

NOTES TOWARDS A
HISTORY OF NORFOLK
CIDER

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The William Gaymer (d.1936) memorial stained glass window in Banham church.
Notice the apple tree in spring on the left and in autumn on the right.

NOTES TOWARDS A HISTORY OF NORFOLK CIDER

It is difficult to determine how long cider has been produced in Norfolk. One source claims that “Contrary to popular belief there are records which show that cider making was carried on in East Anglia before it was manufactured in the West of England”.¹

Certainly one medieval reference is from “The Lordships of Redham and Stoksley”, which, in 1205, were “held by the Petty Sergeantry by the tenure of paying yearly on Michaelmas Day (29th September) ...200 Pearmain apples and 4 Hogsheads of wine made from Pearmains”.² Another is from Banham in 1281, when, apparently, the manorial rolls show that the lord of the manor had “apple orchards reckoned at three casks of cider, price of cask 10 shillings”.³

By the second half of the seventeenth century books were being written on the subject of cider-making. John Evelyn, famous for his diary and for his book on trees, “Silva”, wrote the first monograph on the manufacture of cider in England, called “Pomona” in 1664. It must have been successful as an expanded edition was published in 1670. This was followed shortly afterwards by John Worlidge’s book on cider-making, “Vinetum Britannicum”; this also must have been popular as he produced a “second impression, much enlarged” in 1678, which mentions Gloucestershire, Worcestershire and Herefordshire, but not Norfolk. He gives a long list of some of the apples being used, such as Redstreak, Pippin, Codlin, Westbury, Deaux-an, Elliot, Stoken-Apple, Musts and Fillets. In 1687 he followed up this book with an essay entitled “Most Easy Method for Making Best Cider”.

Delving into somewhat obscure trade terms which come down the years to this part of England and the rival west country cider areas is most interesting. Words like “pomice” or “pomace” for apple pulp and “lees” for the residue in barrels are in common use in the West, suggesting the introduction of the craft from Normandy. Here in East Anglia the equivalent words are “chad” (chaddorf is the name given to paper pulp, by the way) and “hills” for residue. In contrast to the West they seem to have a Dutch or Flemish origin.⁴ We are told that the poor liquor called ciderkin, made by steeping the pomace in water, was not manufactured in Norfolk.⁵ Curiously though this word sounds as though it is of Dutch origin.

There does seem to be an essential difference between the type of cider produced in the west of the country and the eastern counties. According to one modern authority the western and south-western counties makers believe that only special varieties, rich in tannins, make a cider worth the name, whereas in Norfolk, Suffolk, Kent and Sussex cider is regularly made from cooking apples such as Bramleys and desert fruit such as Worcesters.⁶

Norfolk’s neighbouring county of Suffolk certainly had important cider production by the 18th century. This was due to the Chevalier family at Stonham Aspell, and it still continues to this day. Clement Chevalier had moved from Jersey (where cider is still produced, as in Normandy) in 1727. At first he brought apple trees with him and

propagated them by grafting, but then extended the orchards by obtaining trees from the western counties. When Arthur Young, the eminent 18th century agriculturalist, visited these orchards he considered them superior, producing as much as 15 bushels per tree – one sixth more than any other. By the 1950s Aspoll Cider were using Sweet Copin, White Clove, Sweet Alford, Woodbine, Knotted Kernel and Kingston Black.⁷

In 1796, in his survey of Norfolk agriculture, Nathaniel Kent wrote: “orchards very few, and much neglected, consequently no cider”.⁸ However, if this was true at that date, within half a century the picture had changed considerably.

In 1845 White’s Directory described how “orchards are numerous in Norfolk, especially on the south side of the county, where many of the farmers make cider for their own consumption, and some little for sale.” Of the county’s apples it says that “there are a great variety of apples peculiar to, or cultivated in Norfolk, some few of which are rarely to be seen elsewhere”. One particular variety had another interesting use: “The beefin apples are baked as a sweetmeat, by the confectioners, and pressed flat, like small cakes, without breaking the skin, in which state they are sold at from 6d. to 9d. per dozen”.⁹

By the late nineteenth century Norfolk cider was evidently every bit as good as that produced in the west country: Routs’ cider won a first prize and two second prizes at the Bath and West of England Show, at Taunton, and third prize in the Hereford and Worcester Show in 1895 and again a first prize at the Bath and West at Exeter in 1899, amongst others¹⁰ and Gaymers had won seven awards at Royal Agricultural Shows and The Royal Horticultural Society’s Silver Banksian Medal.

One type of apple that Gaymers were using in the 1880s was the Ribston pippin. Henry Stopes was given some of their cider to try and wrote about it. He was told that it was the genuine product of the Ribston pippin, but he doubted whether Gaymers could be using only the one type of apple. He says that “the likelihood of the Ribston pippin, or even any direct graft from it, being the mainstay [of their production] is exceedingly slight, when we recollect to how great an extent that highly valuable species has died out, partly owing to its familiar proneness to canker. The parent tree has not long disappeared; the grafts from it are mostly very inferior, and do not possess that remarkable combination of compactness of flesh with a luscious sweetness and a perfume almost equal to the pine apple.” He does concede, however, that “in Norfolk and throughout East Anglia the number of trees bearing Ribston pippins is great, and in good years a vast quantity of these apples is grown”.¹¹

From all the documents consulted a picture emerges of cider production in a few places in Norfolk, with a concentration of producers around Long Stratton and in Banham. By 1883 White’s Directory was describing how Banham “is noted for the manufacture of cider”. Several small producers come and go, but two family names feature heavily, both from Banham. The Gaymer family may possibly have started production as far back as the seventeenth century, but certainly by the mid-nineteenth century they were a commercial concern. They moved from Banham to a new factory in Attleborough in 1896. The other family was the Routs who started in 1856 and closed in about 1959.

Quite when the Gaymer family started selling cider is impossible to determine exactly. An advertisement of theirs in 1875 describes themselves as being “established upwards of two centuries”¹², one of 1883 “established nearly two centuries”¹³, a 1961 newspaper report talks of “more than 300 years”¹⁴ and a modern bar towel has the phrase “established 1770” on it¹⁵. One source tells us that Robert Gaymer moved with his family from Starston to Banham in 1784 where he farmed “and produced the first identifiable Gaymer cider”. His son John, “Long” John as he was known, due to his height of 6ft. 10½in., continued the cider-making, and indeed an advertisement from “The Bury and Norwich Post” of 26th May 1800 tells us that he had inherited the trade secrets of his father-in-law Joseph Chapmen which were “the result of the last ten years practice and experience” and that “The cydermaking business is carried on by the said John Gaymer at Banham aforesaid, by whom all orders will be thankfully received, and readily executed”. Joseph Chapman was describing himself as a “cyder merchant” in 1781.¹⁶ “Long” John was buried in Banham churchyard in 1843: two stones were erected, one at the top and one at the bottom of his grave. During the clearing of part of the churchyard in the 1990s both were placed against the wall adjacent to the green. Apparently one was broken, however, and has subsequently disappeared, and the other has been taken into the church.¹⁷

The entry for Banham in White’s Directory for 1845 makes no mention of cider, and William Gaymer is simply listed as a “victualler” at The Crown, but The Post Office Directory for 1846 describes him as landlord of The Crown, “cyder manufacturer” and farmer, and White’s for 1854 as a “victualler and cider manufacturer”.¹⁸ In 1864 he is still at The Crown but is now, perhaps reflecting the changing emphasis of his business, a “cider manufacturer and victualler”, and is still a farmer. However, he is now no longer the only one involved in cider: Charles Murton is also a “cider merchant”.¹⁹ By 1868 our William Gaymer is listed as “Wm. Gaymer (senior)” and William Gaymer (junior) is a farmer. Someone else in Banham exploring the commercial possibilities of cider was George Alderson: he had a finger in several pies, being described as a “grocer and draper, cider merchant, builder and bricklayer”!²⁰

In 1869 there are only five entries in the category “Cider Merchants and Manufacturers” for the whole county: three of them are from Banham, George Alderson, William Gaymer and Charles Murton, whilst John Briggs is from the neighbouring parish of Kenninghall and Samuel Westgate is from Morningthorpe, some eight miles from Banham.²¹ Four years earlier Gaymer was not listed, whereas Murton, Briggs and Westgate were, together with an S. Beckett of Saxlingham Nethergate and R. Wright of Tharston.²² In 1858 an Alfred Goldsworth is listed in Morningthorpe.²³ It seems more than coincidence that there is also a cluster of manufacturers in villages near Long Stratton as well as round Banham: by 1922 there is a Cider Factory in Hempnall, also very close to these villages, and at the Museum of Norfolk Life there are photographs of Dennis, Maurice and Robert Brook making cider at Bustards Green, Wacton in the 1950s.²⁴

By 1875 John Briggs has disappeared from the listings but a Benjamin Webster of Grove Road, Lakenham, Norwich has been added. In 1883 Gaymer and Webster are still listed, and they have been joined by William Pashley of Banham and Richard Rout and Son also of Banham. This William Pashley was obviously only a part-time

cider manufacturer, being also a grocer and draper.²⁵ In 1900 a William Pashley is listed as a cider merchant in Aylsham; whether it is the same one (or his son) and whether he is selling Banham cider or cider made locally to Aylsham is impossible to know, but it is the only reference to Aylsham I have come across.²⁶ Although 1883 is the first time Routs appear in any directory, their advertisement claims that they were “established 1856”. Richard Rout (of R. Rout and Son) is a butcher, farmer and cider manufacturer, whereas Frederick Richard Rout (of R. Rout and Son) is listed only as a cider manufacturer.²⁷ By 1900 there is also a George Laban Rout in Banham who is a “market gardener and cider dealer”.²⁸

Quite why cider making is concentrated in certain areas of Norfolk is not clear: one theory is that the type of soil has a bearing on the matter. Certainly Henry Stopes in 1888 thought so: he was of the opinion that “The question of soil is a most important factor in cider production, since it materially affects the apple-juice and its keeping properties, more especially for export purposes.”²⁹ Similarly, in the late 1960s Harold Goymer believed that the village cider tradition owed much to the brick clay subsoil which suited orchards and gave Banham apples a distinctive flavour.³⁰

Banham must have had a long tradition of cider making, because, reminiscing about his childhood, William Gaymer said that the only amusement provided was the annual village fair and mentioned incidentally that on fair days everyone in Banham was entitled to sell beer and cider without a licence. I feel that such a regulation must have been of very long standing. I wonder if it still holds good today!!³¹

GAYMERS

It was William Gaymer, junior (1842 -1936) who built up the family business to the point at which it employed 400 men, had a London office, a Royal Warrant and a lively export trade, and was a household name.

He had an early introduction to the industry: at the age of nine he ran home from the village school and found two men laboriously turning a mill to crush the apples. He took over from a youth who was hoeing the apples into the machine, but his foot slipped and he pitched forward into the mill. His right hand was caught between two cogs and his thumb was wrenched off!³² Whereas William Gaymer (senior) hated change, William Gaymer (junior) was progressive in his business ideas. His father used to sell a good deal of cider to the Cambridge colleges, and William Gaymer junior would set off from Banham at midnight with a horse and van to deliver it. He felt that their cider could be sold to a wider market. In 1870 William Gaymer junior was one of the cider judges at the Royal Agricultural Show; while there he heard of a new hydraulic press and bought one. There was great excitement in the village when it arrived. “We got the blacksmith to help to fix the machine” he said “and after a good deal of trouble got it going. My father came along to see it. Unfortunately, while he was watching it in silence, a cast-iron platform broke in two. He was silent no longer. ‘I told you so’, he cried, ‘the thing’s no good. Hull it into the ditch, hull it into the ditch’”! In the event the son’s ideas proved a success and the business steadily grew. His father died in 1884.

A very interesting insight into how the business was run is given in a small book written by Henry Stopes and called “Cider: the history, method of manufacture, and

properties of this national beverage”, published in 1888. Although purporting to be a history, the last 5 of its 26 pages are not much more than a thinly-disguised promotion of Gaymer’s product: he asserts that “Those who have once partaken of the Banham Cider, matured in the bottle, will grow too fastidious to care for the rough, acid beverage of the West country”. The fact that the illustration of an orchard and barrels used at the end of the book is the same one as used in Gaymer’s advertisements in directories is a bit of a giveaway! However, it does give a lot of information which is worth reproducing at some length. The author of the book was given a bottle of cider to try, which had been kept for three years; the bottle had been standing up and was “not very well charged with gas as a consequence”, but even so “the flavour and aroma of the drink were alike superior to any which we had ever before tasted”. As mentioned above, Gaymers were using Ribston pippins, but the superiority of their cider was attributed to “their skilful admixture of a diversity of such apples as their experience has proved to produce the finest quality of cider”. They carefully tended the orchards which surrounded their premises; these were noted for their productiveness and the trees were periodically pruned and manured. Great pains were taken to select ripe and sweet fruit, discarding all other, and this care and attention is what was said to produce the distinctive character of the cider. When they did not have enough apples of their own they would buy them in from other orchards. After the apples were picked and heaped they were crushed between granite rollers and then the juice expressed with the use of a hydraulic press. It was quickly transferred into casks where the fermentation process took place. The large number of casks were arranged side by side in “low-roofed houses, specially constructed with double-brick walls and reeded roofs, so as to maintain a cool and unvarying temperature throughout the changeful seasons”. It was kept in the cask for a period of anything from a few months to two years or even more. Stopes considers that to do the cider full justice it must then be bottled and laid down like champagne. Gaymers were, of course, selling their product in bottles.³³

Soon the business had outgrown its village premises and also needed better transport links, so in 1896 the move was made from Banham to Attleborough, where the factory had its own railway siding. Because of the rapid expansion Gaymer had difficulty obtaining enough apples of the right quality and variety and established contact with a number of suppliers in Devon. In 1903 the entire apple crop in this country was a failure: to avert disaster Gaymer set off for Canada by ship and bought enough apples for that year’s production.³⁴

Gaymer was evidently busy establishing the reputation of his product. An advertisement of 1892 tells us that it had been exhibited at the Universal Cookery and Food Exhibition, The Anglo-Danish Exhibition and The Melbourne Exhibition of 1889 and had won seven awards at Royal Agricultural Shows as well as The Royal Horticultural Society’s Silver Banksian Medal three times. They were also “sole purveyors of cider to the Great Eastern Railway, The House of Commons etc.”³⁵

Certainly by 1900 Gaymers were promoting their product as an up-market drink, offering “special terms to clubs, military messes, public institutions etc.” and selling it in “refreshment rooms of the Great Eastern Railway, Midland Railway, Great Northern Railway, Great Central Railway and the North Eastern Railway”. No doubt their sidings at Attleborough were a distinct advantage in the distribution to these customers! They also sold it overseas, advertising “old Matured Cyder for export” as

a “special feature”.³⁶ No doubt the ultimate seal of approval was the warrant to be the supplier of cider to the King’s household.³⁷

Presumably also as part of William Gaymer’s efforts to improve the image of cider, the following report appeared in *The Lancet* of 20 April 1901: “We have received two specimens of still cyder in bottle, one described as very dry, and the second as first quality dry. The results of analysis of the first were as follows: alcohol, by weight 5.25 per cent., by volume 6.55 per cent., equal to proof spirit 11.49 per cent., extractives, 4.71 per cent., mineral matter, 0.27 per cent., volatile acidity reckoned as acetic acidity, 0.14 per cent., fixed acidity reckoned as malic acid 0.42 per cent., and sugar 0.25 per cent. The dry cyder might easily pass for a light Sauterne wine.”³⁸

In 1900 Gaymers London depot was given as “Arch 23” at the Bishopsgate Goods Station of the Great Eastern Railway, and in 1922 their London Offices were at 521-529 Hackney Road, E2.³⁹ The company of Wm. Gaymer and Son had been formed in 1906.⁴⁰

By the early twentieth century Gaymer’s were employing about one hundred hands, including the orchard workers and their London employees. They had tried employing women in the factory, “but the experiment was unsuccessful and was soon discontinued”!⁴¹

William Gaymer died in 1936 at his home, The Peasaunce, Attleborough at the age of 94.⁴²

In December 1940 a German aircraft dropped a stick of high explosive and incendiary bombs across the Attleborough factory, destroying more than half of it. Perhaps the Germans thought cider was our secret weapon! A more likely explanation is that any railway and nearby buildings were a good target. After the war the factory was rebuilt and modernised, the architect being S. J. Wearing⁴³.

In 1961 Showerings Ltd, the makers of Babycham, and the parent company of Coates, the cider makers, made a take-over bid for Gaymer’s: although owned by the same company the two brands were to be marketed separately. The Attleborough factory was saved from threatened closure in 1973,⁴⁴ but finally closed its doors in 1995,⁴⁵ some of the buildings being demolished and the site being taken over by Banham Poultry.

Gaymer’s Products

Gaymer’s best-known products, sold in quart (two pint) bottles, were “Gayflag”, a sweet cider, “Gaysec”, a dry cider and “Olde English”, described as “special quality”.

One of Gaymer’s products was “Sparling Pommette”, described as a special apple wine made from a blend of certain astringent flavoured apples, thoroughly and naturally fermented, “having somewhat of the character and flavour of Hock”.⁴⁶

Also, probably in the 1970s, when consumers were become health conscious, they sold “Gaymer’s Lite (low carbohydrate) Cider” with only “0.4 grms carbohydrate and 29.3 calories per 100mls”: the beer mats promoting it proclaim that they “have to tell us it is low in carbohydrate because the taste won’t”, and on the reverse have a series

of Bar Exercises, including one for “Buttock Firming”!⁴⁷ They also produced another low-carbohydrate cider called “Gaymer’s Skyline”.⁴⁸

Other products have included “Pommie” or “Baby Pommie” and “Norfolk Classic” dry cider.⁴⁹ They produced “Sparkling Pometta Cyder”, in the 1920s a “medium Dry” “Gaymers Perry” and in the 1950s “Cydette”, which, as it was “for all the family” was presumably non-alcoholic.⁵⁰ In the 1930s “Extra Dry (Still) Special Reserve”, “Gayheart Vintage Cyder Wine” and “Gaymers Special Quality Still Cyder” and “Norfolk Dry”, launched in 1976.⁵¹

“Medium Sweet Hard Cyder” and “Medium Dry Hard Cyder” were for export to the U.S.A. in the 1950s and ’60s, as, for Americans, “cider” means apple juice and “hard cider” means the alcoholic drink.

“Ye Olde English Cyder” was apparently designed for the American market in 1939, but never shipped out due to the outbreak of the Second World War: it was sold in the UK as a special offer during the war and until 1950, and then became a standard product of the company.⁵² By the time of the Showerings takeover in 1961 “Olde English” was Gaymer’s best known line.⁵³

Although one can still buy “Gaymer’s” cider it has nothing to do with the original product and is simply a brand name.

ROUTS

As mentioned above, Richard Rout and Frederick Richard Rout had started producing cider in the late nineteenth century and had formed the company of R. Rout and Son.

In 1908 Rout’s was acquired by A.J.Caley and Son.⁵⁴ In 1857 Caley had set up business as a chemist in Norwich. Over the years the company had diversified into producing mineral water, ginger beer, Christmas crackers and chocolate at their factory in Chapelfield, Norwich.⁵⁵ They continued, however, to make and bottle the cider at Banham. Kelly’s Directory for 1916 tells us that “Cider has been manufactured [in Banham] for a considerable period, and is now largely made by the firm of R. Rout and Son (now incorporated with A. J. Caley and Son Limited) who have been established here since 1856”.⁵⁶ In the late 1920s one author described how the firm’s “champagne of Norfolk” was made in Banham “under perfect conditions”.⁵⁷ In 1922 Frederick Richard Rout was living at The Cideries, and was farming Hill Farm, Rosary Farm, Brickyard Farm, Eastlands Farm and Grays Farm.⁵⁸ In 1933 L F Rout & Co are listed as cider manufacturers and merchants, and F. R. Rout is still living at The Cideries. By this date he had constructed, in Banham, “The Garden of Eden Pleasure Gardens” which covered an area of seven acres which was formerly a disused brick earth pit, and was described as “beautifully and originally laid out” with “an aviary and a refreshment house”.⁵⁹

By the 1950s Routs were producing very large quantities of cider, storing it in 10,000 gallon oak vats and 2,000 maturing barrels in their century-old red-brick cider works in the centre of the village. These works were said to be “ideal for the maturing process, being constructed of 18-inch walls, with natural ventilation and massive oak

beams supporting an apple store of 33,000 square feet capacity". Photographs show Mr. Joseph Chapman up a ladder inspecting one of the vats, and Mr. Peter Woodrow tapping one of the barrels.⁶⁰ Routs cider works closed in the late 1950s.⁶¹

Rout's products

Routs sold "Grand Prix Brand" which was "a rich, fruity cider made from especially selected apples", "Gold Star Brand" which was "a cider of high quality, strongly recommended" and "White Star Brand" which was "especially suitable for hot weather".⁶²

They also produced a non-alcoholic drink, "Rout's Apple Crush".⁶³

In 1956 a headline in the EDP announced a new development for Routs. As well as their traditional cider they were about to specialise in a product with "pharmaceutical appeal". This was "Slimvin", developed jointly by Mr L. F. Rout who had "50 years of experience at his family's works" and a Mr. F. S. Fawsitt who had spent his earlier years in the Australian wine industry. The new product differed from the old in the fermentation of the apple juices; by special cultures there were to be "acetic features" in place of the alcohol. This, claimed Mr. Fawsitt, was calculated to make increased demands for oxygen in the bodies of those drank it, thus helping them towards "slimness".⁶⁴

OTHER PRODUCERS

In 1922 Charles Murton of Banham is listed as a cider merchant, and John A. Everson of Harleston is listed as a cider manufacturer: so is Frederick William Crawshay of the Hempnall Cider Factory, and the latter is credited with being the winner of the Champion Challenge Cup for the best cider exhibits at The Royal Agricultural Show in 1914 and 1920.⁶⁵

In the late 1960s there were a number of small producers in and around Banham. Harold Goymer of Grove Farm made cider (and presumably perry) "from the windfalls collected from his 13 acres of apples and 5 acres of pears". As already mentioned, Mr. Goymer believed that the village cider tradition owed much to the brick clay subsoil which suited orchards and gave Banham apples a distinctive flavour. He was selling dessert apples, chiefly Cox's Orange Pippin, Worcester and Ellison as well as making the cider from them. Ron Seager was in charge of the care of the orchards and the cider making. William Aldous, who farmed at Kenninghall, was making anything from 200 to 900 gallons a year, depending on the apple crop and Charles Large, a retired builder of Old Buckenham, was making about 100 gallons of cider a year, as well as some perry.⁶⁶ Incidentally, in the 1930s Grove Farm, Banham, had been used for a different fruit enterprise: Howard John Probyn ran H. J. Probyn & Co., a fruit canning business, "whose factory was the first to be established in Norfolk".⁶⁷

The Garden House, situated a little way outside the centre of Banham, has long been famous for its cider: indeed it is sometimes known as The Cider House. In 1933 Harry W. Sparrow was a "cider dealer" at The Garden House.⁶⁸ (Incidentally, a Harry

Sparrow was in charge of the cider press at Aspall in Suffolk in 1955.)⁶⁹ In 1969 the licensee there was 36-year-old Mr. Donald Balls who had recently taken over from his father. At that date The Garden House was said to be one of the very few places in the country with a wine and cider only licence. However, the cider it was selling was not made in the village⁷⁰

ARTEFACTS AND EPHEMERA

The museum at Gressenhall has a long list of artefacts connected with Norfolk cider-making. These vary from the mundane (though historically important) such as the “wooden cider crate; marked Routs Cider Banham containing 12 cider bottles, ten with labels ‘Routs Norfolk Cider, Eden Brand’” and a large number of different Gaymer’s bottles, through the enigmatic “large wooden object, shaped like crude bat, flat on one side; purpose unknown but possibly for stirring washing or cider” to a very large 18th-century oak cider press used by Gaymers at Banham. From Manor Farm, Silfield, near Wymonham they have a cider press, apple crusher and tub. They also have a green glass bottle of champagne cider made by Captain F. W. Crawshay of Hempnall, dated 1928.

The physical evidence of the industry can still be seen in Banham. If one looks carefully one can spot stones with the initials “W.G.” or “F.R.R.” in the redbrick walls of buildings in the village.

Evidence can be found in the most unlikely of places: The British Film Institute holds a series of advertisements shown in the cinema “at or near Saxmundham, Suffolk” in the late 1940s or early ’50s, including one for Routs Norfolk Cider which shows “a man and a woman playing tennis. They conclude the game and have a glass of cider”.⁷¹ Also, The Norfolk Record Office holds a quantity of Gaymers documents.

In quite a short time I have built up a collection of ephemera relating to Norfolk cider. Most items are from Gaymers, particularly labels and beermats, but it also includes whist score cards, playing cards, ashtrays, and bottle openers. They not only shed light on the products themselves, but also the social context in which cider was drunk: an enamel sign shows the driver of a sports car being offered Gaymer’s cider and bears the caption “Safe for Motorists”. The tagline “Go Gay with Gaymer’s” would perhaps not have quite the same effect these days as it did when some enterprising young advertising executive thought it up!

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October 2007

- ¹ Eastern Daily Press, 24 May 1961.
- ² East Anglian Magazine, July 1935, pp. 58-59 “An Important Norfolk Industry” .
- ³ East Anglian Magazine, July 1935, pp. 58-59 “An Important Norfolk Industry” and, (presumably quoting the former) Eastern Daily Press, 23 August 1969.
- ⁴ Eastern Daily Press, 12 October 1956.
- ⁵ Quoted in Norfolk Record Office MC1666/2, “Manuscript draft material by James Hooper on Norfolk industries including... cider... n.d.”, but c.1910 based on internal evidence.
- ⁶ Michael B. Quinion, *Cidermaking*, Princes Riseborough, 1997, p.5.
- ⁷ East Anglian Magazine, February 1955, pp.220-224.
- ⁸ Quoted in Norfolk Record Office MC1666/2, “Manuscript draft material by James Hooper on Norfolk industries including... cider... n.d.”, but c.1910 based on internal evidence.
- ⁹ White’s History, Gazetteer and Directory of Norfolk, 1845, p.37.
- ¹⁰ Kelly’s Directory 1900, advert at rear, p.35.
- ¹¹ Henry Stopes, “Cider: the history, method of manufacture, and properties of this national beverage”, 1888, pp.21,22.
- ¹² Kelly’s Directory, 1875, advertisement, p.29 of advertisements.
- ¹³ White’s Directory, 1883, advertisement, p.8 of advertisements.
- ¹⁴ Eastern Daily Press, 24 May 1961.
- ¹⁵ Seen on e-bay. What evidence this date is based on I do not know.
- ¹⁶ Norfolk Record Office MC 297/8/1-26
- ¹⁷ <http://www.rogers-davis.com/Gaymer/jongaym.htm> and Eastern Daily Press, 23 May 1936.
- ¹⁸ White’s History, Gazetteer and Directory of Norfolk, 1845, p.421; Post Office Directory, 1846, sub Banham; White’s History, Gazetteer and Directory of Norfolk, 1854.
- ¹⁹ White’s History, Gazetteer and Directory of Norfolk 1864.
- ²⁰ Harrod and Co’s Postal and Commercial Directory of Norfolk and Norwich, 1868, sub Banham.
- ²¹ Kelly’s Directory, 1869.
- ²² Kelly’s Post Office Directory, 1865 sub” Cider Manufacturers and Merchants”.
- ²³ Post Office Directory, 1858, sub”Cider Merchants”.
- ²⁴ Museum of Norfolk Life, Gressenhall, catalogue.
- ²⁵ White’s Directory 1883, sub Banham, “Cider Manufacturers”.
- ²⁶ Kelly’s Directory 1900 sub “Cider Merchants”.
- ²⁷ White’s Directory 1883, sub Banham, “Cider Manufacturers” and advertisement, p.19 of advertisements.
- ²⁸ Kelly’s Directory, 1900, sub Banham.
- ²⁹ Henry Stopes, “Cider: the history, method of manufacture, and properties of this national beverage”, 1888, p.22.
- ³⁰ Eastern Daily Press 23 August 1969.
- ³¹ “Romance of a Norfolk Industry”, Eastern Daily Press, 9th & 11th January 1932.
- ³² “Romance of a Norfolk Industry”, Eastern Daily Press, 9th & 11th January 1932.
- ³³ Henry Stopes, “Cider: the history, method of manufacture, and properties of this national beverage”, 1888, p.22.
- ³⁴ Eastern Daily Press, 23 May 1936.
- ³⁵ Kelly’s Directory, 1892, adverts at rear, p.31.
- ³⁶ Kelly’s Directory 1900, adverts at rear, p.25
- ³⁷ “Romance of a Norfolk Industry”, Eastern Daily Press, 9th & 11th January 1932.
- ³⁸ Quoted in Norfolk Record Office MC1666/2, “Manuscript draft material by James Hooper on Norfolk industries including... cider... n.d.”, but c.1910 based on internal evidence.
- ³⁹ Kelly’s Directory 1900, sub “Cider Manufacturers; Kelly’s Directory 1922, sub “Cider Manufacturers”.
- ⁴⁰ Eastern Daily Press, 24 May 1961.
- ⁴¹ Quoted in Norfolk Record Office MC1666/2, “Manuscript draft material by James Hooper on Norfolk industries including... cider... n.d.”, but c.1910 based on internal evidence.
- ⁴² Eastern Daily Press, 23 May 1936.
- ⁴³ Eastern Daily Press, 15 July 1947.
- ⁴⁴ Eastern Daily Press, 23 March 1973.
- ⁴⁵ Norfolk Record Office MC599/1.
- ⁴⁶ Quoted in Norfolk Record Office MC1666/2, “Manuscript draft material by James Hooper on Norfolk industries including... cider... n.d.”, but c.1910 based on internal evidence.
- ⁴⁷ Beer mat in the author’s collection.
- ⁴⁸ Museum of Norfolk Life, Gressenhall, catalogue.
- ⁴⁹ Ephemera in the author’s collection.
- ⁵⁰ Museum of Norfolk Life, Gressenhall, catalogue.
- ⁵¹ Museum of Norfolk Life, Gressenhall, catalogue.
- ⁵² Museum of Norfolk Life, Gressenhall, catalogue.
- ⁵³ Eastern Daily Press, 24 May 1961.
- ⁵⁴ A Great Norwich Industry: A.J.Caley & Son Ltd, extracted from The Norwich Annual 1939, p.83.
- ⁵⁵ The Grocer’s Monthly, 1 September 1905.

⁵⁶ Kelly's Directory 1916. A Charles Murton is listed as a cider dealer: it seems unlikely that this is still the same Charles Murton as is listed in 1864, but it could well be.

⁵⁷ Extract from Romanceland, Herbert Leeds, "c.1928", Caley's, Joyce Gurney-Read Collection, Norfolk Studies, Millennium Library.

⁵⁸ Kelly's Directory 1922, sub Banham.

⁵⁹ Kelly's Directory 1933, sub Banham.

⁶⁰ Eastern Daily Press, 12 October 1956.

⁶¹ Eastern Daily Press 23 August 1969. "It is now ten years since Banham lost its cider works."

⁶² "Caley's Norfolk Cider Made and Bottled At Banham" – advertisement from unidentified source, n.d., Caley's, Joyce Gurney-Read Collection, Norfolk Studies, Millennium Library.

⁶³ Museum of Norfolk Life, Gressenhall, catalogue.

⁶⁴ Eastern Daily Press, 12 October 1956.

⁶⁵ Kelly's Directory 1922, sub Banham, Cider Merchants and Cider Manufacturers.

⁶⁶ Eastern Daily Press 23 August 1969.

⁶⁷ Kelly's Directory, 1933, sub Banham.

⁶⁸ Kelly's Directory, 1933, sub Banham.

⁶⁹ East Anglian Magazine, February 1955, p. 220.

⁷⁰ Eastern Daily Press 23 August 1969.

⁷¹ BFI Film and TV database, Holmes Adverts, NFA catalogue.