

King Head in Ross
230



Position = Market House Balcony or in a shop.

PUBLIC RELATIONS DIVISION

The London Press Exchange Limited

60 ST. MARTIN'S LANE · LONDON · WC2

Contact = Mr Sowter Hereford 4455.

King Head.
2.30pm.
Mr. Sowter

Could have been 4th November, 1959.
a good story unfortunately we have already covered glowing championships enquire what else is taking place is there dancing in street or anything else? do they drink Cider in market place what about lights etc.

The News Editor,
Newsreel Association,
C/o Pathe News,
Film House,
Wardour Street,
London, W.1.

Dear Sir,

I have taken the liberty of sending you the attached release concerning the traditional ox-roasting which is to take place at Ross-on-Wye on Wednesday, November 11, because I feel it might provide some interesting film material.

LP
Dancing in Market Place.
Local Brass
Band - Dancing
Woodleigh
V. M.P.

The event should have strong picture appeal as it provides a real glimpse of a rural community enjoying itself.

The roasting takes place in front of the historic Market House. This dates back to Charles II, and it is the centre of the small agricultural town of Ross, which, as I am sure you know, is set in some of the most attractive country in England.

Nearly all of the town's 5,000 population is expected to turn out and gather round the spit for the ox-roasting. In addition, the expert ploughman who will be at Ross for the British National Ploughing Championships will also be taking part.

With regard to facilities for cameras, there are good sites on the balcony of the old Market House or in the first floor windows of buildings around the Market Place.

I do hope the attached outline will prove of interest to you and should you require any further information, please do not hesitate to contact me.

Yours sincerely,

David Kay

Enc:

David Kay.



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With Compliments

OX ON THE SPIT AND
CIDER FOR 4,000

It will be a "cut off the joint" and a noggin of Herefordshire cider for 4,000 local inhabitants, when a traditional ox-roasting takes place in front of the old Market House, Ross-on-Wye, Hereford, on Wednesday, November 11.

The last time such an event took place was over seventy years ago — in 1887, on the occasion of Queen Victoria's Jubilee. Now local opinion thinks it high time to revive this rural tradition — it embraces Hereford's two famous industries, cattle and cider — in honour of the 172 ploughmen who are coming from all over Britain to take part in the National Ploughing Championships at Ross-on-Wye, November 11 and 12.

In charge of roasting and cider-basting the 6 cwt. ox, will be a special selected team of cooks from the R.A.F. Catering School, Credenhill. Their work will begin at 7 a.m. and is expected to finish some 12 hours later when Leslie Goodwin, the 27-year old Hereford man who is World Champion Ploughman, will carve the beast.

INFORMATION NOTE:

Timings: The ox will be mounted on a specially prepared spit in front of the Market House, Ross-on-Wye, at approximately 7 a.m. on Wednesday, November 11, and will continue to roast throughout the day, until approximately 7 p.m. when carving and serving of the beast will take place.

Over ...

Photographic Facilities: Excellent views of the
roasting can be seen from the balcony of the
old Market House or from the first floor windows
of buildings around the Market Square. Should
journalists or photographers wish to take
advantage of these positions, it would be much
appreciated if they would give some prior notice
as this would help considerably in making full
and satisfactory arrangements. For further
information please contact Mr. David Kay, London
Press Exchange, Public Relations Division, 60
St. Martin's Lane, W.C.2. COVent Garden 2450.

END.