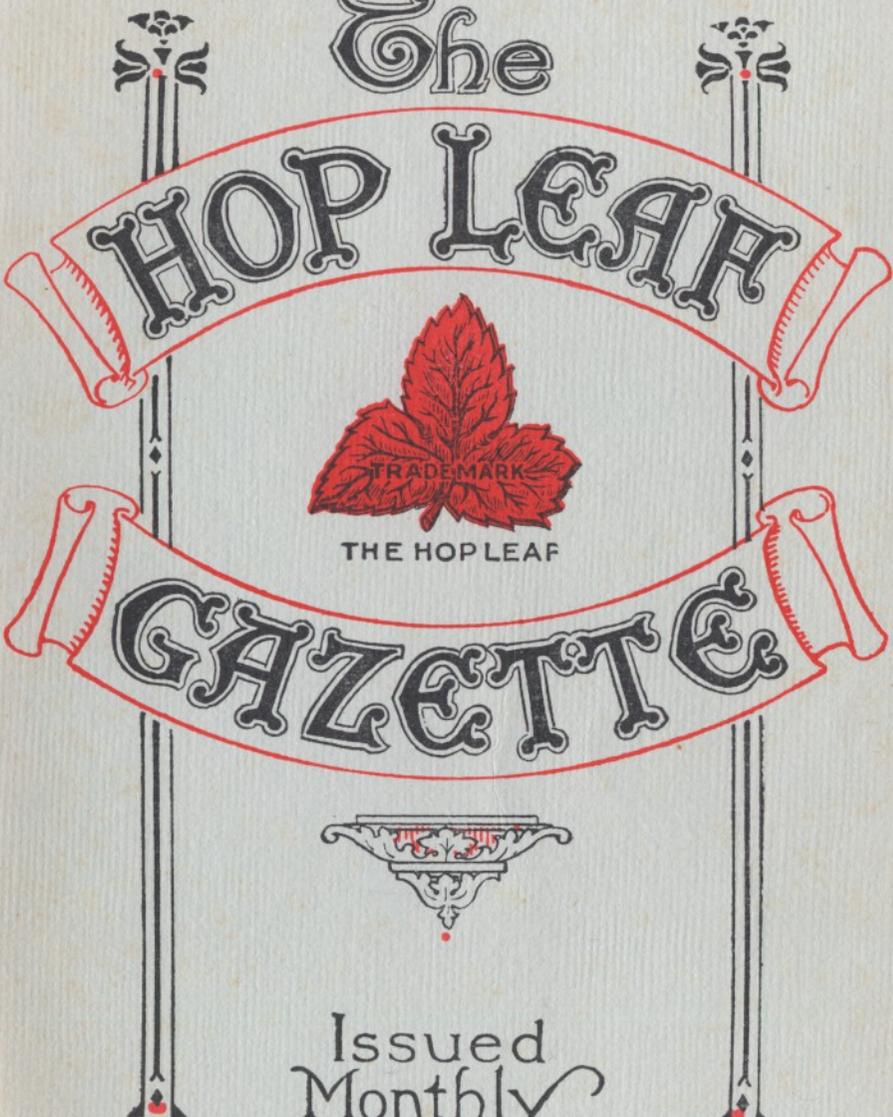


VOL. XII.

JANUARY, 1938.

Price 1d.



The

HOP LEAF



TRADE MARK

THE HOP LEAF

GAZETTE

Issued
Monthly
by

H. & G. SIMONDS, LTD., READING.

A RECORD OF SOCIAL ACTIVITIES AT THE BREWERY.

The Hop Leaf Gazette.

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

Edited by CHARLES H. PERRIN.

Vol. XII.

JANUARY, 1938.

No. 4

FIFTY YEARS OF FAITHFUL SERVICE,



Mr. W. J. FORD.

CONTENTS.

	PAGE.
Mr. W. J. Ford Frontispiece	
Chat from the Editor's Chair	174
H. & G. Simonds, Ltd., Annual Meeting	179
A Great Thought	186
Nature Note	188
Brewery Jottings	190
Words of Wisdom	208
Lighter Side	211
Branches	216

All communications should be addressed to—The Editor,
THE HOP LEAF GAZETTE, The Brewery, Reading.

MR. FORD'S FINE RECORD.

On Wednesday, August 11th, Mr. W. J. Ford, popularly known as "Jack," the foreman of the Bottled Beer Department, completed fifty years of faithful service at The Brewery and the Directors marked the occasion by receiving him in the Board Room and making him a handsome present.

The late Mr. L. de L. Simonds was a shrewd judge of men and many years ago he picked out Mr. Ford as a promising youngster worthy of promotion.

It was in August, 1887, that Mr. Ford commenced work at The Brewery under the late Mr. Arnold. His first duties included those of cleaning the windows, the walls and the brass bands round the mash tubs. After about eighteen months he was sent to assist in the Hop Room, Malt Room and down at the old Beer Press. When they had four brews a day, being odd man, he helped in getting out the grains, cleaning the underbacks and copper stage. He also assisted in the Fining House, Stores and bottle-washing. Then he went to the Union Room, under the late Mr. Crocker, and subsequently to the Yeast Press, where he remained about a year. Being transferred to the Union Room again, he remained there until the late Mr. Stocker came to the Brewery. After a time his duties were to run all beers from squares and unions, except when he was sent away to camps and canteens. Night-watchman and day-watchman work was among the other multitudinous duties he performed and he was afterwards transferred from the Union Room to the Bottled Beer Stores under the offices about 1903. Two years later, Mr. F. A. Simonds and Mr. Stocker placed Mr. Ford in charge of the Bottled Beer Stores. His many important duties in this connection necessitated his travelling to all Branches at home, to Malta (twice), Gibraltar, Brussels and Dublin where he supervised the fixing of carbonating machines and taught men how to carbonate beer.

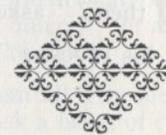
In 1911 the Bottled Beer Department was transferred from beneath the offices and during the alteration Mr. Ford assisted in the Wine Stores. As trade increased a further Bottling Store adjoining the old one was built. In 1904-5 the largest month's sales, previous to Mr. Ford being in charge, were 7,038 dozens. Now the daily average is 9,000 dozens and Mr. Ford has coped with this vast amount of work with rare promptitude and proficiency.

His is, indeed, a record of which any man might well be proud and the best wishes of us all will follow him into his well-earned retirement.

PRESENTATION FROM OLD COLLEAGUES.

Mr. Ford continued in harness until the end of the year, when he not only received the congratulations and thanks of the Directors for his long and loyal service, but a handsome presentation from his old friends—foremen and heads of departments. This took the form of a cheque with a list of the subscribers.

Mr. Knapp, Head Brewer, in a few well-chosen words, made the presentation and Mr. Ford made feeling response.



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.)

GOOD PICNIC TIP.

When going on a picnic always take a loaf of bread as well as beer. Think of the birds.

DIDN'T REALLY KNOW.

It was in Glasgow, and he arrived home very late. He rang the bell, and his wife popped her head out of the bedroom window, asking who it was. "Itsh me," was the reply. "Well, who brought you home?" "I don't really know. It was either a tall fellow with a sporran or a short fellow with a beard."

THE POLITE BURGLAR.

"I was just getting into my bath," sobbed the pretty witness, "when the burglar forced open the door and rushed in."

"And what did he do then?" asked the magistrate.

"He covered me with his revolver."

A GOOD EGG TRICK.

Here is an effective trick for boys and girls with time to spare.

"Blow" a hen's egg by making a hole at each end. Wash it clean, and fill about a quarter of the shell with fine sand. Seal the holes with wax, and you are then ready to astonish your friends. The egg will do almost anything you like. It will balance on end in any position, even on the edge of a bottle mouth or a knife; it will stand upright on either end or on its side, and, if any one doubts that your egg is genuine, offer to let him try to balance it.

Naturally, any one could imitate your tricks with your egg; you must hand over another which contains a small piece of lead stuck to the bottom with wax instead of containing sand. This egg will refuse to do anything but stand on end.

HOW NOT TO SPEAK.

The Australian Postmaster-General has issued instructions to telephone operators in which he tells them to avoid cultivating—

A dreamy voice or drawl, because it destroys the subscriber's confidence in your ability to give him efficient service.

A monotonous voice because it gives the caller the impression that you are not interested in his requirements.

A hard, metallic voice because it makes the subscriber think you are unsympathetic.

An abrupt voice, otherwise the caller is likely to think you are impatient and too busy to listen to his request.

A leaping inflection as if you were taking a hurdle.

A chanting voice because it conveys a sense of boredom.

Exaggerated "R's." A slight rolling is helpful, but don't exaggerate them.

A PRAYER FOR ANIMALS.

A reader sends this beautiful supplication, translated from Russian:

"Hear our humble prayer, O God, for our friends the animals, especially for animals who are suffering; for all that are overworked and underfed and cruelly treated; for all wistful creatures in captivity that beat against their bars; for any that are lost or deserted or frightened or hungry; for all that are in pain or dying; for all that must be put to death.

"We entreat for them all Thy mercy and pity, and for those who deal with them we ask a heart of compassion and gentle hands and kindly words.

"Make us ourselves to be true friends to animals, and so to share the blessing of the merciful."

WHERE CREDIT IS GIVEN.

LIBERAL CREDIT GIVEN
TO ALL HERE

who are over 80 and bring their parents with them.

The above notice is prominently displayed in a certain well-known inn.

A VERY POOR FIELD!

The squire, more noted for his knowledge of horseflesh than theology, was not a frequent attendant at the village church, but his wife had prevailed upon him to set a good example to the villagers for once. Awakened suddenly during the rather tedious sermon, the squire yawned and blinked round the congregation. His eyes eventually perceived the hymn number board, and he exclaimed in an audible whisper, in a tone of disgust:

"By gosh! What a poor field! Only three runners."

EASILY THE MOST POPULAR.

What were the most popular things in stockings at Christmas? I was asked.

Why, girls, of course.

IN PRAISE OF BEER.

"Beer we are told is best, and I suspect something seriously wrong with the material palate and spiritual outlook of the man who denies that beer is good to drink."—*Mr. S. P. B. Mais, the well-known writer, August, 1937.*

INQUIRIES FOR BOUND COPIES OF "HOP LEAF GAZETTE."

I have received an enquiry for bound copies of the "Hop Leaf Gazette." Should any readers wish to dispose of, or have spare bound volumes of the Gazette, will they kindly communicate with the Editor, The Brewery, Reading.

WHAT'S THE USE OF DADDY!

BETTY: "Heaven sends us our daily bread, doesn't He, mummy?"

MOTHER: "Yes, dear."

"And Santa Claus brings the presents?"

"Yes, dear."

"And the stork brings the babies?"

"Yes, dear."

"Then what's the use of having daddy around?"

MOWN BY HIPPOPOTAMI.

Most participants in the game have played on some unusual golf courses, but none quite like that mentioned by Mr. H. W. Tilman, Himalayan mountaineer and ex-coffee planter in Kenya, in his "Snow on the Equator," published recently. It is a nine-hole course at Jinja, in Uganda. The grass on the fairways is kept short by hippopotami, which emerge nightly from Lake Victoria to graze. By a local rule, a ball lying in a hippo footmark may be lifted without penalty.

The hippos do not like to be disturbed while mowing. A festive visitor who rashly approached one was chased back to his car and lost "something more than the slack of his breeches" on the way.

PROMISING YOUNG AMATEUR ACTRESS.

The Abbey School, Reading, recently presented the play by Oliver Goldsmith, "She Stoops to Conquer," and the following is an extract from the report which appeared in the *Berkshire Chronicle*:—

Goldsmith's play is not an easy one for an entirely female cast to present and possibly the Inn scene is the most difficult of all. Yet the Abbey School girls did this exceedingly well. The outstanding player was Joan Richardson, who, whilst having in the part of Tony Lumpkin a role which lends itself to excellent foolery, made the most of her chances, as was evidenced by the amusement of the large audience.

Miss Joan Richardson is the elder daughter of our Chief Accountant, Mr. A. G. Richardson, and I am sure we are all pleased to hear of her successful debut in amateur dramatics and wish her many more happy and successful roles in the future.

WILLING TO OBLIGE.

What promised to be a very successful village concert was nearly spoiled by the non-appearance of one of the principal artistes viz., the pianist. When the first singer went up to the platform the chairman rose and said "Ladies and gentlemen, we are very sorry but our accompanist has failed to turn up. Is there any lady or gentleman in the audience willing to oblige?" After a short pause a country-looking fellow got up and said "I don't mind having a go, governor." The chairman invited him to come up on the platform. The fellow went up and began looking at the front, then the sides and the back of the piano. The chairman said "What are you looking for?" and the man replied, "I'm looking for the blinking handle!"

TEMPERANCE SONG.

I understand that you are receiving a number of protests against references to beer on the wireless, but, in view of the frequency with which that most excellent song "Drink to me only with thine eyes" is broadcast, I really do not see that the advocates of temperance have any reasonable grounds for complaint, writes C. Gibson Tosswill, Oxted, Surrey, in the *Radio Times*.

CHRISTMAS TRADE.

An extremely busy time was experienced this Christmastide. During Christmas week and the preceding week over 4,000 tons of goods were delivered, well over 3,000 miles being covered. Not a complaint was received and every delivery was completed by 3 p.m. on Christmas Eve, enabling the men to accompany their wives on their shopping expeditions.

A NEW YEAR'S RESOLUTION.

When ordering your drink don't forget to say SIMONDS and thus avoid a "bitter" disappointment.

H. AND G. SIMONDS, LIMITED.

—
SATISFACTORY YEAR'S TRADING.

—
SUCCESS OF CAPITAL REORGANIZATION.

—
FURTHER ACQUISITIONS.

MR. JOHN H. SIMONDS' ADDRESS.

The Annual General Meeting of H. and G. Simonds, Limited, was held on Monday, December 20th, 1937, at 19, Bridge Street, Reading.

Mr. John H. Simonds, the vice-chairman, presided, and others present included: Mr. F. A. Simonds (Managing Director), Commander H. D. Simonds, R.N., Mr. A. J. Redman, Major G. S. M. Ashby, Mr. L. A. Simonds, Mr. R. St. J. Quarry, Mr. E. S. Phipps (Secretary), Mr. A. G. Richardson (Chief Accountant), Major Maurice Simonds, Mr. Guy Simonds, Mr. C. Bennett and Mr. W. W. Collins (Collins, Tootell & Co.).

The Secretary (Mr. E. S. Phipps) having read the notice convening the meeting and the report of the auditors,

The Chairman said:—Ladies and gentlemen,—I am occupying the chair to-day owing to the absence of Major Shea-Simonds on account of ill-health, and am sorry to have to announce that for this reason he has tendered his resignation from the board of directors. Major Shea-Simonds has been actively associated with the business for the past 27 years, during the last eight of which he has been chairman. His colleagues have accepted his resignation with feelings of great regret that circumstances have necessitated the course he has now taken.

The report of the directors and the balance-sheet and accounts for the past financial year which ended on September 30th, 1937, have been in your possession for over a week, and you have no doubt by now examined them with great care; may I ask you, therefore, to follow the usual precedent and take them as read. (Agreed.)

COMPLETION OF CAPITAL REORGANIZATION.

The net profits for the year reveal an increase of £65,778, but, at the outset, I should like to point out that comparisons between either the gross profits or the net profits with those of the previous year are wholly misleading to those who are not fully conversant with the effect of the absorption of our two former subsidiary companies—namely, Ashby's Staines Brewery, Limited, and South Berks Brewery Company, Limited. For this reason I will briefly refer to the concluding stages of the capital reorganization scheme which has extended over the past two years and from which we have emerged with such satisfactory results.

You will remember that, when the chairman addressed you a year ago, we had reached a transitional stage in the scheme for the reorganization of the capital structure, and the important final stage involving the liquidation of the two subsidiary companies had not at that time been completed. The whole scheme has now been concluded successfully, and I think you will all agree that we were indeed fortunate in selecting the year 1936 in which to carry out our conversion operations.

THE NET PROFIT INCREASE.

It should be borne in mind that last year the profits of the two subsidiary companies were included only to the extent of the dividends declared upon the Ordinary shares of those companies, and that, in addition to the Preference dividends paid to shareholders, a substantial portion of the profits were retained in the subsidiary companies' accounts; whereas during the year under review the whole of the profits derived from the trade of these subsidiaries are included in the profits of this company, and this partly accounts for the greatly increased figures in the profit and loss account this year. Taking these factors into consideration, the actual increase in the net profit amounts to £44,645, or 24 per cent., which, I am sure you will agree, is most satisfactory.

PROGRESS OF THE SUBSIDIARIES.

Towards this result our subsidiary companies have made their own contributions. In the Bristol area I am pleased to report that we have made remarkable strides through our subsidiary, W. J. Rogers, Limited, where our beers have become well known and are appreciated. The company has earned increased profits this year, and has been able to pay Preference dividends, including arrears accumulated since 1932. Considerable sums of money have been spent in this district in reconditioning houses, and we are now reaping benefit from this outlay.

We have also received a satisfactory dividend from our investment in Wheeler's Wycombe Breweries, Limited. In recent years, too, very large sums have been expended on improvements to properties in the area covered by this company.

In addition, we have had a welcome contribution from Simonds-Farsons, Limited, our associated company in Malta; here, however, trade has been hampered by the existing international complications, and conditions generally have been most difficult.

INCREASED SALES.

The output, particularly of bottled beer, has shown an increase over that of the previous year, and the tenants of our licensed houses have benefited thereby. As a matter of interesting statistical information, which is afforded every year, I am able to tell you that the output of bottled beers (including a small quantity of bottled cider) amounted during the year to over 56,000,000 bottles. The sales of wines and spirits have shown a very satisfactory increase, and I am also pleased to record that the manufacture of mineral waters has yielded a good return.

BALANCE-SHEET ITEMS.

The balance-sheet discloses the final result of the recent capital reorganization scheme.

The issued share capital now consists of £1,020,610 Five per Cent. Cumulative Preference stock and £755,042 Ordinary stock.

It will be noticed that the old Four per Cent. and Six per Cent. Debenture stocks have now entirely disappeared and have been replaced by the new Three-and-a-Half per Cent. Redeemable Debenture stock, the original authorized issue of which amounted to £1,530,000. Under the terms of the trust deed £7,900 of this stock was purchased and cancelled on September 1st last, so that the amount outstanding at the date of the balance-sheet was £1,522,100.

It is pointed out that, as a result of the absorption of the two subsidiary companies, the assets and liabilities of this company have been considerably augmented. For example, freehold and long leasehold estates which last year stood at a figure of £1,626,365 now stand at £2,842,286, while fixtures and effects at licensed houses have increased from £40,284 to £70,893. The item fixed plant has gone up from £97,315 to £160,150, but here the increase is mainly due to the new power plants which are now in course of erection at Reading and Devonport and which should lead to reductions in our steam-raising and electricity costs in the future. In this connexion,

I may mention that we are indebted to our co-director, Major Ashby, for the services he has rendered in this most important development of the engineering side of the business. (Hear, hear.)

We much regret that there have been exasperating delays in erecting these new power plants, due largely to the inability to obtain prompt delivery of the necessary supplies of steel. This has rendered it impossible to gain the benefit from this capital outlay as early as was anticipated.

A COMBINED STATEMENT.

With regard to the item showing the cost of shares in subsidiary companies, I should mention that in previous years the figure included the cost of the shares in Ashby's Staines Brewery, Limited, and South Berks Brewery Company, Limited. These companies have now been liquidated, and the cost of acquisition no longer appears under this heading. On the other hand, the item this year includes the cost of shares in two new subsidiary companies, viz., Wheeler's Wycombe Breweries, Limited (formerly a subsidiary of Ashby's Staines Brewery, Limited), and the Cirencester Brewery Limited. We have included for the first time a consolidated balance-sheet showing the combined assets and liabilities of this company and its subsidiaries, after eliminating all inter-company balances, and in this we are following what has now become a customary practice, and one which we feel our shareholders will appreciate.

Shareholders will be interested to examine all the detailed information given as to our reserves and it will be noted that a heavy inroad has been made into the general reserve. This is on account of your board's decision to write off to this reserve the premium on shares in the subsidiary companies liquidated during the year. The sum involved, viz., £339,527, might, of course, have been shown as an asset in our balance-sheet, under the heading of goodwill. This depletion of general reserve requires to be borne in mind when considering the board's recommendation as set out in the appropriation account.

FURTHER INTERESTS ACQUIRED.

We have during the year acquired, by transfer of shares, the whole of the share capital of The Cirencester Brewery, Limited, which company has now ceased brewing operations and is drawing supplies from our brewery at Bristol—W. J. Rogers, Limited. Our interests in the Cirencester area will continue to be managed

in the main by members of the Cripps family—to whom the business has belonged for many generations—and thereby valuable connexions will be retained. (Hear, hear.)

Since the date of the balance-sheet we have acquired by purchase Messrs. Lakeman's Brewery, Brixham, with some 50 licensed properties, thereby consolidating the company's interests and establishing us in a pre-eminent position in the licensed trade of Devon and Cornwall. Brewing operations have been transferred to our Tamar Brewery, Devonport.

We have also concluded negotiations for the purchase of Messrs. Stiles Brewery, Bridgend, with 27 licensed properties, thus widening our sphere of activities in South Wales. This brewery had ceased to brew its requirements for many years past and had drawn the bulk of its supplies from our subsidiary company, W. J. Rogers, Limited.

During the summer we carried out successfully many important contracts in connexion with the supply of malt liquors to the Army during the periods of training and our thanks are due to the departments and staffs concerned.

EXCELLENT CONDITION OF PROPERTIES.

During the year several more of our houses were placed under the control of our hotels and catering department, and great improvements have been effected. We have received many favourable comments as to the service afforded in these managed hotels throughout the South of England and it is our ambition to ensure that all houses bearing the "Hop Leaf" sign should be outstanding in the attractions they offer both as regards comfort and the quality of the refreshments supplied. All our properties have been maintained in an excellent state of repair and this has entailed a very heavy expenditure. We have continued to find, as ever, that our tenants—a most loyal body—do their utmost to co-operate with us.

RISING COST OF MATERIALS.

We have continued to implement the agreements into which the brewing trade entered regarding the purchase of home-grown barleys, though in the current year the short crop and the moderate quality have both presented considerable difficulties to those responsible for the selection and buying of our requirements. The greatly increased price of home-grown barleys, as also of other materials used in brewing, is causing much anxiety to your executive as it must be reflected in a rise in the cost of the finished article.

DIVIDEND OF 18 PER CENT. MAINTAINED.

In conclusion, may I say that our profits this year have not only borne an increased rate of income-tax, but also charges in respect of National Defence Contribution for the half-year commencing April 1st last. This latter provision amounts to nearly 1 per cent. of the issued Ordinary stock, and I would remind you that the company will be liable for a full year's contribution during the current financial year. Bearing this in mind and also the fact that we have always adopted a conservative policy in the past—and I hope will continue to do so—I am of the opinion that shareholders will agree that in being able to maintain the same rate of dividend—namely, 18 per cent., on a substantially increased capital involving an additional net distribution on the Ordinary stock amounting to £27,782—we have indeed had a most satisfactory year and our capital reorganization scheme has been justified up to the hilt.

TRIBUTE TO OFFICIALS AND STAFF.

We are fortunate in possessing a most loyal and conscientious staff, and once again I should like to express our gratitude to all our employees at Reading and branches for their services during the past year. Our thanks are due to the head brewer, the managers of the wine and spirit and mineral water departments for the manufacture and provision of our products, which continue to be of the highest quality. There are two departments, however, which I think deserve a special word of praise; I would like particularly to thank our secretary and chief accountant and their respective staffs for the splendid work performed during the last two years. (Hear, hear.) The conversion scheme involving the liquidation of subsidiary companies, and consequent reorganization of accounts, and the more recent acquisitions have presented many problems, all of which have been handled most efficiently. (Applause.)

THE RESOLUTION.

I now beg to move the following resolution:—

“That the report of the directors and statement of accounts for the year ended September 30th, 1937, be received and adopted; and that, having already paid the dividend on £960,610 Five per Cent. Cumulative Preference stock, less income-tax, for the year ended September 30th, 1937, the dividend on £60,000 Five per Cent. Cumulative Preference stock, less income-tax, for the six months ended September 30th, 1937, and an interim dividend of 4 per cent., less income-tax, on £755,042 Ordinary stock, the directors now recommend that the balance of £280,272 14s. 6d. be appropriated as follows:—

	£	s.	d.
To service of Debenture Redemption	7,926	10	0
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) ...	79,279	8	2
To add to Pensions Reserve (making a total of £110,000)	6,385	0	0
To add to Property Improvement Account (making a total of £160,000)	31,176	16	8
To add to General Reserve (making a total of £325,000)	49,509	2	0
To carry forward to next year	105,995	17	8
	£280,272	14	6

I will ask Mr. F. A. Simonds to second this resolution. (Applause.)

TRIBUTE TO THE STAFFS.

Mr. F. A. Simonds, in seconding the resolution, said: I should like to take this opportunity of associating myself with the tribute paid by the chairman to the staffs of the various companies under our control during the past financial year. From the highest to the lowest they have done their utmost to lighten the burden of those directors responsible for the executive side of the business in a very difficult year. May I also express our thanks to that considerable body of caterers, amongst them the greatest in the land, hotel proprietors and restaurateurs, as also club committees, who have given us their custom during the past year? Long may they continue to do so. Our enthusiastic and hard-working staff of travellers are grateful to them for the support at all times accorded to them. Lastly, I must make reference to the passing, last May, of Mr. C. W. Stocker, who for very many years was our head brewer, and whose technical skill and organising ability contributed so much to the success of the firm during the period he held that high office.

The resolution was unanimously approved.

Mr. A. J. Redman proposed the re-election of Commander H. D. Simonds and Mr. J. H. Simonds, who retired from the board by rotation. He remarked that it needed no words of his to commend these two gentlemen to them, for their invaluable services to the company were so well known.

Major G. S. M. Ashby seconded, and the elections were unanimously agreed to.

The chairman and Commander H. D. Simonds expressed thanks for the renewal of confidence in them.

Major M. H. Simonds proposed the re-appointment of Messrs. Collins, Tootell and Co., of Queen Victoria Street, E.C.4, as auditors.

Mr G. W. Smith seconded, and the appointment was approved.

CONFIDENCE IN THE EXECUTIVE.

Mrs. Caversham Simonds, proposing a vote of thanks to Mr. J. H. Simonds for presiding, said the chairman had their complete confidence, and she also desired to associate with him their much-loved managing director. It was very comforting to all shareholders in these troublous times to know that they had such excellent heads.

A GREAT THOUGHT.

Fortitude is necessary to strengthen us against the difficulties and disquietudes which ever and anon beset our lives. It is not identical with strength of nerves. It is a virtue within the reach of all. It is the parent of tranquillity, and inspires us with feelings of confidence and security. It is like a castle built on a rock which nothing can shake. It enables us to face all the changes and chances of life, to sustain its storm and stress, and to bear bravely its disappointments and drudgery.

By means of it we shall be uniformly constant and inflexible in the discharge of duty and in the endeavour to live up to God's standard of life, even though we thereby invite the leers and frowns of the world rather than its smiles. The words of Our Lord, "Woe be to you when all men speak well of you" (Luke vi., 26) will console us for any loss we may suffer in personal popularity.

Every hour of the day we are called upon to form a decision to choose between right and wrong. When these issues are at stake there is no such thing as a neutral attitude. It is incumbent on us always to stand up unflinchingly for what we know to be right.



NEW CHAIRMAN FOR H. & G. SIMONDS, LTD.

MR. F. A. SIMONDS ELECTED.



Mr. Frederick Adolphus Simonds has been elected Chairman of H. & G. Simonds, Ltd., Brewers, of Reading, in succession to Major S. V. Shea-Simonds, who has resigned owing to ill-health.

Mr. F. A. Simonds has been Managing Director of the Company for the past twenty-one years. He now holds the dual position of Chairman and Managing Director.

A NATURE NOTE.

THE BIRD-CHOIR AT CHRISTMAS.

SEAGULL SEIZES PIKE BAIT.

(BY C.H.P.).

I listened in to some delightful carol singing on Christmas morning. It was very warm for the time of year, with some fog, and the weather seemed greatly to the liking of the bird-choir, for that was the singing that I listened to. There was the whistle and castanets of many starlings, wrens wound up their watches with great gusto, the robins were in good form, as were the thrushes. Hedge sparrows joined the joyous choir, while overhead I heard the sibilant chatter of fieldfares. Several sparrows, too, in addition to their familiar chirping, sang that soft little song that is not often uttered but is very pleasant to the ear when heard. The starlings simmered and simmered until they almost boiled over with the joy of life. How varied is their song! There was one that had copied the delicately sweet notes of the willow warbler to a nicety and had I not actually *seen* the starling singing those notes I should have been convinced that one of our little summer visitors had already arrived—long before his usual time. In meadowland you could hear the clarion call of the lark, and the missel thrush, known as the storm cock, though he could not shout defiance at the wind—as there was none—called in accents loud, tyrr-a-weet-a-weet.

I listened in vain for the flute-like notes of the blackbird.

SUCCESS WITH THE PIKE.

On Boxing Day I went fishing. A brother angler, in a boat just opposite me, landed a nice pike. He remained at the spot for about an hour longer but as no other fresh water shark, as the pike are called, seemed on the move, he left the spot to try elsewhere. Another angler came along, fixed his punt at the same spot where the previous angler had been fishing, and tried his luck with a lively little live bait. Suddenly his float disappeared; he struck, and in a very short time netted a pike. Soon afterwards he got into another and as he was landing it a rather strange thing happened. The pike spat out the bait, which I saw wriggling on the surface of the water. A kingfisher, like a shaft of azure blue, saw it too; hovered over it, but apparently thought the bait too big for him to tackle and sped on his way. Immediately afterwards a seagull spotted the fish and in an instant darted down, seized the dainty morsel, and swallowed it with evident satisfaction.

And all this was going on while the angler was landing his fish, a task which he leisurely, but none the less competently, performed.

Two pike in less than an hour—and three from the same spot—is not bad going.

A BABY FROG IN DECEMBER.

All I caught was a baby frog. I saw something hopping under my stool and to my astonishment found it to be a baby frog no larger than the top of my thumb. You do not see many little frogs about on December 27th!

They prove an almost irresistible bait for chub and I thought to myself, if I attached him to a little hook, my luck would be sure to turn. But it seemed a cruel thing to do, so I let the little chap hop away unharmed. He leapt into the water, where it was about a foot deep, dropped gently to the bottom and seemed quite cosy as he lay in the mud among the mussels.

NOT PROVEN.

In the adjoining meadows there are hundreds of starlings feeding around the feet and mouths of the cows. But I think the charge laid against migratory birds—gulls, crows and, in particular, starlings—of bringing foot-and-mouth disease into England is not proven.

Commander Rainer, R.N., sums up the case pithily:—

“(1) There is no real proof that birds are responsible; (2) destruction of birds leads to increase of insect pests, which are notoriously spreaders of disease; (3) upsetting the balance of nature is always foolish and may have disastrous consequences. The enormous increase of rats in the country owing to the destruction of their natural enemies is a case in point.”

HOUSEHOLD HINTS.

When putting custard to cool, if you cover it with a cloth, a skin will not form on top.

Burnt marks on plates can be completely removed with a cork and a little damp salt.

A copper coin placed in the vase with flowers will prolong their life.

Needles are less likely to rust if stuck in chamois leather instead of flannel.

BREWERY JOTTINGS.

(BY W. DUNSTER.)

A VERY HAPPY AND PROSPEROUS NEW YEAR TO ALL OUR READERS.

The "Beer is Best" New Year resolution, as advertised, seems particularly good, thus:—

The resolutions that we make
On January One,
We're sadly liable to break
Before the day is done.

But this resolve we all should treasure
Throughout the new-born year:
Let's enjoy health and pleasure
So let us stick to Beer.

My only addition to that is, "See that its SIMONDS!"

The time of the year for us, Christmas, is over and I hear from everywhere that all connected with The Brewery had a splendid time; which is as well, for it is rather a hectic time in all departments. There is the additional satisfaction, at this time of the year, that we deserved it.

Christmastime is a time of expressed comradeship and if you had called in at the Social Club on Christmas Eve you could have seen that for yourself. Many did, including the writer.

Mr. Harry Goatley called in to see us just before the holiday. He has made a good recovery; nevertheless he is still in the doctor's hands and has to await the word "Go" before starting again.

Of course the beginning of the New Year sees the staff well down to it on their quarterly balancing task, and here's wishing them early success, as in the last overtime spell.

Glad to say there seems to be no "casualties" amongst the staff after the holiday and let us hope this happy state of affairs will continue and not be reminded that January is often a "tricky" month.

Much sympathy was expressed to Mr. H. H. Stevens in the loss of his mother during the holidays. Very sad indeed, especially at such a time of the year.

Football is on the upgrade at Reading and even promotion hopes are expressed. Without being so bold as to say (at this juncture) it is likely, there are certainly very hopeful signs for the

team is playing much more consistently. Taking into consideration (at the moment) they have played 13 away games as against 8 at home, they have a chance. Naturally other Clubs have the same ideas about promotion but I do think it is very open this season, so far.

Possibly our Brighton friends have a cause for rejoicing as well, for they have "come on song" very well just recently and I expect have hopes. Our other "Branch" teams are not doing so well as had been hoped. Plymouth are just off the bottom, but what a shock they must be giving their supporters this season. I expect they have "hopes" too. Then another, Proud Pompey: but they have been doing so much better recently that they must have distinct hopes of a rise in the league table before long. What of Bristol; well it's certain that both teams can do better and probably will, still let us hope it will not be at the expense of Reading.

This promotion puzzle rather intrigues me, for Reading finish up the season with three home matches and one of the teams they have to play will be Cardiff. Many remember (that is, football fans) Cardiff defeated Reading once in the semi-final of the English Cup and went on to win it. Would it be poetic justice (whatever that is) if Reading defeated Cardiff and just "pipped" them for the league? You never know. Do you remember, football fan, when Reading defeated Brentford 7 to 1 and went "up"? Not so very long ago is it! yet Reading are back in the third division (well back some people say) and Brentford are top of the first division at the time of writing.

The following changes and transfers have taken place, since our last issue, and to all we wish every success:—

The New Inn, Oxford (H. & G. Simonds Ltd.)—Mr. A. E. Brunson.

Mr. Brunson, whom the writer well remembers, has taken the place of Capt. C. L. Foreman, who has had to give up owing to a breakdown in the health of Mrs. Foreman. Both Capt. and Mrs. Foreman had many friends whilst they were at Grosvenor House, Caversham Heights. The writer lives in the same road as the "Grosvenor" is situated (and therefore has a particular interest therein) so in consequence knew them very well. With many friends, I do sincerely hope that the health of Mrs. Foreman will greatly improve.

By a coincidence, if you like, W.D. also lived near Mr. and Mrs. Brunson for a good number of years, and truly wishes them all the very best in their new venture.

The Plough, Colnbrook, Slough (H. & G. Simonds Ltd.)—Mr. J. W. Stevens.

The Mariners, Bagshot (H. & G. Simonds Ltd.)—Mrs. R. Stevens.

The Grapes, Swindon (H. & G. Simonds Ltd.)—Mr. G. A. Hayward.

The Crown, Marlborough (H. & G. Simonds Ltd.)—Mr. J. W. V. Dunsdon.

The Crown, Burchetts Green (H. & G. Simonds Ltd.)—Mr. G. W. Taylor.

The Raven, Stokenchurch (Wheeler's Wycombe Breweries Ltd.)—Mr. C. R. Mitchell.

We regret to record the following deaths, and to all relatives our sincerest sympathy is hereby expressed:—

Mrs. E. A. Gray, Off Licence, 35 Speedwell Street, Oxford, tenant from 27th September, 1912.

Mr. H. Tame, Chequers, Dorchester, our tenant since 1900.

More congratulations, this time to Mr. Jack Ford on completion of 50 years' service for the Firm on, I believe, the 11th August—a wonderful record. I know he has not enjoyed the best of health these last few years, nevertheless, he has managed to "stick it." The marvellous strides that have taken place in Beer Bottling during the time he has been in that department are almost beyond comprehension and it is a tribute to him that he has kept abreast with the many amazing developments that have taken place. Always a glutton for work, he seemed to be one of the "ever presents" at The Brewery whenever and whatever time you called there. He has made quite a number of trips abroad for the Firm to give his advice on the bottling of beer and, of course, his duties included many trips to the Branches. I sincerely hope he will be spared for many years and enjoy the best of health during his well-earned rest.

THE LIGHTER SIDE.

The scorching cyclist was on the Stratford-on-Avon road. He was bent well over the handlebars and beads of perspiration trickled from his face.

"Hi!" he called to a passing youth. "Am I right for Shakespeare's house?"

"Yes," came the reply, "but you needn't hurry. Shakespeare's dead."

THE WEATHER—AND BUCHAN.

Most people have heard of "Buchan's Cold Spells," usually through the watchfulness of our daily papers, who invariably give a warning that one of these spells is due. The casual reader does not possibly know, however, who Buchan was, and why his forecasts are so readily accepted. Another point not often emphasized is that his "Warm Spells" are as deserving of notice as his "Cold Spells."

An interesting and authoritative book, published early last year, entitled "Buchan's Days," by E. L. Hawke, M.A., F.R.A.S., Secretary of the Royal Meteorological Society, supplied the facts contained in this article. This book, which anyone interested in weather-lore should certainly read, tells so much more clearly of the immensity of Buchan's researches than this small page can hope to convey.

Alexander Buchan, M.A., LL.D., F.R.S., who died in 1907 at the age of 78, was a life-long student of meteorology and its closely allied "ologies." He was Secretary of the Scottish Meteorological Society from 1860 onwards.

It appears that his somewhat definite forecasts were based upon the results of investigations of weather reports over a long period. He took as a basis for his calculations periods of ten years as far back as 1795. The data to which he already had access, plus this knowledge, enabled him to arrive at certain averages. He found that cold and warm spells were prone to occur at certain periods. Elaborating on this discovery, he calculated the dates on which the averages showed the spells to fall.

Probably a good many readers have not actually seen all these dates in print at the same time, so they are herewith appended:—

<i>Cold spells.</i>	<i>Warm spells.</i>
February 7—14	July 12—15
April 11—14	August 12—15
May 9—14	December 3—14
June 29—July 4	
August 6—11	
November 6—13	

In his own words, "The incidence of each of the periods is subject to variation . . . from year to year." With this acknowledgment from his own pen, we may not be inclined to wait for a cold snap beginning on a certain day, but to remember that averages are apt to be misleading when applied to one isolated example.

THE LATE MR. E. BEAL

OF THE CANVAS DEPARTMENT, READING.

It is with much regret that we record the passing, on the 4th December, after a short illness, of another old servant of the Firm, in the person of Ernest Albert Beal.

No doubt a few of the older members of the Staff will remember Ernie Beal, with his horse and van, at the late Sandgate Branch, where he came into close contact with our military work.

After we disposed of our interests in the Kent area to Messrs. Mackeson & Co., Ltd., he had a spell at Hythe and in July, 1924, moved to Reading and became one of the stalwarts of the Canvas Department. He never shirked a job and, being possessed of great strength, was a man to rely upon for the heavy work of erecting and taking down marquees, etc., at military camps, sports, fetes and similar functions.

During the Great War he enlisted in The Buffs and saw service in France and Flanders.

He had nearly forty years' service with the Firm and would have been sixty years of age had he lived until the 23rd December.

R.I.P.

DEATH OF MR. L. F. LOYNES.

TWENTY-TWO YEARS IN ROYAL BERKS REGIMENT.

BURIED WITH MILITARY HONOURS.

His many friends in Newbury and district will regret to hear of the death of Mr. Leonard Francis Loynes, which occurred on November 29th at Park Hospital, Tilehurst, Reading.

Mr. Loynes served in the Royal Berks Regiment for 22 years, and as recruiting officer and Company-Sergeant-Major for the Territorials at Newbury, he was popular with all ranks. He was also a good gymnastic instructor. When the Great War broke out he was with his regiment in India, and was immediately drafted to France where he served throughout hostilities, being wounded at the battle of Neuve Chapelle. He held the long service medal, the good conduct medal, the Mons star, and the two other War medals. In addition he was awarded the Humane Society's medal for saving a boy from drowning in the Thames at Reading.

Upon completing his military service, Mr. Loynes became the licensee of the Five Bells at Woodspen. He was 50 years of age.

The name of Loynes is well known at The Brewery and also at The Tamar Brewery, Devonport.

MR. GEORGE BROOM.

AN INTERESTING PERSONALITY.



The accompanying photograph is of Mr. George Broom, age 82. He was born in Egham, November 4th, 1855, and is well known and much respected, being familiarly known as "Broomy." He was carried in to the Foresters Arms, Egham, at the age of six weeks, his parents then being the licensees of the house. For years he was coachman at the Barley Mow, Englefield Green, and it is very interesting to hear him relate the pranks the Students of the Royal Engineering College, Englefield Green, indulged in. His present occupation is at the Red Lion, at Thorpe. In addition, he is the official Telegraph Boy attached to Thorpe Post office and he has carried out this work for 27 years. He still rides a tricycle and until a short time ago he used a bicycle. His principal recreation is crib, at which game he is an adept.

Mrs. Rix of the Foresters Arms states that he has rarely missed a night for 27 years. When he attained the age of 70 he was presented with a silver cup by the patrons of the house. This is indeed a fine record for a customer and he is still going strong. His motto is "Beer is Best," and to see him so hale and hearty at his great age confirms the truth of the statement.

BREWERY DEPARTMENTAL TOURNAMENTS.

TWO NEW TEAMS.

We are now well into the Departmental Tournaments and keen rivalry is being displayed. We are able to welcome two new teams this year, namely, the Beer Cellars (W. Wheeler, captain) and the Scalds (F. Shipton, captain). Following are the results of the games played up to and including December 17th, also the positions of the teams in the league.

These tournaments provide an excellent opportunity for members of the various departments to meet for a convivial evening, and help to bring about a more perfect understanding between us all.

TOURNAMENTS UP TO AND INCLUDING DECEMBER 17TH, 1937.

Teams.	Matches.			Games.				Points.
	Played.	Won.	Drawn.	Played.	Won.	Lost.	Drawn.	
Offices	3	3	0	36	21	15	0	21
Transport	3	2	0	36	19	16	1	19½
Coopers	3	1	0	36	18	17	1	18½
Maltings	2	2	0	24	15	8	1	15½
Rest	2	1	1	24	14	10	0	14
Cellars	3	0	0	36	13	23	0	13
Building	2	0	1	24	9	14	1	9½
Scalds	2	0	0	24	9	15	0	9

RESULTS.

	Offices.	Transport.
Billiards	Broad, R. ... 1 v. Doe, J. B. ... 0	Gardner, A. ... 0 v. Green, F. ... 1
Dominoes	Wild, W. H. ... 0 v. Bradford, W. ... 0	Marsh, G. ... 1 v. Hutchings, A. ... 1
Crib	Davis, H. ... 1 v. Shepherd, H. ... 1	Cannings, G. ... 0 v. Palmer, C. ... 0
Shove Halfpenny	Cox, C. B. ... 1 v. Wild, W. H. ... 0	Venner, E. ... 0 v. Venner, J. ... 1
Darts	Saunders, V. ... 0 v. Kent, T. ... 1	Pusey, A. ... 1 v. Grover, R. ... 0
Shooting	Broad, R. ... 1 v. Shepherd, H. ... 1	Dainton, W. ... 0 v. Blake, A. ... 0
	7	5

	Coopers.	Cellars.
Billiards	Griffiths, R. ... 1 v. Holmes, T. ... 1	Benford, J. ... 0 v. Wheeler, W. ... 0
Dominoes	Plank, H. ... 1 v. Weller, C. ... 1	Smith, A. ... 0 v. Blackford, P. ... 0
Crib	Stanton, A. ... 1 v. Rogers, F. ... 1	Rumens, J. ... 0 v. Edwards, F. ... 0
Shove Halfpenny	Kelly, G. (junr.) ... 1 v. Sparks, W. ... 1	Tugwell, A. ... 0 v. Lunnon, G. ... 0
Darts	Weight, A. ... 0 v. Sparks, W. ... 0	Tugwell, A. ... 1 v. Chilcott, W. ... 1
Shooting	Holmes, T. ... 0 v. Kelly, G. (junr.) ... 1	Kibble, W. ... 1 v. Joyce, A. ... 0
	9	3

	Maltings.	Building.
Billiards	Nunn, G. ... 0 v. Cousens, S. ... 1	Spence, D. ... 1 v. Smith, S. ... 0
Dominoes	Day, T. ... 1 v. Stanbrook, H. ... 1	Mitchell, H. ... 0 v. Tate, E. ... 0
Crib	Barker, A. ... 1 v. Henderson, F. ... 0	Lake, A. ... 0 v. Ayling, A. ... 1
Shove Halfpenny	Heath, R. ... 0 v. Everett, J. ... 1	Dobson, C. ... 1 v. Bowsher, E. ... 0
Darts	Henderson, F. ... 1 v. Boyles, G. ... 1	Andrews, C. ... 0 v. Mills, A. ... 0
Shooting	Boyles, G. ... ½ v. Lailey, G. ... 1	Chard, J. ... ½ v. Sewell, W. ... 0
	8½	3½

	Rest.	Scalds.
Billiards	Benford, L. ... 1 v. Bird, S. ... 1	Kirk, J. ... 0 v. Smith, H. ... 0
Dominoes	Croft, J. ... 1 v. Osborne, T. ... 0	Lambourn, L. ... 0 v. Knott, J. ... 1
Crib	Clark, S. ... 1 v. Stacey, T. ... 1	Taylor, V. ... 0 v. Roper, E. ... 0
Shove Halfpenny	Eaton, A. ... 0 v. Osborne, T. ... 1	Lambourn, L. ... 1 v. Shipton, F. ... 0
Darts	Cross, F. ... 0 v. Andrews, W. ... 1	Belcher, A. ... 1 v. Knott, J. ... 0
Shooting	Prater, H. ... 1 v. Croft, J. ... 0	Day, A. ... 0 v. Kirk, F. ... 1
	8	4

		<i>Coopers.</i>		<i>Offices.</i>	
Billiards	...	Griffiths, R.	... 0 v.	Broad, R.	... 1
		Weller, C.	... 0 v.	Pitts, R. C.	... 1
Dominoes	...	Plank, H.	... 1 v.	Wild, W. H.	... 0
		Weller, C.	... 0 v.	Howman, A. C.	... 1
Crib	...	Sparks, W.	... 0 v.	Doe, J. B....	... 1
		Kelly, G. (senr.)	... 0 v.	Bradford, W.	... 1
Shove Halfpenny	...	Kelly, G. (junr.)	1 v.	Wild, W. H.	... 0
		Weight, A.	... 1 v.	Cox, C. B....	... 0
Darts	...	Holmes, T.	... 1 v.	Saunders, V.	... 0
		Kelly, G. (senr.)	0 v.	Kent, T.	... 1
Shooting	...	Holmes, T.	... 1 v.	Osborne, H.	... 0
		Kelly, G. (junr.)	... 0 v.	Broad, R.	... 1
			5		7

		<i>Transport.</i>		<i>Cellars.</i>	
Billiards	...	Green, F.	... 1 v.	Benford, J.	... 0
		Venner, E.	... 1 v.	Joyce, A.	... 0
Dominoes	...	Benham, T.	... 0 v.	Waller, A....	... 1
		Marsh, G.	... 1 v.	Rumens, J.	... 0
Crib	...	Lott, G.	... 1 v.	Lunnon, G.	... 0
		Palmer, C.	... 0 v.	Wheeler, W.	... 1
Shove Halfpenny	...	Adey, F.	... 1 v.	Edwards, F.	... 0
		Venner, J.	... 1 v.	Taylor, A....	... 0
Darts	...	Cannings, G.	... 0 v.	Smith, L. 1
		Pusey, A. 1 v.	Tugwell, A.	... 0
Shooting	...	Dainton, W.	... 0 v.	Blackford, P.	... 1
		Blake, A.	... 0 v.	Kibble, W.	... 1
			7		5

		<i>Building.</i>		<i>Rest.</i>	
Billiards	...	Spence, D.	... 1 v.	Benford, L.	... 0
		Smith, S.	... 1 v.	Bird, S. 0
Dominoes	...	Bowsher, E.	... 1 v.	Bird, S. 0
		Fullbrook, F.	... 0 v.	Croft, J. 1
Crib	...	Ayling, A....	... 0 v.	Clark, S.	... 1
		Lake, A.	... 0 v.	Osborne, T.	... 1
Shove Halfpenny	...	Dobson, C.	... 0 v.	Eaton, A.	... 1
		Andrews, C.	... 0 v.	Lott, G. 1
Darts	...	Tate, E. 0 v.	Cross 1
		Eymore, B.	... 1 v.	Andrews 0
Shooting	...	Chard, J.	... 1 v.	Eaton 0
		Mitchell, H.	... 1 v.	Osborne, T.	... 0
			6		6

		<i>Scalds.</i>		<i>Mallings.</i>	
Billiards	...	Smith, H.	... 1 v.	Millard, E.	... 0
		Kirk, J. 0 v.	Everett, J.	... 1
Dominoes	...	Shipton, F.	... 1 v.	Day, T. 0
		Lambourne, L.	... 1 v.	Everett, A. J.	... 0
Crib	...	Taylor, V....	... 1 v.	Everett, A. J.	... 0
		Shipton, F.	... 1 v.	Barker, E.	... 0
Shove Halfpenny	...	Lambourne, L.	... 0 v.	Heath, R.	... 1
		Roper, E.	... 0 v.	Barker, A.	... 1
Darts	...	Belcher, A.	... 0 v.	Boyles, G....	... 1
		Josey, A.	... 0 v.	Everett, J.	... 1
Shooting	...	Kirk, J. 0 v.	Lailey, G.	... 1
		Belcher, A.	... 0 v.	Boyles, G....	... 1
			5		7

		<i>Coopers.</i>		<i>Transport.</i>	
Billiards	...	Griffiths, R.	... 1 v.	Pusey, A. 0
		Holmes, T.	... 1 v.	Green, F.	... 0
Dominoes	...	Plank, H.	... 0 v.	Marsh, G.	... 1
		Weller, C.	... 1 v.	Hutchins, C.	... 0
Crib	...	Stanton, A.	... 1 v.	Palmer, C.	... 0
		Kelly, G. (senr.)	... 0 v.	Lott, G. 1
Shove Halfpenny	...	Sparks, W.	... 0 v.	Venner, J.	... 1
		Kelly, G. (junr.)	... 0 v.	Adey, F. 1
Darts	...	Kelly, G. (senr.)	... 0 v.	Pusey, A. 1
		Weight, A.	... 0 v.	Venner, J.	... 1
Shooting	...	Holmes, T.	... 1/2 v.	Dainton, W.	... 1/2
		Kelly, G. (junr.)	... 0 v.	Blake, A.	... 1
			4 1/2		7 1/2

		<i>Cellars.</i>		<i>Offices.</i>	
Billiards	...	Rumens, J.	... 0 v.	Broad, R.	... 1
		Benford, J.	... 1 v.	Pitts, R. C.	... 0
Dominoes	...	Waller, A....	... 1 v.	Wild, W. H.	... 0
		Wheeler, W.	... 0 v.	Bradford, W.	... 1
Crib	...	Lunnon, G.	... 0 v.	Doe, J. B....	... 1
		Wheeler, W.	... 0 v.	Shepherd, H.	... 1
Shove Halfpenny	...	Tugwell, A.	... 1 v.	Cox, C. B....	... 0
		Taylor, A....	... 1 v.	Wild, W. H.	... 0
Darts	...	Chilcott, W.	... 1 v.	Kent, T.	... 0
		Smith, L. 0 v.	Pitts, R. C.	... 1
Shooting	...	Blackford, P.	... 0 v.	Osborne, H.	... 1
		Joyce, A.	... 0 v.	Rider, A. G.	... 1
			5		7

THE WASSAIL-BOWL.

HOW BRITAIN'S OLD BEVERAGE WAS BREWED.

(From *The Brewers' Journal*.)

"Then hail, thou big and foaming bowl,
Hail, constant idol of my soul."

This was how they felt about the wassail-bowl in the old days. Roasted apples, sugar, spices, toast and lemon—all went into the bowl, together with good strong ale. And our ancestors dug their noses into the creamy froth to quaff potions so mighty that the cockles of their hearts kept warm from New Year's Eve to Twelfth Night.

Alas, the wassail-bowl is now one of Britain's lost delights. Only at Oxford have they remembered how to brew the most delicious of all wassail-bowls.

At Jesus College, there, a huge silver-gilt bowl presented by Sir Watkin Williams Wynne in 1732 is sometimes passed round the festive board. In the bowl lies the creaming liquid famed among undergraduates under the name of "Swig." And this is how it is made:—

"Put half a pound of Lisbon sugar and some roasted apples into the bowl. Grate nutmeg and sugar over the mixture and add four glasses of sherry, five pints of beer, three slices of lemon and the peel of a lemon rubbed with sugar. Allow to stand covered for three hours and serve with thin slices of toast afloat in the froth."

OTHER RECIPES.

Strong home-brewed beer and a bottle of "mountain wine," with squeezed lemon, nutmeg, sugar and toast, make up that lordly liquor, the Oxford Grace Cup. Brasenose Ale, though full of subtle flavours, is easily brewed; it is merely ale sweetened with castor sugar and flavoured with roasted apples.

Some old connoisseurs of the wassail-bowl declare that roasted crab-apples should be used in preference to garden apples—a preference that was shown by Shakespeare.

The poet Herrick thanked heaven for "wassail-bowls to drink, spiced to the drink"; and he took care that New Year's "swipes" had plenty of kick in them.

"Next crown the bowl full, with gentle lambs' wool,
Add sugar, nutmeg and ginger;
With a store of ale too, and thus ye must do,
To make the wassail a swinger."

LAMBS' WOOL.

Lambs' wool, by the way, was a particularly roaring beverage made with the pulp of roasted apples and strong ale, moderately warm. Its queer name is derived from "La mas ubal" (the Day of the Apple Fruit). In Ireland they always drank it at merry makings on Holy Eve.

In the great days of the wassail-bowl every young man was as intent to have his own recipe as any young man is to-day about his town cocktail. One of the best sack possets was invented by Sir Walter Raleigh. Every district, too, had its own idea about the right things to put in a wassail-bowl.

In the West Country, the brewer of the wassail-bowl would add honey, cinnamon, cloves and galingale (a sort of rush) to the mixture. Aylesbury, Bucks, gave its name to aleberry—a stout liquor which included sops of bread and was good for "weke men and feble stomackes."

SIDE-LIGHTS ON CHRISTMAS.

Christmas Day is dry three times out of five.

Turkeys were first eaten at Christmas in 1524.

Sheaves of corn are placed on the roofs of houses in Norway on Christmas Day to provide a feast for the birds.

"A windy Christmas means a good fruit crop," runs an old saying.

Holly is found in nearly every part of the world; there are nearly 200 different varieties.

Tennyson once refused an offer of £1,000 for Christmas card verses.

Christmas Day in Tibet is called the Feast of Queen Winter and is the occasion of a number of varied rites.

Mince pies were first introduced into this country at the close of the sixteenth century and were known as "mutton pies."



MESSRS. H. & G. SIMONDS LTD. SAVINGS ASSOCIATION.



Certificate of Recognition presented to Miss A. M. Prosser for services rendered.

The first cycle of the above (consisting of 32 weeks) was commenced in August, 1924, and the twenty-third cycle commenced on December 4th, 1937 (consisting of 30 weeks).

It is interesting to note that in the first cycle 84 certificates were subscribed for and in the present cycle 392 certificates are being subscribed for. All will agree, a step in the right direction.

During the thirteen years since the formation of the Association, 5,518 certificates (up to the end of the 22nd cycle) have been purchased, giving an average of 250 for each cycle.

To mark the twenty-first anniversary of the National Savings Movement, Certificates of Recognition were produced and at the annual meeting of the Local Savings Association two certificates were presented by the Mayor of Reading to Miss A. M. Prosser (Treasurer) and Mr. A. H. Hopkins (Secretary) of our Savings Association, a photograph of which is reproduced above.

CHILDREN'S XMAS TREAT.

TELEGRAM FROM CHAIRMAN AND MANAGING DIRECTOR.

On Saturday, January 1st, 1938, the annual treat was given to the club members' children, 180 being present. During the afternoon a very enjoyable programme was arranged for them, including games and songs. Mr. J. Maxwell was again in charge of the amusements. It would be difficult to imagine a children's party without Mr. Maxwell, who has an inimitable way with him in amusing the little ones. They seem to know him as "Uncle Mac." Dressed in a clown's costume, he very soon had the children singing merrily. He was ably assisted by Mr. A. Williams. Messrs. W. Hooper, G. Thompson, D. Reid, F. G. Benham and N. S. Evans gave some very good band selections. Mrs. Fullbrook was at the piano. The other willing helpers had a very busy time when tea time arrived. It almost appeared as though the children's appetites were never to be appeased, and every effort was made to satisfy to the "full."

A very pleasant surprise was provided by the receipt of a telegram, which read as follows:—

"Hope you will all have a very jolly time, with all good wishes for the New Year, F. A. Simonds, Chairman."

Very hearty cheers were accorded when the message was read out, and the following reply was sent:—

"180 children full of buns and tea, singing themselves hoarse, reciprocate kind wishes, Bradford."

On leaving the club, each child received at the hands of Father Christmas (Mr. C. Lailey) a present, also an apple, orange and a bag of sweets. Unfortunately 26 children were unable to attend, but their presents, etc., were put aside awaiting collection by their parents.

The party was a great success and all the children appeared extremely happy and the helpers were fully compensated for their labours by the happiness of their little guests.



A GRAND DANCE

WILL BE HELD IN THE

LARGE TOWN HALL

ON

Friday, January 28th, 1938,

UNDER THE AUSPICES OF

SIMONDS

SPORTS CLUB.

Special engagement of the Band of
THE LIFE GUARDS

*(by kind permission of Lt.-Col. E. J. L. Speed, M.C., and Officers
of the Regiment).*

DANCING FROM 8 P.M. TO 2 A.M.

TICKETS, 3/- (SINGLE). 5/- (DOUBLE).

ON THE DAY, 4/- (SINGLES ONLY).

ALL REFRESHMENTS AT MODERATE PRICES.

ADMISSION TO THE BALCONY, 6d.

MR. GEORGE BISHOP.



A MAN OF MANY PARTS.

In the course of my wanderings I come across various people of interest. For instance, there is Mr. George Bishop, the popular licensee of the Jolly Brewers, Tilehurst Road, Reading. Apart from business he always has a happy smile of welcome for all and sundry. I am sure it will be of interest to readers of this magazine to learn at least a little of Mr. Bishop's associations and life in the Lane End district before having undertaken his present position. For 14 years he was proprietor of the Lane End and Wycombe Bus Services before the Thames Valley Bus Co. took over. He was a member of Marlow District Council for six years, resigning on leaving the district. He was also chairman of the Lane End Branch of the British Legion for six years. Since taking over the

Jolly Brewers he has become a member of the committee of The Reading and District Licensed Victuallers Association and is also a member of H. & G. Simonds Retailers Society committee.

His darts team has taken a prominent part in the darts competitions in Reading, twice winning their division in H. & G. Simonds Darts League, once the main trophy, and once winning their way to the final in the *Evening Gazette* cup competition.

Indeed a man of many parts is Mr. Bishop, his many good qualities winning for him an ever-increasing circle of friends.

C.H.P.

DARTS LEAGUE.

BREWERY TEAMS GIVE GOOD DISPLAY.

This is our first year of competing in the Reading Darts League. We entered two teams, one in Division A and one in Division C, and the teams have given a very good account of themselves.

Mr. G. Cannings (Transport Department) is the delegate to the League Committee, and has put in some very valuable work in connection with the two teams. Mr. G. Boyles (Maltings) is captain of team A, and Mr. D. Spence (Wheelwrights) is captain of team C.

Both teams are holding good places in the league tables, a very creditable performance for the first year.

THE LIGHTER SIDE.

The actor rushed home after the performance and awakened his wife. "Beloved one," he cried happily, "to-night has been the greatest of my long career. To-night for the first time, I played a dual role."

His wife sat up. She was a trifle mystified. "A dual role? How did you come to play a dual role?"

"Ah, my love," he replied, "it was truly sensational. Just before to-night's performance we had news that my good friend Claude Goodwin was stricken ill and could not appear."

"Well," commented his wife, "I still don't understand. How did Claude's illness cause you to play a dual role?"

"Very simple," asserted the actor proudly. "I carried not only my own spear—but his as well!"

DICKENS ON DRINK.

VALUE OF CHEERFUL MODERATION.

A letter written by Charles Dickens in 1847 on the subject of temperance is published in the *Listener*. A covering note to the editor of that journal explains that the letter was received by the writer's great-grandmother, Mrs. Wilson, "who, it would appear, had taken exception to the references to 'drink' in Dickens's books." It reads as follows:—

LONDON, Twenty-fifth March, 1847.

Respected Madam,—I have read your letter with the pleasure and interest which a communication so frank and agreeable could scarcely fail to awaken in any breast.

Let me assure you in reply that I have a great respect for the exertions of Father Matthew and the advocates of Temperance in general, and that I believe them to have been productive of un-speakable good amongst drunkards. But I do not—because I cannot, with such perceptions as I have of what is reasonable and what is unreasonable—go along with those excellent persons in confounding the use of anything with its abuse, or in denying any man the cheerful enjoyment of a glass of wine, or beer, or spirits and water, because his neighbour is prone to make a beast of himself by irrational excess in those things. I know nothing whatever allowed us for use and capable of abuse (as everything without us and within us is) that might not be denied to moderate people, and made a sinful enjoyment, on the same terms.

I have no doubt whatever that the warm stuff in the jug at Bob Cratchit's Christmas dinner had a very pleasant effect on the simple party. I am certain that if I had been at Mr. Fezziwig's ball I should have taken a little negus—and possibly not a little beer—and been none the worse for it, in heart or head. I am very sure that the working people of this country have not too many household enjoyments, and I could not, in my fancy or in actual deed, deprive them of this one when it is innocently shared. Neither do I see why I should deny it to myself.

Dear Madam, there are two sides to this question. If I were so disposed I could show, I believe, where and how the proscription of the use of these refreshments leads to their abuse in a very striking manner. But I would endeavour, in my poor way, to teach people to use such goods of life cheerfully and thankfully, and not to abuse them. I am not sure but that this is the higher lesson, and that the principle will last the longer in the latter ages of the world.

At any rate there will be the record of a certain marriage feast in Galilee, and of a certain supper where a cup was filled with wine and not with water, to bear it company.

May you ever be as happy as you are now, and may I never have a less sincere and truthful correspondent!

Madam, Faithfully yours,

CHARLES DICKENS.

WORDS OF WISDOM.

It is the superfluous things for which men sweat.

A bigot is one who contradicts your pet theories.

Nothing succeeds like the efforts of a man to be disagreeable.

Going fast is of no advantage unless you go in the right direction.

Economy is too late at the bottom of the purse.

The heart of the fool is in his mouth, but the mouth of the wise man is in his heart.

I seek the rainbow through the rain.

I am here for a little space,
And while I say, I would like if I may
To brighten and better the place.

Say not the struggle nought availeth, the labour and the
wounds are vain . . .

For while the tired waves vainly breaking
Seem here no painful inch to gain,
Far back, through creeks and inlets making
Comes silent, flooding in, the main.

Let us so give that the goft, however small, breathes forth
the loving spirit of the giver.

If there be some weaker one,
Give him strength to help him on.

Art little? Do thy little well; and for thy comfort know
Great men can do their greatest work no better than just so.

Idleness is only the refuge of weak minds, and the holiday of
fools.

INDIA AS I SAW IT.

ON THE PLAINS—AFTER BLACK BUCK.

By "Moonraker."

(*First instalment.*)

To every sportsman the thrill of the chase, of concentrating physical and mental powers against the adversary; of pulling out all one is capable of to combat the cunning or skill ranged against us; of countering every move and choosing the vital moment of attack ourselves; of ultimate victory or failure—these are the joys which we all anticipate and experience, and to most of us it is all-sufficient, even if tangible results of our endeavours are denied us.

As one who has been fortunate enough to take a part in a few of our modern sports, I know no more exacting task than trying to outwit on his own native heath that familiar yet ever elusive leader of the Indian antelope herd, the black buck; who so proudly displays himself to his admiring family, and (at a distance) to the world at large.

Found practically all over India except in close or very hilly country, he and his prolific tribe roam and raid at will, choosing the higher ground during the day and taking a heavy toll of the native cultivator's growing crops when night falls, in and around the low-lying villages of the plains. He is full of tricks and will "pull your leg" all day, from a safe distance, while the speed at which he can get from one point of the compass to another is astounding. He knows every move of the game, and those who have had an opportunity of attempting to take some of his conceit away will doubtless subscribe to my view that more often than not he has the last laugh as you retire weary and disappointed after a long day under the tropical sun; especially if you have been matching your energy against a real old stager—that coal black "royal" specimen of your dreams with 30-inch horns.

Ah! he is worth searching and waiting for, and unless shooting for the "pot," an immature head should not tempt us to blaze off at sight, for by so doing we may startle the real prize not far away into flight. Curiously enough, size and type of horns vary in the many districts. Bikanir perhaps averages the best heads, though I have taken specimens of 28-29 inches in the Deccan and one 30-inch around Mirzapur in the United Provinces, which is pretty good.

Above all, it is a poor man's sport! All one needs is a good light topee, a dependable rifle (lead bullet), a steady hand and head, a patient heart, and a full water-bottle. To outmanoeuvre Master

Buck is a matter of experience. Time and again after an exhausting crawl you'll find him near where you started, looking so innocent, but getting more suspicious of your intentions every minute. To counter these artful tricks under an Indian sun is a 100 per cent. test of stamina and fitness, while only a little similar cunning on your part can equalise the scales, and give you that half chance to lead him "up the garden path" for those few vital seconds to give you an opening for a quick shot—that is the most we can ever hope for with him.

I well remember one very tiring but lucky day on trek, with another, among the plains and foothills of the Western Ghats just south of Bombay, when our star must have been well in the ascendant. We had left Kirkee the afternoon before, and arriving at Rajwadi during the evening had soon engaged a couple of bullock carts with their sleepy-eyed drivers for the all-night trek to the foothills. After a quick meal we took our places in the leading wagon, first putting in plenty of straw, and with our utensils and kit in the spare cart were soon swaying and jolting along the road. A chorus of villagers with lamps and flares accompanied us to the village boundary, shouting advice and laughing loudly as they tell us of the wonderful "bara Singh Wallahs" (big royal ones) which are only there for the taking, and which undoubtedly we shall return with on the morrow—as lighthearted and carefree apparently as a lot of schoolboys. Well, we are optimistic also of success, so laughingly bid them good-night.

Soon their chatter is only a faint murmur behind, with black darkness ahead. The oil lamps give but a shadowy light across our pathway but the driver merely pokes and pushes each animal in turn as he incessantly warns and threatens them.

(To be continued.)

Doctors say :

SMOKES AFTER DINNER

BUT DRINK S B FOR DINNER

THE LIGHTER SIDE.

MOTORIST (after knocking over a butcher's boy) : " I'm sorry, my boy ; are you alright ? "

BOY (picking up contents of his basket) : " Dunno. Here's me liver and me ribs, but where's me kidney ? "

* * * *

FATHER : " I had a note from your teacher, Miss Brown, to-day. "

SON : " Don't worry, dad—I won't tell mother. "

* * * *

Having a rather long and startling message to send home and just enough funds to pay for a 10-word telegram, the man wrote as follows :

" Bruises hurt erased a Ford erected analysis hurt infectious dead. "

Here's what he meant :

" Bruce is hurt, he raced a Ford, he wrecked it, and Alice is hurt, in fact she's dead. "

* * * *

A man has been fined £2 for discharging a firework in the street. In vain he pleaded with the magistrates to make the punishment fit the crime and let him off too.

* * * *

" He told me he shot a dozen wild ducks yesterday. " " He told me two dozen. " " He must think you're twice as stupid as I am ! "

* * * *

" Your opponent insists on a duel with pistols at fifty paces. " " I agree to the fifty paces, but I suggest swords. "

* * * *

" Daddy, " said the small boy, after watching his father's efforts at golf. " Why mustn't that ball go into that hole ? "

* * * *

The new vicar was making his Christmas calls on the residents of his parish, and in one house he found a woman listening to the radio. Pointing to the set, he said kindly : " Don't you think it would look much better if in the place of that radio you had a baby in a cot ? "

" Well, if you say so, I suppose it's right, " she said, " only I'm a spinster. "

"I've been putting on weight and this dress suit is rather too tight for me. Could you let it out a bit?" said a man to his friend, who did a little tailoring in his spare time.

"I've never done such a thing," was the reply, "but there's a rush on this Christmas week, and I'll see what I can do."

A week later the owner of the suit telephoned to see how his friend was getting on with it. "Better than I expected," said the friend. "I've let it out to four men already, and I've got four other lettings before New Year!"

* * * *

An Aberdonian, wishing to purchase Xmas presents, entered a shop in which antlers were sold. Seeing a very fine pair, he said: "How much are they?"

"Twelve guineas," replied the salesman.

"But, mon, they're awfu' dear!"

"Well, what do you think they're off—a hedgehog?"

* * * *

The open-air speaker on Christmas morning in Hyde Park was dealing with statistics.

"Do you realise," he cried, "that every time I breathe someone dies?"

"You should try cloves, mister," came a voice from the audience.

* * * *

A negress of mammoth proportions and inky complexion was brought unconscious into a hospital after a Xmas Eve collision. When she recovered her senses, the surgeon, thinking to comfort her, remarked: "You will undoubtedly be able to obtain a considerable amount of damages, Mrs. Johnson."

"Damages!" cried Mrs. Johnson. "What do Ah want with damages? Ah got damages enough now. What Ah needs is repairs."

* * * *

A carrier cart was ambling along a country road one dark night. A large car was approaching in the opposite direction. The driver of the car dipped his glaring headlights to avoid dazzling the carrier.

"George," said the carrier to his mate, "we must return the compliment. Just blow that offside candle out."

* * * *

In a small town out West there was a sudden commotion. It appeared that a traffic had fallen across the main street and was holding up all traffic. No one dared to touch it in case it should be a "live" wire.

The news reached the editor of the local paper and he acted promptly. "Send down two reporters," he ordered; "one to touch the wire and the other to write up the story."

* * * *

The man was being shaved when the barber cut a considerable gash in his cheek. He was all apologies, of course, but had trouble in stopping the flow of blood. Finally he put a piece of tissue-paper over the cut to give the blood a chance to coagulate.

The barber wasn't expecting a tip, so when the customer gave him an extra shilling he was surprised.

"That's all right," explained the customer. "I don't often get shaved by a man expert in three trades—barber, butcher, and paperhanger."

* * * *

The teacher had written 92.7 on the blackboard, and, to show the effect of multiplying by 10, had rubbed out the decimal point.

"Now, Alfred," she said, "where is the decimal point?"

"On the duster," replied Alfred, without hesitation.

* * * *

The insurance agent was trying to induce the boss to insure all his office furniture and fittings against burglary.

"I'll insure everything except the clock," he told the agent.

"Isn't it worth insuring?" the agent asked.

"It's worth it all right," the boss told him, "in fact, it's the best bit of furniture in the office."

"Then why not insure it?" asked the agent.

"It would be waste of money," the boss replied. "It would be impossible for anyone to steal it. The staff never take their eyes off it."

* * * *

The man who wasn't quite equal to the task of distinguishing officers' rank by their insignia was conversing with a colonel.

Several times he called him "Captain." Then, as if not sure, he asked: "You are a captain, aren't you?"

"Well," said the colonel, slightly amused. "I'm not any more, although I was once."

"That's too bad," consoled the civilian. "Drink, I suppose?"

Mrs. Smythe-Browne was making the final arrangements for her elaborate reception.

"Bridget," she said to her old servant, "for the first thirty minutes after six o'clock I want you to stand at the drawing room door and call the guests' names as they arrive."

Bridget's face lit up. "Very well, ma'am," she replied. "I've been wantin' to do that to some of your friends for years."

* * * *

"I was in the jungle when suddenly a horde of savages swooped down upon me."

"Good heavens! Whatever did you do?"

"I stared at them till I was black in the face and they took me for one of their own tribe."

* * * *

"Your wife needs a change," said the doctor. "Salt air will cure her."

The next time the physician called he found the Scotsman sitting by the bedside fanning his wife with a herring.

* * * *

"A flirt, am I?" cried Mary Anne, under notice to go. "Well, I know them as flirts more than I do, and with less excuse," she added, with a spiteful look at her mistress. "I'm better looking than you, much better. An' 'ow do I know? Your 'usband told me so."

"That will do," said the lady of the house frigidly.

"But I ain't finished yet," retorted Mary Anne. "I can kiss a hundred times better than you. Want to know 'oo told me that?"

"If you mean to suggest that my husband——"

"No, it wasn't your 'usband this time—it was your chauffeur!"

* * * *

A distinguished professor of a noted university was delivering an address before a group of business men. At its conclusion a manufacturer joined issue with him.

"Science is of no benefit to me," he insisted.

"What is your business?" inquired the professor.

"I manufacture braces," was the reply.

"And where would your business be," was the next question, "if the law of gravity were suspended?"

"Were you annoyed because I sharpened a pencil with your razor?" asked the attractive wife.

"Twice," replied the patient husband. "After I had given up trying to shave, I tried to write with the pencil."

* * * *

He had been to a Christmas Eve celebration, and arriving home in the early hours of the morning, he wondered how he could get upstairs without waking his wife. Finally he had a brilliant idea. Tying the fire-irons round his neck, he began his ascent, chuckling to himself:—"She'll never hear me with all this bloomin' noise going on."

* * * *

"Mamma, do angels have wings?"

"Yes, dear," replied the mother.

"And can angels fly, mamma?"

"Yes, dear."

"Daddy said nurse was an angel last night. When will she fly?"

"To-morrow," replied the mother promptly and acidly.

* * * *

"If you want to spend a quiet half-hour," said the native to a visitor, "there's no better place than our art gallery."

"Just a minute," replied the stranger. "I've been reading about it in the guide-book. It says that the visitor, on entering, is struck by a statue of Hercules. Then he is stunned by the splendour of the great staircase. A picture in the first room is full of punch, while farther on one is crushed by the overwhelming magnificence of another painting. Finally, brilliant colours run riot everywhere. No, sir, if I want a quiet half-hour, I'll take a boxing lesson."



BRANCHES.

BRIGHTON.

A very convivial evening was spent at the West Tarring (Worthing) Working Men's Club on the 8th December, being the annual dinner of this well-established club. Over 280 members sat down to supper under the presidency of Mr. E. W. Sparks, supported by Mr. P. H. Savery (vice-president). We were represented by Mr. E. D. Penlerick.

Speeches were cut down to allow for a programme by a concert party, who kept things going.

As a surprise to the recipient, the President was handed a silver tankard as an appreciation from the members, and some pots of growing plants for Mrs. Sparks.

The Southern Railway Company will shortly be celebrating the centenary of its opening between London and Brighton, and in an address recently given by Mr. C. J. C. Latham (the London Central Divisional Superintendent), the following extracts may be of interest to readers who are now accustomed to the run down to Brighton by electric train in an hour, and every hour :—

“ As early as 1823 a project was afoot for connecting Brighton with the Metropolis by means of a railway line, but nothing came of this first venture except rival schemes, and it was fully a dozen years before anything in the nature of a practical proposition was placed before Parliament.

“ One curious circumstance was the general disfavour with which so many people regarded the idea. Objections came in from all quarters, and you will appreciate with what foreboding ‘ the new fangled notion ’ was regarded, when I say that among the fears which were expressed, one was put forward in all seriousness, that in the vicinity of the railway line, with so much smoke and steam ‘ being belched into the atmosphere,’ cows would give no milk.

“ At long last Royal Assent was given to the Bill and on the 19th March, 1838, work was commenced on the London and Brighton Railway. The constructional work was pressed forward with all speed, for the Directors knew full well that no dividends would be forthcoming until everything was in going order, and haste was accordingly the order of the day. So keen indeed was the desire for revenue return that the promoters elected not to delay opening until the whole line was ready, and the branch from Brighton to Shoreham having been completed by the spring of 1840, the necessary engines and rolling stock were brought round by sea, and it was

accordingly arranged that this section should be opened for traffic on the 11th May, 1840. So another landmark in the history of Brighton was attained when the first railway train left for Shoreham. The whole town was *en fête*, brass bands played at the station all day long, and it is recorded that ‘ thousands flocked to the terminus to witness the modern miracle of transport by steam.’

“ On the 5th July, 1841, trains started to run from London as far as Haywards Heath, and finally on the 21st September, 1841, sixteen months after the opening of the Shoreham branch, the first train made the journey from London to Brighton.

“ As the new railway possessed no London station nearer than Croydon, the headquarters of the Company were constituted at Brighton, and many have wondered that the title was not the ‘ Brighton and London ’ Railway.

“ An extension of the Shoreham line was made to Worthing in 1845, and on to Chichester in 1846, whilst an easterly extension to Newhaven was opened in 1847. The title ‘ London, Brighton and South Coast Railway ’ lasted right up to when the amalgamation was adopted in 1846, after which date the official headquarters of the Company were transferred to London.

“ The final and culminating feature of Brighton's railway progress has been that of power signalling and electrification. These refinements of modern railway operation are so revolutionary in character, and so excessively expensive, that the change over is only justified on those lines where the passenger traffic volume has reached a very high degree of density, and it says much for the importance of Brighton from the railway standpoint, that it justifies the inception of what was the first electrically-operated line in the United Kingdom.”

PORTSMOUTH.

Nearly 600 dancers attended the Portsmouth City Police Ball this year, held in aid of the Police Widows' and Orphans' Fund. The Chief Constable (Mr. J. Davies) and Mrs. Davies, who take a big interest in the social side as well as the service activities of the Force, were unable to be present, but the chairman of the Watch Committee (Alderman Dr. A. Bosworth Wright, J.P.) and Mrs. Wright were present. The organizer was Police Sergeant Frank Brown, the Hon. Secretary of the Police Widows' and Orphans' Fund, and the M.C.'s for the very enjoyable dance programme, submitted by Savoy Band, were Inspector Sainsbury, P.C. Luke and P.C. Caine. Prizes and novelties were given away during the evening.

The annual banquet and ball of the Portsmouth and District Licensed Victuallers Wine and Beer Retailers Protection Association this year was a Jubilee celebration. Boxes of chocolates were the gifts of the Association to the women guests, while the President of the Banquet provided mementoes in the form of fountain pens and pencils. The event was splendidly organized by the Secretary (Mr. Harry J. Denham) and the committee and nearly 300 guests assembled. In proposing the "Wholesale Trade," Mr. Harry Robinson of Southampton, a councillor for No. 8 District of the Trade Defence League, said the life of the Licensed Victualler had been in the melting pot for a good many years, but they were blessed in the district with a Hampshire Brewers' Union.

About 140 sat down at the annual dinner of the Sarisbury and District Working Men's Club this year, under the able presidency of Mr. G. E. Parker, O.B.E., J.P., C.C., supported by Col. G. B. Byrne, O.B.E., Dr. K. Mackie, Dr. S. Infield, Capt. T. Penny, Mr. Letherem (vice-president), Mr. R. Buchanan Smith, Mr. A. Toulson, Mr. R. Davis, Mr. R. Gracie, Mr. F. Biggs and Mr. G. Gale. After the usual loyal toasts, the chairman proposed that of the "Committee and Staff," which was duly honoured. The energetic secretary, Mr. Knapp, then proposed the toast of "The Visitors," which was suitably acknowledged. The last toast was that of "The Chairman," which was proposed by Col. Byrne. Mr. Parker, in reply, thanked all for their reception and wished the club continued success. Then followed a capital variety entertainment by the Southsea Revellers.

We congratulate Supt. C. H. Stanley of the Portsmouth Police Force on his appointment as Deputy Chief Constable by the Watch Committee. The new deputy is 45 years of age. He joined the Portsmouth Force in 1911 and during the Great War served in the Army from 1917 to 1919, when he returned to the Force and was promoted to the rank of Sergeant in May, 1919. He rose to Inspector in July, 1931, and took charge of "C" Division, and later "B" Division. He was appointed Superintendent on May 15th, 1936, and succeeded Supt. H. L. H. Fisher who retired on pension.

BRISTOL.

ANOTHER "HOP LEAF" CHAMPIONSHIP.

Mr. W. H. Hatcher, of Highbridge (Somerset), exhibitor of the Show Champion, receiving the Simonds' trophy from Mr. Robert Board at the Highbridge Christmas Fat Stock Show. Well done Highbridge!



[Reproduced by kind permission of "The Evening World," Bristol].

THE CUMBERLAND HOTEL, TOTTERDOWN.

A wide public interest had been aroused during the reconstruction of this hotel—the first new Simonds' house to be erected in the city—and it was therefore before a full attendance about 6 p.m. one evening a few weeks ago that Mr. H. W. Griffin appeared at the bar, and in a few words declared it to be both well and truly open. After inviting all present to name their beverages, Mr. Griffin proceeded to the skittle alley and amid ringing cheers and clicking cameras sent down the first "wood." After this "The Success of the new Cumberland" was toasted by all present and a jolly evening long to be remembered was only brought to an end by the clock striking ten. During the evening a skittles team from the Brewery staff defeated a Cumberland side after a keen struggle. This was thoroughly enjoyed by both players and spectators.



The Cumberland Hotel, Totterdown.



The Cumberland Hotel, Totterdown.—One of the Bars.

[Reproductions of the Cumberland Hotel are by the courtesy of
"The Evening Post," Bristol].

Mr. A. W. Bold, our Surveyor, who was responsible for the designing of this hotel, supported Mr. Griffin, and received many tributes on the excellent lay-out, fittings and service which make the Cumberland a model of its kind. Standing on the site of the old house, and two adjoining cottages which had to be demolished, the new hotel is today unostentatiously, but very effectively, fulfilling its main purpose as TOTTERDOWN'S SOCIAL CENTRE. We feel sure that under the parental care of Mr. and Mrs. Hurford, who have in the past so lovingly presided over its numerous "family," the Cumberland will build up for itself a still wider reputation as a place where distinctions (even in bar prices) are not, and where both old and new faces are heartily welcomed. Our best wishes !!

It is not our purpose to eulogise unduly over this Totterdown "home from home," that, if deserved, can be quite fittingly left to others. It is, however, with pleasure that we acknowledge our thanks to one of our "Cumberland regulars" for the following unsolicited testimonial. We congratulate Mr. W. J. Moon on a very worthy contribution to the Gazette pages :—

THE CUMBERLAND HOTEL.

Where Weston's road meets Totterdown on Bristol's murky stream,
And New-Cut's footbridge spans the tide, while traffic lights do gleam,

There is a road to happiness—a gospel truth I claim,
E'en good St. Luke, of healing hands, hath blest it by his name.

And as I wend along its path from out my door so dim,
I leave behind that double arch which spans it low and grim,
I never fear, for just beyond I know the Hop Leaf shows.
And as its radiance greets my eye—my inmost spirit glows—
"Excelsior, the Cumberland!" my every sense doth cry,
As cheery sign and warming lights exult my soul with joy
I quickly o'er the car park pass, and through the door do press
To where each glass of foaming ale reflects its happiness.
For "Cumberland" beers allure us all with sparkling gleams of gold,

There's nothing hidden in their depths, there's nothing there untold,

From finest barleys, hops and yeast this beer *IS* BRISTOL'S BEST.
'Tis Simonds brew—of Royal Mark!—world famous East to West,
And sparkling eyes and rosy lips smile o'er those glasses bright,
—Not getting out of temper if you're not there every night.

In rooms select yet not remote there's room for everyone,
While if you care a game to play why, here's the spot my son,
The finest alley in the West; and pins do fall so neat,
'Mid cries of laughter and "hard lines," here's friendship's bond
complete.

If cupid's shaft has found its mark, and speared your heart o'er
full,

Just try yourself a dart to throw, and hit the centre bull.
Or card game perhaps, around the board just pegging as you go,
With honour bright and good intent—not cribbing when its slow.
There's Club room too, where members meet; those helping hands
that plan,

And by unselfish precepts teach the Brotherhood of man.
Fraternal songs to end the day, from each and everyone,
Till e'en the rafters bend with mirth until the tune is done.
Then "Landlord fill the flowing bowl" with golden sparkling
streams,

Come fill the pots, fill every glass, with "S.B." Ale of dreams.
Old friends confide, new friends confess; or "World" or "Post"
they'll scan,

As Lil and Bill with rolls and cheese renew the inner man.
And Smoke Room, Lounge and Public Bar—what mystic tales
they'll tell!

Their murmuring voices lull my soul like distant droning bell.
(Me-thinks I'll just take forty winks, this corner seat's so snug)
"Good Lord!"—why old Bill's calling "Time"—"Hi! don't
forget my jug!"

W.J.M. (arranged J.H.L.).



HOTELS & CATERING DEPARTMENT

MESSRS. H. & G. SIMONDS LTD.,

THE BREWERY - - - READING.

Telephone : READING 3431.

Hotels under the same control :

THE ANCHOR INN,
KENNFORD, NR. EXETER.
Telephone No. : Kennford 274.

THE ANGEL HOTEL,
HIGH STREET, STAINES.
Telephone No. : Staines 156.

THE ANGLERS' HOTEL,
EGHAM.
Telephone No. : Egham 99.

THE BACON ARMS HOTEL,
OXFORD STREET, NEWBURY.
Telephone No. : Newbury 408.

THE BATH ARMS HOTEL,
CHEDDAR, SOMERSET.
Telephone No. : Cheddar 25.

THE BUSH HOTEL,
MARKET PLACE, WOKINGHAM.
Telephone No. : Wokingham 134.

OFF LICENCE DEPARTMENT.
Telephone No. : Wokingham 199.

THE CROWN HOTEL,
WEST MARKET PLACE, CIRENCESTER.
Telephone No. : Cirencester 288.

THE EASTGATE HOTEL,
IN 'THE HIGH,' OXFORD.
Telephone No. : Oxford 2694.

THE EVENLODE HOUSE,
EYNESHAM.
Telephone No. : Eynsham 15.

THE FALCON HOTEL,
READING AERODROME.
Telephone No. : Sonning 3148.

THE GROSVENOR HOUSE,
CAVERSHAM.
Telephone No. : Reading 72045.

THE KING'S ARMS HOTEL,
STOKENCHURCH.
Telephone No. : Radnage 43.

THE MARQUIS OF LORNE,
READING.
Telephone No. : Reading 317611.

THE QUEEN'S HOTEL,
FARNBOROUGH, HANTS.
Telephone No. : Farnborough 1000.

THE QUEEN'S HOTEL,
MARKET PLACE, NEWBURY.
Telephone No. : Newbury 47.

ST. GEORGE & DRAGON HOTEL,
WARGRAVE, BERKS.
Telephone No. : Wargrave 15.