretarial back-up is provided by Sheila Pierce, who is Peter Hatton's secretary and Francis Franklin, the departmental shorthand typist.

CLEANING DEPT.—continued

reception area. It took him about three hours to get a semblance of order with a mop, bucket and squeegee. "I had to use disinfectant too as there were weeds and all kinds of muck coming through.

"Fortunately Peter Hutchings in the building department arranged for some alterations to

GARDENER'S CORNER

Lawn maintenance in the Babycham gardens

— By Chris Bath

Many visitors and employees have commented on how well the lawns look in the Babycham Gardens, and all say "I wish mine was like that."

Lawn maintenance is an all year round operation. Last autumn the lawns were raked to remove dead grass and spiked to a depth of six inches. This allows better surface drainage and so reduces moss. Spiking allows air to the roots which are more active during the winter months than during the summer. We applied a dressing of autumn lawn fertiliser to encourage root growth and harden the grass before the onset of winter.

Mowing continued with gradually reduced frequency until the middle of December. Mowing commenced again during late February.

After the mild and wet winter, there was a lot of moss in the lawns, particularly near the lake. Moss killer was applied during late March, and the lawns again spiked.

During April the first dressing of spring lawn fertiliser was applied which encouraged growth and gave the grass a lush green appearance. A further dressing was applied in June.

During the very dry period of April and May the lawns fared better than many due to the deeper root system which has been created. The lawns around the rockery, dry out very quickly, so irrigation was provided and avoided any drying out.

Mowing is carried out weekly during the late spring, summer and early autumn using a well adjusted cylinder mower. The clippings are boxed off which gives the best finish and also helps to reduce the spread of weeds. The height of cut during summer is never closer than 1/2". From late autumn to early spring the height of cut is raised to approximately 3/4".

Lawn weedkiller can be applied at any time during the growing season but not during a drought. Best results are obtained following spring fertiliser application.

ORCHARD MODERNISATION AT GAYMERS



This area of 12.5 acres of standard cyder fruit trees known as the Footpath Orchard was planted in 1937/38 with Woodbine, Sweet Copin, Forge and Dabinett varieties. The 495 trees were planted at 30' x 30' intervals and they accounted for a quarter of the total orchard acreage.

Since the extremely dry summer of 1976 they yielded no crop at all and a rapid die-back became apparent in these somewhat overlarge and unmanageable trees. It was obvious that irreversible drought damage had occurred. The Norfolk A.D.A.S. officer who was contacted for advice recommended that they be grubbed.

The grubbing began as soon as it was practicable and the land was prepared for normal agricultural operations by the middle of last February. By the end of March it was ready for the drilling of spring oats, which our local grain merchants had advised would be the best crop variety. The normal crop treatment and harvesting will be carried out by contractors and by September this year we should have a stubble field, ready for replanting. The straw from the harvest will be baled and retained for mulching the new trees.

Planting the new trees will commence in December this year, or immediately after fruit picking has finished for the season. 2,000 MM106 Bramleys with pollinators are the varieties selected and these will be planted 12' apart in rows of 18'.

Before planting, strips will be subsoiled along the line of plant. All the trees are to be staked and wire guarded.

SALES FORCE NEWS



A DOG CALLED CYDER

— By Tom Chandler

Licencee Tony Dodd and his wife of the Neville Arms, Dyfed, South Wales, recently purchased themselves an Old English Sheepdog and decided that since they had such excellent sales of Coates Gaymers Old English Cyder, their dog just had to be called Cyder.

Tom Chandler, our Wales & West area sales manager is seen here pouring out Cyder's name-

sake for him being observed closely by (left to right), Neil Ashby, the local representative, Tony Dodd and his wife.

Cyder is a great favourite with the locals who continually try to tempt him with a tippie. But Cyder knows when he has had enough and really, between you and me, feels dog food is still the best.

THE ATTLEBOROUGH STORY — by Robert Grunberg

The pressures on a growing business requiring good transport facilities encouraged William Gaymer, grandfather of the present company chairman W. C. C. Gaymer to establish a cider factory on the present site in 1896.

The 70 acre site is adjacent to the main railway line from Ely to Norwich, next to the Attleborough station, and was ideal for the construction of a typical late nineteenth century production unit, with its large cellar area, and packing and warehousing sections.

Production and packing were essentially similar to the present practices, but of course the scale and in particular mechanisation associated with production were very limited in comparison to modern operation.

In the early days a typical annual production would have been 1 million gallons, divided between pipes, hogsheads, casks and bottles.

A number of distinctive brands emerged, ranging from a champagne style product to the traditional strong cyders with which Gaymers is still associated.

Over the inter-war years the production of cyder increased steadily and a London depot was opened. This was a colourful period in cyder making and nothing epitomised the time better than the stylish livery of the cyder wagons and the horse teams.

About this time an orchard of 50 acres was planted, largely experimentally, to examine cyder apple varieties under East Anglian conditions. The major source of fruit, however, remained as today Bramley, traditionally from the orchards near Wisbech.

The Second War was traumatic for the factory. Many of its best known names did not return, including Mr. Maurice Gaymer who lost his life in Singapore.

THE BEAT GOES ON

Neil Ashby, area representative for South West Wales is pictured here with his percussion and drums, which he uses for the local brass band and orchestra.

Neil started playing the violin at the age of 10, at school, and music has been his hobby ever since.

While serving four years in the R.A.F. he joined the East Riding Youth Or-

The factory did not escape unscathed and suffered severe bomb damage in a daylight raid by a German Dornier bomber in December 1940. The popular story was that the site was thought to be an oil refinery. 'Lord Haw Haw' reported the event over the lunchtime news! The bomb scored a direct hit on the paper store which was situated next to the brandy store. The resulting fire caused extensive damage through the entire bottling floor. A high explosive bomb fell almost directly on the same place and this demolished the stairway between the office and main factory. The other high explosive bombs from this 'stick' fortunately fell on allotments over the road. The following week the factory was heavily machine gunned.

Dennis Crummett who was then office boy says the staff quickly dived under their desks. Afterwards they helped move the office furniture to the works hall which was used for an office until the new one was built about a year later.

Following extensive rebuilding after the war the factory re-emerged as a major cyder producing site. The familiar brands in the post-war years were the extra dry VD cyder, Two Star, Diamond, Gay Flag, Gay Sec and of course Olde English. The range of packages available then was very extensive — baby, splits, smalls, crown pints, screw pints, flagons and champagne quarts.

The '50s were a difficult period for

LEISURE AT LONGLEAT

Recently some of Coates Gaymers Wales and West sales team enjoyed a relaxing day out with their families at Longleat. The full and entertaining day of events was organised by Tom Chandler, area sales manager, and some of the party, which also included national sales manager, John Holmes, had the opportunity of meeting the Marquis of Bath and his son, Lord Christopher.

The party were given a comprehensive tour of the famous complex by Mr. Freddie French, Longleat's public relations officer, who also arranged an excellent lunch.



Our picture shows the team relaxing in the gardens, from left to right Brian Hewlett (Cornwall representative), John Holmes, Lynn Jones (Mid-Wales), Ray Stabb (Devon, Dorset and Somerset), Tom Chandler and Clive Gisby.

HOBBY HORSE

"COME DANCING" — with Brian Hoggard

For the first in a series of reader's hobbies, this issue looks at Showerings' Lancashire and North Wales area manager, Brian Hoggard's twin leisure interests — caravanning and Morris dancing.

Brian, a member of the North Lancashire Centre of the caravan club, organised his first rally two years ago with 34 caravans from 14 centres crossing the channel to France.

"We were officially met at Moyaux in Normandy where the Mayor opened the rally with an exchange of cider", recalls Brian.

"We presented him with gifts of 1/2 gallon jugs of real English scrumpy and Coates Triple Vintage cider and he responded with bottles of his own very special Normandy cider for each of our families."

At the second venue — Penvins on the Gulle de Morbihan, in Brittany — a half gallon of Highland Cream Scotch Whisky was presented to the Marquis de Gouvello for allowing the club to rally on his land.



That initial successful venture abroad was followed with another rally to France last year, when Brian and his fellow rally members visited the Loire Valley, The Dordogne and La Rochelle areas.

This year Brian sets off on yet another rally. This time to Luxembourg, Germany and France, and his Morris dancing troupe will give demonstrations at fetes.

WHAT'S YOUR HOBBY?

Other SWAN readers with an interesting hobby are invited to send a note about it to the SWAN post box or their panel member.



most cyder companies and the next few years saw mergers and takeovers in this industry. In 1961 Showerings Limited took over William Gaymer & Son which became part of the cyder sector which included Whiteway Limited and R. N. Coate Limited. Coates Gaymer Limited emerged shortly with two integrated production units, respectively at Shepton Mallet and at William Gaymer & Son Limited, Attleborough.

Present day Attleborough has strong links with its origins, retaining the vat house of traditional oak vats, and its

terminology. Although the factory is fully metricated, cellarmen think and work their volumes in pipes, then translate to gallons or hectolitres. The pipe, a traditional measure, is equivalent to 118 gallons — a nice large unit and easy to work with! These strong links have provided the character always necessary to accommodate change. In recent years skills of personnel in the factory have advanced as new machines in apple pressing, bottling and keg filling have been installed to take the unit into the '80s.

BEST BRITISH FRIESIAN AWARD



Nigel Pidgeon, John Gribbon (Herd Manager) and Ogilvy Smith.

Top honours for the fifth successive year at the Royal Bath and West Show, went to Mr. Keith Showerings' prize winning Sharcombe herd, with Ullswater Beatus 8th winning the Best British Friesian Award.

She was also judged Breed Champion, Female Champion and 1st Senior Cow in

calves, on the first day of the Show. The running commentary described the animal as "a very notable British cow".

Other honours in the Sharcombe Herd went to: Grove Moss Rose 65th — 2nd Senior Cow in calf; Kilton Disney — 1st Heifer in milk; Whitsbury Lady Dilly 62nd — 2nd Junior Cow in milk;

Sharcombe Frances 27th — 2nd Heifers in calf. Hungerford Bracket 38th — 3rd Senior cows in milk; and Sharcombe Beatus — 4th Junior cows in calf.

Ten animals from the herd were entered and won 10 first prize tickets from the Royal Bath & West Society and Unigate, six second prizes, four third prizes and two fourth prizes.

SPORT

Almost a year of planning and solid hard work by the Showerings team behind the 1980 Pony Ladies' Darts Championship, culminated in the phenomenally successful Great Britain Final during May.

The tributes from the secretary of the British Darts Organisation and a major darts magazine, certainly bore testimony to the smooth way the whole operation was carried out.

Pony brand manager, John Lee, was singled out at the Final by secretary Olly Croft as being "the brains behind the operation". Backing John to the hilt all the way throughout the planning and organising stages was Arthur Coombes, who dealt with much of the day to day running of the competition. On the big day itself David Drew, national sales manager; Tony Maloney, sales administration controller; area manager Bill Clifton and sales representatives, Veronica Smith and Bob Mallindine moved in to help handle the mammoth job of stocking product, arranging point of sale, running the Pony bar and dealing with the numerous details involved in making the most of a national

LADIES BRITISH INDIVIDUAL DARTS CHAMPIONSHIP



Above: Maureen Flowers. Left: members of the Showerings team with members of their family around the Pony Bar. From left: Tony Maloney, John Lee, David Drew and Bob Mallindine. Bill Clifton is partially obscured.

sporting championship.

So ably was this task performed, that Darts Northern News wrote: "As far as ladies darts are concerned, occasions do not come any bigger than the Pony Championship".

An indication of the amount of work entailed in the administration of this event is that the Showerings team sat down with the British Darts Organisation hardly a month after last year's contest (it was the first) to begin

organising the 1980 competition.

On May 17 at Great Yarmouth 64 county round and finals had been successfully completed involving 3,514 lady darts players.

Fittingly the big news in ladies' darts this year is that the Pony Ladies British Individual Darts Championship now counts towards the British Darts Organisation rankings.

This means that world woman champion, Maureen Flowers,

who again this year successfully defended her 1979 Pony title, earns valuable points from the Championship. It has also made the Pony Championship an extremely coveted title, fought for by the top names in women's darts.

The Finals held in the packed main bar lounge area at Ladbroke's Seashore Holiday Village, Great Yarmouth hummed with excitement shortly after noon, when the first darts

were thrown and the process of elimination began for the 64 county champions doing battle for £1,680 in prize money.

Television and press reporters were on hand just before 5.30 p.m. when cool blonde, Maureen Flowers, took the title again, beating runner-up Merseyside housewife Elsie Halligan, by three legs to one in a tense match.

Showerings marketing director UK, David Gilchrist, presented the prizes.

GREAT BRITAIN FINAL

Whiteways Sponsor Annual Golf Tournament

The North Staffs Licensed Trade Golfing Society recently visited our neighbouring County, Cornwall, on a three-day Annual Golfing Tournament held at the St. Mellion Golf & Country Club.

Whiteways had the pleasure of sponsoring the second day's

golfing, and chairman, Richard Whiteway, visited St. Mellion in the evening to present the prizes of locally produced items of Dartington Glass, Honiton Pottery and Honiton Woodcraft.

On their way back to the potteries the party visited Whimble for a tour of the factory.

The three prize winners, John Cambridge, Greyhound Inn, Burston, Nr. Stafford; Peter Garratt; second — Roy Peddie, The Alma Inn, Newcastle Staffs and third — Brian Hollingshead, The Tavern Inn, Denstone, Nr. Uttoxeter, were congratulated by our sales manager, Peter Gratto.

PERSONAL COLUMN

Welcome to the following new employees at Whiteways:—

Mr. R. L. Andrews, factory supervisor.

Mrs. P. Perkins, sales office.

Mr. D. T. Bradbury, winery department.

Miss W. Richards, Hele depot.

Mr. A. H. Harrison, Crabbs Park depot.

Welcome to the following new employees at Showerings:—

Mrs. L. Bancroft, P/T secretary, sales force.

Mrs. W. Bone, secretary, co-ord Europe.

Miss J. D. Chinn, confidential shorthand typist, marketing department.

Mrs. P. A. Coombs, canteen assistant.

Mrs. J. McCarthy, cleaner.

Mrs. J. Wareham, cleaner.

Mr. G. Dryburgh, electrician, maintenance department.

Miss B. J. Baker, trainee master file clerk, master file department.

Miss K. Edwards, stock control clerk, accounts department.

Miss T. Wolff, post room messenger.

Miss T. Dallimore, post room messenger.

CRICKET SUCCESS

— by Nigel Baker

A team formed last summer within Showerings accounts department recently continued its unbeaten run. Last year victories were gained against teams from Showerings Sports and Social Club and local village, Leigh on Mendip.

The team was initially formed as an excuse for a social evening, with cricketing prowess a fairly low priority for selection. Fortunately the opposition followed suit and some entertaining cricket was played with a number of players showing previously unexpected talent for the game.

This year the team had lost a number of players, but replacements were found, although not all were now from the accounts department. Reg Davis, Showerings computer development manager, turned traitor and organised the Leigh on Mendip side for a return fixture.

The game took place on a chilly May evening and Leigh, batting first, scored a respectable 111 all out in their allotted 20 overs. Reg Davis proved the biggest thorn in the side of his ex-team mates with top score of 28. The standard of fielding by the Showerings side was once again excellent with the highlights being fine catches by Andrew Willmott and Bob Wareham. Bob's leaping one-handed catch on the boundary off what seemed a certain six is unlikely to be bettered for some time.

The Showerings innings got off to a sound start but then wickets tumbled and the score slumped to 49 for 5 from 10 overs. At this point captain Nigel Baker joined opener Ivor Brown in what was to prove a match-winning stand. Some lively boundaries, coupled with smart running between the wickets gradually closed the scores. Nigel was then caught having hit a spirited 35, but Ivor saw the team home with one ball to spare. His fighting 40 not out, won him the man of the match award.

After the game Leigh played hosts in their recently opened bar in the clubhouse and an enjoyable evening was had by all.

Bambi Carnival Club

—A history by Jean Davis

Bambi Carnival Club was formed in January 1978 and competes with some of the bigger clubs on the West Somerset Carnival circuit. When people think of Carnival they think of lights, music, gay costumes and the float, but all this is only the result of 12 months hard work by the club members.

The day after the carnivals are over, the float has to be taken apart, as much of the float's equipment is hired, and has to be returned. Electrical fittings too, have to be taken off and stored for the next year as well as nails taken out of timber etc. This work goes on for many weeks until the float is a bare trailer, which means many members work most weekends.

The first Thursday in every month is set aside for meetings to discuss building, theme, and also costumes. The fund raising Committee members have to look for new ideas to raise money. This can mean very hard work as they are all amateurs in this field and care must be taken not to lose money, but to make it. Just organising a disco for instance, our first job would be to book the hall, then a group, print tickets and posters, arrange staff to run the bar, take out insurance cover on the hall and organise people to run the disco on the night. This can also mean many phone calls and letters and sleepless nights for members involved.

This is just one of many events which we put on to raise money to build our float. But many other jobs have to be done before we even think of building: we have to locate and price materials, make detailed drawings, design costumes, allocate numbers of people to the float, music and dance routines have to be arranged and the colour of float decided on —



most of which is done in the first half of the year, so float building can start in June. Members who work on the float find that their own personal lives have been taken over by carnival, with evenings and weekends spent working.

Once carnival nights are here the members are in for about eight nights without sleep. For instance the day before the first carnival, the float has to be taken to Bridgwater where the first carnival is held. This is an all day job for the ground crew and dedication is such that some members save their annual summer holiday for carnival week.

After the first carnival, the float is taken on to the next place, or put into a lay-by for the night.

The members on the float have to leave work each day at 3 o'clock, going from Shepton Mallet to the float, where they apply their make-up and don their costumes. This can take all of three hours, but don't think it stops there, because after the carnival everything has to be undone again, which means members don't get home some nights until 2 or 3 o'clock in the morning. This is a brief outline of what carnival life is all about,

Solutions to the last puzzle

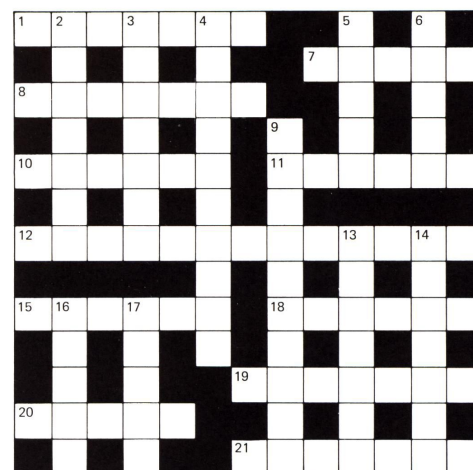
Across

1. Roast beef
8. Excel
9. Oil colour
10. Ear
11. Tate
12. Agreed
14. Scrape

15. Stingo
18. Camera
19. Stab
21. Jar
23. Nevermore
24. Sweet
25. Essayists

Down

1. Roost
2. All star
3. Tool
4. Enough
5. Ferments
6. Acted
7. Oloroso
13. Spumante
14. San Jose
16. Nations
17. Graves
18. Creed
20. Bless
22. Fray



Clues Across

1. Spirit measures or form of tennis (7)
7. Fermented apples (5)
8. Rattling noise (7)
10. Carter's bar snack? (6)
11. Degraded (6)
12. Brand of Scotch (5,3,5)
15. Group of monopolistic companies (6)
18. Inherent (6)
19. Scaring away animals (7)
20. Board game (5)

21. Smoker's accessory (3-4)

Clues Down

2. Source of wealth? (3-4)
3. To do with plants (7)
4. At length (10)
5. Italian dish (5)
6. Boldness (5)
9. Interrelated snacks! (10)
13. Alms (4-3)
14. Fairy queen (7)
16. Oriental (5)
17. Choppers! (5)

PUZZLE WINNERS: Winner of Swan-Word No. 7 is Mrs. E. J. Chaplain, technical department at Showerings, who will shortly receive a £2 gift token.

This was the first correct entry drawn from the SWAN mailbag. Have a go at this one and as usual, a gift token will be

given for the first correct solution drawn out. 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 September 5.

Dick Russell

Traveller Extraordinary



In Fiji, the reef sharks are friendly. In Malaysia, you can get mugged in your hotel room — even though armed robbery there merits the death sentence. In the Seychelles there's a curfew from 1 to 5 a.m., so the traveller needs his pass; and in Liberia it is wise to mind your watch and your spectacles.

To Dick Russell, Showerings' intrepid overseas sales executive, such knowledge is all part of his way of life on the move. He spends his time representing Showerings in the more exotic, remote and often exciting Babycham markets of the world. And here are some snippets of information Dick has picked up through experience:—

In Nigeria a boarding pass does not mean you have a seat on the aircraft. When flying internally you must be nimble and rush onto the aircraft with the other would-be passengers — ahead of them if you can — and plunk yourself on any seat, not budging for anyone.

In Nairobi as in Jakarta, don't stray too far from your hotel after dark, mugging could be the reward. His touring itineraries read like a gazetteer, yet he talks about the thousands of miles he covers as casually as the rest of us might discuss a trip to the Cornish coast.

His recent journey, which kept him on the move from November 5 to April 12, took him to Aman (Jordan) via Abu Dhabi to Sri Lanka, then Singapore, Perth, Melbourne, Sydney and Brisbane, on to Suva (in Fiji) and Auckland; back to Melbourne, Singapore, Kuala Lumpur, Penang, Manila (Philippines) and Hong Kong; from Sri Lanka to Seychelles,

Nairobi and Mombasa; via Cairo to Cyprus (Larnaca, Nicosia and Limosol), winging back to Shepton Mallet to report in and take a short breather — before setting off again, this time to West, East and Central Africa. It's enough to take your breath away. For the most of us, just one of those trips would last a lifetime.

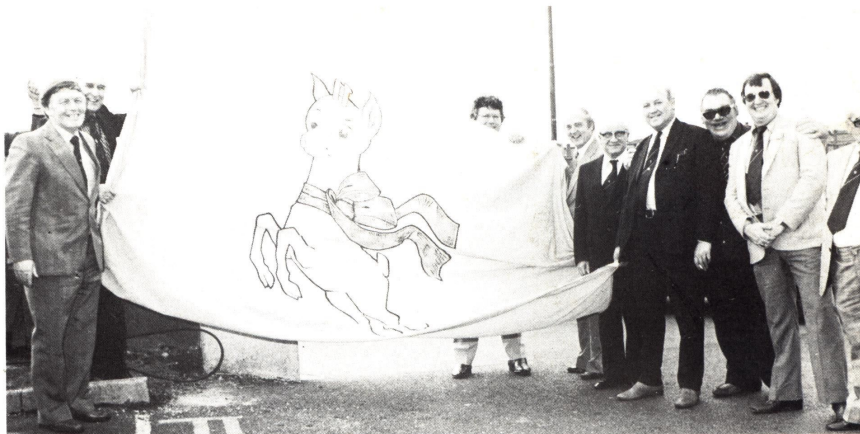
But it is not for sight seeing, of course. Between take-offs, Dick is working hard promoting Babycham sales, seeing agents, calling on wholesalers and our outlets, even building displays in supermarkets to show local agents how it's done. Sometimes he holds Babycham tastings in hotels or wine stores or helps agents decide on special offers.

Each country has its own advertising and promotion programme. In Singapore and Malaysia, for example, the support has been concentrated on take-home sales, with compelling displays in some of the 60 big supermarkets — the only time they close is for Chinese New Year. Restaurant diners may be offered a Babycham by a demonstrator coming round with her trolley — another effective introduction. In Nigeria and in Hong Kong, Babycham is a popular drink with the lads as well as with the ladies.

Dick has been in the job for seven years now and, luckily, as a bachelor he can globetrot without a pang of conscience. He has a home in Bridport and another in Enugu in East Nigeria, where he was formerly with Nigerian Breweries living in Nigeria for 16 years.

Now he spends two months a year in England. But he is always pleased to be on the move again. In between all the hard work, he finds time for his favourite recreations, riding and underwater photography.

FLYING THE FLAG



Flying the Showerings flag at a recent National Association of Licensed House Managers (NALHM) Conference at

Blackpool during the flag raising ceremony was chief executive trade relations, Harry Tavener (holding flag

right) and trade relations manager, Frank Butler (left). With them are senior members of NALHM.



Whiteways and Showerings combine for Ideal Home Exhibition

Showerings and Whiteways joined forces at the recent month long 1980 Ideal Home Exhibition to provide one of the largest stands on the Food Section, selling a wide variety of the Companies' products.

Roll out the Barrel

The stand proved particularly popular and it is estimated that more than 100,000 drinks were sold to the thirsty public, mainly Armadillo British Sherries or Babycham. As well as enjoying a glass during the show many take-away packs were sold, and it is

hoped that many new regular customers were introduced to the Company's products.

The Whiteways section was kept very busy with the sales of Cydrax and Peardrax soft drinks. The merits of persuading consumers to taste company products showed with nearly 500 people, who sampled Armadillo British Sherries by the glass, buying a large two litre container to take away.

Showerings new range of house wines was especially popular, and the Babycham take home packs with a free glass was a real winner.

Summer Hair Care

— by Julie Hounsell



During the holiday season, your hair needs special attention to cope with the damaging effects of sunlight and sea water.

The first step is finding the right shampoo for your type of hair. It is a good idea to select several shampoos which you find beneficial and interchange them regularly, as hair seems to become accustomed to one shampoo if it is used constantly.

Conditioning is a must, especially if your hair has been permed or bleached. The conditioner leaves a protective film on each hair, forming a barrier against the everyday hazards your hair has to cope with, such as heated rollers and blow-dryers. If you have greasy hair, you may not think a conditioner necessary, as the oiliness of some brands can make your hair lank and do nothing at all to improve

its condition. However, there are conditioners on the market now that are designed especially for this problem, and which do not contain excess oils.

During the Summer it is wise to wear a protective hat if staying in the sun for long periods. Another useful tip if you swim in the sea without wearing a swimming hat, is to take a plastic bottle of tap water onto the beach with you, which you can use to rinse the salt water out of your hair after bathing. Remember — don't brush your hair when it is wet as this can cause split ends — and that's the last thing you'll want!

SMILE FOR THE BIRDIE!



Budding photographers with an eye for a good picture could win a roll of colour film in SWAN's challenging new photographic competition.

"Catching the Mood" is the theme and the idea is to capture that 'magic moment' on film. The picture should involve you or your family or a favourite pet. Add a snappy caption and send it to the SWAN post box, Showerings Limited, Shepton Mallet.

The picture should be taken in the last year and can be in colour or black and white and any size. A selection of pictures will be published in SWAN.

The competition is open to all readers of SWAN and their immediate families. The closing date for receipt of entries into SWAN postbox is Friday September 5 and an outside judging panel will help SWAN editor to select the best entry. The editor's decision on all matters relating to the competition is final.

To give readers the general idea we publish an advance entry sent in by Tony Williams, sales service manager at Showerings. It shows his daughter Laura, holding the new addition to the Williams' family — Paul, who was only two weeks old when the picture was taken.

Tony has captioned it: "He ain't heavy, he's my brother!" This was the well known title of the Hollies hit of the '70s.

You can send in as many pictures and captions as you like. All of them will be returned after the competition.

DUKE OF EDINBURGH GOLD AWARD FOR TIM NEEDHAM

Tim Needham (far right) who works in the Cost Office at Whimple was presented with The Duke of Edinburgh Gold Award by Richard Van Oppen, the Mayor of Exeter, (centre) at Exeter's Guildhall during May.

The award is open to anyone between the ages of 16 and 23. It consists of five sections, which include an expedition, a community service and an interest.

H.R.H. Prince Philip presented Tim with the original award at Buckingham Palace last November.

"As part of my expedition I travelled 70 miles across Dartmoor on a four day trek," said Tim. His community service was to become a Petty Officer in the Sea

Cadet Corps and give instruction. His interest was a sub-aqua diving course he did with Exeter College. A further qualification for the award was a residential one, which Tim did, spending 10 days at H.M.S. Drake in Devonport.

The other people in the picture are local Exeter recipients of the award.



News and Views

A wealth of ideas and suggestions has been flowing into the SWAN box from your opinion panel. But you the reader can also contribute your own ideas, suggestions, articles and interesting snippets of information and humorous anecdotes.

A LADIES' COLUMN . . . HUMOROUS SNIPPETS AND NEWS FOR MEN . . . are three of the main suggestions put forward by our panel at the last meeting and the next SWAN would particularly welcome anything along these lines from readers. So reach for your pens and let's hear from you.

WAITING FOR YOUR NEWS

SWAN Editorial Members:—
Michael Bull — Whiteways of Whimple
Maurice Clark — Showerings distribution
Maureen Henderson — Coates Gaymers
John Lee/Gwenda Merriott — Marketing
Geoff Rowson — Orchards
Tony Williams — Sales
Jean Davis — Bottling Hall
Nigel Baker/Julie Hounsell — Accounts

Or send direct to:—
THE SWAN POST BOX
SHEPTON MALLET
SOMERSET

Lively Babycham



Raising their glasses to a successfully completed Babycham Live Promotion at Welcome Holiday Camp in Devon are Margaret Candy, lady merchandiser (left) and brand manager Gwenda Merriott. Their escort is none other than South West sales representative Ron Larsen. Astrologer Leon Petulengro will be appearing at three Babycham Live Promotions this summer.