

# H. & G. SIMONDS, LTD.

*Brewers, Wine and Spirit Merchants*

## READING

THE TAMAR BREWERY, DEVONPORT  
AND JACOB STREET BREWERY, BRISTOL

*Under same control and management—*

PHILLIPS & SONS, LTD., NEWPORT, MON.

*Sole Proprietors of—*

ARTHUR S. COOPER, WINE MERCHANT, 29 MARKET PLACE, READING.  
JAMES ADNAMS & SON, 24 THE BROADWAY, NEWBURY.

T. DOWLING & SON, WINE MERCHANTS, HIGH STREET, ANDOVER.  
W. G. DOSSETT, 33-34 PARSONS STREET, BANBURY.

ASSOCIATED COMPANIES:—

SIMONDS-FARSONS-CISK, LTD., MALTA, TRIPOLI & BENGHAZI. SACCOE & SPEED, LTD., GIBRALTAR & LONDON. EAST AFRICAN BREWERIES, LTD., NAIROBI, MOMBASA & DAR-ES-SALAAM.

TELEPHONE NO. READING 3431 (9 LINES)

TELEGRAMS: "SIMONDS, READING."

OUR REF. AEW./VS./B..

*The Brewery*

*Reading*.....February 14th 1952.

TO OUR WHOLESALE AND SERVICES TRADE CUSTOMERS.

Dear Sir/Madam,

We have to advise you that in consequence of the continued rise in the cost of raw materials and charges of every description, we are compelled to increase our prices of BOTTLED BEERS and the following will be effective on and from February 18th:—

	PER DOZEN.			NIPS
	FLAGONS	BOTTLES	$\frac{1}{2}$ -BOTTLS.	
BROWN ALE	22/6	11/8	6/4	—
BITTER ALE	22/6	11/8	6/4	—
S.B. PALE ALE	25/6	13/5	7/2	—
BERRY BROWN ALE (HOME BREWED)	25/6	13/5	7/2	—
LUNCHEON STOUT	25/6	13/5	7/2	—
TAVERN	—	—	10/7	—
VELVET STOUT	—	20/2	10/7	—
OLD BERKSHIRE STRONG ALE (XXXXX)	—	—	16/10	11/10
ARCHANGEL STOUT	—	—	—	13/10
BULLDOG PALE ALE	—	—	16/10	11/10

We are mindful of the necessity of enabling Retailers to meet rises in their own overhead expenses and we have, therefore, so arranged our Price List that a greater margin of profit will be available to you.

In our own Tied Houses, Public Bar Prices will be advanced by -/2d per Flagon, -/1d per large Bottle,  $\frac{1}{2}$ d per Half-Bottle or Nip.

Thanking you for favours past received and assuring you of our continued attention to your esteemed orders.

Yours faithfully,  
H. & G. SIMONDS, LIMITED.

*Branches—*

BRIDGEND  
BRIGHTON  
CATTERICK  
CIRENCESTER  
FARNBOROUGH, HANTS.  
LONDON  
LUDGERSHALL, WILTS.  
OXFORD  
PORTSMOUTH  
STAINES  
SWINDON



THE HOP LEAF.



BY APPOINTMENT  
BREWERS  
TO H.M. THE KING