



The Fruiterers' Company NEWSLETTER

Number 23

October 1995



THE COMPANY RAISES IT'S PROFILE

Our Master, Sir Rowland Whitehead Bt., has been putting in a tremendous amount of time and effort in his programme of getting the Company better known to the world at large. His letter to the Livery in August gave a full report of his activities and the programme is accelerating!

Tree Plantings have formed the base of the many visits which the Company has made, culminating in his private visit to The Queen at Balmoral on August 18 to present a basket of special Plums from Brogdale's Orchards, just as his great grandfather had done in 1890 when he visited Queen Victoria.

After a visit to Charleston Farmhouse, Firle Sussex, at which a Devonshire Quarenden apple was planted, a most successful planting took place at Kensington Palace in August on a magnificent hot summer day and included the planting of an orange tree. The party met palace representatives and had a tour of the State Rooms.

There have been further plantings since which we will report later, but all Liverymen will be interested in the Master's visit to Balmoral. British Airways reserved a special seat for "Miss Victoria Plum", in fact a magnificent basket made specially by Sally Goymer on the recommendation of the Master of the Basketmakers Company. Six choice varieties were selected; Andrews Seedling, Early Greengage, Brandy Gage, Woolston Black, Oullin's Gage and Reeves. The meeting was informal and relaxed and the Master conveyed greetings from the Livery. The Queen took great interest in the produce and the basket. The Master took the opportunity of reminding Her Majesty that Prince Charles is one of our Honorary Liverymen and that we had planted many trees in the walled garden at Highgrove.

The autumn programme has been announced to all Liverymen and for next year all Liverymen are again to be asked if they wish to participate in these happy and valuable occasions.



*The Master with Mrs Olivier Bell
Wife of Quentin Bell at Charleston*



*A view of the Sunken Garden
at Kensington Palace*



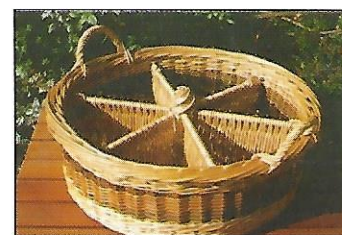
*The Master and his wife with
the basket ready for Balmoral*



*Lunch at Kensington Palace
in the Orangery*



*Lady Whitehead relaxing
with Sally Todd and Mary Sykes*



A Close-up of the Basket

SUN SHINES FOR THE COMPANY'S GOLF DAY



The Master presents the Barton Cup to David Morgan

An exceptional start for the long run of glorious weather coincided with the Annual Meeting of the Golfing Society at Kingswood on May 3rd. Tinged with sadness at the joint founder, the late Robert Sice, and the

first President, Ralph Felton, no longer being with us, the day moved on to a great success. The Rev Nigel Abbott (the Chaplain) has been elected as the New President. David Hohnen is Chairman and Patricia Lyons is now officially the Secretary. We are grateful to the partners of Edward Symmons that she is able to continue to organise us.

The Master presented the Barton Cup to David Morgan and the Immediate Past Master Michael Wallis and Tim Sice, one of Robert's sons who won the newcomers prize, were among the winners.

The official results were:-

Barton Cup and overall winner: David Morgan
Visitor's Prize –
President's Vase :
Paul Starns
Runner-up : Ted Dilley

Other prizes went to Andrew Poulton, Alex Smith (Guest), Ivor Robins and Ken Lipscomb.

As in every year, our thanks to Tom Hilliard (and his team) for his hospitality and welcome to the Society.



Tim Sice receives his prize from the Master



Michael Wallis with the Master

RECORD NUMBERS AT DORKING VINEYARD

Our Summer Party took place at Denbies Wine Estate, the remarkable vineyard just outside Dorking, where 250 acres of neatly trimmed vines clothe the hillsides and stretch as far as the eye can see. Enviably larger than most French estates with 18 varieties and 300,000 vines, Denbies produces a very respectable one million bottles a year.

Liverymen and their families gathered into groups and were shown the finer points of viticulture, the extreme tender care the vines require, and the now very modern and hi-tech methods of modern wine production. Adrian White, the owner of the vineyard, has spared no effort, and indeed unspared no little cash, to make this the pride of British vineyards. Amongst the glitter and polish of stainless steel machinery it was nice, though, to see the oak barrels of maturing vintages.

Over lunch the Master welcomed the Livery and their families and thanked Adrian White for the excellent arrangements. Present at lunch was Simon Glendenning, the newly appointed General Manager who has done a sterling job to its thousands of visitors. Brogdale's marketing team could learn much and are encouraged to meet Simon.

Served at lunch was a surprise white wine, Bacchus, whose fresh fruity flavour pleased all who tasted it. The surprise ? The wine had been specially bottled for the Company with green and cream label bearing our crest and 'The Worshipful Company of Fruiterers'. At £5.50 many of those present purchased a case or so for the warm summer days ahead and, as one Fruiterer put it "they make perfect gifts for special occasions".

In praising the wine the Master stated his firm conviction that this special vintage had been trod by the buxom, bare footed lasses of Dorking daintily holding the hems of their cotton frocks to knee length the while. This was strenuously denied by the management though the thought persisted throughout luncheon...

At three o'clock the planting ceremony. Here the two youngest members of the party sought to play their part. Harry Lewis's grand daughter Madeleine and the Master's own Olivia, combined age about three, both turned out to be dextrous with John Dunham's polished spade though with a certain risk of falling into the prepared trench.



The Master planting a tree at Denbies helped by his granddaughter

A Blenheim Orange, origin about 1740, and an Anne Elizabeth raised by Samuel Greatorex in 1857, were planted in a fine position by the entrance to the vineyard building. The latter apple tree was named after his young daughter so its planting by the two young ladies was very appropriate.

NEW FREEMAN

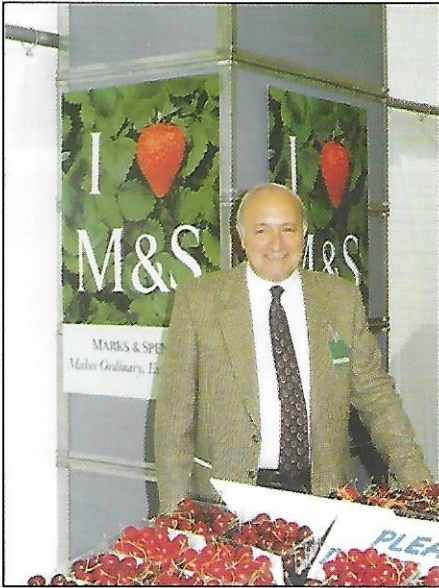
William Frederick Pierce – 18 May 1995

(Proposed by D.S. Kemp
Seconded H.E.B. Kelsey)

BIRTHDAY HONOURS

We congratulate W.P. Bowman on being awarded the C.B.E. and Tom Hilliard on receiving the O.B.E.

CHERRY AND SOFT FRUIT SHOW 1995



Mike Taylor

Following the decline of the English cherry acreage throughout the three decades 1950-80, there has been a gradual revival. Fresh plantings of modern high quality varieties on the semi-dwarf Colt rootstock have steadily increased, as more growers appreciate the potential of the new varieties.

There has been evidence of this renaissance in the NFU Cherry and Soft Fruit Show at Detling in recent years, with a gradual increase in the quality of entries.

This year, however, saw the modern cherries make an impressive impact with no less than 21 entries of Sunburst, together with a substantial number of others such as Hertford, Summit, Sasha, Van and Stella. There was but one entry each of Napoleon, Merton Bigarreau and Florence, all notable cherries of yesteryear.

The Fruiterers' Company silver medal for cherries was won for the second year in a row by Liveryman Henry Bryant with 2 x 12lb trays, one each of Sunburst and Summit.

The Company medal for soft fruit (for 6 x 1/2 lb of Glen Moy raspberries) went to W Brice & Son, who also produced the



Some Winning Cherries

AUDIT COURT DINNER

The Audit Court Dinner was held at Barber Surgeons Hall on 18 May 1995. Mr. Tony Perkins, newly in charge of the Audit by BDO Stoy Hayward was among the guests. Mr. Stanislas Yassukovitch was the Guest Speaker.

Stanni has had a distinguished career in the City as head of several well-known banking institutions.

He conceived the idea of a survey of the City's financial prowess at the point where the Single Market was being established, there was a strong influx of foreign competitive bankers and, most importantly, there was more than a hint that the overseas markets were trying to catch up with London's position.

The Corporation of London agreed to fund this three year project with Stanni as Chairman and a committee from the London Business School led by Professor Richard Brealey.

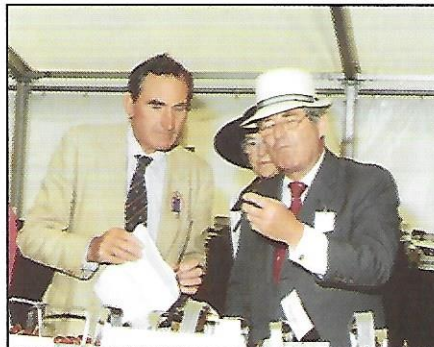
The results were very satisfying. Deregulation and globalisation still leave the City with huge advantages not least of which is the close proximity of the services which, despite screens and bits and bytes, makes personal contact the key factor. Other cities just don't have this unique conglomeration of players.

Our speaker emphasised that this was not the time to sit back and relax. The City is under high pressure all the day and night. But it was a hugely encouraging piece of research.

In the remote orchards of Kent this information could seem to be a little esoteric but Fruiterers might remember that we are a City based institution and, with 18% of our nation's gross domestic product coming from thence, we ought to be glad it's all going well.



Stanni with the Master and Past Master Manners



Tony Redsell with Lord Kingsdown (Lord Lieutenant of Kent)

Champion basket of cherries with a chip of Stella.

Past Master Harry Lewis and Honorary Freeman Roger Worraker judged the entries for the Company medals.

Apart from the quality of the cherries, the feature of the show was undoubtedly the air-conditioning for the show tent, generously provided by Marks & Spencer through the good offices of Liveryman Mike Taylor. The temperature control kept the fruit in excellent condition, enabling the show to remain open for three days, instead of two as formerly.

ARCHIVIST

No Liveryman has come forward to take the office of Archivist. This is not a difficult task and would suit a member in retirement. Why not telephone the Master and discuss it?

ST MARY ABCHURCH

The Master and other Liverymen were among the congregation at St Mary Abchurch on 19 September when there was a special service of re-consecration following the major roof redecorations.

The Archdeacon of London gave the address.

AWARD AT AUCHINCUIVE



Mr. Malcolm Campbell presents the award to Paul McIlldoon

A certificate and a cheque were presented to Mr Paul McIlldoon at Auchincruive on 18th September. Mr. Malcolm Campbell gave the award on behalf of the Master. Mr McIlldoon received the award for work he had done for his Higher National Diploma researching and growing out-of-season raspberries. He is now continuing his studies with a place in the third year BSc Horticulture Course at Strathclyde University. The photograph shows Mr Campbell giving the certificate to Mr McIlldoon with Mr Michael Hitchon who received a Fruiterers medal in the mid 1970s.

COMMON HALL

At thennholders Hall on December 6th, the Livery is to be summonsed by Precept of the Master to Common Hall. This is an open meeting of the Livery, a function that has not been held for many years.

To be a success, a full house is needed and all Liverymen are urged to find the time to attend. Separate papers are being issued with the Precept to explain the proceedings, which are being planned in conjunction with the Livery and Communications Sub Committee.

It will be held in the early evening to facilitate those who need time to travel from work.

SPONSORSHIP

Liverymen should be aware that the cost of producing the Newsletter in colour is such that Sponsorship is necessary if the number of issues per annum is to be maintained. The Company needs you to help in finding three sponsors for 1996.

The cost is £850 per 4 page issue for which sponsors receive the panel at the bottom of the front page and a third of a page for editorial. If you can help, please telephone David Homewood (01634 - 732715)

CONGRATULATIONS

To Alan and Sally Todd on the births of their first Grandchild.

To Lockwood Press on their Centenary.

A WARM WELCOME TO LADY JENKINS AT SUMMER COURT DINNER

The Summer Court Dinner was held in the Painter's Hall where Liverymen and their ladies welcomed Lady Jenkins among their guests. The Prime Warden of the Basketmakers and the Clerk of the Information



The Master and Lady Jenkins

Technologists were also present. Honorary Assistant Christopher Mack replied to the toast of 'the livery' in an amusing maiden speech.



A Happy Family Group with Donald and June Mack and their family

DATES FOR YOUR DIARY

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| October 25/26 | Marden Fruit Show |
| October 26 | Presentation of Fruit to the Lord Mayor |
| November 16 | November Court
Master and Wardens Dinner |
| December 6 | Common Hall |
| January 25 | St Paul's Day Service and Luncheon |
| February 1 | Annual Banquet |