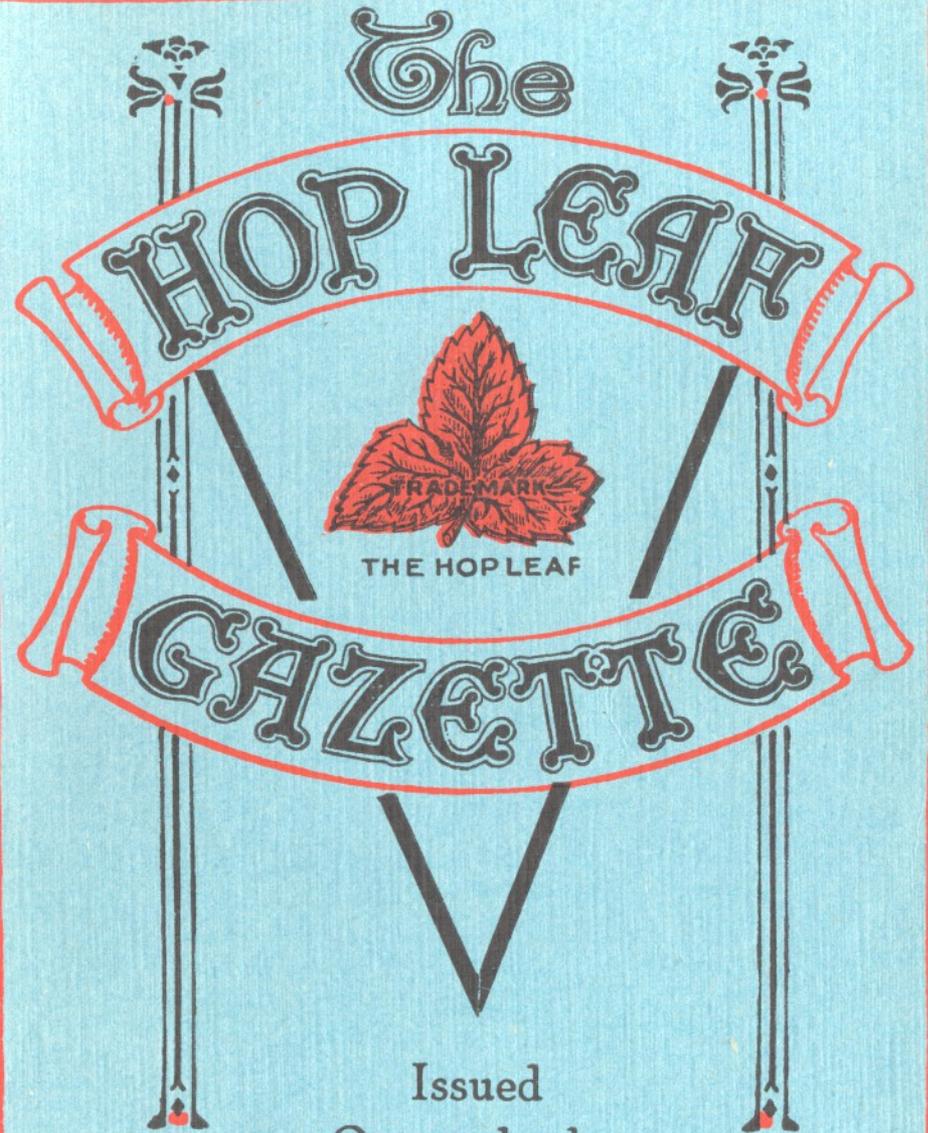


VOL. XXIII

DECEMBER, 1948.

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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. XXIII.

DECEMBER, 1948.

No. 1

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



CHRISTMAS GREETINGS

and the sincere wish
that the New Year will
bring

HAPPIER TIMES
to all our readers and
friends throughout the
world.



THE BREWERY,
READING.

Xmas, 1948.





MR. R. F. GOOCH.

MR. R. F. GOOCH.

Mr. R. F. Gooch commenced his career with the Firm in the autumn of 1923, under the tuition of Mr. F. Josey in the Cask Office at the Brewery, Reading, and subsequently served for various periods in the General Office and with Arthur S. Cooper, when the latter business was acquired by the Company.

In 1933 he was appointed Clerk in charge of the sub-branch at Paignton, under Mr. W. F. McIntyre (late Manager, Devonport Branch), and in 1939 was given a similar appointment at Headington, Oxford, under Mr. H. J. Timms, and later Mr. W. T. Saunders.

His appointment as Manager at Woking Branch has followed six months as Assistant Manager at that Branch, where he has already made many friends amongst our valued customers in the wide areas under his control. He has very successfully filled an important position which demands long and arduous hours of work.

A keen swimmer and late member of the Reading Swimming Club, Mr. Gooch is the proud possessor of a gold watch inscribed and presented to him by the Directors, also a gold chain presented by the clerical staff at the Brewery in 1924 for rescuing a youth from the River Kennet in June of that year. His main interest in the sporting world is, however, angling; and prior to his moving to the West Country, was a member of the Reading Fishing Club, where he was for a short time secretary. Returning to "fresh water" at Oxford he was a member of the Oxford Angling Society, North Oxford Angling Society, Waltonian Fishing Club and Appledon and District Fishing Club, in which Clubs he has won numerous prizes and trophies. He has already made several useful contacts in the local fishing world at Woking, and, being also keen on all river sports, he is very pleased that his present appointment does not take him too far away from the Thames.

For hobbies, Mr. Gooch indulges in the intricate art of rod building, and specimens of his skill rival that of the professional, whilst he is very interested in gardening—preferring to specialise—sweet peas being his special forte.

Joining the Royal Air Force in June, 1942, he served with the Ground Staff in Coastal Command until April, 1946, in various stations in this country and Northern Ireland.

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.)

“Gentlemen, The King!”

When we raise our glasses and drink to this toast it will be accompanied by the fervent hope and prayer that God will soon restore our King to good health and strength. Twelve years of intense strain have taken their toll. All the British people everywhere warmly and affectionately sympathise with His Majesty, with the Queen and Royal Family. And all will wish the King, that devoted servant of his people, a full and early return to health.

A HAPPY CHRISTMAS!

In all sincerity I wish the ever-increasing circle of readers of the “Hop Leaf Gazette” a very Happy Christmas and all that is best in the New Year.

To all who have contributed to the success of the “Gazette” I extend my warmest thanks. And in this connection I would like, especially, to mention my friends at The Crown Press. The work of Messrs. Bradley & Son, Ltd., is known far and wide for its excellence, and their production of the “Hop Leaf Gazette” is only a typical example. During my numerous visits to Caxton Street I am always received with the greatest courtesy and kindness, and their attendance to business is the acme of promptitude and proficiency.

Again, the very best of good wishes to you all!

READING'S NEW HON. FREEMAN.

The Finance Committee have reported on the arrangements in connection with the admittance of General Sir Miles Dempsey, K.C.B., K.B.E., M.C., as an honorary Freeman of the Borough. It was decided that the ceremony should take place in the Town Hall on Tuesday, December 14th, at 12 noon, and that it should be followed by a luncheon at the Masonic Hall.

The resolution of the council is being illuminated, and will be in book form, bound in leather, for presentation to Sir Miles Dempsey. Samuel Elliott and Sons, Ltd., of Caversham, are making an oak cabinet to contain the resolution.

ONE FOR THE ROAD.

“Fifteen pounds to be spent in the pubs I know, as one for the road on Old Bert” has been left to Mr. John R. Rendell. His benefactor was his friend, Mr. Bertram Newman, an electrical engineer, of Ilford, who left £1,714.

BUSY MEN.

Mr. R. St. J. Quarry has been elected Chairman of the North Divisional Management Committee of the Reading Conservative and Unionist Association, with Mr. N. H. Lipscombe, Honorary Treasurer of Battle Ward, as Vice-Chairman. The busiest men always seem to find the most time to help others; and these are two typical instances.

WHERE DID CROMWELL SLEEP?

Correspondents in a Sunday newspaper differ as to where Cromwell spent the night before the second battle of Newbury on October 27th, 1644, says the Newbury Weekly News. A Tilehurst reader quotes “Oliver's Cottage” at Boxford, a fine old thatched cottage near the church, now occupied by Mr. John Archer Houblon. Challenging this assertion, Miss D. W. Howitt, of Lanolee Farm, Curridge, states that Oliver's Cottage is generally thought to have been named after that sturdy 17th century Quaker, Oliver Sanson, who lived there. Miss Howitt cherishes local tradition that Cromwell spent the night at her address—another thatched cottage. But Mr. Walter Money, the Newbury historian, also gives local tradition as saying that the future Protector slept at the Blue Boar Inn near Winterbourne. Who is right?

BANQUET AND BALL.

In deputising for his father, who was indisposed, Mr. Duncan Simonds proved immensely popular when presiding over the Reading and District Licensed Trades Protection and Benevolent Association's first post-war banquet and ball. He made an excellent speech and had much to do with the great good humour which characterised the whole proceedings. Mr. F. C. Riden, the very able organiser of the banquet, was handed a canteen of cutlery as a tribute of the members' appreciation of his 37 years' service as hon. treasurer. Mr. Riden, who was quite taken by

surprise, protested that all his service to the Association had been a labour of love. He was greeted with musical honours. Never was a tribute for work well done more richly deserved!

COMPLIMENT TO BULL AND BUTCHER HOTEL.

Mr. J. E. Shorter, of the Bull and Butcher Hotel, College Town, Sandhurst, has received a most complimentary letter from members of The Southern Counties Photo Service, Northfield Road, Reading. It is as follows:—

“Dear Sir—We feel that after very successful evenings at your hotel, that we must write and give you our thanks and congratulations for the way you carry out your business to entertain and make our party comfortable on these occasions.

“In these times it is certainly a great pleasure to know that one can find a place like yours for comfort.

“May I again, give you on behalf of our party our thanks and wish you always good business.”

Yours faithfully,

W. LEWINGTON.

AN ANCIENT ARCHWAY.

The Norman archway of the Sun Inn, Castle Street, Reading, was probably taken, stone by stone, from the Old Reading Priory, several hundred years ago, when it was the custom, while building new properties to take the materials from the old, derelict buildings. It is now being carefully removed for future reconstruction, Messrs. H. & G. Simonds, Ltd. having decided to give it to the town. The room behind the archway has been for many years a stable. Some people believe that at one time it was a resort for the monks and that, later, in the reign of King Henry VIII it was used as a dungeon.

FROG IN FLINT.

A workman's pick, at Goring, split a flint—and out hopped a frog. Reading Museum said the flint was formed a hundred million years ago, but the frog was a mere two years old. Mr. W. A. Smallcombe, director of the Museum, explained that the frog must have crawled through a hole in the flint for a winter hide-out, and fed itself on insects which had crawled into the hole for warmth. The frog is now in Reading Museum's warm tank, with all mod. conv.

HUNGERFORD'S HISTORIC INN.

Hungerford's Bear Hotel, from which Mrs. Horace Cadd has retired after being “mine hostess” there for 14 years, is one of England's historic inns. The first recorded landlord was Robert Braybon, who in 1537 gave evidence against some highwaymen who, he said, came to the inn, says the Newbury Weekly News. Then in 1540 the inn was settled by Henry VIII on Anne of Cleves and the following year upon Catherine Howard. Queen Elizabeth visited Hungerford on more than one occasion and the room in which she slept is still pointed out at the Bear Inn.

Very Good Troutes.

In 1668 that inveterate traveller, Pepys, on his way from Abingdon to Salisbury, dined at the inn. His remarks are short and characteristic: “So came to Hungerford where there are very good troutes, eeles and crayfish.” In 1688 William, Prince of Orange on his way to Windsor stayed at the Bear. It was in his bedroom here that he received James II's Commissioners. The negotiations lasted all the morning; then the Prince, finding the inn noisy, left Littlecote after dinner.

Seven Dinners for One Cleric.

A good story concerning the Bear is connected with the famous humorist, Sidney Smith. It was here that Sidney Smith played a practical joke on a pluralist friend, for whom he ordered seven dinners, telling the landlord to prepare for a dean, an arch-deacon, a canon, a prebendary, a rector, vicar and perpetual curate.

OPENING OF NEW N.A.A.F.I. CLUB

BY

H.R.H. THE DUKE OF GLOUCESTER.

The new N.A.A.F.I. Soldiers' Club at Aldershot was officially opened on Wednesday, the 17th November, by H.R.H. The Duke of Gloucester. The Duke was received by Lord Portal, Lord Lieutenant of Hampshire, and the Mayor of Aldershot, Alderman G. Roberts, J.P., presided at the opening ceremony.

Following an inspection of the Guard of Honour of the Army Catering Corps Training Centre, with Major General J. A. Baillon, the District Commander, the Duke made a tour of the Club. The Bishop of Guildford dedicated the building, and General Sir James Steele (Adjutant-General), speaking on behalf

the three Services, stated how much they appreciated the efforts which were being made to raise the standard of the N.A.A.F.I. services. A vote of thanks to His Royal Highness was proposed by Sir Lancelot C. Royle, Chairman of the N.A.A.F.I. Board of Management.

CHILDREN'S TREAT.

A Treat for employees' children will be held in the Social Club on Saturday, January 15th, 1949. All wishing to send their children should make an application for an entry form from the Social Club, Canteen or any member of the Committee. Names must be received by Friday, December 24th.

The event will commence at 3 o'clock and finish at 6 o'clock. The Committee accept no responsibility for children after that time.

OLDE TYME DANCE.

An Olde Tyme Dance was held at the Club on Friday, November 26th, when Mr. Fenner and his Band provided the music and six instructors also attended to advise dancers.

This event was very successful, and it is hoped to hold further dances in the New Year.

STAFF BALL.

On another page are details of Simonds' Staff Ball, to be held in the Large Town Hall on Friday, January 21st. All wishing to attend should apply for their tickets not later than December 31st to avoid disappointment. Last year the demand was far in excess of the supply. A very fine programme has been arranged, and everyone can be sure of a most enjoyable time. The fact that Mr. W. Bradford is the organiser is sufficient guarantee of the excellence of the arrangements.

UPHOLDING PRESTIGE OF ENGLISH HOTELS.

The following very complimentary letter, addressed to the Manager, H. & G. Simonds, Ltd., from Sir Godfrey Armstrong, Hale Edge North, South Nutfield, Surrey, speaks for itself:—

"Dear Sir,

"On the night of the 27th November my son, my nephew and myself were held up in our car by the fog at Staines. Fortunately we found we had stopped just outside the Railway Hotel, Kingston Road, though we were unaware of the fact till we started to explore on foot.

"The hotel management were most kind to us; they took us in, the manager and his wife gave up their own room for my son and nephew, and they gave me a single room.

"About the same time as we arrived, 26 grounded air passengers from the London Airport came in quite unexpectedly for dinner.

"In this emergency the hotel gave us all a very good dinner, well and quickly served. I believe at least half of the passengers were foreigners.

"Your Manager has done very good service to the reputation of English hotels, and I report accordingly to you."

LIEUT.-GENERAL SIR CHARLES WALTER ALLFREY,

K.B.E., C.B., D.S.O., M.C.

We are pleased to announce that Lieut.-General Sir Charles W. Allfrey, K.B.E., C.B., D.S.O., M.C., has joined our Bristol staff, and has already taken up his duties there.

General Allfrey is well-known in the County of Berkshire and has a wide circle of friends throughout the South of England and in H.M. Forces. He has had a distinguished military career and served in France in the 1914-1918 War and in operations in N. Kurdistan in 1932. During the period 1944/47 General Allfrey was General Officer Commanding British Troops in Egypt, after which he was appointed Colonel Commandant, R.A.



NATURE NOTE.

(BY C.H.P.).

PHEASANT SHOOTING.

WONDERS OF THE WOODS AND FIELDS.

The weather plays a very important part in determining the amount of enjoyment to be derived from participating in a pheasant shoot. The day, towards which I had been looking forward with so much eager anticipation, drew near, and I offered a little prayer for fine weather, not only for myself but for all concerned. That prayer was answered in a manner that more than satisfied my highest hopes. Cold, unsettled weather gave way to a springlike day and all were impressed by the rich beauty of the sylvan surroundings where we met.

Fleecy clouds went floating by; a lark soared aloft and then, gradually descended, winding and unwinding his silver chain of song. The sun lit up the gorgeous colouring of the trees, intensifying the splashes of gold and amber. Looking across the undulating country, in the distance, the different shades of green, showing the growing corn, the varied colours of the fields, in different stages of cultivation, all added beauty to the scene, presenting a picture that at once gave pleasure to the eye and a wonderful feeling of peace to the mind. There were the fir trees too, alas, not so many as of yore, standing erect and high.

I used to think their slender tops were close against the sky. It was a childish ignorance, but now, 'tis little joy to know I'm farther off from heaven than when I was a boy!

And, knowing as I do that the great English gentleman who so considerately invited me to join this happy company of sportsmen, is also a keen naturalist, I was well aware that he, too, would appreciate, to the full, the delightful scenery, abounding as it does with many types of birds and four-footed creatures.

EXCELLENT SPORT.

Though the summer was by no means favourable for young partridges and pheasants, there was a very satisfactory head of game and excellent sport was enjoyed. And for this satisfactory state of things much praise is due to the head gamekeeper. On the day of a shoot he must be up at dawn arranging details—and they are many and varied, and proper attention to them means all the difference between a good bag and a meagre one. The woods and fields, too, need his constant attention all the year round. Many a night must be spent in the woods, especially these days, for poachers would reap a rich harvest from a well preserved estate, unless they know that the keeper is ever on the alert.

NOISY BLACKBIRDS.

The crack, crack of the guns soon showed that the beaters were busy and as they made their way through the covers, blackbirds, the alarm clocks of the wilds, were particularly noisy. Very few thrushes were to be seen—they were hard hit by that recent severe winter. Wrens, bluetits and great-tits were in abundance; there were a few marsh- and cole-tits, and I saw one spotted woodpecker, my attention being attracted to him by his peculiar note—*tic-tic, hink-kink*. Quite a number of hares were to be seen as they raced away at terrific speed to seek safer quarters, but by no means all of them escaped the unerring aim of the guns. I had a fine close-up view of a fox. What a lithe figure she presented. There was craft and cunning in every feature of her face. She wore a lovely fur coat, while her flowing brush completed the picture of a perfectly dressed lady. She had no cause to worry about the "New Look," for was she not more than attractive in the old!

HEAVY-GOING.

Walking the fields was heavy work, for the ground was moist and soft. The conditions were just right for the moles who had evidently been very busy. In places, the soil was tunnelled

with numerous runs. I saw two dead moles; one had been badly bitten, probably by a fox, and then cast aside, for moles are by no means tasty morsels and few, if any, wild birds of prey or animal hunters have them on their menu for dinner. In the kale pheasants, hares, rabbits, partridges and foxes sought sanctuary. Luckily the spring-like weather had dried this high vegetation and the beaters could do their work thoroughly with the result that they provided excellent sport for the guns.

Two woodcock put in an appearance. I had the good fortune to flush one and could observe his wonderfully long beak as he rose. The rich rusty-brown, grey, black and yellowish-white colouring of these rather rare birds is responsible for a wonderful variegated effect. And when one is brought down there is a great demand for some of the choice feathers.

SAME AS BEFORE.

After a fine morning, in every sense of the word, a halt was made for luncheon. Hunger is the best sauce and no food could have been more palatable than that generously provided. I noticed a grey wagtail and a pied wagtail were outside our hotel to greet us on our arrival. And indoors was a tortoiseshell butterfly, indicating the genial weather prevailing. When the question: "What refreshment will you take?" was put to the meeting, there was a general response of "Same as Before"—carried unanimously!

SIGNS OF SUMMER AND WINTER.

Our appetites well satisfied, and thirst quenched, we were more than ready to continue with the sport during the afternoon. Already there were promises of spring in the form of many primroses in bud. I saw one in full bloom. The rhododendrons, too, were displaying numerous buds—what a fine display they will make in due time. We were reminded, too, that Christmas is near at hand for holly berries were in profusion. I do not remember seeing them in greater abundance. As to whether they foretell a severe winter is another matter. Personally, I do

not think there is any truth in the theory, unless it be that the Giver of all good things makes provision for His creatures so that they shall not go hungry when the land, and water, are in the iron grip of Jack Frost. I noticed that where there were oak trees, pheasants were usually to be found. They feed on acorns, swallowing them whole. I often wonder how they digest these hard kernels with their very tough skins. You may find half a dozen or more in the crop of one of these birds.

GOOD SPORT AND GOOD-FELLOWSHIP.

Well, there was plenty of good sport, good scenery, aye! and downright good fellowship. And to spend the day amongst such fine company was, in very truth, a great delight. The hours passed quickly and though some of the older members of the party began to get a bit leg-weary it was not without some regret to feel that we had come to the end of such a day!

As we were assembled and making ready for our homeward journey, we could hear old pheasants cackling in the distance, as they went to bed, probably wishing us good-night—perhaps a not very fond farewell!

Remembered joys are never passed, and the delights of such a day as this will ever remain—at least in the memory!

TENNIS CLUB.

Thanks to a fine spell of sunshine in September we were able to finish the Single Tournaments in true tennis weather, and, as announced in the September issue, the Men's Tournament was won by Mr. L. Twiney. The Ladies' Final was fought out on a very hot Saturday afternoon between Mrs. C. Josey (holder of the Cup) and Mrs. Greenaway, the wife of our Cricket Secretary, and the honours went to the latter after a gruelling match of three sets, lasting some two hours. We extend our hearty congratulations to both Mrs. Greenaway and Mr. Twiney, who are worthy winners of the Cups provided by Mr. Quarry and Mr. E. D. Simonds respectively.

The hard courts are extremely good, and are well used on every occasion when weather permits of play.

A.M.P.

WORDS OF WISDOM.

Religion presents few difficulties to the humble, many to the proud, innumerable ones to the vain.

Nothing great is lightly won, nothing won is lost.
Every good deed nobly done will repay the cost.

Life is not so short but there is always time enough for courtesy.

Good-nature and good sense are usually companions.

Only truth can be polished.

An old warrior is never in haste to strike the blow.

White lies always introduce others of a darker complexion.

Loudness is a foe to melody.

The common "keeping up appearances" of society is a mere struggle of the vain with the vain.

For a genuine man it is no evil to be poor.

A small unkindness is a great offence.

That which was better to endure may be sweet to remember.

The seeds of things are very small.

The worst wheel in the wagon creaks the loudest.

When the world wearies and society ceases to satisfy, there is always the garden.

An optimist may be wrong, a pessimist must be.

Make us humble, and then keep us from being proud that we are humble.

Sympathy is two hearts tugging at one load.

"Tears never yet wound up a clock, or worked a steam ingen."

A GREAT THOUGHT.

WISE WORDS OF OUR GRACIOUS QUEEN.

The Queen, dressed in the scarlet and pink robes of a Doctor of Law, said at Cambridge Senate House:—

"All that is best in womanhood is needed today—gentleness and a ready sympathy, courage, hatred of cruelty, and an instinctive love of the young, the weak, and the suffering."

The Queen was at Cambridge to receive the honorary degree—which inaugurated a new era for University women.

Its nature was summed up by the public orator, who said: "By accepting our doctorate today you inaugurate a new order in our life—the admission of women to full membership of our academic body."

The Queen told the women present: "By your residence at Cambridge you can add to your natural endowments the grace of a well-trained mind, full of purpose, empty of prejudice."

"The torch of learning has been handed to you. Bring the light into your homes, which are the cradles of Christian citizenship, and shine it upon your children and all with whom you meet."

"Hold it firmly and high so that it may light up the farthest shadows. By so doing you will bring true joy to yourselves, honour to your university, and renewed hope to our beloved country and to the world."



THE BLACK BOY FLOWER AND VEGETABLE SHOW.



The Black Boy.

We all have happy memories of Mr. C. G. Lawrence, formerly of the Surveyor's Department and well known A.R.P. worker who is now landlord of The Black Boy, Shinfield, where "Laurie," as he was familiarly known and his good wife "Bonnie" are proving exceedingly popular. Above is a photograph of this well-known inn and below one of the flower and vegetable show held in the clubroom by customers.



Customers' Flower Show.

MRS. CADD LEAVES THE BEAR.

FAREWELL PARTY AT HUNGERFORD HOSTELRY.

A farewell party to say good-bye to Mrs. Horace Cadd, who is leaving The Bear Hotel, Hungerford, where she has been hostess for the past 14 years, was held recently. Those accepting the invitations numbered some 175. Mrs. Cadd received her guests in the long dining room. The evening took the form of a cocktail party, followed by a dance, which was kept up until one o'clock.



Standing—Mrs. Horace Cadd and Mr. E. Duncan Simonds.
Seated—Mr. and Mrs. Cadd, Jnr.

It was in 1924 that Mr. and Mrs. Horace Cadd came to The Jack Hotel, Newbury. Mr. Cadd quickly made a name for himself as an organiser and helper in all good causes, and when in 1934 the demolition of the "Old Jack" took place, to the regret of everyone, this meant the removal of Mr. Cadd to The Bear Hotel at Hungerford, and the loss of a good townsman for Newbury.

Perhaps it was more than a coincidence that Mr. and Mrs. Cadd became host and hostess of two such historic hostelries as The Jack, of Newbury, and The Bear, of Hungerford. They

had a way with them which fitted them to carry on the traditions of these old inns. Mr. Cadd died in 1938 and was succeeded by Mrs. Cadd, who during the war years and difficult rationing in those years and since has upheld the reputation of the place.

The dining room of The Bear, with its picturesque timbered ceiling, has witnessed many merry parties, but never a merrier one than on that Monday night, but amidst this there was the regret the company felt that they were losing their old friend Mrs. Cadd, who was leaving for her new home at Hove, where she is retiring to private life.

The host at the party was Mr. E. Duncan Simonds and during the interval between the cocktail party and dancing, Mr. Beauchamp Hogg made Mrs. Cadd a presentation on behalf of a few friends at Hungerford of a handsome cut glass punch bowl and set. Mrs. Cadd, in thanking her friends, spoke of the happy days she had spent at Hungerford.

The licence of The Bear has been transferred. The new manager and his wife are Mr. and Mrs. W. A. A. Plain, who come from The Mount Craig Hotel, Ross-on-Wye.

Newbury Weekly News.

THE LICENSED TRADE.

EFFECT OF HEAVY TAXATION.

Held in abeyance since before the war, the first post-war banquet and ball of the Reading and District Licensed Trades Protection and Benevolent Association was held at the Majestic Ballroom, Reading, on Tuesday, September 28th. The association's president, Mr. F. A. Simonds was unable to be present owing to a recent illness, and his son, Mr. E. Duncan Simonds, took over the presidency for the evening.

"The Association and the Trade" was proposed by Mr. E. Duncan Simonds, who said that his father had sent a telegram with warmest regards to all good friends at the banquet. "The greatest concern in the trade," he added, "is the level of taxation. Seventy per cent. of the money paid over the counter by the general public goes in taxation." It was significant that the seller's market has disappeared and a buyers' market had made its appearance since the April Budget, which shook the trade."

In reply, Mr. H. S. Smith (secretary of the association) compared the beer gardens of Germany, the cafes of Paris, and the saloons of America, with the "good old English pub." There was no place in the world like the "English pub," he added. Mr.

Harry Robinson (president, Licensed Victuallers' Defence League of England and Wales) also replied.

Mr. F. C. Riden proposed "Our Guests," and the Mayor (Alderman H. V. Kersley) replied.

"The President" was proposed by Mr. W. H. Keevil, who wished Mr. F. A. Simonds a speedy recovery, and praised the work of Mr. E. Duncan Simonds.

After dinner there was a presentation of cutlery to Mr. F. C. Riden, hon. treasurer of the association, by officers, committee, and members of the association in appreciation of his 37 years' service.

MARRIAGE OF MR. JOHN LEIGH HUNT AND MISS RUBY GRACE AYERS.

The wedding of Mr. John Leigh Hunt (of the Catering Department) and Miss Ruby Grace Ayers (Secretarial Office) took place at St. Peter's Church, Earley, in August.

The bride given away by her father wore a gown of white satin, with headdress of orange blossom, and carried a bouquet of white carnations.

The bridesmaids were Miss Rosemary Clifford and Miss Gwen Goodall (Catering Dept.), who wore dresses of oyster satin with gold accessories, and carried bouquets of bronze chrysanthemums.

Mr. John Langley also of the Catering Dept. was best man.



Wedding of Mr. John Leigh Hunt and Miss Ruby Grace Ayers.

NEW NAAFI CLUB.

OPENING BY THE DUKE OF GLOUCESTER.

The latest permanent NAAFI club, which was opened at Aldershot, on the 17th November, by the Duke of Gloucester offers comforts and amenities comparable to those of a good hotel.

This modern building, situated at the junction of Wellington Avenue and Gun Hill, cost £70,000 to erect and appoint, and provides for most tastes in recreation. It has a large theatre, restaurant, tavern, reading and writing rooms, and a lounge, furnished in mahogany with rust fabrics, where there is a large television set.

In his opening speech, the Duke of Gloucester said that it was on the NAAFI girls that the whole organisation really depended. General Sir James Steele, Adjutant-General to the Forces, who spoke on behalf of the three services, paid similar tribute, including also the W.V.S., who, he said, had made a great contribution to the morale of the services.

The building was dedicated by the Bishop of Guildford, Dr. J. V. MacMillan, and the Duke of Gloucester was thanked by Sir Lancelot Royle, chairman of the NAAFI board of management. The Navy was represented by Admiral Sir Harold Burrough and the R.A.F. by Air Marshal Sir George Pirie. Lord Portal, the Mayor and Mayoress of Aldershot, and Mr. E. M. Joseph, the architect, were among those present.

From "The Times," November 18th, 1948.

We have been appointed Brewers to this Club and were represented at the opening ceremony.

By MR. F. A. SIMONDS.

BOXFORD LANDLORD SERVES HIS LAST CUSTOMER.

LEAVING THE BELL AFTER 300 YEAR FAMILY RECORD.

Mr. Francis Merritt, landlord of The Bell Inn, Boxford, called "time, gentlemen, please," recently, and said "Well, after 300 years, that is the last pint to be served by a Merritt in this house."

Mr. Merritt leaves the inn where he was born 81 years ago and goes into retirement near Thatcham, where he has taken a house. It will be the first time he has been away from the Bell. "I have eaten every Christmas dinner there," he says.

WHEN 'BACCY WAS THREEPENNE.

When the new landlord takes over it will be the first time a Merritt has not been behind the bar for 300 years. Mr. Francis Merritt became the licensee in 1910 on the death of his father, William, who was also born at The Bell and lived to be 90. The family records go back no farther than Mr. Merritt's great-great-grandfather, whose initials, with the year 1769 are carved on an out-house door, but the parish rate books show that the Merritts were rated for the Bell long before that time.

Mr. Merritt remembers when he sold tobacco at 3d. an ounce, best bitter at 3d. a pint, mild at 2d. a pint and a quarter of gin for 6d. He has had the doctor only once in his life and can read a newspaper without glasses.

The Bell is the only licensed house in Boxford, and from time immemorial has been the centre of village life.

The licence of The Bell has been transferred from Mr. Francis Merritt to Mr. Alfred R. Sullivan, of Newbury.

Newbury Weekly News.

MARRIAGE OF MR. R. MASON AND MISS JOAN HEATH.

The Vicar, the Rev. B. W. Mason, officiated at the wedding on September 11th, at St. George's Church, Reading, of Mr. Rodney Arthur Mason, son of the late Mr. C. Mason, and of Mrs. Mason, of 104 Westfield Road, Reading, and Miss Joan Heath, daughter of Mr. and Mrs. A. E. Heath, of 12, Wilson Road, Reading. Mr. Hill was at the organ and the service was choral.

Given away by her father, the bride wore a dress of white Mondelaine crepe, cut on classical lines. A headdress of orange blossom held the Limerick lace veil in place. Her shower bouquet was of dark red roses and white heather. The attendants were Mrs. Enid Kitching (sister of the bridegroom), who was matron of honour, Miss Elsie Davies (friend of the bride) and little Miss Susan Champion (cousin of the bride).

The bridegroom was formerly in our Engineering Department, is now in the Coldstream Guards, and the bride was in the Delivery Offices.

The best of health and all happiness to both of them!

READING PENNSYLVANIA, BICENTENNIAL
EXHIBITION.

In our last issue we published a picture of the design for the exhibit in the English Building at the above Exhibition. We are now able to reproduce a photograph of the actual Stall as erected on the site, which illustrates that the original plan as drawn up by us was faithfully carried out in practically every detail.



Independent testimony as to the popularity of our exhibit is referred to in the following letter which was received by our Chairman and Managing Director from "The Old Reading Brewery" in our sister town in Pennsylvania :—

"THE OLD READING BREWERY INC.,
9th and Laurel Streets,
READING, Pa.,

October, 5th, 1948.

Mr. F. A. Simonds,
H. & G. Simonds, Ltd.,
The Brewery,
READING,
England.

Dear Mr. Simonds,

THE HOP GAZETTE arrived recently and once we had dissipated the effects of the salt water journey, we found the contents interesting.

I visited the Simonds' exhibit at the Reading Fair Grounds several times and I can honestly tell you that yours was far and away the most popular exhibit in the "English Building." This popularity stemmed from, we think, the quality of your exhibit which was head and shoulders above the others, and the natural interest of the Pennsylvania Dutchmen, in beer. . . . even English beer, if necessary.

We heard the recording of your broadcast and as you know by now, we made a similar record here which I suppose you have heard played. More interesting than the exchange of recordings, however, seems to be the exchange of ideas between the school children of the two cities of Reading. We hope that you will take as much interest in this project as we are over here, with the further hope that some day we will see tangible results from this interchange of thoughts.

It is always nice to hear from you and hope that we will continue to hear from you. With kindest personal regards.

I am,

Very truly yours,

GEORGE CITRON,
Sales Manager,

THE OLD READING BREWERY, INC."

LICENSED TRADE BANQUET AND BALL.

PRESENTATIONS TO MR. DUNCAN SIMONDS.

In connection with the recent Banquet and Ball of the Reading and District Licensed Trades Protection and Benevolent Association, an interesting little ceremony took place on Tuesday, November 16th, at Messrs. H. & G. Simonds' Brewery at Reading, when the Banquet Committee, comprising Major T. Warwick, Chairman, Mr. F. C. Riden, Treasurer, Mr. H. S. Smith, Secretary, and Messrs. E. A. Green, W. H. Keevil, J. T. Mead and A. G. B. Oxlade, met the President, Mr. E. Duncan Simonds, a director of the firm, to submit the balance sheet of the function and to ask his acceptance of a memento of the occasion, which took the form of a silver inkstand and framed copies of a photograph of the banquet committee and a cartoon of the officers, etc., by Fred May the celebrated cartoonist.

The treasurer, Mr. Riden, introduced the deputation saying how delighted they were that the function had proved such a great social and financial success, largely due he said to the popularity of their President and the help of his firm. As a result the committee were enabled to allocate fifty guineas each to the Licensed Victuallers' School, The Licensed Victuallers' Benevolent Institution and the Beer and Wine Trade Benevolent Society, cheques for which had already been forwarded to these Institutions.

The Chairman, Major Warwick, then made the presentation and added his personal thanks and appreciation of all that Mr. Simonds had done for them.

Mr. Simonds, in reply, thanked the committee for their handsome present which he and his wife would treasure and which would be a lasting memento of a most enjoyable evening. It had been a great pleasure to him to preside at this the first post-war social event of the Reading Association and to meet so many old friends in the trade. He also expressed his sincere regret at the sudden death of their old friend Mr. Harry Robinson, President of the Licensed Victuallers' Defence League of England and Wales, who had been present on this occasion and had spoken on behalf of the trade.

After a short discussion on various trade topics the party adjourned to sample the firm's products.

BREWERY JOTTINGS.

It is very difficult to commence these "Jottings" without a feeling of great sadness, for, as is reported more adequately on another page, Mr. W. Dunster, who wrote from their start, has passed on. The Brewery has lost a great character, and to Mrs. Dunster and family, may we all extend our very deepest sympathies.

R.I.P.

OCTOBER 1ST.—The years roll on and another Annual Balance has been tackled and again conquered—at least one small item took some finding—and to all concerned congratulations on finding it in good time.

Several of those who recently joined H.M. Forces have been to look up old friends, amongst them Mr. Randall (Accounts Dept.) and M. E. Bricknell (General Office).

During the past few months the following changes have taken place, and to all we wish every success :—

The Pack Horse Hotel, Staines, has been transferred to the Hotels and Catering Department and is under the Resident Managership of Mr. James D. Mountney.

The Railway Inn, St. Mary, Bourne—Mr. Henry Black.

The Cricketers, Weston—Mr. James W. Collins.

The Garibaldi, Iver—Mr. A. Gosney.

The Queen's Arms, Newbury—Mr. A. Watson.

The Angler's Arms, Reading—Mrs. E. K. Brind.

The Blagrove Arms, Reading—Mr. H. A. V. Dalton.

The Fox, Bisley—Mr. J. Taylor.

The Red Lion, Bracknell—Mr. A. M. Hinxman.

The Miller of Mansfield, Goring-on-Thames—Mr. R. B. Corksey.

The Turk's Head, Thatcham—Mr. W. M. Ceaton.

The Fox and Hounds, Well House, Newbury—Mrs. E. Northway.

The Black Lion, Woodcote—Miss E. J. Bishop.

The Red Lion, Baydon—Mr. S. W. Reeves.

The Royal Oak, Ecchinswell—Mr. W. J. Pratt.

The Three Swans Hotel, Hungerford—Mrs. G. M. Evans.

The Horse and Groom, Mortimer—Mrs. K. M. Lock.

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

Mr. W. Skurray of the Hope Inn, Purton, who died on 7th November, and had been a tenant of this House since December, 1936.

Mr. T. F. Evans, of the Three Swans, Hungerford, who died on 13th October, and had been a tenant of this house since August, 1946.

Mr. C. F. Lock of the Horse and Groom, Mortimer, who died on 13th October, and had been a tenant of this house since September, 1942.

Mr. J. Northway of The Fox and Hounds, Well House, Newbury, who died on 16th September, and had been a tenant of this house since October, 1922.

Mr. H. S. Birks of The Fox, Bisley, until 18th September, 1948, passed away on September 25th, having been a tenant of this house since October, 1937.

We regret to record the death of Mr. C. Lailey. He entered the Firm's employ in the Building Department on the 12th April, 1915, and was placed on pension on the 11th January, 1940. Previously he was in the service of H. C. Simonds, Esq.

Mr. E. D. Penlerick, late Traveller in the Worthing area, has been promoted to the Managership of Brighton Branch. Hearty Congratulations!

Mr. C. Rhodes, Manager of the Grosvenor House, gained first place in the Minor Counties bowling averages for the past season whilst assisting Berkshire. Formerly he was a Lancashire player.

Congratulations to Mr. W. C. Heley on being presented with a son on October 9th.

Mr. S. Crew, of the Engineers' Department Office has transferred to Messrs. John May & Company, Ltd., Basingstoke, on promotion.

Congratulations to Mr. H. Dines, Head Cooper, whose wife has presented him with a daughter.

Mr. H. Davis, of the Delivery Department, has entered hospital to undergo an operation. Our hopes for a speedy recovery are extended to him.

Mr. H. Webb, of the Hotels and Catering Department, entered hospital for an operation, which, we hope and trust, will restore him to health.

We were grieved to learn of the passing of Mr. E. G. Fulluck, of Newton, Castle Road, Hythe, a late employee of this Company. He will be remembered by the older members of the staff as a Traveller at our Aldershot and Salisbury Plain Branches.

Welcome to Miss P. J. Mullin (a grand-daughter of Mr. C. E. Gough) who joined our staff in the Correspondence Department on October 1st.

HOCKEY.

SOME ENJOYABLE GAMES.

The first part of the hockey season has been most enjoyable and successful. The early games were played in a summer-like heat, more suitable for cricket than hockey, but since then the weather has gone to other extremes, and two of our games have had to be abandoned, one through very heavy rain and one through fog.

Of the eight games played, four have been won, one drawn, one lost, and two abandoned (in each of these we were leading at the time of abandonment).

We have scored 22 goals, of which our centre-forward, G. Harding, has obtained 10, and we have conceded 13.

Each game has been well contested, one of the most enjoyable being against our old friends, Old Henleians. We had to journey to play them with two of our regulars absent. Up to half-time we managed to hold our opponents, but after that they wore us down and won eventually by four goals to one.

The following week we had an "all men's" game against the R.A.O.C., Bramley. It was necessary to call on outside help to complete our team, but despite the fact that we were playing together for the first time, we settled down well, and in a game where defences were on top throughout, we held our opponents to a 2—2 draw.

RESULTS.

Gascoignes	Won	5—3
N.A.L.G.O.	"	4—1
St. Mary Magdalen	"	4—1
Ministry of Works	Abandoned	
Reading Technical College	Won	6—2
Old Henleians	Lost	1—4
R.A.O.C., Bramley	Draw	2—2
St. Mark's	Abandoned	

LIGHTER SIDE.

"I took great pains to make this cucumber salad."

"I know; I've got 'em."

* * * *

"Hurry up with that game of billiards, boys," said the village fireman. "There's a fire in the next village."

"How do you know?"

"I had a postcard this morning."

* * * *

"Why the coat-collar turned up, old man? It isn't cold."

"To hide the home-knitted scarf that hides the home-knitted pullover that hides the home-knitted tie."

* * * *

Doctor: "My dear sir, you are a dangerously sick man. Your heart is badly irregular in its action, and is beating hard enough to tear itself to pieces."

Patient: "Hold on, doctor, that is my watch you have been listening to."

* * * *

The wife of a sportsman prohibited her husband from backing horses, but he continued to gamble secretly.

One evening an old friend, unaware of the prohibition, dropped in and said to the punter: "Well, did you have any luck with Millicent yesterday?"

Instantly the wife shot her husband an ugly look and went out of the room.

"You've torn it," groaned the husband. "My wife thinks I don't bet now. You'll have to square this with her."

In a few moments, when the wife returned, the friend said, breezily. "I say, Mrs. Brown, I'm awfully sorry if I misled you just now, Millicent isn't a horse, you know, she's a barmaid."

* * * *

A certain commercial traveller, calling for the first time upon a new customer, presented a snapshot of his fiancée in mistake for his business card.

"That's the firm I represent, sir," he remarked.

The customer examined the photograph for a moment and then handed it back with a smile.

"I'm afraid," he said, "that you'll never be manager of that firm."

"Flora is engaged. Did she tell you all about it?"

"Mercy, no; I only spent the afternoon with her."

* * * *

Mrs. Brown: "Has the new florist any children?"

Florist's Neighbour: "Yes, a little girl who is a budding genius, and a little boy who is a blooming nuisance."

* * * *

Visitor (in factory): "Do you have long hours here?"

Workman: "No, just the usual length—sixty minutes."

* * * *

Mother: "Your father will be very cross with you when he comes home."

Small Son: "That's all right, mummy, I'm not sensitive."

* * * *

"Ma," roared Mr. Jagsby, "where in the bow-wows is my hat? I can't keep a thing about this house. It's a shame the way things disappear without any apparent reason. I would just like to know where that hat is."

"So would I," replied Mrs. Jagsby, coldly. "You didn't have it on when you came home last night."

* * * *

"But what makes you think your husband is delirious?"

"The way he says 'Cheerio!' and blows the top off his medicine."

* * * *

"Mr. Chairman, I propose numbers be restricted at the annual dinner," said a member of the angling club.

"For what reason, Mr. Bite?"

"Well, sir, there wasn't enough elbow room to talk last year."

* * * *

"Don't forget, darling," whispered the bride as they got out of the train, "that we're going to try to make people think we've been married a long time."

"That's right, sweet one, you carry the suitcase."

* * * *

"Another new dress!" raved her husband. "Where do you think I'm going to get the money to pay for it?"

"That's your affair," replied the wife of his choice. "I didn't marry you to give you advice on financial matters."

Maid: "Please, m'm, you didn't leave enough for the sweep."

Mistress: "What do you mean? I gave you two shillings."

Maid: "Yes, m'm, but sweep says chimneys is gone up."

* * * *

Brown came home late from his club and told his wife he had had a tip to back a mare named Princess Charming the next day.

Next day, at breakfast time, however, he had forgotten the mare's name, so appealed to his wife for help.

Coily she smiled at him and said: "Look at me dear, and think again."

He did so, and then faltered uncertainly: "It wasn't Ugly Duckling, was it?"

* * * *

Harassed conductor in a much-overcrowded 'bus:—

"Move up, please. If you've never had a squeeze, now's your chance."

* * * *

"You remind me of the wild sea waves."

"Oh-h-h, because I am so restless and unconquered?"

"No. Because you make me sick."

* * * *

An Irishman with a very thick head of hair was one day in the centre of a few Englishmen, who endeavoured to crack jokes at his expense.

"Why," exclaimed one of them, "your head of hair is like a stack of hay."

"Well," returned Pat, "that's what I thought when I saw so many asses standing round it."



THE NATIONALISATION OF INNS!

THE CHAOS THAT WOULD RESULT.

How to quench one's thirst after the passing of the Licensed Premises Act (Nationalisation of Inns, Taverns, etc.) 11 Geo. VI, 49.

Extracted from "The Mourning Teleprint," 1st April, ...

No longer is it possible to arrange to meet at The King's Head, Chigwell, or The Woolpack, Wantage, for a game of darts, a convivial hour or to transact any other business for, though the premises remain, their titles have been swept away. Now if you want half a pint of British Beer (British, *not* Simonds') you adjourn to SX 218 or BRX 132. Neither, as you wend your way down towards your usual house of call and you meet one of your bosom pals, is it advisable to suggest he should join you at your local. It is not as simple as all that and "The Mourning Teleprint" therefore appends the following instructions.

In the first place it is advisable to remember that the Government has instituted a five day week, for the opening of licensed premises.

Business may be transacted—

Sunday, Tuesday and Friday ...	7.55 — 11.30 a.m.
	3.10 — 4.50 p.m.
Wednesday and Thursday ...	7.55 — 11.25 a.m.
	3.5 — 4.55 p.m.

Bearing in mind the above-mentioned days and hours, whether they suit your convenience or not, and you still think you will buy a pint of British Beer for your health's sake, you must apply at the local Post Office for form M & B/2171. Take this home, apply for a week's leave and answer all the 147 questions on the paper. This done, send it by registered post to Ministry of Morals, Morals House, Piccadilly, W.1. In return you will receive form XXX/186. Do nothing with this but ask at your Post Office for form NBG/247/OK. Do not fill this in but post it in blank (be careful not to sign it) to the Ministry of Fuel (Liquid), Burton-on-Trent. The Minister of Fuel (Liquid), unless he is on holiday with pay or on sick leave (also with pay) should in due course send you form GB/2/L in quadruplicate. Fill in all 4 forms as directed and have your signature witnessed by one of the following:—

Lord Mayor of London; Duke of Lancaster; Lord Chief Justice; First Sea Lord; Mr. Dalton; Bishop of Birmingham; an Army Captain; Fire Brigade Captain; Salvation Army Captain; Australian Cricket Captain; Prefect of a Public School; Elder Brother of Trinity House; A Civil Servant (not domestic); A Greengrocer; Compton (D); President of R.F.U. or any other person.

When you have done this send one copy to—

- (a) Your Vicar—if it is his birthday.
- (b) Any one of your aunts.
- (c) Director of B.B.C. (S.O.S. Department).

(d) Retain this copy for framing and hang up in spare bedroom.

Now pluck up sufficient courage to visit the Post Office once more and this time ask for form BAR/2147/OO. Fill this up, being careful *not* to answer questions—19, your usual hotel, tavern, inn, etc.; 27, your favourite beverage; 38, the brewery and/or distillery you prefer. These three questions will be answered by the Home Secretary, his wife or domestic help

If within 14 days you do not receive from the Home Secretary, his wife or domestic help, a certificate entitling you to patronize the hotel, inn, tavern or milk bar to which you have been directed by the Home Secretary, his wife or domestic help, apply at the Post Office for form PUB/1949/48/Q/A/ROT.

If you receive a certificate, take it to the hotel, inn, tavern or milk bar to which you have been directed and present it to the landlord, manager, barmaid or other responsible person.

(NOTE.—Be careful to see that the landlord, manager, barmaid, or other responsible person is wearing in a conspicuous position his or her badge with his or her number and ask to see the hotel book containing the Government permit to supply you (your name should be inserted therein) with your requirements. You may *order* what you like).

It may so happen that you have been directed to some hotel, inn, tavern or milk bar far from your place of residence. Free transport thereto will be provided for you by the Government but to obtain this privilege you must apply to the War Office for yet another form.

SIMONDS' HOTELS AND INNS.

The records of our Hotels and Catering Department shew that during the financial year which ended on the 30th September, the following foreign guests were received in our Hotels and Inns throughout the South of England:—

American ...	126	Finn ...	4	Spanish ...	2
Italian ...	3	Ceylonese ...	1	S. African ...	8
Norwegian ...	14	Czech ...	4	Pakistan ...	3
Dutch ...	35	Swiss ...	24	Turk ...	3
French ...	67	Portuguese ...	3	Ukranian ...	2
Cypriot ...	2	Belgian ...	6	Estonian ...	1
Polish ...	42	Chinese ...	2	Brazilian ...	1
Greek ...	7	Australian ...	3	Malayan ...	3
Danish ...	32	Hungarian ...	1	Russian ...	1
Canadian ...	17	Iraq ...	2	New Zealand ...	5
Austrian ...	2	Rumanian ...	1	Indian ...	2
Swedish ...	48	German ...	15		

These figures represent a total of 492 visitors of 35 nationalities.

SIMONDS' STAFF BALL.

The Annual Staff Ball will be held on Friday, January 21st, 1949, in the Large Town Hall, Reading.

Dancing from 8 p.m. to 2 a.m.

Tickets 10/- each (including Light Refreshments).

The Directors are generously granting a subsidy of 5/- towards the cost of the tickets to all employees, who may also take one friend at the reduced cost, i.e. 10/- for two tickets.

Application for these must be made by December 31st, after which date tickets cannot be guaranteed.

Last year the demand was far in excess of the supply, so employees are advised to make an early application.

THE LATE MR. W. DUNSTER.



It is with great regret that we record the death, on September 30th, of Mr. W. Dunster (well-known to readers of this GAZETTE as the writer of "Brewery Jottings"), at the age of 60. He had been in the Company's service just over 43 years.

Mr. Dunster was always a great lover of sport, and in his earlier days played for the Brewery cricket team on many occasions. After giving up active participation in "wielding the willow" he continued to take a keen interest in the Club's progress. Although not a "player," he took great interest in football, and scarcely ever missed going to see a "home" match.

For nearly the whole of his business career he was on the Reading staff at the Brewery, during which time he made many friends to whom he was affectionately known as "Billy."

We express our deep sympathy to his widow and two sons in their sad loss.

The funeral service took place at St. Peter's Church, Caversham, and many of Mr. Dunster's colleagues at the Brewery attended to pay their tributes of respect to one whom they held in very high esteem.

NINETY YEARS OF AGE!



MR. FRED SIMONDS REVISITS THE BREWERY.

Congratulations and good wishes were received from far and near by Mr. Fred Simonds, who attained the age of 90 years on October 12th. Mr. Simonds was formerly a Director and Secretary of the Company. In honour of the occasion the Brewery flag was flown.

During the morning Mr. Simonds, accompanied by Mrs. Simonds, visited the Brewery, and was received by the Chairman and Managing Director, Directors, also senior members of the staff, who personally extended their greetings.

Those of our readers who knew and worked with Mr. Simonds will wish him continued health and happiness in his retirement.

FOOTBALL.

The Simonds' Football Club have had a very tough struggle since the season started, but, with freedom from serious injuries, the prospects are much brighter.

The "A" team, playing in Division I of the Reading and District League, are meeting formidable opponents, and in spite of one or two heavy defeats, are full of confidence, and determined to move up the league table.

The Reserves, in Division IV, have been steadily building-up a useful team, and have some players who will prove good deputies for the First XI.

RESULTS.

FIRST ELEVEN.

Date.	Opponents.	Result.	Scorers.
1948.		F. A.	
28th August	Arborfield Garrison	2-0	Venner, Wheeler.
4th September	St. Bart's	1-5	Mapstone.
11th "	R.N.O.C.	4-5	Hawkins 2, Mapstone and Venner.
18th "	Crown Villa	2-3	Venner 2.
25th "	Reading Y.M.C.A.	3-4	Wheeler, Hawkins and Mapstone.
9th October	Binfield	2-1	Hawkins, Smith.
16th "	Aerodrome	3-7	Mapstone 3.
23rd "	Caversham Athletic	2-10	Mapstone, Gingall.
30th "	St. Bart's	4-4	Mapstone 2, Gingall 2.
6th November	Crown Villa	2-5	Smith, Gingall.
13th "	Theale	1-7	Gingall.
30th "	Sandhurst	1-0	Smith.

RESERVES.

Date.	Opponents.	Result.	Scorers.
1948.		F. A.	
28th August	Didcot Town Res.	1-7	Mauchline.
4th September	Tenaplas	4-4	Cottam 2, Waters 2.
11th "	Shinfield Estate	7-4	Greenaway 2, Millard, 5.
18th "	St. Luke's	6-0	Cottam 1, Millard 5.
25th "	Burghfield	1-6	Jeffcoat.
9th October	Rabson Rovers "A"	0-9	
16th "	Dorchester	2-4	Greenaway 2.
23rd "	Reading Exiles	0-1	
30th "	Cholsey	1-4	Waters.
6th November	Rabson Rovers "B"	5-4	Waters 3, Millard 2.
20th "	Mapledurham	2-0	Waters, Allen.
27th "	Goring	8-5	Millard 3, Rees 2, Spicer, Fullbrook, Waters.

GOALS.

First Eleven: Venner 5, Wheeler 2, Mapstone 9, Hawkins 5, Smith 2, Gingall 5, Braisher 1.

Reserves: Millard 15, Cottam 3, Waters 7, Greenaway 4, Rees 2, Mauchline, Jeffcoat, Allen, Fullbrook and Spicer 1.

FIXTURES.

1948.					
11th December	...	Binfield	Away
18th "	...	O. B. Wanderers	Home
1949.					
1st January	...	Reading Y.M.C.A.	Away
8th "	...	Wokingham Town	Home
15th "	...	Broadmoor	Away
22nd "	...	Reading Aerodrome	Home
29th "	...	Caversham Athletic	Home
5th February	...	Newbury Northcroft	Away
12th "	...	Crown Villa	Home
19th "	...	Theale	Away
26th "	...	Sandhurst	Home

RESERVES.

1948.					
11th December	...	Shinfield Est.	Home
18th "	...	British Railways, Reading	Away
1949.					
1st January	...	Burghfield	Home
8th "	...	Albion Athletic	Away
15th "	...	Checkendon	Home
22nd "	...	Dorchester	Away
29th "	...	Exiles	Away
5th February	...	Cholsey	Home
12th "	...	Rabson Rovers	Away
19th "	...	Goring	Home
26th "	...	Mapledurham	Away

READING CLUBS' DARTS LEAGUE.

SECTION III.

SOCIAL CLUB TEAM IN ACTION.

We are pleased to see the Social Club Darts Team in action again, and under the leadership of Mr. J. Streams (Capt.) they are certainly putting up a very good show, with five wins and three draws out of eight games to their credit.

Captain: Mr. J. Streams.

Vice-Captain: Mr. F. Cross.

Secretary: Mr. A. Franklin.

Civil Defence	...	3	H. & G. Simonds, Ltd.	...	5	W.
H. & G. Simonds, Ltd.	...	4	Civil Defence	...	4	D.
Balfour	...	3	H. & G. Simonds, Ltd.	...	5	W.
H. & G. Simonds, Ltd.	...	8	Balfour	...	0	W.
Comrades	...	2	H. & G. Simonds, Ltd.	...	6	W.
H. & G. Simonds, Ltd.	...	5	Comrades	...	3	W.
Huntley & Palmers, Ltd.	...	4	H. & G. Simonds, Ltd.	...	4	D.
H. & G. Simonds, Ltd.	...	4	Huntley & Palmers, Ltd.	...	4	D.

The position of the Clubs up to an including December 2nd, is as follows :—

	Won	Lost	Drawn	Points
H. & G. Simonds, Ltd. ...	6	0	3	15
Huntley & Palmers, Ltd.	5	1	3	13
Comrades	4	2	2	10
P.O.W.	2	2	4	8
Gasworks	2	2	4	8
Balfour	3	5	0	6
Everitts'	2	4	2	6
Civil Defence	1	3	3	5
R.N.O.C.	2	4	1	5
Goring	1	5	2	4

TABLE TENNIS.

READING AND DISTRICT ASSOCIATION LEAGUE.

The Social Club have entered teams in the above league, one in Division IV and one in Division V, and confidence in the players has been amply justified.

Matches played up to the present have resulted as under :—

SIMONDS' "A" TEAM (DIVISION IV).

v. Broadmoor	Won	9—0
v. Tilehurst	"	5—4
v. Cumberland Road	"	5—4
v. Sutton's	Lost	1—8
v. Pulsometer	Won	6—3

SIMONDS "B" TEAM (DIVISION V).

v. Sutton's	Lost	4—5
v. Inland Revenue	"	2—7
v. Royal Berks Hospital	Won	6—3
v. Co-operative	"	8—1

Messrs. K. G. S. Organ, W. Philpott and J. Bradford represent the "A" team.

Messrs. L. Wilson and L. Twiney and Miss M. McLeod represent the "B" team.

Both teams are supported by strong reserves, and the prospects are very encouraging.

Practice nights are Mondays and Match nights are Fridays. Any employees interested are cordially invited to attend on these evenings.

CRICKET.

Owing to the extreme shortage of space, it is regretted that the Cricket Averages and resumé of the past season cannot be included in this issue, but will be given in full when we next go to press.

BRANCHES.

PORTSMOUTH.

PORTSMOUTH STORES.

The staff of Portsmouth Branch take this opportunity of extending to our Chairman and Managing Director, Mr. F. A. Simonds, the Board of Directors and our colleagues at Reading and all Branches, our Seasonal Greetings for a Merry Christmas and a Happy and Prosperous New Year to follow.

To our good friends "in the Trade," in licensed premises, in clubs, messes and holiday camps, we send our Greetings for the Festive Season and look forward to our continued association during a prosperous 1949.

RETIREMENT OF MR. F. H. BIGGS, MANAGER.

At the close of business on Friday, September 24th, a very impressive ceremony took place in the office at 33, Marmion Road, Southsea.

The entire staff of Portsmouth Branch, including those already retired on pension, assembled to wish Mr. F. H. Biggs a long and happy retirement after having served for 46 years with the firm.

After Mr. C. R. Holman (who succeeded Mr. Biggs as manager as from October 1st) had given a short address, in which he said the object of the gathering was to present Mr. Biggs with a parting gift as a token of appreciation and esteem for all he had done, he asked Mr. R. B. Bryson to make the presentation.

Before making the presentation, Mr. Bryson made a brief speech. He said, "Mr. Biggs commenced his duties at Portsmouth Branch 21 years ago, serving first as Chief Clerk and then (and for the greater part of this period) as Manager. Most of us have had the privilege and pleasure of serving under him for many years, some of us over all of this time. We have passed through difficult as well as good times together, including the years of the Second World War, and later, the happy days of victory. Always, Mr. Biggs has set a good example to everyone in carrying on with the business to hand.

"We thank you, Mr. Biggs, for the kindly consideration which you have shewn all members of the Staff over all these years. We congratulate you upon reaching your well earned retirement after a successful career, and over forty-six years' loyal service with the fine old Firm of 'Simonds.' We are happy to associate Mrs. Biggs with this ceremony, and hope that it will

add to the happiness which she has experienced during the years spent at No. 33. Now, Mr. and Mrs. Biggs, I have much pleasure in asking you to please accept these tokens of esteem and respect of us all. We wish you both good health and every happiness in the future. This list of subscribers you will notice contains the name of every member of the Staff and also our two pensioners."

The gifts took the form of a pair of silver-backed hair-brushes, and a flask, and Mrs. Biggs was presented with a leather writing compact.

Mr. Biggs feelingly expressed his thanks on behalf of Mrs. Biggs and himself for the very lovely gifts, and said that the list of subscribers he would keep among his treasured possessions, he hoped, for many years.

He thanked the Staff for the loyalty and co-operation which they had always given him, and said that he could already see that Mr. Holman would have the same loyalty and support extended to him.

He made special reference to Mr. Bryson, and thanked him personally for all he had done, saying that he had been lucky in having such a capable and conscientious Chief Clerk. He also referred to the versatility of Mr. H. J. Lloyd, and his willingness to step in and fill the gap in any emergency.

Mr. C. R. Holman proposed the toast "Mr. and Mrs. Biggs" which was drunk with acclamation, and the proceedings ended on a joyful note.

All the football fans at this Branch feel that they cannot let this issue of the HOP LEAF GAZETTE go to press without making some reference to the fine performance of the Portsmouth football team, although at the time of writing they are not heading Division I, having been temporarily deprived of this position by Derby County.

Thirteen matches in succession without defeat was no mean achievement, and the possibility of becoming League Champions has not altogether gone from our minds. "Keep it up, Pompey!"

We are pleased to see that our friends at Plymouth are no longer "supporting" the whole of Division II. Keep on pegging away, and perhaps one day you may have the pleasure of playing against the lads in red, white and blue.

We should also like to congratulate the Reading Club on their success in recent matches. A continuance of this form will put them at the head of Division III.

Southsea Sea Angling Club, grand supporters of the Portsmouth Council when it comes to Fishing festivals and Children's Competitions, excelled themselves this year when they held one of the most successful Children's Angling Competitions on record. The spirit of co-operation for the sport in this Club is such that every child entering is provided with tackle, bait, gear, etc., and is, if necessary, taught to use same. Over forty prizes were presented.

The Club's festival itself, held on the 25th and 26th September, was highly organised, and a great success. Teams entered from as far afield as Hastings, Brighton, Southampton and Guildford. Receptions were held on the South Parade Pier on the evening of each day. Prizes were presented on the Saturday by the Club President, Councillor Lieut.-Colonel G. M. O'Rorke, C.I.E., M.B.E., R.E., and on the Sunday by the Right Worshipful Councillor Frank Miles, J.P., Lord Mayor of Portsmouth, at the receptions attended by over 600 people. The "Simonds" Prize for the heaviest total weight of flat fish was won by Mr. W. Ayres, of the S.S.A.C. Well done, Mr. Ayres, and also Mr. Bert Taylor, of the Southsea Sea Angling Club, who walked away with, or, shall we say, "fished away" seven prizes on one day.

The Secretary, Mr. L. Goddard, would welcome all enquiries regarding local fishing amenities from prospective anglers.

Our friends of the 14th Battalion Parachute Regiment (T.A.) held an impressive ceremony on Sunday, October 17th, at the Southampton Civic Centre. The Commanding Officer of the 5th Royal Hampshire Regiment presented the Colours, which were received by Lieut.-Colonel A. F. Munro, on behalf of the 14th Battalion Parachute Regiment. They were well supported by the 5th Royal Hampshire Regiment during the Ceremony. Afterwards a reception was held in the Carlton Drill Hall, which was attended by 500 guests.

Last year, at the Brigade Camps, the 14th Battalion Parachute Regiment won the shooting competition, and carried this victory further by winning three more shooting trophies this year. Recruiting for this Unit progresses well, but in order to complete their ambitious programme for 1949, prospective members are invited to apply to H.Q. at Carlton Drill Hall, Southampton, or the Company H.Q. at Portsmouth, Hilsea Barracks.

On Wednesday, November 17th, 1948, the City of Portsmouth, Gosport and District Licensed Victuallers' Society, under the

chairmanship of G. E. Lamb, Esq., held their first post-war Annual Banquet and Ball at the Savoy Ballroom, South Parade, Southsea. The President was Sir Herbert E. Morgan, K.B.E., Chairman of Smith's Potato Crisps, Ltd.

An excellent Dinner was provided for over 400 diners, after which many hundreds more joined the dancing on what surely must be one of the finest floors in the country.

The toast of the Lord Mayor and Corporation of the City of Portsmouth was most ably proposed by H. E. Privett, Esq., and in reply, the Right Worshipful Lord Mayor, Councillor Frank Miles, J.P., remarked that no one in the trade was better fitted to propose the toast than Harold Privett by virtue of his family's long record of public service. The toast of "the Society" was proposed by Councillor Leonard Glanville in a brilliantly witty speech, and the Chairman of the Society in his response gave details of the work of the Society, with particular emphasis on its charitable aspects. "The Wholesale Trade" was the toast proposed by H. F. Ingram, Esq., who called for a solid front of the wholesale and retail sides of the trade to fight any threat of nationalisation, to help each other secure adequate profits, and who remarked that the retail trade should help each other, taking as their example the Brewers' recent aid to other Brewers, when a pool of gallons was made available to shortage areas from areas where Brewers had a surplus of beer. The response on behalf of the Wholesale Trade was made by the General Manager of John Dewars & Sons, Ltd., D. M. Fenwick, Esq., who mentioned it was like "coming home" to visit Portsmouth and Southsea again, where he was the representative of his firm for so many years. And, finally, came the toast of "The President," proposed by G. E. Lamb, Esq., the Chairman of the Society, who mentioned that Sir Herbert E. Morgan had accepted the Presidency of various Licensed Victuallers' Societies some 70 times, which showed what the Trade thought of him. He traced the history of Smith's Crisps, and said they were looked upon as almost a Portsmouth firm, for the Portsmouth factory commenced operations six months after the foundation of the firm. In his reply, the President, Sir Herbert E. Morgan, K.B.E., remarked of his age (72), and proudly said his photograph in the Menu was taken 16 years previously, so that all present could see the years had treated him kindly. He also remarked on the age of the Portsmouth Society, which was formed in 1836, its grand record, its benefit to the trade as a whole, and wished it continued success for yet another century and more. His speech was received with acclamation.

Nice gestures between the speeches were the presentations of flowers to the Mayoress of Gosport and Mrs. W. F. Bailey, wife of Mr. W. F. Bailey, Secretary of the Society, whose efforts to make this function a success were praised by many speakers. Before his departure Sir Herbert Morgan presented to the Lord Mayor, a beautiful bouquet of carnations for his wife, who was unfortunately indisposed and unable to attend; this gesture was greatly appreciated by all present.

The dance which followed till 1 a.m. proved a great success, and the bars were well patronised.

The bars were organised and managed by Mr. C. B. Simms, of "Martha's" Suffolk Arms, who provided stocks for sale from all brewers supplying beers in the immediate areas covered by the Society; advertising material for the many and various brands gave the bars a most bright appearance.

THE TAMAR BREWERY, DEVONPORT.

All at the Tamar Brewery send hearty Christmas and New Year Greetings to the Directors, their colleagues at Reading, Branches and Associated Companies, also all customers.

We were deeply grieved to hear of the sudden death of Mr. W. Dunster, and wish to extend our sincere sympathy to his wife and family in their sudden bereavement. All readers will long remember his topical contributions to this magazine under the heading of "Brewery Jottings" which always made interesting reading.

We extend our deepest sympathy to Mr. Bevan (Transport Office) on the death of his mother on October 23rd last.

Congratulations to Mr. R. Luff, of the office staff, on the birth of a daughter on October 25th. We understand Mrs. Luff and baby are both making good progress.

Our congratulations are also due to Mr. R. Spriddle, of the staff, whose wife presented him with a son on September 3rd.

On October 21st, Mr. E. D. Simonds visited Cornwall to preside at the first Banquet and Ball arranged by the Cornwall Central Licensed Victuallers' Association, which was held at the Carlyon Bay Hotel. Proposing the toast of "The Association," he referred to the crippling burden of taxation borne by the licensing trade. The public, he said, did not realise that 70 per cent. of the money they paid for a drink reached the coffers of the Government one way or another. Out of the remaining 30 per cent., licensees had to bear the burden of higher expenses. Responding, Mr. G. A. Ryman, President of the Association, stressed the necessity of close co-operation between all licensed victuallers and urged all licensees to join their Trade Association. Replying to the toast of the "Wholesale Trade," Mr. G. D. Luck emphasised that the inn must be regarded as an important part of the social structure of the country, and that the tendency of women to enter licensed houses had done more than anything to raise the prestige of the inn.



A highly successful Banquet was concluded when Mr. R. N. Henley, Director of Whiteways Cyder Company, proposed the toast of "The President." Replying, Mr. Duncan congratulated Mr. and Mrs. Ryman and Mr. S. Wilson, Hon. Secretary, on the wonderful organisation for the evening, and thanked all members of the Association for the honour they had conferred on him by electing him President for their first Banquet.

We have much pleasure in announcing that we have recently been selected to supply our draught and bottled beers to the South Devon Brewery, Kingsbridge, and Messrs. Blundells (Plymouth), Ltd., and in future our products will be on sale in all licensed houses under their control.

Arrangements have also been completed with Messrs. Ind, Coope and Allsopp whereby we shall be supplying a large part of their requirements of draught beers and bottled stout. It has also been decided to introduce their Burton ales in our Tied Houses.



The Garland Ox, Bodmin.

We are publishing a photograph of the decorations at the "Garland Ox," Bodmin, which were entered in a competition during the week of the Royal Cornwall Agricultural Show. The arch in the photograph—constructed by customers appearing in the picture—took a week to build, but they were rewarded by obtaining first prize.

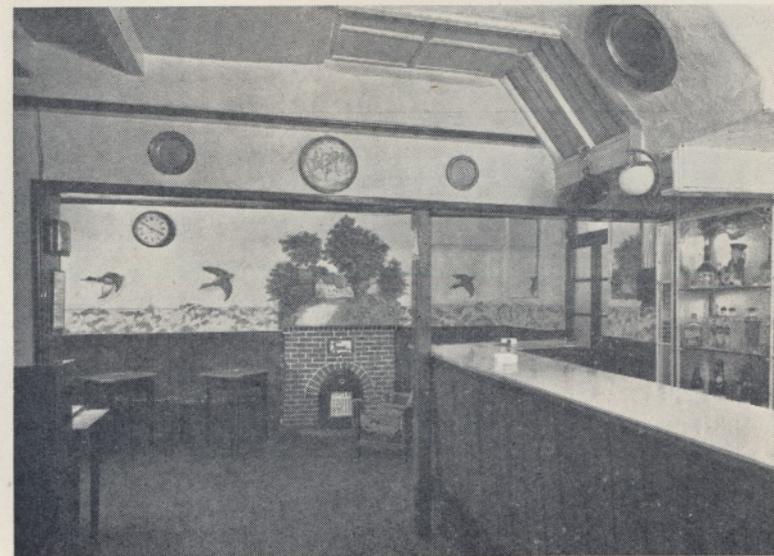


The Decorated Archway.

J. W. Wood, licensee of the Rising Sun Hotel, Torquay, will long remember the Olympic Yachting in Torbay a few weeks ago. He had been appointed as official licensee by the Torquay Corporation for the very elaborate Cocktail Bar (used previously in the West of England Cocktail Shaking Contest during Torquay Carnival Week). This bar was placed in the "Hall of Friendship" at the Marine Spa, where special licences had been granted from 11 a.m. to midnight over a period of 25 days; it would be interesting to know if this created a precedent for so many occasional licences at one stretch. At different times of the day various yachtsmen and women, from practically every part of the world gathered to discuss their yachting programmes, etc. A very interesting feature of this unusual gathering was the particular kind of drink preferred by the wonderful sportsmen from overseas. A refrigerator is installed in the Cocktail Bar, and it was noticeable that all the Overseas visitors preferred their drink "off the ice." S.B., Brown Ale and Lager were in constant demand.



Our enterprising tenant, Mr. Prior, of the London Inn, Braunton, has forwarded us photographs of the interior of his bars, the walls of which have recently been attractively decorated by Mr. Angus Ellery, of Penzance, which has been the means of attracting a large number of visitors.



Interest has been focussed on the Club's football team during recent weeks, who are competing in their first season in the Plymouth and District Combination League. The Football Committee and players are to be congratulated on their efforts which have resulted in the excellent record as shewn by their present position in the league table.

(Up to and including 13th November, 1948.)

	P.	W.	D.	L.	Goals.		Pts.
					F.	A.	
Coppersmiths ...	10	9	1	0	47	8	19
Old Suttonians ...	8	7	1	0	47	14	15
Efford United ...	8	5	3	0	41	11	13
Virginia House ...	9	4	3	2	28	18	11
Simonds Social Club	8	4	2	2	20	16	10
Plymo. St. Thomas ...	7	3	2	2	29	17	8
Yealmpton ...	9	4	0	5	32	33	8
Steel United ...	10	4	0	6	36	43	8
Trelawney C.C. ...	7	3	1	3	23	14	7
Mutley Methodist ...	9	3	0	6	21	47	6
Holmes Est. ...	10	2	1	7	32	51	5
Welburn Athletic ...	8	2	0	6	6	39	4
Reeves & Fox Elliott ...	7	1	0	6	15	37	2
St. George and St. Paul's	8	1	0	7	6	35	2



• Simonds' Social Club Football Teams.

The Club is also strongly represented in other local sporting activities this year, having two teams in the "Hop Leaf" Darts League, a Billiards and Snooker team, and two Table Tennis teams. We wish all players a successful and enjoyable season.

Congratulations to the following winners of Club Competitions for 1948 :—

Individual Carts Champion (S. H. Spurling Cup) : C. Braddon.

Runner-up : R. Fripp.

Snooker Knock-out Competition : *Winner* : D. Mumford ;
Runner-up : R. Johns.

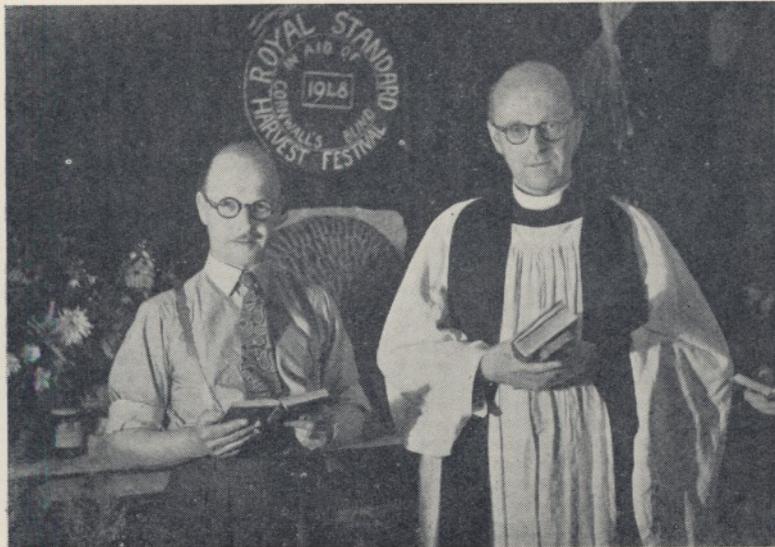
"HOP LEAF" DARTS LEAGUE.

Great interest is being taken in the League's activities ; at the time of writing these notes over 400 players have been registered by the various Clubs partaking in the League. The spirit which exists among the teams is excellent, and such as will bring the good name of the Hop Leaf to the fore.

The positions of the teams are as follows :—

	P.	W.	L.	For	Against.	Pts.
Weston Mill ...	13	12	1	84	33	24
Standard "A" ...	12	11	1	77	31	22
Abbey "A" ...	13	10	3	68	49	20
Sydenham ...	13	8	5	73	44	16
Stopford Arms ...	12	8	4	63	45	16
Steambridge ...	13	8	5	70	47	16
Camel's Head ...	13	8	5	65	52	16
Stoke Vaults ...	12	7	5	61	48	14
Prince Alfred ...	13	7	5	54	54	14
Abbey "B" ...	13	6	7	52	65	12
Grapes Tavern ...	12	5	7	48	60	10
Tamar Hotel ...	12	4	8	48	60	8
Swan Hotel ...	12	4	8	46	62	8
Simonds S. C. "A" ...	12	4	8	43	65	8
Chester Cup ...	12	4	8	41	67	8
Standard "B" ...	12	2	10	43	65	4
Simonds S. C. "B" ...	12	2	10	35	73	4
East Cornwall ...	12	1	11	31	77	2

Wearing surplice and cassock, the Vicar of St. George's (the Rev. G. E. Hewson) led the singing of harvest hymns in the crowded smoke-room of the Royal Standard, St. Dominic Street, Truro, on August 31st. He was assisted by a small band of lay members of St. George's Church, and so well filled was the room that there was hardly standing space. Although a harvest festival was held at the hotel last year, this was the first attended by the Vicar, who warmly approved of the idea, and lent his ready co-operation. One end of the room was banked high with harvest produce, including corn, apples, potatoes, bread, flowers, onions, eggs, broccoli, beans, carrots, beetroot ; and this, with many other types of vegetables when sold, realised £13 7s. od. for Cornwall's blind.



Already Mr. Martland has received requests from his customers for a similar service at Christmas, and for a repetition of the harvest thanksgiving next year.

During the service a short lesson was read by Mr. Roy Lean, of St. George's Church.



We extend a hearty welcome to Mr. E. J. Hollebhone, late Bre er to the South Devon Brewery, Ltd., Kingsbridge, who has joined our brewing staff, and wish him every success in his new sphere.

We also extend a welcome to the following new tenants, and wish them every success in the future :—

Mr. and Mrs. H. W. Hayes, "Vine Hotel," Stonehouse ;
Mr. and Mrs. J. H. Hewett, "Morice Town Vaults," Devonport.

LUDGERSHALL.

The parents of our bottling foreman, H. Horsfall, recently celebrated their golden wedding.

They came to Ludgershall nearly fifty years ago when Tidworth Barracks were being built.

Both Mr. and Mrs. Horsfall still enjoy fairly good health, although some months ago Mr. Horsfall had a rather serious accident which has somewhat restricted his activity.

Through their son, Harry, the staff at Ludgershall tender to them their hearty congratulations on this happy occasion.



WOKING.

On Wednesday, September 27th, 1948, a meeting was held at these offices, when 16 tenants gathered together to form the "Hop Leaf" Darts League (Woking Branch).

The following officials were appointed :—

Chairman : Mr. R. F. Gooch (Woking Branch).

Hon. Secretary : Mr. J. V. Marett (Woking Branch).

Hon. Treasurer : Mr. J. Marshall (Woking Branch).

Committee :

Mr. J. Taylor, Fox Inn, Bisley.

Mr. C. Wright, Black Horse, New Haw.

Mr. S. Turner, Old Manor House, Walton.

Mr. S. Wallace, White Hart, Chobham.

Auditors :

Mr. A. Burrows, Royal Oak, Addlestone.

Mr. R. George, Woburn Arms, Addlestone.

Twelve teams have entered, and games commenced on October 21st; many keen matches have been played.

The games will be completed during April, 1949, and the winners will be presented with a handsome Cup which the Directors have kindly presented.

The league positions to date are :—

	Played	Games.	
		Won	Lost
Black Horse, New Haw	4	19	9
Red Lion, Lightwater " A "	4	17	11
Sun Inn, Windlesham	3	15	6
Royal Oak, Addlestone	3	13	8
Three Mariners, Bagshot	4	12	16
Fox Inn, Bisley	4	11	17
White Hart, Chobham	3	10	11
Four Horseshoes, Chobham	2	9	5
White Hart, Bagshot	3	9	12
Brickmakers' Arms, Windlesham	3	9	12
Red Lion, Lightwater " B "	4	9	19
Old Manor House, Walton	3	7	14

It is hoped next season that all houses in the Woking delivery area will enter so as to create even more enthusiasm.

It is with sincere regret we report the death on September 25th of Mr. H. S. Birks, late licensee of the Fox Inn, Bisley, who passed away one week after his retirement. During 41 years in the Army, Mr. Birks saw much overseas service, including the South African War, the Campaign in France, and over 10 years in India. On his return to this country he acted as instructor

for 17 years to the Surrey Yeomanry at Guildford. Ill-health marred the ten years that Mr. Birks spent at the "Fox," but he became a well-known figure locally.

We extend our condolences to the widow, son and daughter.

Mr. J. Taylor has become the tenant at the Fox Inn, and has already established himself as a popular landlord. We wish him every success.

Woking Constitutional Bowls Club held their second Annual Dinner for the presentation of trophies and prizes on Friday, November 5th, 1948. H. S. Bennett, Esq., presided. Mrs. Bennett presented the Cups, which included two silver Challenge Cups, presented by our Directors, to the fortunate winners. After an excellent dinner "Billie Martin's Trio" entertained the company.

The Dinner Committee, Mr. F. King (Hon. Secretary), Messrs. W. H. Rice, F. G. Siggers, and A. V. Shaw are to be congratulated upon the arrangements.

On November 24th a very successful Guest Night was held at Skyways Social Club, Dunsfold Aerodrome. Dancing and party games were held in the club dance hall, and a really good evening was had by all. Invitations were sent to clubs in the area and representatives and their lady friends from the following were present: Hindhead British Legion Club, Elstead British Legion Club, Peaslake British Legion Club, Ewhurst British Legion Club, Ockford Ridge Social Club, Witley Men's Club, Guildford British Legion Club, Guildford Arms, Stoughton and Westborough British Legion Club, Markenfield Working Men's Club, Woodbridge Hill Working Men's Club, Woking British Legion Club, and, of course, from Woking Stores.

It is hoped that other Clubs in the district will hold similar evenings to further strengthen the bond of friendship which exists.

The Staff at Woking send their greetings and best wishes for a Happy Christmas and a Prosperous New Year to the Directors, heads of departments and staff at Reading, and also to Branches at home and overseas.

BRIGHTON.

We congratulate Mr. E. D. Penlerick on his appointment as Manager of Brighton Branch. Mr. E. D. Penlerick is no stranger to this district, having represented the Firm in the West Sussex area before the last war. We wish him every success and good health to carry out his onerous duties.

We regret to record the sudden and serious illness of our Mr. W. H. Summarsell, who was taken ill while on duty in the office. We hope that with every care being given him in hospital he will again be restored to health and strength. Meanwhile our sympathy goes out to his wife and daughter in their trial.

Our Mr. G. L. Grover has been appointed traveller in the West Sussex area, and we wish him every success in his new venture.

Brighton is between seasons at the moment, but we look forward to a busy Christmas period, when we hope the "trade" will be busy again with visitors for the festive season.

It is with pleasure and perhaps pardonable pride that we publish a copy of a letter received from one of our customers:—

Kingstone,
Newton Abbot,

The Manager,
Messrs. H. & G. Simonds, Ltd.,
4 Castle Square,
Brighton 1, Sussex.

Devon.
6/11/48.

Dear Sir,

I meant to write before leaving Findon, but I have had so much to do in connection with vacating my house there and handing over my British Legion accounts that I had no time for correspondence.

My absence from the Worthing district is, I hope, only a temporary one, but I just want to write to express my thanks to you and your Firm for all the kindness and courtesy extended to me all through the eleven years during which we have done business together.

Our connection begun in 1937, when I took over Findon Manor Hotel, has continued unbroken ever since, and I have nothing but the happiest recollections of our business relations. And now I have a favour to ask—I hope not the last!

I want a bottle of whisky badly—not for "self indulgence," but to present for a raffle at a large bridge and tea party, which my sister is organising for the R.A.F. Benevolent Fund, as a finale to the "Battle of Britain" Week.

If you can spare a bottle and will kindly send it to me at the above address, I shall be most grateful.

Yours faithfully,

W. M. MACLEOD, Col.

Could such a charming appeal be denied?

We send seasonal greetings to the Directors and the Staff at Reading and all Branches, and may the New Year bring health and prosperity to all.

LONDON.

All of us at London Branch would like to take this opportunity of conveying to the Board of Directors and our colleagues at Reading and Branches, as well as our friends in the trade, our Christmas Greetings and every Good Wish for a Happy and Prosperous New Year.

FULHAM RECREATION CLUB.

Our Mr. S. M. Penlerick was invited to present the Challenge Cup and Medals to the winners of the annual tournaments for cribbage, darts, dominoes and shove halfpenny at the Fulham Recreation Club on Wednesday, October 20th.

The Chairman, Mr. E. Coombs, addressing a packed house, paid a tribute to the good fellowship that existed in the Club, and the keenness with which the members had contested the various events. He also congratulated the Secretary, Mr. J. Sloan, and the Sports Committee, not forgetting their most energetic Steward, Mr. B. Morgan, on the excellent arrangements made for the success of the evening, which included a most enjoyable musical programme.

The Challenge Cup, awarded for the highest points in all events, was won by Mr. A. Frost. Runner-up, Mr. H. Thomas.

The individual Tournament winners received medals. They were:—

Cribbage	Mr. J. Pepper.
Darts	Mr. G. Walden.
Dominoes	Mr. C. Marchment.
Shove Halfpenny	Mr. B. Auger.

TOOTING CONSERVATIVE CLUB.

The growing popularity of the game of Bowls was shewn by the record numbers attending the Annual Supper held by the Bowls Section of the Tooting Conservative Club on Wednesday, October 27th.

The Chairman, Mr. E. Watkinson, congratulated the Club on its fine record for the season and the splendid sportsmanship shewn by all.

The Secretary, Mr. A. E. Manley, gave an account of the season's achievements, and the Chairman then presented the Cups and Prizes.

The prizewinners were :—

Club Individual Bowls Championship.

Winner ... Mr. S. Allen.
Runner-up ... Mr. M. F. Sayers.

Singles Handicap.

Winner ... Mr. R. Wield.
Runner-up ... Mr. C. Brown.

Pairs Handicap.

Winners ... Messrs. G. White and
R. Pemberton.
Runners-up Messrs. O. B. Sawyer and
F. Sayers.

Mr. H. Wareham, Club Steward, and Mrs. Wareham were responsible for the catering arrangements, and as a mark of esteem Mrs. Wareham was presented with a silver mounted casserole.

An enjoyable concert wound up a most enjoyable evening.

TOOTING CONSTITUTIONAL CLUB.

Another enjoyable evening was spent on Friday, the 29th October at the Tooting Constitutional Club, when Sir Harry R. Selley, J.P., occupied the Chair at the Annual Dinner and Concert of the Bowls Section.

Proposing the toast of the Club, Sir Harry recalled many happy memories of his long association with the game of bowls.

In presenting the Cups and Prizes, Sir Harry congratulated the Bowls Section, and made particular reference to the Secretary, Mr. W. G. Jordan, to whose exertions the Club owes so much of its success.

The prizewinners were :—

Club Championship.

Winner ... Mr. H. Richardson.
Runner-up ... Mr. R. C. Burke.

Singles Handicap.

Winner ... Mr. J. H. Griffin.
Runner-up ... Mr. F. S. Mercer.

Pairs Handicap.

Winners ... Messrs. T. Evans and C. Willis.
Runners-up ... Messrs. A. J. Clarke and J. Weir.

Bilham Cup.

Winner ... Mr. F. S. Mercer.
Runner-up ... Mr. T. Evans.

M. and W. Cup Handicap.

Winner ... Mr. W. Sheridan.
Runner-up ... Mr. F. S. Mercer.

CIRENCESTER.

At this season of the year all members of the staff and employees at Cirencester Branch send hearty Christmas and New Year Greetings to our Directors at Reading, to all colleagues at Head Office, and Branches at home and overseas, to our tenants and customers in this area, and to our many new friends in the Midlands.

May 1949 mark the turning point in our Country's difficulties, both National and International.

PRESENTATION TO MR. E. H. KELLY,

5TH NOVEMBER, 1948.

At a pleasant little ceremony held at our Offices on Guy Fawkes evening, Mr. W. P. Cripps, one of our Directors, made a presentation to Mr. E. H. Kelly, who, readers will remember, was in charge of the Wine and Spirit Department of the Cirencester Brewery, Ltd., retiring upon the voluntary liquidation of that Company on March 31st last. The present took the form of an album of photographs of Cirencester and the immediate neighbourhood.

In his short, but crisply worded speech, couched for the most part in lighter vein, Mr. Cripps referred to Mr. Kelly's period of 45 years' service with the firm, 35 of which had been spent at

Reading, and to at Cirencester, saying how greatly we missed his presence here, and how glad we are to see him back among us for this occasion. He hoped this little gift, with the best wishes of the staff of the Cirencester Brewery, Ltd., would serve to remind him of his associations with the town, and that he would enjoy many years of happy retirement.

Mr. Kelly, in returning thanks, said that when he first came to Cirencester he felt the change very acutely, but during his stay of some 10 years he had made a host of friends at Cirencester, so much so, that it had been a great wrench to leave the town and take up his abode in Windsor.

BASINGSTOKE.

JOHN MAY AND COMPANY, LIMITED.

We welcome the arrival of Mr. S. A. Crewe, formerly a member of the Engineers Department at Reading, who has been appointed as senior clerk to this Company.

We take this opportunity of sending the Season's Greetings to our Chairman, Directors and members of the Parent Company, and other Branches.

BRIDGEND.

The staff at Bridgend Branch would like to extend to the Board of Directors their Good Wishes for Christmas and the coming New Year, likewise to all our colleagues at Reading and the Branches, our tenants, our many friends in Service messes and the Free Wholesale Trade, and we trust that 1949 will bring some relaxation from the many restrictions on our Trade, which at present cause anxiety to all.

We have been pleased to welcome at Bridgend Mr. B. H. Quelch, a member of Oxford Branch Staff, who has been completing his course of training under the Company's scheme by service at a Branch. He will shortly be leaving to resume his duties at Oxford, and we extend to him our sincere wishes for his future success.

Mr. G. L. Hardwick, a former member of our clerical staff, has now been appointed as a traveller. We feel confident that his cheerful manner will make him popular with our Military and Free Trade customers, and that he will ably assist in further popularising our products in South Wales.

We regret to report the sad passing of Mrs. Elizabeth Thomas, late tenant of the Three Golden Cups Inn, Southerndown, after a long and protracted illness, and we extend to her family our condolences at their irreparable loss. Mrs. Thomas has been licensee at "The Cups" for 20 years, and her death will be deeply regretted by the residents in Southerndown and the neighbouring village of St. Brides Major, as well as the many holiday visitors to the coast.

The following changes of tenancy have taken place, and we offer the new tenants our best wishes for their future success:—

The Prince of Wales, Maesteg—Mr. E. Davies to Mr. H. R. M. Edwards.

The Three Golden Cups, Southerndown—The late Mrs. E. Thomas to Mr. E. C. Davies.

The Fox and Hounds Inn, St. Brides Major—Mr. E. C. Davies to Mr. J. D. Butterfield.

BRISTOL.

As the year 1948 draws to its querulous close and the Festive Season is again upon us, may we in Bristol, with faith and hope, still unimpaired, in the sound common sense of civilisation as a whole, record every good wish to our friends and colleagues, both at home and overseas, most of whom will be raising their glasses of "Hop Leaf" products at Christmas time in friendship and goodwill.

A special greeting to our ever kindly Directors and to those near and dear to them. May the days ahead hold nothing but happiness for each and every one. Our sincerest thanks for the ever available guidance and encouragement which we receive from all at headquarters. Let our resolution for 1949 be one which our late and so greatly missed Brighton colleague—Percy James—gave to us just ten years ago—"It is not what I am taking out of life, but what I am putting into it that matters."

There lies the "universal remedy" for most of the ills from which our fevered post-war world suffers!

The "gazetting" of so distinguished a Commander as Lieut.-General Sir C. W. Allfrey, K.C.B., C.B., D.S.O., M.C., to Bristol Branch is an appointment which not only brings honour to Jacob Street Brewery and to our city, but is one which also gives the greatest pleasure to us all.

We hope he will find Bristol area affording ample scope for both his personal qualities and the undoubtedly high commercial capacity with which he is endowed. Also, as day succeeds day that he will unconsciously, but surely, strengthen the bonds of friendship and confidence with all our trade friends, old and new, which are the very essence of commercial success.

Bristol is a tough school to enter, but to such an honoured and gallant scholar, the warmest welcome is already assured.

SALISBURY.

The Salisbury and District Licensed Victuallers' Association held their Annual Banquet and Ball—the first since 1938—at Salisbury Guildhall on Wednesday evening, October 27th. The banquet was attended by some 130 guests, representing both the wholesale and retail trades.

The event was enjoyed by all, and proved to be a huge success.

In 1934, Mr. H. H. Corbin, licensee of The Duke of York, said that if a licensee was to be successful he must have the personality of a prime minister, the business acumen of a Gordon Selfridge, the dignity of an archbishop, the geniality of a George Robey, the tact of a schoolmaster, the hope of a company promoter, the benevolence of a charitable institution, the eloquence of a cabinet minister, the cheek of a Parliamentary candidate, the elastic conscience of an M.P., the knowledge of a lawyer, the sporting knowledge of a sporting guide, the smile of a film star, the voice of a sergeant-major and the skin of a rhinoceros. This has never been forgotten.

At this year's dinner, Mr. A. C. Harford, of the National Trade Defence Association, referred to Mr. Corbin's speech, and then gave points which he considered necessary to make the ideal wife of a licensee. He said she must be like Caesar's wife—and perhaps even more above suspicion than Caesar himself. She had to combine the charm of the hostess with the resource of a London chef. Her knowledge of sport, politics and local inhabitants must be matchless, and when it came to the local bore she had to possess a doctor's bedside manner and have the genius of Houdini in losing him. She needed to handle money with the deftness of a bank cashier, and marshal empties with the brains of a general. She had to tackle all sorts of jobs which

no charlady would look at, and when her husband went to the bank or brewery she must realise that these were important liaison jobs, and naturally took much longer than when she went. Finally, she must love her fellow-man, her own man, and her job, otherwise she would not be able to stick any of them.

Mr. P. E. G. Mather proposed "The City and Trade of Salisbury." "The nature of this gathering so closely knits the ancient and honourable trade of brewing to the ancient and honourable city of Salisbury, as to tend to overshadow the others," he said. "I will content myself with saying 'God prosper them all!'"

The members of Salisbury Branch extend to the Directors, the staff at the Brewery and Branches, our tenants and all customers in this area, their good wishes for Christmas and a Happy and Prosperous New Year.

OXFORD.

OXFORDSHIRE LICENSED VICTUALLERS' CENTRAL PROTECTION SOCIETY.

ANNUAL BANQUET AND BALL,
CARFAX ASSEMBLY ROOMS, OXFORD,
TUESDAY, OCTOBER 9TH, 1948.

The above function was voted, by all who attended, to be a great success. Captain V. H. E. Langford, M.C., T.D. (Messrs. Meredith & Drew, Ltd.), presided. The Executive Officers were: Chairman, Mr. A. E. Hogg; Vice-Chairman, Mr. F. J. Holloway; Treasurer, Mr. F. Ayres. The Banquet Committee consisted of Messrs. E. R. A. Mott (Chairman), J. Gibbons, A. Collier, Councillor J. Allaway, and the indefatigable Secretary of the Association, Mr. J. B. A. Wiley.

Among those present were A. P. Smith, Esq. (National Trade Defence Association, Birmingham), The Hon. Quintin Hogg, M.P., Sir Gifford Fox, M.P., Sir Ralph Glyn, M.P., Councillor J. Darlow (Sheriff of the City of Oxford), C. R. Fox, Esq., O.B.E. (Chief Constable, City of Oxford), J. H. Morrell, Esq. (Morrell's Brewery, Ltd.), D. C. Maxwell, Esq. (Hall's Oxford Brewery, Ltd.), R. St. J. Quarry, Esq. (H. & G. Simonds, Ltd.),

and a representative gathering of members of the Wholesale and Retail trades.

Music during the dinner and for the dancing was provided by the Blue Star Players.

All at Oxford Stores send their greetings and best wishes for a Happy Christmas and a Prosperous New Year to the Directors and to all members of the staff and personnel at the Brewery, Reading, and all Branches.

BLANDFORD.

The staff at Blandford Branch send their very best wishes for a Happy Christmas to the Directors and all colleagues at Reading and other Branches, at home and overseas, and to all our friends in the Trade in this area, and hope that the coming year will prove one of peace and prosperity.

SWINDON.

Through the medium of the HOP LEAF GAZETTE, the staff at Swindon would like to send Christmas Greetings to the Directors and their friends and colleagues at Reading and the Branches, and to wish them a very Happy and Prosperous New Year.

FARNBOROUGH.

The staff at Farnborough Branch desire to express to the Directors and to their colleagues at Reading, Branches and Associated Companies, sincere wishes for a very Happy Christmas and Prosperity in the New Year.

These greetings are extended to our Military customers in the Aldershot area.

THE BANK TAVERN, ALDERSHOT.

Through an oversight, due acknowledgments were not paid to Mr. H. G. Brabazon, Photographer, for permission to reproduce the photograph of The Bank Tavern, Aldershot, which appeared in our September issue.

We beg to tender to him our apologies for the oversight, and would express our thanks for his courtesy in permitting us to insert the photograph in our House Journal.



[By permission of Messrs. Gale & Polden, Ltd., Aldershot.
Dinner of the Society of British Aircraft Constructors Exhibition, Royal Aircraft Establishment, Farnborough, September, 1948.

STAINES.

BEER AND WINE TRADE BENEVOLENT SOCIETY.

A very successful Dinner and Dance was held at the Crown Hotel, Slough, on September 7th, in aid of the above organisation, at which Mr. E. Gosney was honoured by being invited to be the "Guest of the Evening." The function was organised by Mesdames F. J. Brazier and F. G. Hulbert. Mrs. Brazier is the wife of our tenant at the Carpenters' Arms, Chertsey.

In proposing the toast of the Society, Mr. G. A. Barnett, Slough, made a vigorous attack on the excessive taxation on excisable liquors. In responding, Mr. F. N. Goatham (Chairman of the Society) outlined their history, and stated that it was a worthy cause and had been well supported.

Toasting the "Guest of the Evening," Mrs. F. J. Brazier thanked Messrs. H. & G. Simonds, Ltd., for the wonderful effort they had made on behalf of the Society. Mr. Gosney had taken more than a little interest in the function, and through him Messrs. H. & G. Simonds, Ltd., had sent a very handsome cheque.

In reply, Mr. Gosney said no society or organisation did more for charity than the licensed trade. It had given him much pleasure to ask his Firm for their support. They had heard about the decrease in trade which everyone was experiencing, but the work for charity remained as important as ever.

The Staines "Hop Leaf" Darts League is again causing very keen competition, and much interest among a wider circle of houses. This season more entries have been received, necessitating the formation of a third section. The following are the entered teams:—

Section 1.

Beehive, Egham.
 Criterion, "B," Clewer.
 Crown, Langley.
 Crown, Harlington.
 Morning Star, Datchet.
 Nag's Head, Slough.
 Plough, Colnbrook.
 Prince of Wales, Englefield Green.
 Rising Sun, "B," Datchet.
 Railway Arms, Wraysbury.

Section 2.

Feathers, "B," Laleham.
 Criterion, "A," Clewer.
 Clarence, Staines.
 Jolly Gardeners, Sunbury.
 Load of Hay, Bedfont.
 Wheatsheaf, Stanwell.
 Shears, Sunbury.
 Swan, Staines.
 Three Tuns, Staines.
 Rising Sun, "A," Datchet.
 Robin Hood, Thorpe.

Section 3.

Feathers, "A," Laleham.
 Cricketers, Feltham.
 Duke of Wellington, Bedfont.
 Black Dog, Ashford.
 Jolly Butcher, Staines.
 Garibaldi, Staines.
 Royal Oak, Bedfont.
 Staines Branch, Staines.
 Three Horse Shoes, Feltham.
 Three Horse Shoes, Shepperton.
 Rising Sun, Stanwell.

At the time of going to press the following are the Section leaders:—

<i>Section 1.</i>	Beehive, Egham	...	13 pts.
<i>Section 2.</i>	Shears, Sunbury	...	15 "
<i>Section 3.</i>	Garibaldi, Staines	...	15 "

After lapsing during the war years, the Hounslow and District "Hop Leaf" Darts League has been reformed, and the following teams are enjoying some very pleasant evenings:—

Elm Tree, Heston.
 Royal Horseguardsman, Brentford.
 Jolly Waggoners (Saloon Bar), Hounslow.
 " " (Public Bar), Hounslow.
 Jolly Farmer (Saloon Bar), Hounslow.
 " " (Public Bar), Hounslow.
 North Star, Hounslow.

Prince Albert (Saloon Bar), Whitton.
" " (Public Bar), Whitton, " A."
" " (Public Bar), Whitton, " B."
Prince Arthur, West Ealing.
Three Pigeons, Ealing.

The staff and all employees at Staines Branch send best wishes for a Happy Christmas and Prosperous New Year to our Directors and our colleagues at Reading and all Branches.



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BOLTON HOTEL.
'Phone 233511.

CHEDDAR, Somerset.

BATH ARMS HOTEL.
'Phone 25.

CIRENCESTER, Glos.

CROWN HOTEL, West Market Place.
'Phone 288.

DARTMOUTH, Devon.

ROYAL CASTLE HOTEL.
'Phone 25.

EGHAM, Surrey.

ANGLERS HOTEL, Bell Weir Lock.
'Phone 99.

EYNESHAM, Oxon.

EVENLODE HOUSE.
'Phone 215.

FARNBOROUGH SOUTH, Hants.

QUEEN'S HOTEL, Lynchford Road.
'Phone 1000.

FROME, Somerset.

GEORGE HOTEL, Market Place.
'Phone 2584.

KENNFORD, Nr. Exeter.

ANCHOR HOTEL (on Exeter-Torquay
Road, Kennford By-Pass).
'Phone : Kennford 274.

LONDON (Bar and Restaurant).

*THE DEVEREUX, 20, Devereux Court,
Strand, W. C.2.
'Phone : Central 4740.

NEWBURY, Berks.

QUEEN'S HOTEL, Market Place.
'Phone 47.

BACON ARMS HOTEL, Oxford Street,
(on Bath Road).
'Phone 408.

OXFORD.

EASTGATE HOTEL, In "The High."
'Phone 2694.

PAIGNTON, Devon.

GERSTON HOTEL, Victoria Road.
'Phone 5016.

COVERDALE HOTEL, Dartmouth
Road.

'Phone 568011.

PAIGNTON, Devon.

WATERSIDE HOTEL, Three Beaches.
'Phone 57553.

PRINCES RISBOROUGH, Bucks.

BLACK PRINCE HOTEL.
'Phone 76.

READING, Berks.

SHIP HOTEL, Duke Street.
'Phone 302911.

*CHEDDAR CHEESE, Broad Street.

(Bar and Restaurant).
'Phone 381811.

*MARQUIS OF LORNE, Friar Street.

(Bar and Restaurant).
'Phone 317611.

*GROSVENOR HOUSE, Kidmore Road,

Caversham. Bars, Banqueting and
Dance Rooms.

'Phone : Reading 72045.

SALISBURY, Wilts.

*THE HAUNCH OF VENISON, Minster
Street.

'Phone 202411

STAINES, Middlesex.

ANGEL HOTEL, High Street.
'Phone 156.

PACK HORSE HOTEL, Thames Street.

'Phone : Staines 41.

RAILWAY HOTEL, Kingston Road.

'Phone 46.

STOKENCHURCH, Bucks.

KING'S ARMS HOTEL.
'Phone : Radnage 43.

SUNNINGDALE, Berks.

SUNNINGDALE HOTEL.
'Phone : Ascot 208.

SWINDON, Wilts.

GODDARD ARMS, High Street.
'Phone 204211.

WARGRAVE-on-Thames, Berks.

ST. GEORGE AND DRAGON HOTEL.
'Phone 15.

WARMINSTER, Wilts.

BATH ARMS HOTEL, Market Place.
'Phone 99.

WINDSOR, Berks.

*THE GRAPES, Thames Street.
(Bar and Restaurant).

'Phone 208.

WOKINGHAM, Berks.

BUSH HOTEL, Market Place.
'Phone 134.

WOODLEY, Berks.

*FALCON HOTEL.
'Phone : Sonning 3168.

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