

The Hop Leaf Gazette.

The Monthly Journal of H. & G. SIMONDS, Ltd.

Edited by CHARLES H. PERRIN.

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No. 4



Mr. C. B. COX.

MR. C. B. COX.

In selecting the portrait of Mr. C. B. Cox as our frontispiece this month we find, through his antecedents, an interesting connection with one of the group of small breweries which subsequently formed the South Berks Brewery Company, Limited.

The Diamond Brewery in Cheap Street, Newbury, was one of the small breweries concerned in the amalgamation and, when the fusion took place, the premises were acquired by the grandparents of Mr. C. B. Cox and were converted into a Mineral Water Factory. The Brewery Tap, which was attached to the property, was continued as a licensed House and was conducted by Mr. Cox's grandfather.

Through these associations Mr. C. B. Cox joined our Staff at Reading in November, 1915, and after experience in the Cask Department and General Department, where he served until 1928, he was chosen to fill a position at the South Berks Brewery Company, Ltd., Newbury. In 1933 the registered offices were transferred to Reading and Mr. Cox was engaged upon the books of that Company until it was absorbed by the Parent Company in 1936. For a few months in the following year he acted as a relief collector of the accounts of the licensed Houses in the Newbury District and subsequently joined the Accounts Department at Reading where he is now employed. His varied experience has been turned to good purpose and his first-hand knowledge of the licensed properties and tenants in the Newbury area is more intimate and valuable on account of the inherent and personal interest which he displayed.

For many years Mr. Cox played for the Brewery Cricket Club, when his unflinching good humour and prowess with the bat were a great asset to the team. He is a frequent attendant at Elm Park as a supporter of the Reading Football Club and is also fond of billiards. His popularity amongst the Staff is undoubtedly due to a most genial and generous disposition and a great sense of humour which shines in company.



Take a little wine for thy stomach's sake and thine oft infirmities.—The Bible.

CHAT *from*



THE EDITOR'S CHAIR

(By C. H. P.)

MR. F. A. SIMONDS' BIRTHDAY.

Mr. F. A. Simonds, our beloved Chairman and Managing Director, celebrated his 58th birthday on Monday, January 2nd. May he be spared for many years to adorn the great position that he holds. Many very happy returns is the sincere wish of us all.

MR. J. H. SIMONDS, C.B.

Reading is represented better than usual in the New Year's Honours, says the *Berkshire Chronicle*. The C.B. awarded to Mr. J. H. Simonds, D.L., J.P., has afforded much gratification as a recognition of his services as chairman of the Territorial Association of the County of Berks, because of his many public duties, and as a member of an old Reading family. His father was a Freeman of the Borough and rendered many years' valuable service as Borough Treasurer. The O.B.E. bestowed on Lieutenant-Colonel and Brevet-Colonel H. P. Crosland will also be very popular, for he, like his brother, has done great service for the Berkshire Yeomanry.

OUR COLOSSAL CHRISTMAS TRADE.

All concerned at the Brewery in delivering the goods will for many years to come remember Christmas, 1938. There was a sudden and unexpected change from very mild to Arctic conditions. There were heavy falls of snow with severe frosts which made the roads extremely treacherous. The task of the Transport Department at Christmas time is always a heavy one and this year with such terrible weather conditions obtaining, the strain must indeed have been great. But, with Commander Simonds in charge, every man did his utmost, determined that, if it were humanly possible, the work should be done. And the manner in which that work

was carried out is deserving of the highest commendation. Delay in delivery was reduced to a minimum and the fact that no accident occurred that was at all serious, speaks volumes for the care exercised by our men when handling powerful lorries or horse-drawn vehicles.

In the cellars everyone worked wonderfully, each man pulling his weight. The elevators were running continuously, sending up thousands of casks to the Loading Stage for delivery by the Transport Department. At the same time, the Cellars supplied the Bottling Stores with the enormous quantity of beer and stout required for the vast Bottled Beer trade. There was no hitch and no complaints. Well done, the Cellars, a grand achievement!

The output of bottled beer exceeded all previous records and great credit is due to the way the men and boys of the Bottled Beer Department worked so well together. Export orders, especially, were far in excess of other years, among them being the first order of 2,500 dozens for the new Aircraft Carrier *Ark Royal*. But, as usual, the staff proved quite capable of dealing with all emergencies that arose, thus facilitating the work of the Transport Department.

BREWERY DINNER.

The dinner for members of the Social Club is due to be held on Saturday, January 21st, in the Large Town Hall. Tickets are 5/- each; the employee pays 2/- and the Directors generously provide the remainder. There is a record rush for tickets and the Branches are making heavy demands on the limited accommodation. Headquarters look forward to this occasion to meet their colleagues from the Firm's many ramifications. All the Directors have promised to be present and we are to have the pleasure of the company of many of the leading local personalities, including His Worship the Mayor of Reading. All the employees of the Firm look forward to hearing our Chairman and Managing Director (Mr. F. A. Simonds) make his speech, which is sure to include many items of interest appertaining to the Firm and the Social Club's activities. The meal will be served by Simonds Catering Department and the music, during the dinner, will be rendered by the Simonds Brewery Band. The bar will be run by the Simonds Social Club and most of the artistes will be Brewery employees. Truly a real "Simonds affair!" As stated on the tickets, you are requested to be seated by 6.45 p.m. The doors will be opened at 6 p.m. and music will be provided from 6.30 p.m.

SPORTS CLUB DANCE.

A grand dance was held on Friday, December 9th, in the Large Town Hall, Reading, under the auspices of Simonds Sports Club and despite the wretched weather was very well attended, about 400 being present, including Major J. H. Simonds, C.B., D.L., J.P., and Mrs. Simonds, Commander H. D. Simonds, Mr. R. St. J. Quarry, Mr. F. H. V. Keighley, Mr. H. Ashby, Capt. A. S. Drewe, Mr. and Mrs. A. G. Richardson, Mr. and Mrs. J. H. Wadhams, Major and Mrs. H. Kaye, Mr. and Mrs. W. Bowyer, Mr. and Mrs. W. H. Davis, Mr. and Mrs. H. C. Davis, Commander and Mrs. Dawson. Apologies were received from Mr. F. A. Simonds, who was away, also from Mr. L. A. Simonds and Major G. S. M. Ashby, who were unwell. The band of H.M. Life Guards was in attendance and its fine playing was much appreciated. The hall was tastefully decorated and an air of jollity was maintained throughout the evening. The refreshments, which were served in the Small Town Hall, were carried out by Simonds Catering Department and were highly commented upon. Mr. R. St. J. Quarry undertook the duties of M.C. and fulfilled them very efficiently. Prizes for lucky spots were awarded.

BEER AND A CRISIS.

"The nation (Germany) which had recently perturbed us was a nation of beer drinkers, and beer was an eminently peaceful drink . . . There is only one way to stop war. That is, to let the rank and file meet and drink a glass or two of beer together. If only all our people could meet the real Germans, instead of bogies dressed up for them by politicians, the war clouds would roll away eastwards for ever."—*Mr. Ramsbottom, M.P., Minister of Pensions, June, 1937.*

BEER IS BEST FOR THE AGED.

Mrs. Sarah Hayes, Trebanog, near Ogmores Vale, Glam, who was recommended by her doctor to smoke a pipe when she was 60 years of age, celebrated her rooth birthday recently. She smokes 4 oz. of shag a week and drinks a pint of beer daily.

SNOBBISH!

Two literary lights, one from Oxford and the other from Cambridge, were having a jolly little talk, when something cropped up which caused the Cambridge man to say: "The trouble with you Oxford men is that you are inclined to be a little snobbish." "That," said the other, "is unkind and unwarranted! Why, when I rowed in the crew I knew every man in the boat—except the three fellows down in the stern!"

STATEMENT OF ACCOUNT.

The following story comes from Singapore :—

A Negro doing a hauling job was told he couldn't get his money until he submitted a statement of his account. After much meditation he evolved the following bill : " Three comes and three goes, at threepence a went is. 9d.

COURTESY POLICE LEAVE GREEN CARDS IN PARKED CARS.

Motorists who park their cars in inconvenient places in the Metropolitan area and leave them for any length of time are likely on their return to find a green card inside. It is a new method by which the police are seeking to enlist the friendly co-operation of motorists in preventing obstruction and crime. The card, headed " Metropolitan Police," reads :

PARKING

is not authorised here. It is liable to cause obstruction.

THE POLICE

are responsible for keeping the streets clear. They would rather enlist your help than prosecute you.

YOU

can help a great deal by leaving your car in a garage.

THIEVES

are obtaining a rich haul from cars left in streets, and also using them freely for criminal enterprises.

CO-OPERATION

by car owners will prevent crime, protect property, free the traffic, and greatly assist the police and the public.

SOME PUNCH BOWL !

In many a home and at many an old English inn this Christmas, " punch " was served to visitors and guests. The most famous English punch bowl ever recorded was that made at a grand entertainment given at Alicant, in Spain, by Admiral Edward Russell in 1694, then Commander of the Mediterranean Fleet. A marble fountain was converted for the occasion into a gigantic punch bowl, and into it was poured four hogsheads of brandy, one pipe of Malaga wine, twenty gallons of lime juice, twenty-five hundred lemons, thirteen hundredweight of fine white sugar, five pounds of grated nutmeg, three hundred toasted biscuits, and eight hogsheads of water. In a boat built for the purpose a ship's boy rowed round the fountain to assist in filling cups for the six thousand persons who partook of it.

VERY GRATIFYING.

It is very gratifying to receive so many kind letters and notices concerning THE HOP LEAF GAZETTE. The following appeared in the *Evening News and Southern Daily Mail* on January 2nd :—

THE HOP LEAF GAZETTE, issued monthly by Messrs. H. & G. Simonds Limited, Reading, keeps up a high standard of variety of contents, which makes it something more than an ordinary " house " magazine. The nature notes are exceptionally good.

TRY IT—AND SI !

Robert Louis Stevenson once commented on the need of a reform in the English language to include a new pronoun which would obviate the tiresome and sometimes endless repetition of " he or she," " him or her," and " his or her," especially in legal documents. Mr. Gregory Hynes, an Australian lawyer, in a paper read to the Australian Literature Society, now proposes that the Latin reflexive " se " be incorporated in English-speaking countries with the English pronoun. Thus, " se " would be used for " he or she," " sim " for " him or her," and " sis " for " his or her," and that if a man or woman followed such a rule in sis speech se would find sis pronouns less of a trouble to sim. Or would se ?

KNEW HE WASN'T DEAD.

A young man fell into a state of coma but recovered before his friends had buried him. One of them asked what it felt like to be dead.

" Dead," he exclaimed. " I wasn't dead, and I knew I wasn't dead, because my feet were cold, and I was hungry."

" But how did that make you sure ? "

" Well, I knew that if I were in heaven I shouldn't be hungry and if I were in the other place my feet wouldn't be cold."

A VERY FISHY STORY.

A correspondent in a contemporary, referring to the export of Colchester oysters to ancient Rome, mentions an earlier traffic that makes the Roman exportation seem a fairly modern affair. Noah, by Colchester tradition, is said to have been attracted by the oyster beds, and to have anchored over them for a full week. It is not explained whether he was inviting a couple aboard or merely taking in supplies.

VERY SIMILAR!

Old Lady (*tasting beer for the first time*): "Gosh, it tastes just like the medicine my husband has taken for the past forty years."

CARELESS DRIVER.

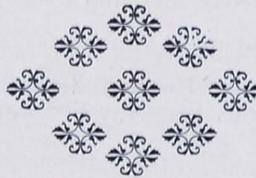
"What's happened, George?" the wife inquired as her husband got out of the car to investigate.

"Puncture," he replied briefly.

"You should have been more careful," she said. "The guide book warned us there was a fork in the road at this point."

Death seems to be the only satisfactory solution to our present difficulties, declares a gloomy speaker.

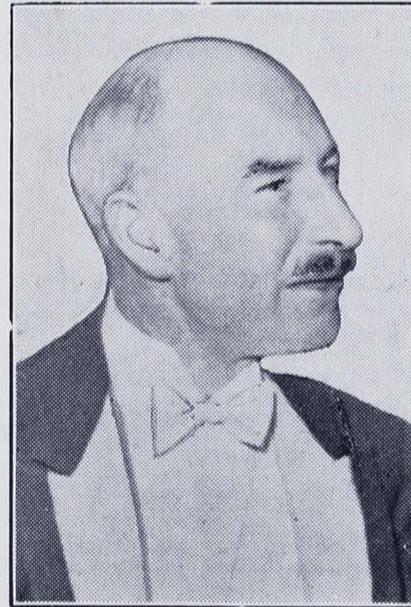
Bier is best!



MAJOR J. H. SIMONDS MADE A COMPANION OF THE ORDER OF THE BATH.

It is extremely gratifying to see that Major John Hayes Simonds, D.L., J.P., our worthy Vice-Chairman, of Newlands, Arborfield Cross, has been made a Companion of the Order of the Bath in the New Year's Honours List. It is an honour richly deserved.

Major Simonds is Chairman, T.A. Association of the County of Berks, and a son of Mr. John Simonds, of Newlands, who was an hon. Freeman of Reading. He was educated at Wellington College and Magdalen College, Oxford. Mr. J. H. Simonds joined



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J. and C. Simonds and Co.'s Bank in 1900 and was a partner at the time of the amalgamation with Barclays Bank in 1913. He is a Director of Barclays. He was in the 1st Volunteer Battalion, Royal Berkshire Regiment (and later in the Territorial Battalion) for eleven years, rejoining the 2/4th Battalion in 1914 as Major and serving for a time in France. In 1919 he joined the Board

of Directors of H. & G. Simonds Ltd., thus re-establishing the close connection between the Brewery and the banking sides of the family. The bank and wine shop used to adjoin on the site now occupied by Barclays Bank in King Street, Reading, and Mr. Henry Simonds, of the Brewery, was one of the original partners in the Reading bank. Mr. J. H. Simonds is now Vice-Chairman of H. & G. Simonds Ltd. He is a Director of the Reading Building Society.

Mr. J. H. Simonds is a great sportsman. He played rugby for the Berkshire Wanderers in the early days of the club's existence and participated in a lot of cricket in the county until the outbreak of the war. He has also been a keen rider to hounds and a good shot. He has done valuable service as Hon. Treasurer of many leading sporting organisations.

In 1934 he was made a J.P. for Reading.

TO HARRISON WEIR.

When I was a boy, of somewhat queer
And unaccountable habits,
My favourite artist was Harrison Weir,
Who painted poultry and rabbits.

He pleasure gave ; and his praise was sung
By people of all conditions,
Tho' I never heard that his works were hung
On the walls of the exhibitions.

Nor did he, like some, employ his skill
On behalf of deceit or malice,
But pigeons he chose, on a window-sill,
Or fowls, at the Crystal Palace.

And cattle of untold hundredweights
With horns all a-curve and a-taper,
He sketched, at Smithfield, as Christmas plates
For a good old-fashioned paper.

And a Langshan hen he so deftly drew,
That she very nearly cackled,
For Weir was a craftsman who plainly knew
The joy of a job well tackled.

S. E. COLLINS.

OUR SOCIAL CLUB.

COMMANDER SIMONDS OPENS RECONSTRUCTED PREMISES.

Friday, December 16th, was a red-letter day in the history of our Social Club, for on that day Commander Simonds formally re-opened the premises after their extensive alterations. Mr. R. St. J. Quarry was also present. A wonderful transformation scene has taken place and we owe our Directors a great debt of gratitude for providing us with comfortable and convenient surroundings amid which we can spend our leisure hours.

Commander Simonds said he was very pleased when Mr. Walter Bradford asked him to attend and formally open the reconstructed building. He was glad to have the opportunity of congratulating them all on the great success which Mr. Bradford, Mr. Cardwell and Mr. Quarry had made of the undertaking. They were deserving of the highest praise for the general lay-out was admirable and the decorations were most tasteful. The Directors had been only too pleased to help them and he thought the money had been extraordinarily well spent. He hoped that was only one of very many successful and enjoyable evenings in the room. (Applause.)

Mr. F. C. Hawkes (Hon. Treasurer of the Club) thanked Commander Simonds for coming amongst them that evening. It was another instance of the great interest which the Directors always took in the welfare of their employees, and of their endeavours to see that they enjoyed their leisure hours. Owing to the generosity of the Directors there was every prospect of the Club being an even greater success in the future than in the past.

Mr. Walter Bradford (Hon. Secretary of the Club) endorsed Mr. Hawkes' remarks, observing that very special thanks were due to Mr. Quarry and Mr. Cardwell for the great interest they had taken and the work they had done, in reconstructing the premises. Everything looked extremely nice and comfortable and it was up to all the members to see that no unnecessary damage was done, for the expense had been very great. They should endeavour to preserve the premises in the fine condition that they now found them for many years to come. (Applause.)

Community singing and an excellent musical programme followed. This was provided by the Simonds Brewery Band under the leadership of Mr. Hooper, supported by Mr. Teddy Pare and "Audley and Gower" (Mr. L. T. Buckingham and Partner). The community singing was led by Mr. Spencer.

OUR COMPANY'S ANNUAL MEETING.

OUTPUT OF 61,150,000 BOTTLES.

An output of 61,150,000 bottles of beer during the financial year was reported at the annual meeting of our Company, which was held at 19, Bridge Street, Reading, on Monday, December 19th. Mr. F. A. Simonds (Chairman and Managing Director of the Company) presided, and other Directors present were Mr. J. H. Simonds (Vice-Chairman), Commander H. D. Simonds, R.N., Mr. A. J. Redman, Major G. S. M. Ashby, Mr. R. B. St. J. Quarry, and Mr. F. H. V. Keighley. The Chairman announced apologies for absence through indisposition of Mrs. Caversham Simonds, Mrs. F. A. Simonds, and Mr. L. A. Simonds.

The Secretary (Mr. E. S. Phipps) read the notice convening the meeting, and the Auditors' report.

The report of the Directors for the year was taken as read.

THE CHAIRMAN'S SPEECH.

Mr. F. A. Simonds, the Chairman, in his speech, said: I am proud to occupy the chair to-day for the first time, having been elected to this high office by my colleagues on the Board of the Directors of the Company owing to the resignation, due to ill-health, of the late Chairman, Mr. S. V. Shea-Simonds, as announced to you at the last annual general meeting. Since July 1st the Board has been strengthened by the election thereto of Mr. R. B. St. J. Quarry and Mr. F. H. V. Keighley, both of whom have had wide experience on the staff of the Company in various capacities, and are relatives of members of the Board.

On the profit and loss account, you will observe that the net profits for the year disclose a decrease of £8,924 as compared with those of the previous financial year. In explaining this decrease, I would bring to your notice that this is more than accounted for by the increased charge in respect of income tax and national defence contribution alone. We have had to meet a full year's national defence contribution as against only a half-year's charge in last year's accounts. There have also been serious increases in the cost of brewing materials and coal, whilst the outlay for repairs to licensed premises has, once again, been a very heavy burden. However, I am glad to say that these have been offset to a considerable extent by a substantial improvement in turnover—due chiefly to your Board's policy of expansion—and the economies which have resulted from the liquidation of two of our subsidiary companies, to which reference was made last year.

At the beginning of the financial year we purchased the business of Lakeman's Brewery, Brixham, which has provided our Tamar Brewery at Devonport with an increased barrelage, but the inevitable outlay on freshly acquired licensed properties has involved us, as on previous similar occasions, in extra expenditure. We are, however, confident that good results will be derived from this investment during the next few years. The Cirencester Brewery Ltd., which obtains its supplies from our brewery at Bristol, has proved to be a profitable acquisition. In the Bristol area we have continued to make progress through our subsidiary, W. J. Rogers, Ltd.: I should mention that, in order to reap the full benefits of amalgamation, this company was placed into voluntary liquidation on 1st October, 1938, and is now a branch brewery of the parent company. We hear excellent reports concerning the popularity of our beers throughout Bristol and South Wales. Messrs. Stiles & Co.'s brewery at Bridgend (Glam.) has but recently been brought within our organisation; we have already commenced the improvement of the licensed houses and anticipate a satisfactory return from the expenditure in this rapidly developing area. Our associated company in Malta—Simonds-Farsons, Ltd.—has again made a useful contribution, though trading in the Mediterranean has been rendered particularly difficult owing to international complications, but the outlook is brighter and we take this opportunity of tendering our congratulations and thanks to our colleagues in Malta for maintaining our prestige in that island.

Our beers throughout the year have been uniformly of excellent quality and have met with general approbation. The output of bottled beer during the year amounted to 61,150,000 bottles; a small quantity of canned beer and bottled cider is included. I believe that members like to have this figure presented to them as a detail of statistical interest. You will appreciate that a turnover of this volume of beer in small containers requires a maximum of organisation in manufacture and distribution.

Turning to the balance sheet you will see that the share and loan capital has been increased by the issue of £179,390 5 per cent. cumulative preference stock, £44,958 ordinary stock and £250,000 3½ per cent. redeemable debenture stock, for the purpose of providing funds wherewith to finance the recent acquisitions to which I have already referred and also the repayment and conversion of the debentures of our subsidiary, W. J. Rogers, Ltd. On the other hand, freehold and long leasehold estates are higher to the extent of £528,279, whilst fixtures and fixed plant, stocks-in-trade, book debts, and cash, all stand at much higher figures. Members will also observe with gratification the very substantial augmentation in the total reserves.

It is unfortunate that there have again been aggravating delays in completion of the new power plant, by means of which we hope to effect considerable economies in manufacture. Owing to Government requisitions it has been impossible to obtain delivery of certain component parts, but the work is by now almost completed. We have, during the past year, placed more licensed houses under the control of our hotels and catering department. We continue to hear favourable reports as to the service afforded by this department and are proud to learn that houses carrying the "Hop Leaf" sign are rapidly earning a reputation for comfort and hospitality to the travelling public.

RECENT LEGAL DECISIONS.

Now I wish to draw your attention to a matter which has frequently been mentioned by chairmen of other brewery companies. I refer to recent judgments in the courts of justice which are causing your Directors grave concern as to their ability to maintain the present rate of dividend. The decision in the case of *The Queens, Weston-super-Mare*, has had the regrettable effect of retarding most of our schemes for improving and developing our licensed properties, as it would be unprofitable to do so under existing conditions, and, in this connection, I would bring to your notice the fact that we are not replacing in the property improvements reserve the full amount of the outlay incurred during the past year, but the reserve will still stand at no less a sum than £150,000. I sincerely hope that this legal decision may be reversed, or that future legislation will allow of our renewing many schemes which we, and other brewers, have in mind for adding to the amenities available to the public in our licensed houses. We, as a trade, are faced with a further serious burden as a result of the attempt to impose upon our tenants and ourselves very heavily increased assessments by reason of the decision in what is known as the "Robinson" case. This has been referred to in detail in the speeches of other chairmen and I will not enlarge on it other than to say that it does appear to be a negation of justice and contrary to the conception of the principles of rating, that any one section of ratepayers should be so burdened that either they must succumb financially or, if they do not, it will only be by reason of their landlords having to come to their aid. I can assure our tenants, who are a hardworking and most loyal body at all times, that we shall contest the ground inch by inch on their behalf.

This company, in common with all other breweries, has continued to honour in every respect the agreement entered into in the year 1933 with the then Chancellor of the Exchequer, Mr. Neville Chamberlain, with regard to the use of home-grown barleys. I fear that, at the present moment, there is widespread dissatis-

faction among the growers of malting barley with the prices obtained this year as compared with last year, but I am hopeful that conferences which are now being held between all parties interested and in which delegates from the Brewers' Society are assisting, may be the means of finding an acceptable solution.

The wine and spirit department has once more produced very satisfactory results, and I would again call the attention of the members to the very comprehensive retail list of wines and spirits which can be obtained from the brewery and our branches, or from any of our fully-licensed houses. I should like to take this opportunity, accorded the Chairman of this Company but once a year, to thank that ever-increasing body of caterers, hotel-keepers, free licence holders and club committees for their patronage and loyalty, and also to express our gratitude to the ever-widening circle of customers among the Royal Navy, Army and Royal Air Force for their continued support, and I would assure them that for our part we will endeavour always to maintain the quality of our goods and that excellent reputation for supervision and delivery in which we take such pride.

In conclusion, I would like to thank, on behalf of the Directors, all members of our staff, from the highest to the lowest, for their co-operation during a very difficult year of trading. I hope that the employees at Reading will soon be able to take full advantage of the new sports ground which we have provided for them; and I must also make reference to the most successful fête which was organised by the staff last summer and proved an unqualified success, and the warmest thanks of all of us are due to Mr. H. Keevil for allowing this fête to be held, as before, in his beautiful grounds at Coley Park.

DIVIDEND OF 18 PER CENT.

I now beg to move the following resolution:—

"That the report of the Directors and statement of accounts for the year ended 30th September, 1938, be received and adopted; and that, having already paid the dividend on £1,020,610 5 per cent. cumulative preference stock, less income tax, for the year ended 30th September, 1938, the dividend on £179,390 5 per cent. cumulative preference stock, less income tax, for the six months ended 30th September, 1938, and an interim dividend of 4 per cent. less income tax, on £755,042 ordinary stock, the Directors now recommend that the balance of £264,968 5s. 6d. be appropriated as follows: To service of debenture redemption, £9,463 10s. 0d.; to pay a final dividend on £755,042 ordinary stock at the rate of 14 per cent., less income tax (making 18 per cent. for the year), £76,636 15s. 3d.; to add to pensions reserve (making a total of

£115,000), £5,510; to add to property improvement account (making a total of £150,000), £32,988 18s. 4d.; to add to general reserve (making a total of £400,000), £34,604 18s. 4d.; to add to investment reserve (making a total of £50,000), £864 11s. 2d.; to carry forward to next year, £104,899 12s. 5d."

Mr. J. H. Simonds seconded the resolution. He said he had only one word to add to what the Chairman had said and that was to stress the thanks that were due from all the shareholders to the staff of the Brewery and the subsidiary breweries. They were indeed most grateful to every single person they employed for the work done. As their concern got bigger it was obviously more difficult for the Executive to know each individual member employed by the Firm, as no doubt used to be the case many years ago. When the concern was comparatively small he had no doubt that their predecessors on the Board knew every single man, his family and his children, and all about them. Now they had got too large for that, but the Board of Directors still held the greatest feelings of gratitude to the staff for all they did. They had a most loyal staff, and their interests were alike.

The report was unanimously adopted.

RE-ELECTION OF DIRECTORS.

Mr. R. B. St. J. Quarry and Mr. F. H. V. Keighley retired from the Board in accordance with the Articles of Association. Being eligible, they offered themselves for re-election.

Commander H. D. Simonds proposed their re-election. He stated that Mr. Quarry had been with the Firm some eight years, and had proved himself an invaluable member of the Board. Mr. Keighley had been with them for some considerable time, not only at Reading but also in Malta with their associate company, and he, too, had shown himself to be a valuable member of the Board.

Major G. S. M. Ashby seconded the re-election, which was approved.

Mr. R. B. St. J. Quarry, in responding, said he had to thank them for the first time for re-electing him to the Board, a position which he was extremely proud to hold. He would do his utmost to merit the confidence that had been placed in him.

Mr. F. H. V. Keighley said he was very proud to be associated with that great Firm. He thanked them for re-electing him to the Board of Directors, and he would dedicate himself to furthering the Firm's interests.

The re-election of Collins, Tootell & Co., Chartered Accountants, of 11, Queen Victoria Street, E.C.4, was moved by Mr. G. W. Smith, seconded by Mr. John Hill, and approved.

Mr. W. W. Collins, replying on behalf of his firm, said they had occupied this position now for a considerable number of years, and it would give them great pleasure to continue to do all they possibly could to serve them.

Major M. H. Simonds proposed a vote of thanks to the Chairman for presiding. He stated that they had to thank Mr. F. A. Simonds very much indeed for a great part of the success of the Company through his foresight and organising ability. (Hear, hear.)

Major G. S. M. Ashby seconded, and the resolution was carried with acclamation.

The Chairman, replying, said he thanked the shareholders for their tribute, and he supported what Mr. John Simonds had said about the staff.

A GREAT THOUGHT.

Discretion is the look-out on the hill of life. It enables man to see the noblest and best of life and points out the proper means of attaining it. It broadens man's vision along his horizon, and he is better able to choose his path with his eyes so opened. He gathers strength in its exercise, and the more he cultivates discretion, good sense and proper balance are developed.

The discreet man does not look at a problem as it affects him in the present moment. He looks ahead to the future, and scans the possibilities which may arise. He has foresight and good judgment. He looks at life without magnifying or minimising its importance. He acts with consistence according to belief, and resists advantages and opportunities presented to him which are out of tune with the noble principle of honour.

In every path of life discretion finds the best and the right way to attain one's goal. The struggle between reason and temper is won when discretion plays a part, for it sets up the proper balance in every action of man. He knows and considers the value of life; he is aware that at best it is short, and for that time allotted to him he is accountable. The contemplation of this truth keeps him alert and on guard against the temptations of the world. He does not lose sight of the purpose of his creation. He is making ready for another life, which is eternal. Is this not sufficient to prompt discretion in his actions, in his speech and in his entire life?

A NATURE NOTE.

(BY C.H.P.).

VISITORS TO MY BIRD TABLE.

FOOTPRINTS IN THE SNOW.

It is an ill wind that blows nobody any good and the bitter weather experienced this Christmastide afforded the bird lover rare opportunities of getting on more intimate terms with his feathered friends. On the coldest days, starlings would fight fiercely for a place in the bird bath which I re-fill with fresh water in my garden each morning. No matter how wintry the conditions, birds need *water* even more than food and it is delightful to watch them drinking and bathing to their hearts' content. I pegged down an apple or two for such visitors as blackbirds and they enjoyed this fruit immensely; there was finch seed for the finches; pea and other nuts for the tits; specially prepared food for the soft-billed birds and scraps of various kinds from the table for all who cared to partake. I noticed that robins displayed a special liking for peanuts sliced up finely, though meal worms would appear to be their favourite dish. Sparrows also partook freely of the pea-nuts thus prepared. Included among my little visitors were robins, wrens, great-tits, blue-tits, cole-tits, hedge-sparrows, linnets, chaffinches, greenfinches, pied wagtails, hosts of greedy starlings, one reed bunting and three skylarks. It is very unusual to see larks and buntings feeding so near the centre of the town, but the weather was severe and their ordinary feeding places were bereft of food.

RAT GIVES ME A SHOCK!

With the countryside covered with its snow-white counterpane I spent many a fascinating hour tracking bird and beast. From the Thames-side I followed the trail of an old barn rat. It was a long thin track, and behind it was the streak of his thick tail. Right across a meadow I followed in his wake and on reaching a ditch probed a bunch of dead rushes where the footmarks ended. I had already surmised that the rat was a large one, but you can judge of my surprise when, like a flash, out shot a monster rodent which ran

right between my legs, off across the meadow whence he had come, and into the Thames. I don't mind admitting that he gave me a bit of a shock and in springing aside I stepped into some icy water that was well over my boots—and, my word, it was cold! Then I got on to the track of one of the crows that affect these water meadows. He had pursued a tortuous course, having paused here and there to examine dead tufts of grass, etc., with his powerful beak. Apparently he had wandered far before finding food. And then I discovered what he had had for dinner. A poor starling, evidently frozen to death, lay under the hedge, and the crow had picked his body to pieces.

HAUNT OF THE HERON.

These meadows where I was roaming are the favourite haunts of the heron, and I have seen as many as six at a time feeding among the cows. The birds follow behind our bovine friends as they move about the meadows, doubtless on the look-out for living forms of food that may be disturbed. But on this occasion no cows were in the meadows and I traced only the foot-prints of one or two herons. I noticed where the birds had lit on the snow-covered ground and strolled here and there in search of food. But not one of them travelled far before taking wing again. In several cases they made their way to the ditches, but these were ice-bound and they evidently did not stay there long for food was unobtainable.

Returning to the Thames-side, however, I saw several herons. One was perched on the dead branch of a willow tree overhanging the water. There he stood, surveying the scene, and he looked indeed disconsolate. I approached fairly close to him before he took wing, shortening his neck with a twist as he did so. His long legs were folded behind him and might easily have been mistaken for his tail.

MOORHEN TAKEN BY SURPRISE.

Then I came suddenly upon a moorhen searching for food right under the bank. I took him by such surprise that he was too frightened to fly and dived under water. He swam a considerable

distance, quite close to the bank, using his wings as propellers. And when I could not actually see him, the long, long trail of bubbles denoted his whereabouts. I wondered whence all that air came. That bird could not possibly have had so large a quantity in his lungs. It is the same with the otter when chased, his chain of bubbles is so long that the great amount of air liberated must have some contributory cause other than his lungs. But this would appear to be a scientific question that C.H.P. is in no way competent to answer.

To return to the moorhen. At length he came to the surface. He had a very bedraggled appearance, shook himself and promptly flew to the other side of the river "landing" rather clumsily, I thought, due no doubt to being fatigued after his long flight under water—for that is really what his "swim" amounted to.

CONSPICUOUS BY THEIR ABSENCE.

As a rule, there are thousands of pee-wits in the meadows to which I have referred; also redwings, thrushes, larks and meadow pipits. But with the land in winter's iron grip these birds were conspicuous by their absence. On the river, however, were many coots and wild duck, while hanging upside down on the alder twigs were a lively little party of redpolls, also a couple of siskins, and a family of fifteen long-tailed tits. However these little bits of bodies kept warm in the intense cold I could not understand, but they seemed a cheery company. Some of the trees in the distance were simply loaded with hungry—and thirsty—wood pigeons. That some of them were thirsty was evidenced by the fact that several of them actually settled on the Thames and took long drinks. I have seen pigeons drink from the Kennet close to the Brewery in the same way. The familiar note *yack chuck* denoted the presence of field fares and I noticed a large flock of them had arrived, probably from northern Europe, to winter with us. They betook themselves to the bushes where they searched diligently, and I hope not in vain, for haws and other berries. About the size of a missel thrush, the field fare is a handsome bird, with a prominent bluish

tinge on his upper plumage. The field fare does not often breed in this country. He arrives here during October, or November, and departs about April or May.

How quickly the climatic conditions change! Arctic conditions prevailed up to Christmas and Boxing Day, but on Tuesday, December 27th, the sun was shining and it was quite warm. So warm that many birds burst forth into song, including the thrush, missel thrush, robin, wren, hedge sparrow and lark. But the blackbirds remained silent.

Ducks were making up to the drakes and the great crested grebes were courting in their own inimitable way.

Spring will soon be here!

BUFFALOES.

The Duke of Connaught Lodge, R.A.O.B., spent a very enjoyable evening in the Three Mariners' Social Room, Bagshot, recently, being joined by their wives and friends. There was an attendance of about one hundred. The Queen Mary Lodge (Camberley) supported in full strength. The programme, arranged by the Committee, consisted of dance music by Miss Webb at the piano and the Queen Mary Lodge Orchestra. Songs were sung by Mr. Hayner, Mr. Hurst, Mr. Ward, Mr. Adams, Mr. Harman and Mrs. Lawrence, a lady visitor, with community singing. Some interesting competitions were held, and the prizewinners were Mrs. Cooper, Mrs. Rode and Mrs. Lawrence. Mr. R. Brown, of Salisbury, Wilts, was the lucky winner of the basket of fruit. The rest of the evening was spent with dancing.

STILL THE BEST.

"THE WAY OF THE NAVY."

A REMINISCENCE OF CHRISTMAS, 1916.

On Christmas Eve in 1916 a gale was raging in the North Sea as the Grand Fleet beat back to Scapa Flow. The destroyer flotilla led the way, headed by the *Hoste*, followed by the *Negro*. All lights were out, the only guidance being the white break of water caused by the propeller of the vessel immediately in front. The *Negro* suddenly crashed into the *Hoste* and sank at once. The *Hoste's* stern was badly damaged, and there was little hope of making port. But Captain Edwards determined to make a fight for it, and for two hours thrashed through the mountainous waves, until a large portion of the hull broke off, and the *Hoste* lay helpless and doomed. The fore-part remained floating and on it the crew lined up and calmly numbered off in sections, to be ready if help came.

No boat could have faced the tempest. But out of the darkness there loomed up a dim shape. Another destroyer, the *Marvel*, commanded by Captain Homan, had come to the rescue. The storm was so great that she could not be laid alongside the wreck. What could she do? There was no hesitation and no doubt. One thing only was possible. Captain Homan watched his opportunity and charged close past the side of the *Hoste*, slowing down for a single instant at her side. The captain of the *Hoste* gave the command, and the first section of his men leapt on the deck of the *Marvel*. The *Marvel* passed on, slewed round and charged back again. The second batch leapt to safety. This wonderful manœuvre was repeated fifteen times, until every man had sprung from the shattered ship to its comrade's deck. And each time in the pitching seas Captain Homan had taken the tremendous risk of colliding with the *Hoste* and sending one or both to the bottom of the sea.—From "*Our Empire*."

AN EPITAPH IN PRAISE OF ALE.

An epitaph which recently reached us from a friend of the Firm is well worthy of space in our Journal and is reprinted below :—

Here old John Randall lies,
 'tho counting from his tale
 Lived four score year and ten
 Such virtue was in Ale.
 Ale was his meat ;
 Ale was his drink ;
 Ale did his heart revive ;
 And if he could have drunk his Ale
 He still had been alive
 —But he died January five 1699—

BREWERY JOTTINGS.

(BY W. DUNSTER.)

A Happy New Year to all our readers.

It is safe to say that although Christmas was in our thoughts for quite a good while, the weather the week before was practically as much in the picture, for everywhere you went "THE WEATHER" was the topic. However, in spite of the intense cold, and also the snow, Christmas was enjoyed as much as ever. Naturally we at the Brewery had been preparing for it for some time, so we hope to learn in due course that it came up to expectations in the matter of trade.

The staff worked well and with a will. Happiness seemed to be general at the Brewery and there were surely more sincere greetings and handshakes than ever before. At least that is how it struck me.

Owing to the weather (once again) it was a proper stay-at-home holiday. It did indeed mean an effort to venture out owing to the snow and ice. As a consequence football took a back seat at Reading, although both teams (First and Reserves) played all their matches at home and away. The result of the holiday games did not particularly help Reading in their promotion hopes—two points out of a possible six. It does seem at the moment that Newport County are likely to win promotion, for their lead is considerable and playing as they are they will want some stopping. Nevertheless they have some way to go and Reading have quite a number of home games to play. By the way, Reading have yet to reveal themselves at Elm Park as potential champions ; so quite a number of points will be gathered yet. I am afraid the real enthusiast, for Reading, is rare at any rate these days. Yet it is amazing how many you find when things are going splendidly. We may have them tumbling over themselves yet. Still, we have quite a number of regular enthusiasts at the Brewery who do not miss many matches—and Reserve matches at that.

Just at the end of last year Miss M. E. Handley, of the Correspondence Office, left us for pastures new (actually Chorley in Lancashire). She has the good wishes not only of the Correspondence Office staff, but also of many other friends she had made whilst at the Brewery during the last three years. Sincere good wishes are forwarded her per the medium of THE HOP LEAF GAZETTE.

We have had a visit recently of Mr. J. H. Tilley, another member of the Correspondence Office who left some months ago to join the Navy, and he was looking fine. Although apparently

he had been through it, so to speak, and had to perform quite a number of menial duties—very early in the morning at that—he apparently enjoyed every minute of it. So good luck go with him is the wish of all his friends at the Brewery.

It will be a matter of interest to many of our readers to know that in the present team of Reading Boys (who are having a good season—their latest win being 15 goals to none in the English Shield) are two boys whose fathers are connected with the Brewery, namely, the son of Mr. George Andrews, our Bottling Department expert (goalkeeper), and the son of Mr. A. G. Oxlade, our tenant of the Merry Maidens, Shinfield Road, Reading (centre-forward). It may be the Boys' year this time, for Reading Boys won the Shield some years ago and this is well remembered by many of the "old 'uns."

Every good wish accompanies Mr. F. W. Lawrence, of the Accounts Department, who has recently left us for Bridgend Branch.

The following changes have recently taken place, and to all we take the opportunity to wish them every success:—

The Crown and Horns, East Ilsley (H. & G. Simonds Ltd.)—Mr. N. E. Mount.

The Brickmakers Arms, Moor Common (Wheeler's Wycombe Breweries Ltd.)—Mr. G. J. Hodges.

The Harrow, Hughenden (Wheeler's Wycombe Breweries Ltd.)—Mr. T. J. Woodhouse.

The Prince Alfred, Crowthorne (H. & G. Simonds Ltd.)—Mrs. E. M. Sims.

The Oak, Stoke Row (H. & G. Simonds Ltd.)—Mr. P. J. Bauer.

We regret to record the deaths of the undermentioned:—

Mr. F. W. Sims, Prince Alfred, Crowthorne, who had been a tenant of the Firm for over twelve years. Mr. Sims was well liked and well known.

Mr. Albert Mills, Three Horse Shoes, Kintbury, who had been a tenant for over 24 years.

To all relatives we express the deepest sympathy.

Congratulations to a friend of many of us at the Brewery, viz., Mr. W. F. Mercer, on his appointment at Staines. Every good wish is hereby extended to him and we hope he will have a most successful time.

Mr. F. W. Freeman, a well-known member of the Brewery, has been very ill, but it is gratifying to know that he is better, the latest news being very encouraging.

THE LIGHTER SIDE.

"Tell me, does your husband understand horse-racing?" asked the first woman.

"I should say he does!" said the second woman, somewhat bitterly. "The day before a race he always knows which horse is certain to win, and the day after he knows exactly why it didn't."

* * * *

The farmer had been losing his ducks, and in due course a neighbour was hauled into court for stealing them. The farmer reiterated time after time that he had seen the ducks in his neighbour's yard.

A local lawyer questioned this. "I do not think you can say definitely that the ducks in his yard are yours," he said. "Ducks are very much alike. I have some ducks in my own yard like the ones you say are yours."

"No doubt," said the farmer. "Them ducks aren't the only ones ah've had pinched lately."

* * * *

"Wal, boys," said the American boxer's manager, just back from Europe, "Spike sure had a wunnerful time in England. Interdooced to all the big guys, Lord Jawn Reith, Sir Derby, the Oil of Connaught, an' the Dook of Lonsdale; met 'em all, din'tcher, Spike, boy?"

"Yeah, an' licked 'em all, too," drawled the boxer.

* * * *

Which reminds us of another boxing story.

The clever boxer, who knew practically every trick of the game, finally met his match. In the third round he found himself flat on his back, listening to the referee count over him.

"One," roared the referee, "two—three—four—five—six—seven. . . ."

The fighter on the canvas reached up and grabbed the referee's wrist. "I'm a little hard of hearing," he interrupted. "Would you mind repeating that?"

* * * *

HENPECK (*who has just overheard his wife scolding the maid*): "You and I both seem to be in the same unfortunate position, Mary."

MAID: "Not likely! I'm giving her a week's notice to-morrow."

A certain young man couldn't make up his mind what sort of a career he'd go in for.

"Why don't you be a writer, like me?" asked a literary friend.

"I don't think there's much in it," he said.

"It's not the dough, me lad, it's the honour to belong to such a profession. Shakespeare was a writer, a genius, a blinking marvel. Just look what he could do with 26 letters," replied his friend.

"I'd sooner be a lawyer," this young chap said. "Just think what a lawyer can do with only two or three letters."

* * * *

One point of difference between a poor man and a millionaire is that one worries over his next meal and the other over his last.

* * * *

TEACHER: "Yes, Johnny, Lapland is rather thinly populated."

JOHNNY: "How many Lapps to the mile, teacher?"

* * * *

JOCK: "My, Maggie, but that soup's got an awfu' lot of grit in it."

MAGGIE: "Ay, Jock, ye'll remember that's the rice that wis used at Jeannie's marriage."

* * * *

To Biffin was delegated the honour of presenting the vacuum cleaner purchased by the staff as a token of their esteem for Miss Dimple, the typist, who was leaving the office upon the approach of her marriage.

He rose, blushed nervously, and said: "On behalf of my colleagues and myself I congratulate you, and beg you to accept this little gift. We hope that, as you employ it to free your home from unwanted dirt and litter, you will be reminded of your old friends at the office."

* * * *

"How can you call it a love match! He must be worth quite £10,000 a year."

"Well, isn't £10,000 a year lovely?"

* * * *

"Have you ever appeared as a witness before?"

"Yes, your lordship."

"In what suit?"

"My blue serge."

"What is a debtor, dad?"

"A man who owes money."

"And what is a creditor?"

"The man who thinks he is going to get it."

* * * *

BRIDE: "What does this mean? I always understood that you had plenty of money, and now it seems you have none."

BRIDEGROOM: "But, darling, I've told you time and time again that you are my all!"

* * * *

"The time will come," shouted the speaker, "when women will get men's wags."

"Yes," said a little man in the corner, "Next Friday night."

* * * *

FIRST BUSINESS MAN: "Old Sharklee is going to retire from business."

SECOND BUSINESS MAN: "I've heard him say that before."

FIRST BUSINESS MAN: "I know, but the judge said it this time."

* * * *

GUARD: "Look here, sir, if this train is so jolly slow, you'd better get out and walk."

PASSENGER: "That's kind of you. I may be short of time, but I'm not in quite such a hurry as that."

* * * *

"You don't see Peggy any more, then? I suppose you parted because of a misunderstanding?"

"Oh, no. It was because of a miss not understanding."

* * * *

LADY: "Well, I'll take a pound of those sausages. Are they British?"

BUTCHER: "Yes, madam. The good old Bulldog Breed."

* * * *

"Why did you break off your engagement?"

"Well, we were looking over our new house, when her mother said it would be rather small for the three of us, so I gracefully retired."

" Doctor, I'm sorry to drag you so far out in the country on such a bad night."

" Oh, it's quite all right, because I have another patient near here, so I can kill two birds with one stone."

* * * *

PROFESSOR : " These aren't my own figures I'm quoting. They are the figures of a man who knows what he's talking about."

* * * *

PATIENT : " Oh, Doctor, I'm so sick—if I could only die."

DOCTOR : " I'll do the very best I can for you."

* * * *

BOASTFUL ONE : " All that I am I owe to my mother."

GIRL : " Why don't you send her a couple of dollars and square the account? "

* * * *

" Every window in your house was lit up last night. Did you have a big party? "

" No, but my wife is returning from her holidays to-day and if she notices the small consumption of gas, she'll be suspicious."

* * * *

" I've called to see the old geyser," said the plumber.

" The missus is not at home," replied the servant.

* * * *

" So your boy is going to be a short story writer? "

" Yes; every time he writes home it's the same story about how short he is."

* * * *

HARASSED CARPET SALESMAN (*appealing to husband*) : " You won't beat this, sir."

WIFE : " You'll pardon me—he will if I want him to."

* * * *

CROSS COUNTRY RUNNER (*late arrival*) : " Did you take my time? "

TIMEKEEPER : " I didn't have to. You took it yourself."

* * * *

TEACHER : " Give me an example of the collective noun."

BOY : " Dustman, sir."

" What is your husband doing to-day? " inquired the vicar.

" Well," replied the parishioner, " he did say something about the two-thirty, but I can't remember the horse's name."

* * * *

MRS. NAYBER : " You seem rather hoarse this morning, Mrs. Peck."

MRS. PECK : " Yes, my husband came home very late last night."

* * * *

" You never t-take the s-slightest interest in anything I do," sobbed the young bride.

" Now, don't be unreasonable, darling," said the new husband. " All last night I lay awake wondering what you had put in that cake you made yesterday."

* * * *

" Let's stop now we're even."

" Even? "

" Well, you had all my money a little while ago; now I've got all yours."

* * * *

MIKE : " Have you paid yer rates, Pat? "

PAT : " No, an' I'm very glad I haven't."

MIKE : " How's that? "

PAT : " I got a form to-day wot says, ' Final Application,' so it looks as if they're giving it up as a bad job."

* * * *

Tom and Joe had been talking in the office when Tom rose from his chair and said : " Well, Joe, I must rush off, I've got an appointment."

" Is it as important as all that? "

" Yes, I can't stop another minute. It's a feller I owe a fiver to."

" Where have you got to go to, Tom? "

" Why, nowhere! He's coming here! "

"Oh! look, mummy. There's a cow tossing daddy in the air!"

"Not a cow, dear; a bull."

* * * *

"Can you do double entry?" asked the employer of the prospective employee.

"I can do triple entry," was the reply.

"Triple entry?"

"Yes—one entry for the working partner showing the true profits, another for the sleeping partner showing small profits, and a third for the income tax collector showing a loss."

* * * *

The doctor coughed gravely.

"I'm sorry to tell you," he said, "that you are suffering from chicken-pox."

The patient turned on his pillow and looked up at his wife.

"Martha," he said in a faint voice, "if any of my creditors call, tell them that at last I am in a position to give them something."

* * * *

A certain titled lady was giving a garden party for her household staff and estate employees.

Old John, the gardener, had just stepped on to the tennis court to play a "single" with the chauffeur, when the footman hurried up to him, exclaiming, "John, her ladyship says you can't play tennis in braces."

To which the worthy John responded, "You can just go back and tell her ladyship that I'm no good at this blinking game unless I have both hands free."

* * * *

He was the club bore, and heartily detested. Rushing into the secretary's room and fuming with rage, he shouted, "I've just been offered £20 to resign. What shall I do?"

The secretary was quite calm, and replied: "Hold on for a bit. You'll get a better offer."

* * * *

WORDS OF WISDOM.

No man can be happy without a friend, nor be sure of him till he's unhappy.

By the road called Straight we come to the house called Beautiful.

He who speaks the truth must have one foot in the stirrup.

The stars make no noise.

From poverty to profusion is a hard journey, but the way back is easy.

You can count the number of apples on one tree, but you cannot count the number of trees in one apple.

Friendship is to be purchased only by friendship. A man may have authority over others; but he can never have their heart but by giving his own.

If you want life to be a song you must provide some of the harmony.

We are never so much disposed to quarrel with others as when we are dissatisfied with ourselves.

It is a great misfortune not to have enough wit to speak well or not enough judgment to keep silent.

Let us be of good cheer, remembering that the misfortunes hardest to bear are those which never come.

Avoid personal remarks and cutting sarcasm. The quip that wounds has ceased to be a jest.

We are often prophets to others, only because we are our own historians.

The Devil loves nothing better than a gloomy soul ; it is his plaything.

There is no sorrow which length of time will not diminish or soothe.

There is nothing that needs to be said in an unkind manner.

Many people prefer the argument of force to the force of argument.

To strive at all involves a victory achieved over sloth, inertness, and indifference.

At work and play

Or when at rest

There is no doubt

that Beer is Best.

BRANCHES.

BRISTOL.

THE MIDLAND HOTEL, BATH.

On Tuesday evening, December 20th, a "goodly company" of Somerset and Gloucester folk were at the Midland Hotel, Bath, for the inauguration of this newly built commercial hotel situated within a few yards of the L.M.S. Station. Built of the famous local stone by Messrs. Long & Co., the well-known Bath contractors in accordance with the plans of Mr. A. W. Bold, our Bristol Surveyor, this new "Hop Leaf" hotel is not only a valuable asset to the City of Bath, but is of distinct credit to all whose labours have so artistically contributed to such a delightful whole.



[Reproduced by kind permission of the Bath and Wills Chronicle and Herald.

The Midland Hotel, Bath.

Mr. H. W. Griffin did the honours at the opening ceremony and warmly congratulated all concerned on the results achieved. He "had no doubt that the Midland Hotel of 1938 would live up to the highest Simonds' standard, and that, amid such historic surroundings, visitors and Bath folk alike would find within its

walls such a degree of luxurious service and comfort that year by year its name would go forth to wherever Bath was spoken of, as a place where the travelling public could be sure of a warm welcome and personal attention—from Mr. and Mrs. S. T. Fathers, who, during the period of rebuilding, had so cheerfully put up with the many unavoidable discomforts which always accompanied such a change over." He knew they were "as proud of their house as he was," and in declaring it open he wished them "many years of success and happiness there," sentiments which the many present endorsed by the sampling of the golden and nut brown "Hop Leaf" beverages at the bars.

Afterwards a very interesting and pleasant evening was spent on the skittle alley and dart boards, where Builders *versus* Brewers were the "star" events of a very cheery evening—even if the Builders failed ingloriously!

Make a careful note of the Midland Hotel, Bath, and do not fail to call when in its neighbourhood. We can promise a real Simonds' hospitality to all who enter its doors.



[Reproduced by kind permission of the Bath and Wilts Chronicle and Herald.
Mr. H. W. Griffin "drawing the first sample."



[Reproduced by kind permission of the Bath and Wilts Chronicle and Herald.
A corner of the cosy lounge.

THE BATH ARMS HOTEL, CHEDDAR.

Here is yet another Somerset modern erection, completed a few months ago for the mutual benefit of Mendip folk and those who find in and around Cheddar Gorge the realisation of their ideal bit of old England.

Situated amid the ages-old village at the foot of the world's famous cliffs, the Bath Arms Hotel has been known for generations as a famous old coaching house on the Wells-Axbridge-Bristol road, and the present hotel during 1938 was constructed and furnished almost regardless of expense for the one purpose of giving the best possible service to everyone who requires it.

With ample parking spaces at front and rear, there is no lack of accommodation for all, while the degree of comfort throughout the whole of the establishment is such that a stranger to Cheddar can hardly believe his own eyes to find so cosy, yet ample, resources at his command.

This is a Simonds' Catering House, and already its fame has spread far and wide. Parties for Christmas, parties for the New

Year, were being booked almost daily during December. Catering in all its branches is undertaken by its enterprising host and hostess, Mr. and Mrs. G. W. Macpherson, whose popularity is only equalled by their charm of manner, and Mendip men are very appreciative of their new house and its many modern facilities.

Only a week or two ago the Meet of the Mendip Hunt took place here, and a crowd of several hundred were highly delighted at the new order of things and to feel that in Cheddar such associations were now possible. Members of the Hunt are also often to be seen in full cry down the now famous Skittle Alley, where their zest for the chase often causes many a "pin" to drop—from sheer fright!

We hear the Master himself sometimes finds difficulty in restraining his field from "Tally-hoing" down the polished length of the immaculate maple wood surface, so deeply rooted is the love of the chase in the blood of these Mendip men who to-day represent the generations that are gone, as members of this famous Hunt.

May the Bath Arms minister to their needs for very many years to come, and to the thousands of others who year by year will find at a reasonable cost everything in the way of food, recreation and refreshment which one expects to find in a "Hop Leaf" Catering House of to-day.



The Lounge, Bath Arms Hotel, Cheddar.

Simon's House.

[The above photograph is reproduced by kind permission of The Walker Photographic Co., Stratford-upon-Avon.]



[The above photograph is reproduced by kind permission of Mr. N. Heal, Photographer, Cheddar. Meet of the Mendip Hounds at the Bath Arms Hotel, Cheddar.]

THE "HOP LEAF" DARTS AND SKITTLES LEAGUES.

DARTS LEAGUE TABLE.

	Played.	Won.	Lost.	Points.
Three Horse Shoes	14	12	2	24
Black Horse	14	10	4	20
Lord Chancellor	14	10	4	20
Shirehampton Workmen's Club	14	9	5	18
Paxton Arms	14	8	6	16
Richmond Hotel	14	8	6	16
Golden Bowl	14	7	7	14
Queen's Head	14	6	8	12
Botany Tavern	14	6	8	12
George & Dragon "B"	12	6	6	12
Horse & Groom	14	6	8	12
Portland House	14	6	8	12
George & Dragon "A"	14	5	9	10
Glass House	14	5	9	10
David Greig's	12	4	8	8
Three Tuns	14	1	13	2

SKITTLES LEAGUE.

	Played.	Won.	Drawn.	Lost.	Points.
Cumberland "A"	14	11	1	2	23
Paxton Arms	14	11	0	3	22
Greyhound "B"	14	10	1	3	21
Black Horse, Redfield	14	9	0	5	18
Greyhound "A"	14	9	0	5	18
Peckett & Sons	14	8	0	6	16
Beaufort Arms	14	7	0	7	14
Cumberland "B"	14	6	1	7	13
Old Crown	13	5	1	7	11
Bell Hotel	14	5	0	9	10
Black Horse, Hambrook	14	4	0	10	8
Jacob Street Brewery	14	4	0	10	8
Co-op Upholstery	14	3	0	11	6
Brewery Transport	13	3	0	10	6

The long-awaited skittles match between the Jacob Street Brewery and the Brewery Transport on the latter team's alley began and ended in the complete rout of the "black-coat" raiders. Good team work all round was responsible for a victory by over 40 pins. No mercy was expected, and certainly none was given, during a match which was keenly but most enjoyably contested by both sides. We have a suspicion that the winners had been undergoing some secret gland treatment for this special contest, as they certainly appeared to be "full of beans"—even the pins seemed to be affected by a certain liveliness whenever a brawny-armed driver or mate took the mat, but remained most wooden when the subtler wielders of the pen appeared before them.

Maybe it was the copious draught of a certain Jacob Street brew with which the winners continually primed themselves which did the trick. In that case, the return match should lead to good business for our tenant at the Hope and Anchor when the Transport visit us there in a few weeks' time.

GIBRALTAR.

A very enjoyable function took place on the 8th December when the Warrant Officers and Sergeants of the Royal Army Pay Corps entertained their friends, of both sexes, at their recreation room in Town Range. This small corps at the Rock, usually scattered and attached to other units in the garrison, have worked hard to possess the next best thing to a Mess, and it was really pleasant to see their efforts rewarded with success. A whist drive was arranged, followed by various games, the Caterer having a busy time with the many orders for Simonds' ale. Very good work on the part of Staff Sergt. Thomas, ably assisted by Sergts. Caterham and Hornby. S/S/M. Stenning is the present senior member of this 'silent' corps.

The Corps of Military Police held a farewell function at their Mess on the 5th December to bid farewell to Sergt. Bold, the N.C.O. in charge of the detachment, who has now left the station to take up duties at Dover. Representatives of every unit, City Police, Dockyard Police and Special Constabulary attended to enjoy a thoroughly entertaining evening, the various items on the programme including songs, sketches and monologues. Mr. Poulter, the Firm's local representative, gave a very amusing monologue and witnessed the result of the corps' order for the popular ale consumed with delight. Capt. Henley, the Garrison Adjutant, gave an address on the occasion of Sergt. Bold's departure, pointing out how he would be missed at the Rock. The evening came to a close with the singing of Auld Lang Syne followed by the National Anthem. Sergt. Wilson has arrived from home to take charge of the detachment.

Lt.-Col. P. J. T. Pickthall has experienced a busy time during the month with his interesting Air Raid Lectures and much knowledge has been gained as a result. Mr. E. B. Cottrell, the Firm's Agent here, has been appointed to the responsible post of Deputy Chief Warden in connection with the air raid precautions now in hand throughout the colony.

The destroyer *Inglefield* is still with us, her refit in the dockyard will be keeping her here for Xmas. By the time these lines appear in print we shall have gone through the festive season and making final preparations to welcome again our friends in the Navy on their annual visit to the Rock during the spring cruise.

BRIGHTON.

On December 7th last the annual dinner of the West Tarring Club was held in the Club premises, 270 members attending. The President, Mr. E. W. Sparkes, recalled "that it was their fourth annual dinner (the Club, however, is very many years older than that), and he had to say that the Management Committee appreciated very much the way members had turned up for the annual function, but they would like to see more members turn up for the annual general meeting."

Mr. Sparkes congratulated the Management Committee, also their Executive Officer (Mr. Arthur Stone) as being a very able and well-liked Secretary. The Club also had a very able Treasurer in Mr. George Welch, and in Mr. Percy Savory a Vice-President of exceptional ability.

Mr. Savory gave the toast of "The Visitors," replies being made by Mr. A. Luscombe and Mr. C. R. Stringer.

A most successful evening followed with a concert and community singing.

WOKING.

"TWENTY YEARS AFTER" REUNION DINNER.

"Old Soldiers Never Die" sang over 600 ex-servicemen of Godalming and district at the "Twenty Years After the War" Dinner held at the Farncombe Drill Hall on Wednesday, November 16th, 1938, the photographs of which appeared in our December issue of THE HOP LEAF GAZETTE. It was truly a memorable occasion. Colonels sat side by side with privates, and it is hoped again to hold the dinner next year.

The Deputy Mayor of Godalming (Councillor H. W. Fisk) presided, supported by Mr. C. C. Cork, Chairman of the Godalming Branch of the British Legion (the originator of the dinner), Mr. H. J. Morley, Hon. Secretary, and other members of the Committee responsible for the organisation of the dinner.

Following the loyal toast a telegram was sent to Their Majesties the King and Queen, reading:—

"Six hundred ex-servicemen of the ancient Borough of Godalming and district will gather together this evening on the occasion of a dinner called the 'Twenty Years After' Dinner, to commemorate twenty years after the signing of the Armistice; and on their behalf I send your Majesties the loyal greetings of the entire company."

The reply received from the King to the Deputy Mayor read:—

"The King and Queen sincerely thank the ex-servicemen of Godalming and district, dining together this evening, for their loyal greeting, which Their Majesties much appreciate."

A telegram was also sent by Councillor H. W. Fisk to Queen Mary, to which the following was the reply:—

"I am commanded by Queen Mary to convey to you and all ex-servicemen gathered together at dinner this evening Her Majesty's grateful thanks for your kind message of remembrance. Queen Mary hopes that one and all assembled will spend a very happy evening."

Claud Sutton's Concert Party gave an excellent programme, and the evening closed with wartime melodies and "Auld Lang Syne."

PORTSMOUTH.

Inspector Thomas McDonagh, who has now succeeded Inspector E. W. J. Payne in charge of Gosport Section of the County Police, was given good wishes on his appointment by the Mayoress, Mrs. Graham, and in this she was supported by Messrs. C. E. Pilcher and A. R. Nobes. In connection with a complimentary dinner which the Special Constables of Gosport are giving to Inspector Payne, Councillor F. H. Lake applied for an extension of licensing hours. Superintendent A. C. West laughingly declared he ought to oppose, but was ready to leave the matter to the discretion of the Bench. The Mayoress, after consulting her colleagues, said she thought the application could be granted "this time."

Tributes to a "kind and genial personality" were paid at Gosport Police Court when Inspector Payne said farewell on his retirement. A combined writing bureau and bookcase was presented to Inspector Payne at Fareham Court House, subscribed for by every member of the Fareham Division of the Hants Constabulary. Mr. Payne retired after 33 years' police service, 11 of which he was in charge of Gosport Section.

H.M.S. *Ark Royal*, flying the flag of the Rear-Admiral Commanding Aircraft Carriers, arrived in December from Birkenhead, where she was built by Messrs. Cammell Laird & Co., Ltd. In the construction of the *Ark Royal* it is the first time that the British Navy has had an aircraft carrier designed, laid down, constructed and fitted as such and of full size and equipment, being approximately the same size as her predecessor, H.M.S.

Courageous, but she is considerably smaller than the new aircraft carriers constructed by the U.S.A. She is, however, absolutely up-to-date as regards technical and modern fitments, and is certainly the last word in comfort for the ship's company. Considering that the *Ark Royal* will have to carry a complement of some 1,500 men, the accommodation is remarkably free from congestion and is in every way comfortable.

Just before Christmas Rear-Admiral R. H. T. Raikes, C.B., C.V.O., D.S.O., hauled down his flag at Fort Blockhouse, Gosport, on relinquishing his appointment of Rear-Admiral (Submarines). His successor is Rear-Admiral B. C. Watson, C.B., D.S.O., late Director of the R.N. Staff College, and recently employed on special service at the Admiralty. Captain G. M. K. Kible-White, who has been Chief Staff Officer to Rear-Admiral Raikes, is leaving early in the New Year to command the Fourth Submarine Flotilla in China, and will then be succeeded by Captain I. A. P. MacIntyre, late in command of the Sixth Submarine Flotilla, Portland.

THE TAMAR BREWERY, DEVONPORT.

HEARTY GOOD WISHES FROM ALL AT THE TAMAR BREWERY TO HEADQUARTERS AND ALL BRANCHES FOR A HAPPY AND PROSPEROUS 1939.

Our many readers will be glad to learn that Mr W. F. McIntyre has now recovered from his recent illness and we are very happy to say he is back again in harness.

Congratulations to Mr. and Mrs. Perring of the White Hart, Torquay, on the happy event which recently occurred when Mrs. Perring was presented with a very bonny daughter.

We also extend our good wishes to Mr. and Mrs. L. T. Gruitt who also received a visit from the "stork" just prior to Christmas and another baby girl was left behind. Mr. Gruitt is clerk-in-charge of the transport at the Tamar Brewery.

Yet another event took place in December when Mrs. S. Harris was also presented with a lovely baby girl. Mr. S. Harris is in our transport department.

The Brown Bear Inn, Chapel Street, Devonport, has recently been transferred from Mr. W. Tinton to Mr. H. G. H. Cook and we wish Mr. Cook every success in his new undertaking.

Mr. F. Sealey, of our transport department, has retired on pension after having had service with the Tamar Brewery for 37 years. He has been a most loyal servant and was very popular and well-known by all our customers in Devon and Cornwall. We trust Mr. Sealey will live to enjoy his well-earned rest for many years.

Plymouth Argyle have had a lot of bad luck in the first half of the season. They have had numerous injuries and have lost a lot of matches by the odd goal. We hope they will do better in the second half. They have again been drawn away from home in the cup-tie and we hope they will have better luck next year. They are due to play Sunderland at Roker Park and we hope that the winner of this match will win the cup.

The Plymouth Albion Rugby Football Club had some very bad luck just before Christmas when their grandstand was burnt down. The Devonport Services Rugby Football Club were kind enough to lend them their ground for the match with Bristol. This shows the very good feeling between the two rugby teams at Plymouth and it was greatly appreciated by the Albion Club.

The 2nd Bn. Gloucester Regiment are doing very well in the Army Rugby Cup. They now have to meet the 1st Bn. Welch Regiment from Belfast in the third round and we think that the winners of this tie will be the eventual winners of the cup. It is very remarkable that in the past eight years the Plymouth Garrison have supplied the winners of the Army Cup on no less than five occasions. These winners were the 2nd South Wales Borderers (twice), the 2nd Duke of Wellington's Regiment (twice) and the 2nd Gloucester Regiment.

We have had most distressful weather through the Christmas but, fortunately, the roads in Devon and Cornwall have not been

impassable. We are much more fortunate in Devon and Cornwall than in some parts of the country. We have not had to use chains or suffer any inconvenience with our lorries.

The Fleet will be leaving Devonport shortly on its Spring Cruise and nearly the whole of the ships will carry a supply of our beers.

SIMONDS BEER

is

SUPER B
