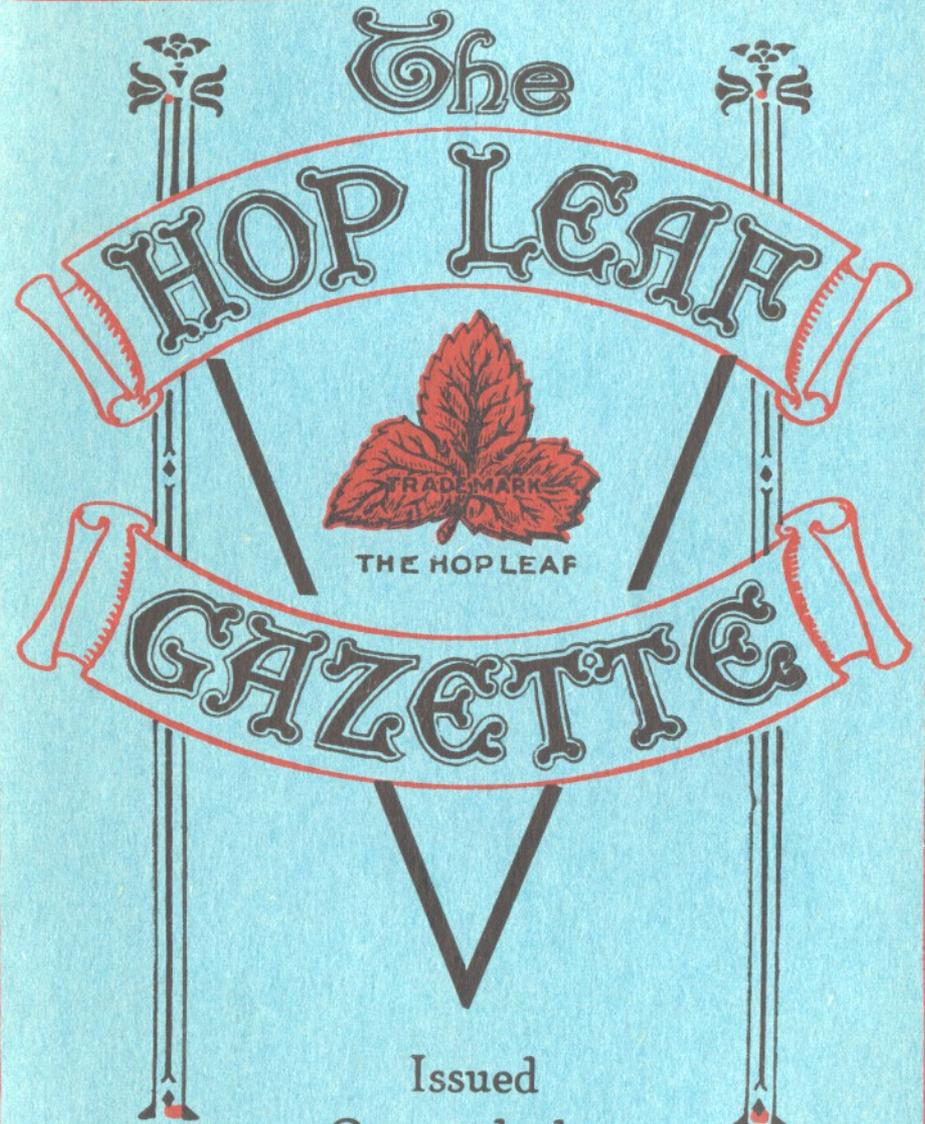


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H. & G. SIMONDS, LTD., READING.

A RECORD OF SOCIAL ACTIVITIES AT THE BREWERY.

# The Hop Leaf Gazette.

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

*Edited by CHARLES H. PERRIN.*

Vol. XX.

MARCH, 1946.

No. 2

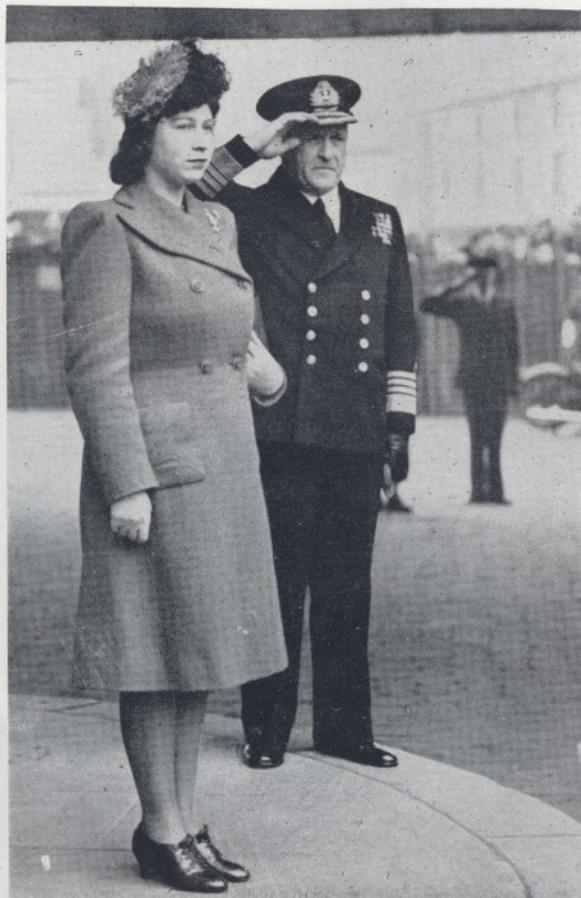
## CONTENTS.

	PAGE
Mr. S. C. Saunders ... ..	Frontispiece
Chat from the Editor's Chair ... ..	57
Nature Note ... ..	62
Welcome Home Dinner ... ..	67
Annual Meeting ... ..	70
A Great Thought ... ..	75
Words of Wisdom ... ..	76
Brewery Jottings ... ..	78
Lighter Side ... ..	87
Branches ... ..	93

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



Mr. S. C. SAUNDERS.



[Photographs by kind permission of "The Portsmouth Evening News."]



One of the Brewery Old Lorries, and—



The New.

## MR. S. C. SAUNDERS.

The portrait of Mr. S. C. Saunders which appears in the position of honour in this issue will serve to commemorate his recent appointment to the Managership of our Bridgend Branch.

Mr. Saunders' promotion is well deserved and follows a period of hard and successful work throughout the difficult years of war, during the course of which the entire original staff has been changed. His appointment has already proved to be very popular, judged by the correspondence which has reached us from customers in the district. Unassuming, placid and efficient in everything which he undertakes, the Firm's interests in South Wales are in safe keeping. His old colleagues and friends at Woking, where he joined the Company's service some 20 years ago, will be particularly interested to learn of Mr. Saunders' progress.

Amongst many interesting experiences during his sojourn in Bridgend, Mr. Saunders has an only too vivid recollection of the flooding of the Branch premises one Sunday morning in 1944, due to the overflowing of the nearby river, when he found the building an island in a lake of water, the whole of the lower floor, comprising the beer and wines and spirit cellars, being flooded to a depth of 3 feet. The services of the local N.F.S. had to be secured and after some hours had elapsed the building was pumped dry. That same night, however, the river again overflowed its banks and this time the premises were flooded to a depth of some 4 feet.

Prior to 1939 Mr. Saunders was a very keen tennis player; he also enjoyed a game of badminton, being a member of the clubs in an around Woking, which was then his home. He also followed with keen interest the varying fortunes of the Woking Football Club. Whilst in Bridgend, however, with the exception of the first season he was there, he has had little time to indulge in these sports.

His favourite hobbies are radio, woodwork and toy-making; he also enjoys a little gardening when the peculiar Welsh climate permits.

During the war years, in addition to firewatching duties, Mr. Saunders served with the 3rd (Glamorgan) Battalion, The Home Guard, attaining the rank of Ammunition Officer, which he held until the stand-down in 1944.

*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.)



## THE NEW YEAR.

With the advent of the New Year we have many momentous problems to face and we shall see the Old Country safely through; but only if we bring to bear on those great problems the highest qualities of mind and heart. We must be broadminded and, as to our attitude, one to another, I do not think we can do better than follow the advice of that great thinker, Dean Inge, who says:—

A Christian ought to go through life in the spirit of a worshipper, always looking out for manifestations of the divine wisdom, goodness and beauty in the world. . . . Those who strive after this temper will rejoice in finding points of agreement rather than points of difference; they will try to establish relations of sympathy with all who are in any way entitled to respect; they will recognise that they may have something to learn from men who have had a different upbringing, and who have been taught to view the world from a different angle.

## MR. F. A. SIMONDS AS PRESIDENT OF L.V. SCHOOL.

It is very true that the busiest men always find the most time to help their fellowmen and in our Chairman and Managing Director we have a striking illustration of the fact. In spite of his present manifold duties out of the goodness of his heart he has now accepted the onerous position of President of the Licensed Victuallers' School, a noble institution carrying on a truly great work. Alderman Dyer, the retiring Governor, said: "In Mr. Simonds they had the real type of a fine old English gentleman, whom they could be assured would make them an excellent President. It was only now up to the Trade as a whole to ensure that the President's year of office was one which would stand out for a long period as at least the most financially successful as it was bound to be eminently socially successful."

As an earnest of his determination to secure a good financial return from his efforts, Mr. Simonds asked the deputation that waited on him to accept a donation of 1,000 guineas as a gesture of his keenness on behalf of the welfare of the School.

#### ALE GARLANDS AGAIN?

Have our streets—either in large towns or small villages—ever presented such a picture of deadly drabness and depression as they do to-day, after six years of war? I doubt it. Yet we are on the verge of the greatest influx of overseas visitors Britain has ever known. People are starved of colour—and the freshness of the countryside, writes F. Washington Flatt, of "Low Tor," Border Road, Sydenham, London. A praiseworthy effort to re-introduce the ale garland was made just before the war. Of ancient origin, the ale garland or ale pole was set up to denote an inn as far back as the Middle Ages. It was a bush or bunch of ivy, box or evergreen tied to the end of a seven-foot pole. I should like to put in a plea for the general re-introduction of what must have been a charming feature of the streets—in town and village. Before the time of the railways, the ale garland was an integral part of the picture of any village on a coaching road. Hoisted over the inn, which was, of course, the changing station for the horses, it lent an air of festivity to the place. Earlier still, the traveller on horseback drew rein beneath it. When the railways made "in-roads" into road travel, ale garlands fell into disuse and passed into a mere memory. But the coming of the motor car brought road travel back with a rush. Why, then, shouldn't the ale garland take up its ancient and time-honoured role again? Reaching out several feet over the footpath, it would catch the motorist's eye as soon as he entered the street in the town or village. The very word seems to have in it something of that quality we associate with the days of a Merrie England; and anything that accomplishes even that is worth while in these drab sad days—and that's quite apart from its practical use to travellers on the road.

#### "TREMENDOUS CARE."

A full report of the annual meeting of our famous Company appears in other pages of this issue of THE HOP LEAF GAZETTE, and it is brimful of interest to all concerned. There is ample evidence of the benefits derived from a prudent wartime policy and in moving a vote of thanks to our Chairman and Managing Director (Mr. F. A. Simonds), Major M. H. Simonds very rightly said they had to thank him for the tremendous care he had taken in guiding the Company through the very difficult years of war. In acknowledging the compliment, Mr. F. A. Simonds paid tribute to Major G. S. M. Ashby for the assistance he had given him during the war years.

#### HAPPY LANDING.

As a pilot's aeroplane can ascend for miles into heaven, so also the Christian pilot's spirit "returns unto God who gave it." On August 27th, 1945, Sergeant A. B. Sleep, of the R.A.F., wrote these lines:—

Fear not if I should lose my way,  
Nor keep sad hearts  
For my returning day.  
'Tis that I flew the heavens too high  
And reached God's guiding hand,  
And heard Him answer to my cry:  
"Your journey's done—now land."

Two days after he wrote these lines, he crashed and was killed.

#### A WORLD OF JOYOUS ADVENTURE.

Lest we forget I recall this passage of His Majesty the King's Christmas radio broadcast. Read these royal words over slowly, and savour the fulness of their inspiration and wisdom:—

"To the younger of you I would say a special word. You have grown up in a world at war, in which your fine spirit of service has been devoted to a single purpose—the overthrow and destruction of our enemies. You have known the world only as a world of strife and fear. *Bring now all that fine spirit to make it one of joyous adventure, a home where men and women can live in mutual trust and walk together as friends.* Do not judge life by what you have seen of it in the grimness of war, nor yet by the confusion of the first year of peace. *Have faith in life at its best and bring to it your courage, your hopes, and your sense of humour, for merriment is the birthright of the young.*

"But we can all keep it"—that sense of humour—"in our hearts as life goes on if we hold fast by the spirit that refuses to admit defeat; by the faith that never falters; by the hope that cannot be quenched. Let us have no fear of the future, but think of it as opportunity and adventure. The same dauntless resolve, which you have shown so abundantly in the years of danger—that the powers of darkness shall not prevail—must now be turned to a happier purpose."

#### A MEMORABLE OCCASION.

The dinner given to the first 100 employees returned from H.M. forces will ever remain a happy memory to those privileged

to be present. Commander Simonds, who presided, struck the right note from the start and everything went with a swing. His stirring recital of "They shall not grow old" moved everyone deeply and, in the lighter vein, the singing by him and the other Directors present of "Who's your lady friend?" fairly brought down the house. It was indeed a great choral achievement! The men thoroughly enjoyed every minute of the evening and spoke in terms of high appreciation of the great welcome accorded them.

To Mrs. Hannis, who prepared the excellent meal, the highest credit is due.

#### IN GREAT DEMAND.

There are few more popular all-round sportsmen in Reading than Mr. W. Bowyer, our Home Trade Manager, and his services are in great demand to "distribute the prizes" at Billiards and Darts Competitions in aid of the Hospital and other good causes. Quite recently he performed these pleasing duties at the Reading and County Liberal Club (Darts) and the Balfour Club (Billiards). He does not say much, but what he says is always apt and to the point. His friendly words of congratulation, encouragement and advice are much to the liking of the company and he is always sure of a most cordial reception.

May his shadow never grow less!

#### THE BREWERY HORSES.

Our horses, which always look so well fed and well groomed, are a credit to the Firm—and to the town. I had a chat recently with Mr. Hall, who looks after them. He is very fond of his four-legged friends and gives them every care and attention. He has had a life-long experience with horses and he says there is no truer friend of man than the horse. If you want to keep a horse in good health, he says, give him good food, keep him well groomed, and provide him with a good bed. A horse, too, likes plenty of work and if you attend to him in these matters he will never let you down! Mr. Hall quoted to me those well-known lines contained in "The Horse's Prayer."

#### NO SOLICITORS THERE!

A well-known King's Counsel tells this little legal yarn. St. Peter was involved in an exceedingly acrimonious argument with his Satanic Majesty. The source of the trouble was the intolerable nuisance caused by the smoke which issued from the Lower Regions. All attempts at an amicable settlement were cynically rejected and Peter wound up the abortive negotiations with this message: "I

think your attitude in this matter has been exceedingly unsporting. You know very well that we have no solicitor here to issue a writ against you."

"SORRY, THE RECTOR IS IN THE PUB."

When Bicester magistrates were asked to grant a full licence in place of the present off-licence in the village of Bucknell, Oxfordshire, the local rector was the principal supporter. "I shall be a frequenter of the house," declared the rector, the Rev. P. P. N. Nott. "I want to remove the stigma that attaches to the frequenting of public houses," he said. "It should not be a matter of surprise to some people if, on going to the rectory, they should be told: 'You will find the rector at the public house.' That is where he should be—among his people, enjoying discussions with them and ascertaining their points of view. He may be able to help them."

The licence was granted.

#### MR. F. A. SIMONDS AGAIN HONOURED.

##### ROYAL WARRANT HOLDERS' ASSOCIATION.

Mr. F. A. Simonds, Chairman of H. & G. Simonds Ltd., as President for the year, occupied the chair at the luncheon of the Association held at the Connaught Rooms, London, recently. Mr. Simonds was supported, as principal guest, by Sir Ben Smith, Minister of Food, who made an interesting speech, also by Viscount Bennett, Marshal of the Royal Air Force Viscount Trenchard, G.C.B., G.C.V.O., D.S.O., Lord Southwood, Lord Pakenham, Lord Walkden, and the Bishop of Reading, who responded in a brilliant short speech for "The Visitors."

This was the second occasion on which Mr. Simonds has occupied the presidential chair.

Major J. Russell Gales, M.B.E., was present, representing Huntley & Palmers Ltd., and Mr. E. P. F. Sutton, representing Sutton & Sons Ltd.



## NATURE NOTE.

(BY C.H.P.).

AN HERMAPHRODITE PHEASANT.

TALE OF TWO HARES.

SPRING IS HERE !

A great sportsman and naturalist who frequently gives me friendly tips on wild nature's ways, information which I value very highly, recently told me of a pheasant, killed on his estate, which was a combination of male and female, in other words an hermaphrodite. He kindly showed me the head and neck of the bird, the gay colouring being that of a cock. The tail feathers were also those of a cock pheasant, while the whole body was covered with the sombre coloured feathers of the hen pheasant. I have known of a white pheasant and others wearing coats of many colours, but never before have I seen such evidence, so clearly defined, of an hermaphrodite pheasant.

The above rather long word comes from the Greek, Hermaphroditos, the son of Hermes and Aphrodite, whose body was united with the nymph of a river while bathing.

HARE SWIMS THE THAMES.

Fishing is by no means so dull a pastime as many people may imagine. There is always something well worth studying in the river, air, tree or meadow, in addition to your float. I often miss good fish through concentrating my attention on some little bird, beast or insect, instead of on my line. But what matters if my bag is empty ; my mind is full of newly-gained information and pleasant thoughts engendered by the wonder and beauty that everywhere abound. Some time ago there was a partridge drive out Goring way and two scared hares came racing across the fields and down towards the river close to where the angler was sitting. On reaching the river one of the hares shot away up the towpath ; the other took a flying leap right over the rushes and into the water. He swam across the river and got out on the other side. After

running some distance along the bank his progress was impeded by a thick hedge. He soon got over that difficulty by slipping back into the water, swimming by the hedge, and out on to land again. Then he made off across the fields at a tremendous rate.

ABOUT GULLS.

What a lot of gulls are to be seen about the precincts of the Brewery. Of course the black-headed gull predominates ; about ninety per cent. are of this type. The black-headed gull has red legs and a red beak. The common gull has green-yellow legs and yellow beak, while the herring gull, the largest bird of the three, has pink legs and a yellow beak with a red spot. All of them may be seen from the Brewery yard. The black-headed gull loses nearly all the black from its head during the winter months and regains it during the spring.

RESURRECTION OF THE COUNTRYSIDE.

Spring is here with all its joy and beauty. Birds burst into song and buds into flowers ; and perhaps it is the most heartening season of the year. Signs of the resurrection of the countryside meet us at every turn, in garden, field, wood and river ; and is it a mere coincidence, I wonder, that this resurrection occurs at Eastertide, when we think of that other great Resurrection that means so much to all the world ?

MONTHS FOR MIGRANTS.

During the month of March we shall be listening for the notes of the wryneck, chiff chaff and willow-warbler, while in April there will arrive the swallows, martins, cuckoos, whitethroats, nightingales, etc. The swift, too, appears towards the end of the month. You very, very rarely see these birds on the ground. They even perform their amorous rites in the air. And later on we shall find the nests of our little feathered friends. What marvels of workmanship they are. For many, many years now I have found the exquisite nest of the long-tailed tit in April, in the same locality, and I know I shall not search for it in vain again this year.

## THE WONDER OF AN EGG.

The egg of a bird is indeed a thing of beauty. If you examine the yolk minutely you will see on its surface a transparent molecule, with three points, which constitute the embryo of the future bird, precisely as the little point, in the seed, contains the germ of the future plant, while all the rest included within the shell is destined for its nourishment until it assumes perfect form. By an ingenious and beautiful provision, the yolk of an egg is so suspended in the albumen, that, however turned, the vital spark or embryo of the future bird is always kept uppermost, so as to receive the greatest heat from the bird's body.

## APRIL.

The smooth sweet air is blowing round,  
It is a spirit of hope to all :  
It whispers o'er the dewy ground,  
And countless daisies hear the call.

It mounts and sings away to heaven,  
And 'mid each light and lovely cloud ;  
To it, the lark's loud joys are given,  
And young leaves answer it aloud.

It skims above the flat green meadow,  
And darkening sweeps the shining stream ;  
Along the hill it drives the shadow,  
And sports and warms in the skyey beam.

The "showers that water the earth," alternating with the sunshine and soft airs, render the month of April a month of spring flowers. Primroses, anemones and violets are spread like a gay variegated carpet over the woods, and the scent-less dog violet, with larger blossoms than the darker tinted sweet violet, blooms in profusion. Its flowers do not, like those of our old emblem of modesty, hide among the leaves, but flaunt gaily on their longer stalks before the breeze. And now God "quieteth the earth by the south wind" and all nature looks calmly beautiful. The

swallow knoweth the time of his coming, and the voice of the dove is heard in the wood. The hedges are white with the blossoms of the early sloe, or blackthorn (*prunus spinosa*). Its dark brown branches are thick with the snowy wreath, long before the leaves appear, and, as the spring advances, the leaves take the place of flowers.

## SPRIGS OF BEAUTY.

It was in mid-winter that I was given some sprigs of bloom from a tree of the prunus family. What a delight they were to the eye during those dull, dark days. I carried them home very carefully and they adorned my desk for many days. They were an inspiration and gave one faith and hope for brighter times. And as I made a minute examination of the choice little blooms I thought, too, with very deep gratitude of the kindly thought of the charming lady who gathered them for me !

## TO A SKYLARK.

As I write the skylarks are in joyous mood winding and unwinding their silver chain of song. What an appeal that song makes to the ear, aye, and to the heart. I never tire of listening to the song of the skylark. Legend has it that, long long ago, one of these birds soared right away up into the sky where he heard the angels sing and that he brought the song back down to earth. Be that as it may the bird's sweet song seems to pulsate with joy, and Shelley's beautiful description of it is well worth repeating :—

Hail to thee, blithe Spirit !  
Bird thou never wert,  
That from heaven, or near it,  
Pourest thy full heart  
In profuse strains of unpremeditated art.

In the golden lightning  
Of the sunken sun,  
O'er which clouds are brightening  
Thou dost float and run  
Like an unbodied joy whose race is just begun.

What thou art we know not  
 What is most like thee?  
 From rainbow clouds there flows not  
 Drops so bright to see  
 As from thy presence showers a rain of melody.

Teach me half the gladness  
 That thy brain must know;  
 Such harmonious madness  
 From my lips would flow,  
 The world would listen then, as I am listening now!

### MRS. JESSIE HANNIS.

THE POPULAR COOK AT OUR WORKS CANTEEN.

(*Photograph on page 99*).

We have much pleasure in reproducing a portrait of Mrs. Jessie Hannis, the cook in our Works Canteen, a duty which she has performed assiduously for four and a half years. She has at all times handled her very difficult task with fairness, and is ever willing to cater for the varied requirements of the Firm's employees.

Many firewatchers will remember the number of sumptuous suppers that were provided during the war. Her duties cover the provision of light refreshments during the day, also lunches and teas, and it can safely be said that at no time has she ever refused a meal, even at most unusual hours.

Of all Mrs. Hannis's achievements the greatest was the catering for the dinner given to the first 100 employees returned from H.M. forces. This event was voted by all who attended as a tremendous success and Mrs. Hannis was warmly congratulated by the Directors.

Mrs. Hannis claims many years' association with the Firm, as her father, Mr. Rubin Sherwood, was employed here from 1875 to the date of his retirement in 1927; her brother Ben was also employed from 1906 to 1915. So her connection with the Firm extends over a period of 71 years.

From all appearances her favourite hobby seems to be work and almost at any time of the day or evening one can see her either clearing up after one day's work or making preparation for the next.

### H. & G. SIMONDS LTD. DINNER TO WELCOME HOME THE FIRST HUNDRED.

(*Photograph on page 98*).

AN EVENING TO REMEMBER.

As guests of the Social Club, the first hundred men to return to the Brewery from the Forces sat down to dinner on Friday evening, January 25th.

Commander H. D. Simonds, R.N. (Retd.), took the chair, and he was supported by three other Directors, all ex-servicemen, viz., Messrs. L. A. Simonds, F. H. V. Keighley and R. S. J. Quarry, and also by the Chairman and Secretary of the Social Club, Messrs. F. C. Hawkes and W. Bradford.

Dinner was served to the strains of sweet music and the room was gaily decorated, the flags of the United Nations draping the walls. As one looked around the room it did not seem possible that only a few months ago the company had been scattered to the four corners of the earth and a reunion was just a dream.

After observing the Royal Toast, Commander Simonds asked for a minute's silence "for those who, unfortunately, will never return to us." Mr. Bradford, Secretary, read the list of names of these gallant men. The silence was broken by Commander Simonds reciting most impressively the verse which has become the greatest national poetic memorial to the fallen, "They shall not grow old, as we that are left grow old, etc.", from Laurence Binyon's poem, "For the Fallen." Many a heart was beating a little faster and many were the thoughts flashing through our minds as we heard this great tribute to our late colleagues.

Mr. G. Cannings (Transport), in a short speech, said how glad all were to be back again.

Commander H. D. Simonds replied, saying, "I have been waiting six and a half years for this moment and now it has come I find it very difficult to express myself. I am very glad to see you back. Your names rank high in the annals of the Forces and wherever I have been I have always heard about you Brewery chaps. You have built up a high reputation and I would especially mention those men who trained themselves for the fight—the Territorials. As I said before, I am mighty glad to see you all back and on behalf of the Directors and all members of the Firm I do extend to you a hearty welcome. At the start of 1940 Mr. Winston Churchill said, 'This is our finest hour.' We should now once again think of our country and not self and we can pull through,

but it will be a stern struggle. We have done marvellous things in the last six years and I am certain we can do even better. I must say how much we appreciate what has been done by the Social Club in giving us this show and I thank everyone, especially Mrs. Hannis. (*Applause.*)

"The best speeches are the shortest and I can only repeat I am very glad to see you all back and, God bless you!"

Mr. R. C. Pitts (Offices) said, "It falls to me to have the privilege of saying, on behalf of all returned ex-servicemen, how very much we have appreciated what the Directors have done for all of us during these war years. Some of us may have considered ourselves pretty hard done by during the last six years or so, especially when we couldn't even get a "pint"—or half for that matter—but I'm perfectly sure that we have all appreciated the tremendous efforts which those left at the 'Old Firm' had to make—yes, and under extremely difficult conditions—in order to keep the Hop Leaf flag flying. We have all had our worries and difficulties, peculiar to our circumstances, but the continued success of the Firm against all odds has been a joy to everyone of us and a sense of security for the days to come. I know that everyone present appreciates the opportunity to pay tribute to the Directors for the kindness, fairness, courtesy and interest shown towards all of us ex-servicemen and, on behalf of all, to the Directors I say, *Thank you for everything, gentlemen, you have treated us well.* (*Applause.*)

Commander Simonds again replied, "I do thank you very sincerely, on behalf of my co-Directors and myself, for your remarks. It was the least we could do and we were only too pleased to do it. I associate myself with your remarks about the 'Old Firm' and great credit is due to all those who remained behind and carried on. Thank you very much."

Mr. W. Bradford, Secretary, on behalf of the Social Club, welcomed everyone back to "this Brewery of ours." He went on, "I do not think words could be found for us to express our gratitude to you for saving this country." He then passed a vote of thanks to Commander H. D. Simonds for taking the chair. This was received with musical honours and the Chairman was accorded a great ovation.

The speeches were followed by a concert, the artistes taking part being Miss E. Woods (General Office), who recited two poems composed by Brewery employees, viz., "Well done," by W. Wheeler (Cellars), and "Churchill, that grand old man," by F. Noblett (Engineers). Mr. S. Hinton, Mr. B. Fennell and Mr. G. Cannings rendered songs and Mr. McKenzie (Cellars) gave an impromptu

turn. The highspot of the evening was the Directors singing with great gusto, "Who's your lady friend?", which was received with tumultuous applause.

Various toasts were drunk and there was much signing of the souvenir menu cards, which were greatly appreciated.

"The King" was given and thus the curtain fell on a memorable evening. A happy reunion tinged with sadness for those "absent friends," but an evening which will live in our hearts for a long, long time.

To the Directors, to that hard-working Secretary, Mr. W. Bradford, to the Committee of the Social Club, and to all who assisted in giving us this evening, we say "Thank you!"

#### HOTELS AND SURVEYORS DEPARTMENTS' CHRISTMAS PARTY.

Probably for the first time in the history of the Company, on Thursday, January 3rd, two Departments combined to give their staffs a Christmas present in the form of a dance.

Each member of the respective staffs, who was allowed to invite two guests, was welcomed by the joint hosts, Mr. H. C. Davis (Hotels) and Capt. A. S. Drewe (Surveyors) with cocktails and sherry in the gaily decorated ballroom of the Grosvenor House, Caversham. Mrs. Davis and Mrs. Drewe also assisted.

Dancing was carried on from 7.30 p.m. until midnight, and Pat le Ron, assisted by his wife, gave an amazing display of magic and ventriloquism.

Mr. F. Hawkins, Surveyors Department, expressed thanks for the genial gathering and for the happy thought which brought the two Departments together on such an occasion. He also congratulated Mr. and Mrs. H. C. Davis on celebrating their silver wedding on December 25th, 1945.

Mrs. Davis and Mrs. Drewe were presented with bouquets, and in a short but pleasantly phrased reply Capt. Drewe responded, on behalf of Mr. Davis and himself.

The very enjoyable evening, acclaimed by all as an outstanding success, concluded with the Last Waltz, Gallop, "Auld Lang Syne" and "The King."

Great credit is due to Mr. F. H. Burge, Hotels Department, and to Mr. and Mrs. H. P. Dix, Managers of the Grosvenor House, for their combined efforts in making the party such an unqualified success.

## H. &amp; G. SIMONDS LTD.

## BENEFIT OF PRUDENT WAR-TIME POLICY.

"We have turned out beer in quantities which we never thought possible in the past, even if we had not had the interferences from which we have suffered recently," said Mr. F. A. Simonds, our Chairman and Managing Director, presiding at the annual meeting of the Company, which was held at 19, Bridge Street, Reading, in December.

Other Directors present were: Mr. J. H. Simonds (Vice-Chairman), Commander H. D. Simonds, Major G. S. M. Ashby, Mr. L. A. Simonds, Mr. R. B. St. J. Quarry and Mr. F. H. V. Keighley. Mr. A. J. Redman was prevented from attending by indisposition.

The notice convening the meeting and the auditors' report were read by the Secretary, Mr. E. S. Phipps.

The report of the Directors stated: After providing for interest on the debenture stock and making ample allowances for depreciation, repairs, and the various expenses of the business, including taxation, the net profit for the year amounts to £219,025 18s. 9d., to which has to be added the balance brought forward from 30th September, 1944, £106,250 18s. 10d., making a total available for appropriation of £325,276 17s. 7d. Out of this has been paid or provided for dividend on £1,200,000 cumulative preference stock at the rate of 5 per cent. per annum, less income tax, for the year ended 30th September, 1945, £30,000; interim dividend on £800,000 ordinary stock at the rate of 3½ per cent., less income tax (paid 28th May, 1945), £14,000; leaving for disposal the sum of £281,276 17s. 7d.

## WORKING TO FULL CAPACITY.

The Chairman, in submitting the report, said: The Profit and Loss Account discloses a net profit of £219,026, an increase of £27,225 over that of last year. The Trading Account does not provide as substantial a profit as last year; there was a decrease in turnover due to shortage of labour, but this was offset by a reduction in expenses.

For many years past owing to the prevailing uncertainty arising from war conditions your Directors have refrained from recommending a distribution of as liberal a proportion of earned profits as financial results justified; it is now only fair to our large body of stockholders, most of whom are shouldering a heavy burden of increased costs of living, that they should benefit by this prudent policy and enjoy some of the fruits of our pre-war enterprises in which much of their capital has been invested. We

have decided, therefore, to recommend a final distribution on the ordinary stock of an extra 2 per cent., less tax, making a final dividend of 16½ per cent., less tax, making, with the interim dividend of 3½ per cent., less tax, already paid, a total distribution of 20 per cent., less tax. We have also decided to distribute a larger bonus to our staff this Christmas in recognition of their loyal services to us during the war.

We have to report that, as for some years past, our three breweries at Reading, Bristol and Devonport have been working up to the full capacity of output as dictated by the restrictions placed upon them by the acute shortage of labour and paucity of materials and containers of every description. We pray that with the conclusion of hostilities some of our burdens in this respect may be lightened. We have already welcomed back to our ranks many of our staff and employees who have been on service with His Majesty's Forces, and we look for an early return of that much larger number who are not yet demobilised. Vacancies for all of them, suitable to their varied attainments, are being found or will be found in due course.

We must express our thanks again to those brewery companies who have supplemented our output with supplies of their own products, thereby assisting us in meeting the insatiable demands from the licensed trade and His Majesty's Forces at home and abroad, as also our host of free trade customers, whose loyalty and tolerance in times of stress has been highly appreciated by us. We gratefully acknowledge the concession made during the past year by the late Government in raising the permitted minimum average original gravity at which beers could be brewed. This was of much value to those brewers who, like ourselves, in pre-war days were brewing a high proportion of beers for consumption in the lower paid agricultural areas.

## SWINDON BREWERY PURCHASED.

On 1st April, 1945, we purchased Messrs. R. B. Bowly and Co.'s Brewery in Swindon, an old-established business, together with 52 licensed properties; this brewery is now closed, but the premises are being retained as a distributing depot—supplies being drawn from our Reading and Bristol Breweries; this acquisition strengthens the link of our chain of interests extending through the country from London to Penzance.

We have also during the past financial year acquired, in conjunction with our associated company in Malta, Simonds-Farsons, Ltd., a substantial interest in Saccone and Speed, Ltd., the world-renowned firm of wine and spirit merchants and shippers, and tobacco merchants, with head office in Gibraltar and branches and agencies in all parts of our Empire and Dominions and U.S.A.

It is anticipated that this merger of our interests in areas where, in the past, we have been in competition, and the consequent reduction of expenses, will be of financial advantage to both companies. The relations we shall enjoy with leading tobacco companies should also prove of material advantage in our hotels and export business. Simonds-Farsons, Ltd., have again enjoyed a profitable year's trading, as also the Tripoli Brewery under their control and management. Our subsidiary company, The Cirencester Brewery, Ltd., has once again under the management of the Cripps Family shown eminently satisfactory results.

We regret that there is still a very acute shortage of wines and spirits available for distribution. Stocks of whisky have fallen to a lamentably low level, and import of wines and spirits are still on a negligible scale compared with pre-war days, though we are hopeful that during the current year the Government may give facilities for increased shipments. Our hotels department, as also our hotel managers, have earned our congratulations on successes achieved in face of harassing and insoluble problems of food and staff shortage.

We are still prohibited from exporting beers for our customers abroad owing to all our beers of export type being required for N.A.A.F.I. or the Merchant Navy, but we are hopeful that the restriction will be modified in the current year for the benefit of our wide circle of friends abroad who are eagerly awaiting shipments from this country. The elimination from the export markets of bounty-fed beers of enemy origin should provide a stimulus for every effort to be made to export beers of a type acceptable in all parts of our Empire and Dominions.

In conclusion, may I take this annual opportunity of conveying on behalf of the stockholders and Directors their warmest thanks to Mr. P. F. Knapp, our Head Brewer, Mr. A. G. Richardson, our Chief Accountant and Chairman of the Advisory Council, and all members of our staff and employees for their labours during the past year and for their successful efforts in maintaining in their respective spheres of influence the great traditions of the Firm.

Mr. F. A. Simonds then moved the adoption of the report and the accounts, and also the following appropriations: To pay a final dividend on £800,000 ordinary stock at the rate of 16½ per cent., less income tax (making 20 per cent. for the year), £66,000; to add to property improvement account (making a total of £250,000) £52,268 17s. 0d.; to add to general reserve (making a total of £800,000), £55,514 13s. 11d.; to carry forward to next year, £107,493 6s. 8d.

Mr. J. H. Simonds seconded the resolution, which was unanimously approved.

#### DIRECTORS RETURN FROM THE FORCES.

Mr. R. B. St. J. Quarry and Mr. F. H. V. Keighley, retiring Directors, were re-elected, on the proposition of Commander H. D. Simonds, seconded by Major G. S. M. Ashby. Commander Simonds, in welcoming the two Directors after their having been on active service for the past six years, said they would be very glad to have their counsels on the Board again.

Messrs. Turquand, Youngs, McAuliffe and Co. were re-appointed auditors, on the proposition of Mr. L. A. Simonds, seconded by Mr. H. T. Palmer. Mr. J. L. Osmond responded on behalf of the firm.

A vote of thanks to the Chairman was proposed by Major M. H. Simonds, who said they had to thank Mr. F. A. Simonds for the tremendous care he had taken in guiding the Company through the very difficult years of the war.

Mr. F. H. V. Keighley seconded, and the Chairman, in response, paid a tribute to Major G. S. M. Ashby for the assistance he had given him during the war years.

#### DEATH OF MRS. EMILY POWELL.

“MOTHER OF THE STAFF.”

It was with deep and sincere regret that the Directors and Staff received the news that Mrs. Emily Powell had been called to her rest on December 29th last.

Many readers will remember the time when Mr. and Mrs. Powell so faithfully and efficiently served respectively the positions of caretaker and housekeeper over a long period of years, and have recollections of her kindness, because she became to be looked upon as the “Mother of the Staff,” and many as a matter of course went to her when in trouble. Mrs. Powell always rose to the occasion by tending to our needs and it has been known that she did not hesitate to give us words of counsel and good advice if she had a suspicion that it was deserved.

When the time arrived for her to relinquish her arduous duties and enjoy a well-earned rest, her thoughts were constantly reverting to the Brewery and all connected with it were of interest to her.

The passing of our much-loved “little mother” severs a strong link with past associations.

The sympathy of our readers is extended to Messrs. Harry and Fred Powell.

## PACK HORSE HOTEL, STAINES.

ANOTHER MAGNIFICENT EFFORT BY MR. JACQUES.

On Sunday, December 16th, 1945, the ballroom of the Pack Horse Hotel, Staines, resounded with laughter, song and great applause. The occasion was the annual concert in aid of the Staines Hospital, and this year was no exception to the already long list of "stars" who have appeared in aid of this deserving charity.

The fun was fast and furious, with Richard Murdoch, as compere, introducing the following well-known stage and radio artistes:—Arthur Askey, Dorothy Carless, Jack Warner, Sam Costa, Claude Dampier and Billie Carlyle, Michael North, Sidney Jerome and his wife (Kathleen O'Hagen), Dorothy Dampier (daughter of the popular Claude), Reg Lever and his wife (Elsie Winsler) and Margaret Eaves.

With such a galaxy of "stars" the success of the evening was assured and it is stated that not less than £275 will be handed over to the hospital as a result of the show.

Mr. and Mrs. Jacques, proprietors of the Pack Horse Hotel, who are such tremendous workers in arranging this annual event, are to be congratulated on the programme and the amount realised must be very gratifying to them.

At the conclusion of the concert, Cty. Alderman Harry Fear, D.L., J.P., Chairman of the Staines Hospital, thanked the artistes and paid a nice tribute to the great work of Mr. and Mrs. Jacques.

In gratefulness for these annual shows, two years ago the Staines Hospital named a bed after Mr. Jacques.

## A CANINE QUARTET.

Mr. G. Butler, of The Nursery Inn, New Road, Ascot, sends the photograph on page 99 of his chow puppies. They were five weeks old at the time the photograph was taken, being born on the 17th May, 1945. He has kept the dog puppy (third from the left) and registered him at the Kennel Club under the name "Changue Hop Leaf." He has been entered in two dog shows, and at Slough, in November, 1945, he gained a special prize for best chow puppy. At Holborn, in December, 1945, he was entered in three classes and was awarded a prize in each class as follows:—First in the puppy class, third in the novice dog class, and third in the junior class.

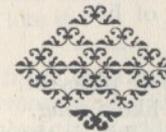
## A GREAT THOUGHT.

PRIMER TO A COMING WORLD.

*It is more than old feelings about the end of the Old Year and the beginning of the New that tend to give us all at this time a sober cast of mind. The whole being of every man and woman has been wrought upon by tremendous events, and wrung by unexampled experience. In a struggle with an oppression which has tried our firmness and our resources to the uttermost, our civilisation has barely escaped submergence. Our hearts have been searched by a remoulding of our private lives, from which old securities have been knocked away, and by the spectacle, in more afflicted lands than ours, of suffering beyond succour.*

*As one of Queen Elizabeth's counsellors wrote: "We prosper, as is our custom, by miracle"; and who could maintain that it was anything less which saved us in 1940 from total extinction? Those who have lately come from Europe tell of the veneration in which the name of Winston Churchill is held, that human architect of victory, whose words, faith and courage kept the light of hope alive in the darkest days. No wonder the French, who have always considered us mad, are now certain that we are madder than ever to spurn such a leader, an imp of fame if ever there was one.*

*If we are not to lose the fruits of victory, our country will need a better spirit than is about to-day. Whatever the faults of our Victorian ancestors, at least they were workers; now we have a surfeit of fine talkers and disgraceful performers. Lashings of talk about the rights of man, but not a word about the duties of man. We need to return to the old paths, where honesty of purpose, integrity, singleness of mind, respect for the decencies and courtesies of life, and observance of moral principles are the things by which we live. That we may prove equal to the high fortune which saved us ought to be our aspiration in 1946.—W.I.B., in Saint Gabriel's, Cricklewood, Parish Magazine.*



## WORDS OF WISDOM.

Let us start up and live ; here come moments that cannot be had again.

Do not for one repulse forego the purpose that you resolved to effect.

Be not grieved above measure for thy deceased friends. They are not dead, but have only finished that journey which it is necessary for every one of us to take.

It is not in the mountains,  
Nor the palaces of pride,  
That love will fold his wings up  
And rejoicingly abide ;  
But in meek and humble natures  
His home is ever found,  
As the lark that sings in heaven  
Builds its nest upon the ground.

Look back across the unforgotten years.  
To dream of long ago ;  
Look forward where the unseen way appears,  
Veiled in a misty glow.  
Look round you, where, like hidden wayside flowers,  
Mercies and hopes are set ;  
The Hand that planted these through darkest hours  
Shall lead you onward yet.

Behind our life the Weaver stands  
And works His wondrous will ;  
We leave it in His all-wise hands,  
And trust His perfect skill.

One must never lose time in vainly regretting the past, nor in complaining against the changes that cause us discomfort, for change is the very essence of life.

It's easy enough to be pleasant,  
When life flows on like a song,  
But the man worth while is the man who will smile  
When everything goes dead wrong.

A true friend advises justly, assists readily, adventures boldly, takes all patiently, defends courageously, and continues a friend unchangeably.

Of all the heavenly gifts that mortal men commend,  
What trusty treasure in the world can countervail a friend.

Leave out humour, and though you may get art and many other fine things you do not get the lights and shades and the values of life.

To have what we want is riches ; but to be able to do without is power.

Strength for to-day is all we need  
As there never will be a tomorrow ;  
For tomorrow will prove but another to-day,  
With its measure of joy and sorrow.  
Strength for to-day in house and home,  
To practise forbearance sweetly—  
To scatter kind words and loving deeds,  
Still trusting in God completely.

Do not be afraid of life. Believe that life is worth living, and your belief will help you to create the fact.

Every hour and every minute  
Has a New Year's Day tucked in it ;  
And each single one of these  
Is packed with possibilities.  
Possibilities of pleasure,  
Of sharing with some friend a treasure,  
Of making a " Good Morning " cheery—  
Make a good morn from one dreary—  
Of shutting tight the lips to hide  
A bit of gossip safe inside,  
Instead of letting it get out  
To roam about,  
And maybe do  
More harm than you  
Would like it to.

For modes of faith let graceless zealots fight ;  
He can't be wrong, whose life is in the right ;  
In faith and hope the world will disagree,  
But all mankind's concern is charity.

## BREWERY JOTTINGS.

BY W. DUNSTER.

We are very sorry in our notes in the last issue for an error. The item in question should have read "Lieut.-Colonel F. H. V. Keighley, now demobbed, is back on duty." The word "Colonel" was omitted. We tender our sincere apologies for this unfortunate happening.

It seems a long time since Christmas but it can be said, although we had a most busy time and many difficulties to contend with, that deliveries were all completed to time. Yet one sad thing about it all was that demand far outstripped supplies, with the inevitable consequence there were a good many "dry" spots during the festive season and public houses in many districts served by us displayed the signs "Sold Out," etc., once again. Just at the moment cask beers seem easier but the situation as regards bottled beers, wines and spirits is far from pleasing. There is a great scarcity of bottles (somehow this does not seem to "sink in" very quickly with a lot of people) and, of course, wines and spirits are likely to cause anxiety for some long while yet.

Since our last issue many of our former employees have returned home (literally from all over the world). Demobbed, each week sees one or two starting duty at the Brewery once again, and in the past three months our numbers have grown at a surprising rate. The Offices are taking on a different "complexion" these days with the return of the "wanderers," and it seems that all our fellows have grown in stature, which is particularly noticeable in the General Office. The following have all restarted work during the last few months:—C. Josey (Wages Dept.), E. W. King (Wine and Spirit Books), E. Martin (Bottled Beer Books), S. Collins (Beer Books), and C. Wade, S. G. Treacher, G. Taylor (Empty Bottles, etc., Books). By the way, a number of the ladies have left, some having been with us for a number of years, and I would mention in particular Miss M. Whichelow (General Office) and Miss M. Beasley (Branch Dept.), both of whom had done good service with the Firm. The Estates Office, with H. Goatley the first one back, have also welcomed to duty M. Tilbury, who is now working with Mr. H. Neighbour in the Insurance Dept. C. Langton is now in the Accounts Office. F. C. Smith has been appointed to the Travelling Staff. The Branch Office now have back L. Buckingham (travelling daily to and from Farnborough) and W. Greenaway, while Cash Office have F. Pusey on duty once more. Delivery Office have been strengthened by the return of Messrs. L. Walker, R. Griffin, H. R. Weight, R. Pitts and

J. Slade. Wheeler's Wycombe Breweries Office have A. Howman now with them. Much sympathy has been expressed to the latter on the recent terrible shock of the sudden death of his mother, which came as a big blow.

Mr. H. C. Shepherd, who was Cashier for many years, completed his 50 years' service with the Firm on the 17th December, 1945. Summoned to meet the Directors, he was presented with a silver salver and cheque by the Chairman and Managing Director, Mr. F. A. Simonds, on behalf of the Board, who congratulated him on reaching his half-century with H. & G. Simonds Ltd. Mr. Shepherd was told to take things easy and to come in when he felt fit, especially as he had not been in the best of health for some little while, so he is with us most days and as always works with a will. All, I feel sure, will join me in congratulating him and hope that his health will improve so that he will be spared for many years.

Congratulations to Mr. P. Ruffles, whose photograph appeared in our last issue as the frontispiece. We know him as a real good sort and a hard worker. It is safe to say that when the name "Percy" is mentioned at the Brewery, it is known who is meant. All in the First Aid Party who knew him particularly well can vouch for him being one of the best and keenest in the party. When Tom Kent joined the forces, Percy Ruffles was the unanimous choice as the one to be in charge, a choice we never regretted for by his example, knowledge and patience we all felt very safe under his guidance. Long may he flourish.

Overtime for the General Office staff was not too lengthy a business this time and our ex-service members of the staff soon had a taste of extra work on the balancing which was completed to the proverbial halfpenny.

One well-known member of the staff, Charles Stallard, has left, having been with us for more than six years. First starting as a night telephone operator, he served through many of the worst times we experienced at Reading during the war. Later he was transferred to the General Office and helped on the Beer Book.

Mr. A. H. Hopkins, Secretary of the H. & G. Simonds Ltd. Savings Group, wishes it to be known that the present "cycle" ends on April 20th, 1946, and that he will welcome new members. With so many returning after service for many years, it is hoped this note will catch their eye. Any of those demobbed who wish to invest savings, gratuity, etc., in Savings Certificates, if they see Mr. Hopkins he will have it all explained to them and will be only too pleased to do the necessary. It is pleasing to record that a few of the staff who have returned have put something away for a rainy day through this medium.

It is with deep regret we have to record that the War Office have officially advised that Allan Hedgington died at Labuan, North Borneo, on 26th January, 1945, whilst a prisoner-of-war in Japanese hands. No word had been received of him for a long while and it was nearly twelve months before this intimation was received. Allan was a promising member of the Estates Department and quite a good athlete, shining at both cricket and football. Of a pleasing disposition, he was very popular with everyone. Our sincere sympathy goes out to his mother, whose mental anguish over such a long period, with no news at all, must have been very terrible.

Most of my wartime correspondents are now home, back at work, and it is very evident when speaking to them that THE HOP LEAF GAZETTE has been a real link between the Brewery and those in the Forces, and maybe my Brewery Jottings have helped in some small measure to this end.

L.A.C. L. Twiney, a member of the Cask Office, writing from India to W.D., wished to be remembered to all at the Firm. He was feeling very well and entering into all the sporting activities taking place in his unit. The beer they were getting was mainly Canadian.

Cpl. R. F. Huddy, writing to Mr. C. Bennett, from India, was eagerly looking forward to coming home for demob. It was very warm out there when he wrote, and he was having a fairly easy time owing to the advent of new arrivals from the U.K. He wished to be remembered to all who knew him.

Cpl. D. J. Stannard, after being all prepared to go out to the Far East, was ordered back and was once again in Scotland. As he has been recently married, the housing problem was very much in his mind.

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

The George and Dragon, Binfield Heath (H. & G. Simonds Ltd.)—Mr. A. D. Povey.

The Crown and Anchor, Ham (H. & G. Simonds Ltd.)—Mr. L. A. Piddock.

The Crown, Hazlemere (Wheeler's Wycombe Breweries Ltd.)—Mr. J. Dale.

The Bell, High Wycombe (Wheeler's Wycombe Breweries Ltd.)—Mrs. R. Peedle.

Off-Licence, 59 Cholmeley Road, Reading (H. & G. Simonds Ltd.)—Miss H. M. Fisher.

The Crown, Hinksey (H. & G. Simonds Ltd.)—Mrs. R. M. E. Butler.

The Red House, Newbury (H. & G. Simonds Ltd.)—Mr. H. Pottinger.

The Cricketers, Hurst (H. & G. Simonds Ltd.)—Mr. W. J. Pearce.

The Elephant and Castle, Chesham (Wheeler's Wycombe Breweries Ltd.)—Mr. E. J. Kingham.

The Lamb, Lambourn (H. & G. Simonds Ltd.)—Mr. F. S. Wilkinson.

The Golden Cross, Poyle (H. & G. Simonds Ltd.)—Mr. G. W. Hall.

The Wellington Arms, Howard Street, Reading (H. & G. Simonds Ltd.)—Mrs. E. M. Morris.

The Shovel, Cowley (H. & G. Simonds Ltd.)—Mr. J. T. Hobbs.

The Horse and Groom, Chobham (H. & G. Simonds Ltd.)—Mr. J. H. King.

The Hare and Hounds, Lambourn Woodlands (H. & G. Simonds Ltd.)—Mr. L. Haydon.

Off-Licence, 32 East Street, Maidenhead (H. & G. Simonds Ltd.)—Mr. C. F. Lacey.

The Anglers Rest, Ash Vale (H. & G. Simonds Ltd.)—Mr. L. F. Hayes.

The Grapes, Windsor, has now been transferred to the Hotels Department.

We regret to record the deaths of the following and to all relatives we extend our sincere sympathy:—

Mr. James Smith, of The Golden Cross, Poyle, who died on the 10th January, 1946, aged 90, had held the licence of this house since 1881.

Mr. W. E. Liley, of The Fox, Pirbright, who died on the 15th January, 1946, had been tenant of this house since September, 1911.

Mrs. Mary Dale, wife of our tenant of The Crown, Hazlemere, died on the 18th January, 1946.

Mr. J. Morris, of The Wellington Arms, Howard Street, Reading, who died on the 19th January, 1946, had been at this house since May, 1938, and previously to that had been tenant of The King Charles Tavern, Newbury, from April, 1923. Before becoming a licensee, Mr. Morris served for 30 years in the Royal Engineers, reaching the rank of warrant officer. He was for many years at various stations abroad. He was a member of the Reading and District Licensed Victuallers' Association for many years and was also a past president. He was an enthusiastic bowls player and a member of the Salisbury Club.

MR. F. A. SIMONDS AS PRESIDENT OF  
L.V. SCHOOL.

PRINCELY GIFT OF 1,000 GUINEAS.

Mr. F. A. Simonds, the popular Chairman and Managing Director of that well-known firm of Provincial Brewers, Messrs. H. & G. Simonds Ltd., of Reading, and other Southerly and South-Western Districts, has accepted the Presidency of the Licensed Victuallers' School for the current year, and will preside at the Anniversary Festival Banquet which will take place at the Connaught Rooms, W.C., on Tuesday, March 19th next, says *The Morning Advertiser*.

Mr. Simonds' acceptance of that important office was notified by him in London, when he met a representative deputation from the School Committee of Management, comprising Mr. Alfred J. G. Lay (Governor), Messrs. G. Nosworthy, C. Cox, R. C. Roberts, A. Spencer and W. H. Sharman (Trustees); J. Hazell, W. V. N. Scott, E. George Chapman, W. A. Jones, W. G. Gaskin (Committeemen), Horace E. Emly (Immediate Past Governor) and H. R. Bennett (Secretary).

Accompanying the deputation was Alderman Albert J. Dyer, O.B.E., J.P. (a Past Trustee of the School, and Chairman of the London Central Board), through whose instrumentality the original introduction as between the new President and the Governor and Secretary of the School was brought about.

Individual members of the deputation having been introduced to Mr. Simonds, the Governor extended a cordial invitation to that gentleman formally to intimate his willingness to act as President for the School year ending April 20th next.

"GRAND STALWARTS OF THE TRADE."

For many years, said Mr. Lay, since its unpretentious beginning in 1803, the Licensed Victuallers' School had enjoyed the generous support of numerous brewery companies, not only from the financial angle, but also from the moral standpoint by nominating a distinguished representative to occupy the presidential chair; and by enlightening their tenants on the need for them to subscribe to one of their own Trade institutions.

The Governor went on to state that it would be a further honour to that School if Mr. Simonds allowed his name to be added to the list of those grand stalwarts of the Trade who had presided over festivals in the past.

He entertained no doubt that if Mr. Simonds acceded to their request the usefulness of the School and its needs would become known to many licensed victuallers in the provinces who, at the moment, had little knowledge of the work being done at Slough.

A NATIONAL INSTITUTION.

The Governor went on to emphasise that it had been the aim of successive Committees of Management over a period of years to impress upon provincial licence-holders in particular that the Licensed Victuallers' School was a national, as distinct from a metropolitan institution. The fact that this year would see a representative of such a widely-famed firm as H. & G. Simonds Ltd. in the presidential office left no doubt in his mind that the appeal which he would necessarily make would receive due and prompt response from licence-holders in various parts of the country who, heretofore, had not qualified for life-subscribership to the School.

In conclusion, the Governor said he desired publicly to thank Alderman Dyer for being the means of bringing about a valuable introduction which, it was hoped, would lead to a magnificently successful year for the President, which would carry with it the most hoped-for well-being of that magnificent School in whose interests they were all so deeply involved.

Mr. F. A. Simonds declared that he took it as a great compliment to be asked to take on an office which he believed had in many years past been the perquisite of the big London brewers. They had not attempted to impinge or impose on what they had considered the London brewers' national privileges, but when they were asked as a provincial brewing organisation to support such a deserving object their answer could only be in the affirmative.

DONATION AS "GESTURE OF KEENNESS."

Mr. Simonds went on to point out that he had taken many presidential chairs in the past in other branches of the Trade, and had been assured that his efforts had not been unsuccessful. He felt convinced that with the support of Mr. Lay and the other prominent retailers connected with him in a magnificent work, he could make a good show of his latest effort, seeing that he was, perhaps, not unknown between London, Reading and Penzance, and, if by any means at his disposal and through the assistance of tenants of his firm, he could make the interests of the Licensed Victuallers' School more widely known in the brewing and retail sections of the Licensed Trade in the South and South-West of England, he would have done something to earn the confidence they had displayed in inviting him to accept that office.

He was sure that Alderman Dyer would assist him as he had done in the past in a number of ways, and as an earnest of his determination to secure a good financial return from his efforts, he would ask them to accept a donation of 1,000 guineas as a gesture of his keenness on behalf of the welfare of the School.

#### ENLARGING THE FIELD.

The Governor pointed out that the fact that they had a provincial brewer as their head would enable him to visit areas that he had never approached before to emphasise the national character of the School and to ensure a fuller support for its funds from licensees in the provinces whose children were equally entitled to the benefits accruing to those who had made the necessary qualifying payment to the School funds.

The senior Trustee, Mr. George Nosworthy, on behalf of the remainder of the company, expressed gratification at Mr. Simonds' acceptance of the Presidency, especially as the fact must be apparent that with a provincial brewer in the presidential chair those charged with the administration of the Licensed Victuallers' School would now be enabled to operate on a wider provincial scale than had previously proved possible.

Alderman Dyer added his personal thanks to Mr. Simonds for accepting the invitation extended to him. He felt convinced, he said, that by his acceptance Mr. Simonds would not only receive the approbation of the Retail Trade generally, but would also be enabled to secure support from his numerous friends in the Brewers' Society, in which organisation he had taken such an active and prominent part in the past few years.

#### LONDON SUPPORT PROMISED.

A provincial brewer in the Presidency would be a good advertisement for the School as a national institution, but that would in no way retard the efforts of London licensed victuallers who, it could be asserted, would render the new President a measure of support not less effective than that which they had given to London brewers in the past.

Referring to preliminary negotiations, Mr. Simonds remarked that the Governor and Secretary of the School when visiting him at Reading recently thought it necessary to bring with them the "fuehrer" of the Retail Trade to emphasise their claims. Though he had the greatest respect for Alderman Dyer he also had great respect based on what he had heard of its past history for the Licensed Victuallers' School, and the convincing remarks of the Governor and Secretary would, therefore, have been sufficient to have persuaded him to take on their presidential job.

At a social function which followed, the company was joined by Messrs. Geo. Bagley (Trustee), R. C. Bowling, Major C. F. Wicks, M.C., Messrs. P. G. Smith, P. White, C. E. Baker, W. J. Murray, H. Snelling, W. G. M. Tresham and C. R. East (Committeemen), and Messrs. T. Wright and F. J. Smith (ex-officio members of the committee).

#### "MORNING ADVERTISER" READER.

In a general talk which followed, Mr. Simonds intimated that he had been a regular reader of the *Morning Advertiser* for the past 52 years.

The Governor remarked that a great weight had been taken off his mind that day. During the past four or five months he had been worried intensely regarding the result of his year of Governorship, realising that to carry the responsibilities on his own shoulders would have meant a great deal, and the possible failure to produce the vast sum which the School needed, especially in view of the fact that his two immediate predecessors had had wonderful results during their respective terms of office. It had been claimed in some quarters that this should be a bumper and record year, and thanks to Alderman Dyer having come to his rescue and introduced him to Mr. Simonds, it was to be hoped that his problem would be solved, and that they would now be able to go ahead in their ability to beat Mr. Horace Emly's record after all.

Alderman Dyer added the advice that it was never more necessary than at present to emphasise the national character of the Licensed Victuallers' School and its sister, the Benevolent Institution. Not only did they need the fullest support of retailers in the provinces, but the fuller and stronger support of provincial brewing organisations, and he was of opinion that with Mr. Simonds' influence in that regard, this was not beyond attainment. He was extremely happy to have been of some service in bringing about that happy gathering.

In Mr. Simonds they had the real type of a fine old English gentleman, whom they could be assured would make them an excellent President. It was only now up to the Trade as a whole to ensure that the President's year of office was one which would stand out for a long period as at least the most financially successful, as it was bound to be eminently socially successful.

Mr. F. A. Simonds asks the *Morning Advertiser* to state that he is now ready to receive donations to his list on behalf of the

Licensed Victuallers' School, from brewers, licensed victuallers, and others associated with the Licensed Trade throughout the country, the same to be addressed to him at The Brewery, Reading, Berks.

#### LIEUT.-COLONEL F. H. V. KEIGHLEY, O.B.E.

Through these columns we offer our congratulations to Lieut.-Colonel F. H. V. Keighley, who has been awarded the O.B.E. in recognition of gallant and distinguished services in North-West Europe.

In our last issue we inadvertently quoted the following, under the heading of "Brewery Jottings" :—

"Lieut. F. H. V. Keighley now demobbed is back on duty, and Lieut.-Col. R. St. J. Quarry is back, also demobbed, and will shortly be with us once more."

The paragraph should have read :—

"Lieut.-Colonel F. H. V. Keighley now demobbed is back on duty, and Major R. St. J. Quarry is back, also demobbed, and will shortly be with us once more."

We tender our apologies to the gentlemen concerned.

#### THE LATE MR. JOHN HENRY EVERETT.

The death occurred on January 23rd of Mr. John Henry Everett (65), of 3 Fobney Street, Reading. Mr. Everett, who had been foreman of the Maltings Department of Messrs. H. & G. Simonds Ltd. for some years, having started work there as a young man at the turn of the century, was at work until a few days before his death and appeared to be in his usual good health.

#### THE LATE MR. E. KINGSTON.

It is with regret we have to record the death of Mr. Ernest Kingston, of the Fermenting Department, which took place at the Royal Berkshire Hospital on December 16th, after a major operation. His genial manner earned him a host of friends by whom he will be greatly missed. He leaves a widow and two sons, to whom we extend our sincere sympathy.

#### LIGHTER SIDE.

Just home from school for the first time, the little boy was asked by his father how he liked it.

"It's all right," he replied, "but they ask too many questions. First they asked where you were born, and I told them. Then where mummy was born, and I told them. Then they asked where I was born, and I had to tell a lie."

"Why?" enquired the father.

"Well, if I'd said I was born in the Women's Hospital they'd have thought I was a sissy, so I said it was on the Arsenal football ground."

\* \* \* \*

A bishop was being driven to church in a car with Rudge type wheels having geared locking caps, when a puncture occurred. The chauffeur got out and started pasting the hub with a hammer to loosen the cap, and he let off a few oaths.

This shocked the bishop, who, leaning out of the car, gravely reprimanded the driver, concluding, "James, if you said a prayer and then hit the nut, it would probably have moved it."

James knelt down, said a prayer, gave the nut a mild tap, and it immediately spun round.

Nobody was more astonished than the bishop, who exclaimed audibly, "Well, I'm damned!"

\* \* \* \*

After the service one Sunday morning the vicar was approached by an old lady who expressed great appreciation over his discourse.

"Why, vicar," she said, "you can never know what your service meant to me. It was just like water to a drowning man."

\* \* \* \*

The witness was certainly not young, and the young lawyer thought it would be to his advantage to get her confused.

"And now, madam," he said, "I must ask you a personal question. How old are you?"

"Young man," she replied, "it isn't more than an hour since the judge objected to hearsay evidence. And I don't remember being born."

\* \* \* \*

At a school in the East End of London a teacher sent a small girl to get a pound of plums for sixpence, telling her to be sure to pinch one or two to see if they were ripe. In a short time the little girl rushed in very breathlessly and said: "Here, teacher, here's yer sixpence, the man wasn't looking, so I pinched a whole bagful."

'Have a drink, mate?'

"No thanks—I'm a teetotaler."

"Cigarette?"

"Don't smoke."

"Suffer from headaches?"

"Why, yes I do."

"Thought so. Your halo's too tight."

\* \* \* \*

A new mother, wishing to announce the birth of her first child to a friend in a distant city, telegraphed: "Isaiah 9: 6." This passage begins: "For unto us a child is born, unto us a son is given."

Her friend, unfamiliar with the Scriptures, told her husband that night: "Margaret evidently has a boy who weighs nine pounds and six ounces, but why on earth did they name him Isaiah?"

\* \* \* \*

A man telephoned his doctor. "Come over quick, doc. My wife has appendicitis."

"Nonsense," snorted the doctor, "I removed your wife's appendix three years ago. How can anyone have a second appendix?"

"Listen," cried the husband, "did you ever hear of anyone having a second wife?"

\* \* \* \*

Mother and daughter were very busy with the wedding plans when the bridgeroom-to-be called. He watched the preparations rather impatiently.

"Darling, we have such a lot to do," soothed his fiancée, "and if we want to make our wedding a big success we mustn't forget even the most insignificant detail!"

"Oh, don't worry about that," murmured the young man. "I'll be there all right!"

\* \* \* \*

The judge wished to bind the prisoner over after his Boxing Day carousal. "Is there anyone here who can vouch for your respectability?" he asked. The prisoner indicated that the chief constable could.

"Why," protested the latter, "I do not even know the man."

"Exactly," replied the prisoner proudly, "I've lived in this place thirty years, and he doesn't even know me. I can't be such a bad lot, can I?"

The elderly man walked into the doctor's consulting room.

"Good morning, doctor," he said, as he sat down. "You remember when you cured my rheumatism five years ago you told me at all costs to avoid dampness?"

"Ah, yes," said the doctor, "I do recollect telling you that. What about it?"

"Well, doctor, I was just wondering whether you think it will be all right for me to have a bath now."

\* \* \* \*

Jones was always a bad payer, but one day he walked into the shop of the local grocer and paid the whole of his account without a murmur.

"That letter you sent me did it," he explained to the man behind the counter. "I've never seen one like it. Why, it would get money out of a stone. How did you put it together?"

The grocer smiled sadly.

"I just took the best bits out of the letter my wife sent me when she was on holiday in London," he explained.

\* \* \* \*

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."

\* \* \* \*

To the large publishing house came a manuscript with a note from a woman who requested that her story be read immediately. "I must have a decision very quickly," she wrote, "because I have several other irons in the fire."

A few days later her manuscript went back with the following message: "We have read your story. Our advice is to put it alongside the irons!"

\* \* \* \*

"Why don't you attend church?" asked the minister of a non-attendant.

"Well, I'll tell you, sir. The first time I went to church they poured water in my face, the second time they tied me to a woman I've had to keep ever since."

"Yes," said the parson, "and the next time you go they'll throw dirt over you."

A country doctor was attending a Scottish laird who was seriously ill, and as they had been unable to procure a nurse the doctor had instructed the butler in the art of taking and recording his master's temperature with a thermometer. When the doctor arrived at the house one day he was met by the butler. "Well, McIntyre," he said, "I hope the laird's temperature is not any higher to-day."

The butler looked thoughtful for a moment. "Weel, sir," he said at last, "I was just wonderin' that myself. Ye see, he deed at twa o'clock."

\* \* \* \*

The big business man, who had never been known to get the worst of a deal, lit a cigar and leaned back in his chair. "So you want to marry my daughter, eh?" he asked the young man who stood by the fireplace. "Well, tell me this. Could you lend me a thousand pounds at once, without security?"

The young man lost no time in replying. "Yes, sir," he said, "I could—but I wouldn't."

"Good," replied the delighted business man. "Certainly you shall marry my Jane. I'd trust her with any man who showed a spirit like that."

\* \* \* \*

The patient banged the bathroom door with a crash that sent echoes rolling throughout the hospital. He collided with a nurse, and raised his voice in protest.

"This is a wretched place, this is," he cried, "only one small bit of soap in the bathroom, and no flannel or sponge to wash my face with."

"Well," said the nurse, tartly, "I suppose you have a tongue in your head?"

"Yes," replied the ruffled patient, "but I'm not a contortionist."

\* \* \* \*

A motorist was being charged with driving his car while in a state of intoxication, and the police witness was giving evidence. "When I came upon the scene, your worship," he said, "I found accused engaged in a heated argument with the Minister of Transport about the conditions of the road."

"Well," commented the magistrate, "that proves nothing against the defendant, does it?"

"No, your worship," admitted the witness, gravely, "only, you see, the Minister of Transport wasn't there."

\* \* \* \*

After a week in the factory the midget handed in his notice to the manager.

"Why do you want to leave us?" the manager asked kindly. "Aren't you happy in your work?"

"The work's all right," answered the midget, "but ever since I told my mates I was exactly two feet high they keep on picking me up and using me as a two-foot rule."

\* \* \* \*

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."

\* \* \* \*

A self-made man wished to rent a bungalow on the South Coast. The rent was £80 for the season, but after much haggling the visitor secured it for £60. Highly pleased with his bargain he insisted upon signing the agreement at once, and then took the house agent to give him a drink.

"Well, well," said the new tenant, "I don't mind saying I'm 'appy with the bargain. 'Smatter of fact, I'd have given £75 for the 'ouse. Ha! ha!"

Naturally the agent was nettled. "There's one thing you didn't appear to notice," he said, with gloomy satisfaction, "there's no bathroom."

The nouveau-riche laughed heartily: "That doesn't matter, I've only taken it for six months," he said.

\* \* \* \*

The motorist had been involved in an accident and was making a short stay in the village while his car was repaired. On the first evening of his stay he went up to the village constable.

"When does the theatre open?" he asked.

"There's no theatre here."

"Well, the cinema?"

"No, no, there's nothing of that kind here."

"Good gracious, man, have you no evening amusements?"

"Well, sir," replied the policeman, "if ye wait till eight o'clock ye'll see them shunting the goods train."

The tale has been told of the storekeeper who took out a whopping big fire insurance policy on his stock. The very same day his store burned to the ground, and not a dime's worth of merchandise was saved. The president of the insurance company put the best men on the case, but two weeks of diligent investigation proved nothing. Thoroughly chagrined, the president whipped out a letter to the ex-storekeeper :

" Dear Sir : You took out an insurance policy with our company at 11.0 a.m., and your store did not catch fire until 4.50 p.m. of the same day. Will you kindly explain the delay ? "

#### THE HOTELS DEPARTMENT.

The name of this Department has been altered from Hotels and Catering Department to HOTELS DEPARTMENT.

The following members have returned from the forces :—Mr. F. H. Burge, ex-R.A.F., appointed Area Supervisor ; Fl.-Lt. A. P. Hudson, formerly manager of the Anchor Hotel, Kennford, appointed to the Bath Arms Hotel, Cheddar ; Mr. W. G. Rush, ex-R.A.F., formerly manager of the Sunningdale Hotel, appointed to the Bacon Arms Hotel, Newbury ; Fl.-Lt. W. A. Wakeling, formerly manager of the Bush Hotel, Wokingham, appointed to the Waterside Hotel, Paignton ; Mr. J. O. Mountney, transferred from the Waterside to the Gerston Hotel, Paignton ; Mr. K. F. Haslewood, ex-Army, formerly manager of the St. George and Dragon Hotel, Wargrave, appointed to Cheddar Cheese, Reading ; Mr. Pitts, ex-R.A.F., and Mr. Brunson, ex-Navy, now engaged on stocktaking and auditing of all hotels ; Mr. Poole, ex-R.A.F., returned to the Hotels Department office.

The Grapes Hotel, Windsor, at present managed by Mr. Rayle, has been transferred to the control of the Hotels Department as from February 25th and Mr. and Mrs. Willis appointed managers. This house occupies a very good position in Windsor and it is hoped, after improvements have been made to bring it up to the level of other houses under the control of this Department, to encourage a good luncheon and dining trade in the spacious dining room available.

The Bolton Hotel, Brixham, is to come under the control of the Hotels Department sometime in April. This house has a number of bedrooms with running hot and cold water and, after an improvement in furnishing has been carried out, it is anticipated that the Bolton will become a very popular spot for holidaymakers during the summer months.

## BRANCHES.

### PORTSMOUTH.

#### RETAILERS' NEW OFFICERS.

Mr. A. C. Wells, President of the Portsmouth and District Licensed Victuallers Wine and Beer Retailers Association during the last four and-a-half years of the war, and Mr. H. J. Denham, Secretary for over 16 years, announced their resignations at the annual meeting, and Mr. S. Kemp and Mr. L. Beaby were unanimously elected to fill the respective offices.

Mr. Denham, who has been for many years associated with the trade, has also been Secretary of the Hants, Dorset and Isle of Wight Retailers Union for 12 years, and he is greatly esteemed, not only locally, but throughout the neighbouring counties. Among his many achievements were his success in securing a reduction of the minimum licensing duties, his effective opposition to the proposal to restore the 12-hour day opening, and his securing concessions from the Performing Rights Society in respect of music on licensed premises. Both he and Mr. Wells were warmly commended for their work for the association, and regret was expressed that advancing years had compelled Mr. Denham to relinquish his duties.

Mr. A. S. Littlefield was elected Vice-President and Mr. J. C. R. Masters, who has been for 39 years a member of the association, was re-elected Treasurer.

An enjoyable lunch followed the meeting.

#### A FINE GESTURE.

Members of the Portsmouth Gosport Licensed Victuallers' Protection and Benevolent Society were heartily commended on their effort to assist the Lord Mayor's Royal and Merchant Navies Fund by means of their Victory Ball on the South Parade Pier. At a luncheon party a cheque for £701 16s. 11d. was handed over to Alderman A. E. Allaway, who spoke enthusiastically of the support licensed victuallers always give to charity and the help they had rendered the civic authorities throughout the trying war years.

## FIRST PERMANENT N.A.A.F.I. CLUB OPENED AT PORTSMOUTH.

(Photographs on page 54).

### PRINCESS ELIZABETH PERFORMS CEREMONY.

Citizens of Portsmouth turned out in their thousands on Thursday, January 31st, to welcome Princess Elizabeth, who travelled specially from London to open the palatial all-Services Club which has been built on the Government House site at Cambridge Junction.

Incidentally, this is the first of the permanent N.A.A.F.I. Clubs to be built anywhere in the world. There are a large number of temporary wartime clubs both at home and abroad, but this is the first of them to be produced with a view to meeting post-war needs, and the gracious act of the Princess in performing the inaugural ceremony gave it a grand start.

The building is splendidly designed and laid out. Some of the sixteen other clubs in the United Kingdom are larger, some are smaller, but none is finer. Within easy access of the Dockyard and naval establishments, it will doubtless be predominantly used by men of H.M. Fleet, but it is equally accessible to the Army, Air Force and Women's Services stationed in the garrison.

### SOME OF THE AMENITIES.

A tour of the building showed that special care had been taken, not only in the planning and decorative scheme, but in the many amenities to provide a real home for service men and women. There are a spacious restaurant, a fine dance or entertainment hall with an up-to-date stage, games room, a cosy and well-furnished lounge, billiards room, reading and writing rooms, kitchen with every convenience for the staff, inquiry bureaux, hairdressers' shop, shower baths, clothes valeting service, and a host of other thoughtful contrivances that will enable its patrons, man or woman, to spend an idle hour or a busy day within the precincts of the building with the maximum of comfort and the minimum of expense. There is no entrance fee to be paid, no subscription, and the uniform of the rating or other rank is the sole badge of membership. And apart from refreshments and barbers' services, all the amenities within the club are entirely free.

### ON BOARD THE VICTORY.

Princess Elizabeth on her arrival at Portsmouth railway station was welcomed by the Lord Mayor (Alderman A. E. Allaway), the

Commander-in-Chief (Admiral Sir Geoffrey Layton) and many other civic and service chiefs, and having inspected the naval guard of honour H.R. Highness at once motored to the Dockyard where she went on board the mighty battleship *Howe* and Nelson's old flagship, *Victory*. Her own flag—a Royal Standard with a white strip bearing two George Crosses and a Tudor Rose—was hoisted on the aftermast of the *Howe* as the Princess was piped on board by the bosun's mates.

When the party left to go on to the *Victory* it was raining and as the Princess was getting out of her car there was an unrehearsed incident, a gallant young bluejacket running forward and handing her a light blue umbrella with which she protected herself from the rain as she ran up the gangway.

Princess Elizabeth made a tour of the ship and was particularly interested in the cockpit where Nelson died and the plaque on the quarter-deck marking the spot where he received his fatal wound.

After lunch the Princess drove to the club. There were remarkable scenes of enthusiasm all along the route, thousands of spectators lining the pavements and lustily cheering and waving small Union Jacks as the procession passed.

### PRINCESS'S SPEECH.

After inspecting the club and displaying keen interest in the decorations and appointments, Princess Elizabeth mounted the stage and formally declared the premises open.

In a brief speech she paid eloquent tribute to the loyalty, bravery and fortitude to the whole of H.M. Services, and spoke specially of the gallantry displayed by both men and women during the Battle of Britain.

The Bishop of Portsmouth (Dr. W. L. Anderson) dedicated the building and the Commander-in-Chief, bright, breezy and sailor-like as usual, explained the objects of the club, recalling his early days in the service when there was no N.A.A.F.I., and eulogizing present-day amenities provided for the Services' personnel who were far away from their homes, relatives and friends. Some criticism, he said, had been levelled at the building of the club, but he felt sure it was by people who had never experienced the situation in which Service people to-day found themselves.

Concluding the ceremony, Sir Lancelot Royle, Chairman of the Board of Management, voiced hearty thanks to the Princess, who had listened to an entertainment provided by the B.B.C. before driving to the station for the return journey to London.

## BRISTOL.

The past quarter has left us with many sad gaps in our ranks. The death of one of the keenest and most promising members of our clerical staff, Mr. E. J. Hughes, who had served the Jacob Street Brewery for over 22 years, was a great shock. Mr. Hughes was particularly valuable in our Accounts Department, but his enthusiasm and diligence in our outdoor catering contracts also envisaged a future of the highest promise to our interests in a wider field. For some time past, his eyesight had been failing, although only comparatively a young man, and eventually an operation became a vital necessity. His courage and optimism never wavered when the time came to face the ordeal, and we shall not soon forget the complete assurance which he showed when we finally wished him the very best of luck.

Unfortunately, the trouble was far deeper and more serious than anyone had visualised and, although his pluck enabled him to rally and hold on day by day, it would have been almost a miracle had the operation proved successful, and almost without warning the collapse came. And so we mourn an old friend and cheery comrade, whose loyalty and endeavour were of the very highest quality. Ted Hughes will long be remembered by us all and his memory cherished.

To his sister, Mrs. M. Davey, and to all his family circle, we express our deepest sympathy and sorrow for one whose place it will be hard to fill.

The sad death of Mrs. Grace Stradling, the wife of Mr. A. G. Stradling, our Tied House Representative, after a period of failing health most bravely borne, ended a life of good service to others. Mrs. Stradling's influence as a member of the scholastic profession before her marriage was of the highest moral and practical value to those whom she taught, and many of a younger generation will remember her with affection. We record a sincere tribute to her memory and our deepest sympathy with Mr. Stradling and his family in their bereavement.

We have also to record the passing-over of two of our oldest and most respected Tenants.

Mr. A. B. Cox, of "Cadbury House," Bristol, had from 1928 been a model licensee in every way and was very highly thought of in the Trade. Our fullest sympathies go out to Mrs. Cox and her

family in their great loss. It is fitting that her son, Mr. N. L. Cox, should endeavour to carry on in the family tradition at "Cadbury House," and we wish him the very best of luck in his new profession.

At the "Masons' Arms," Lawrence Weston, the late Mr. F. J. Townsend was its licensee for 18 years. His unexpected death in hospital after only a few days' illness was a sad blow for his family and a wide circle of friends, with whom we join in a deep sense of loss. To Mrs. Townsend, now bravely accepting the responsibility of the "Masons' Arms" and its wide area of influence and public service, we offer our fullest support and confidence. May the future years bring every possible consolation and joy.

Other Bristol changes recently completed are:—

The "Golden Bowl," Jacob Street—Mr. E. J. Fry.

The "Bath Arms," Bath Street—Mr. F. C. Sainsbury.

We wish these new Tenants every possible success and good luck in their vocation.

## THE LIGHTER SIDE.

Three business men were dining at a West End restaurant. When the waiter presented the bill, the first man grabbed.

"I've got war contracts and I'm paying this. I'll charge it as a business expense, and since I'm paying income tax at 15s. in the £, the Government would be paying for three-quarters of this bill."

"No, let me pay it," said the second. "I've got war contracts and I'm paying tax at 19s. 6d. in the £, so the Government would be paying for almost all of it."

"No. Let me pay it," the third man insisted. "I'm doing Government work on a cost-plus basis, and I can make 25s. profit out of it."

\* \* \* \*

An officer inspecting a beach after a hard-fought engagement found a Commando digging a bully out of a tin with his fingers.

"Didn't you have a knife and fork?" he asked.

"Oh, yes," replied the he-man. "I had those first. They were delicious."



Photo by courtesy of the "Berkshire Chronicle."

The happy company sit down to dinner.



Mrs. Jessie Hannis.



A delightful study of Chow Puppies.

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'Phone 215.

**FARNBOROUGH SOUTH, Hants.**  
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'Phone 2584.

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Road, Kennford By-Pass).  
'Phone : Kennford 274.

**LONDON (Bar and Restaurant).**  
\*THE DEVEREUX, 20, Devereux Court,  
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'Phone : Central 4740.

**NEWBURY, Berks.**  
QUEEN'S HOTEL, Market Place.  
'Phone 47.

BACON ARMS HOTEL, Oxford Street,  
(on Bath Road).  
'Phone 40S.

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'Phone 2694.

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'Phone : Ascot 20S.

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'Phone 204211.

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'Phone 15.

**WARMINSTER, Wilts.**  
BATH ARMS HOTEL, Market Place.  
'Phone 99.

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\*THE GRAPES, Thames Street.  
(Bar and Restaurant).  
'Phone 20S.

**WOKINGHAM, Berks.**  
BUSH HOTEL, Market Place.  
'Phone 134.

*\*Non-residential.*

**HOTELS DEPARTMENT  
MESSRS. H. & G. SIMONDS LTD.,  
19/21 CASTLE STREET, READING.**

Telephone : READING 3431. (7 lines).