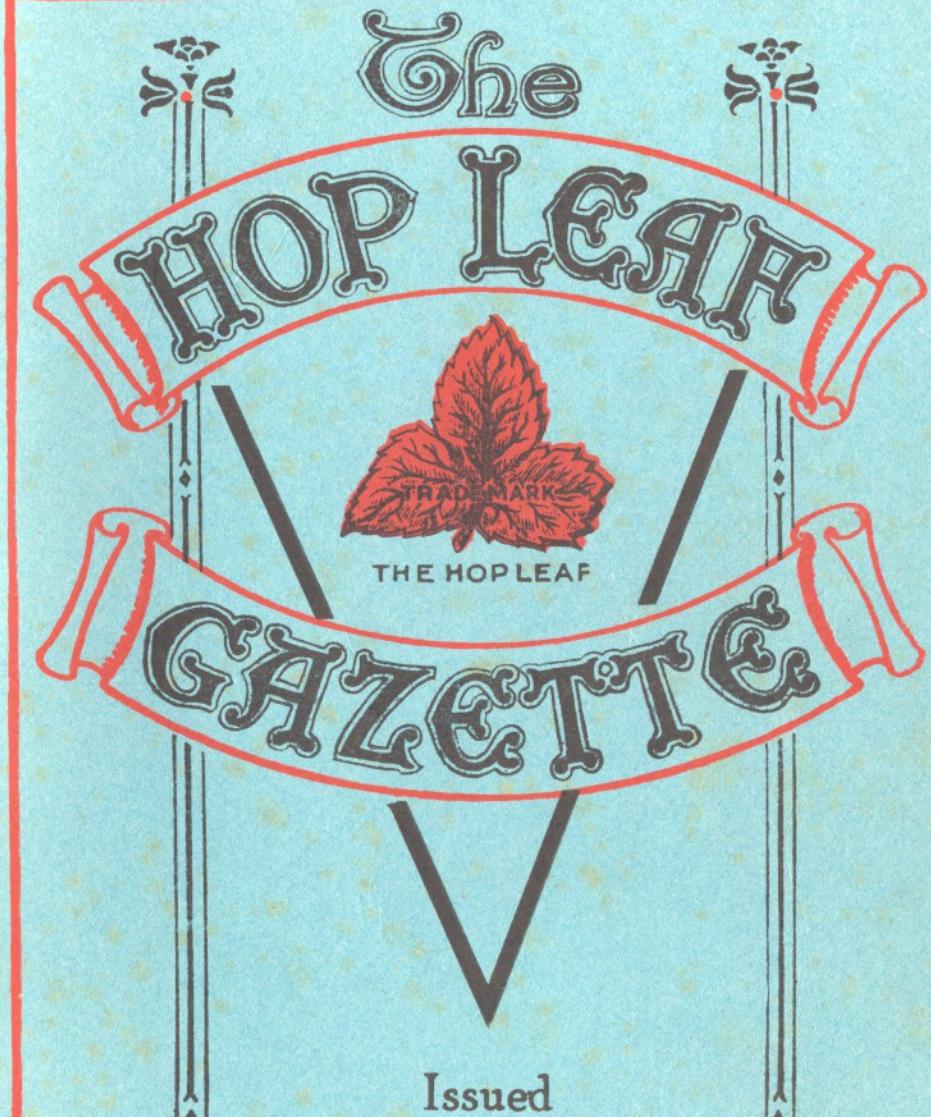


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MARCH, 1951.

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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. XXV.

MARCH, 1951.

No. 2.

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



Photo by : Dawes Studio, 125b, Northcote Road, S.W.11.

Mr. G. W. Oram.

MR. G. W. ORAM.

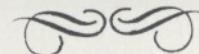
In continuing our portraiture of members of the staff who have qualified for inclusion by long service, promotion, or the occupation of important positions, we have selected the photograph of Mr. G. W. Oram, who has recently been appointed Chief Clerk of our London Depot, The Plough Brewery, Wandsworth, in succession to Mr. H. Ward, whose retirement is announced in this issue.

With over 27 years' service to his credit, Mr. Oram's promotion has the merit of rewarding an aspirant who has studiously followed, and ably assisted, his predecessor in the maintenance of the efficiency for which our Metropolitan Branch has been recognised over many years. His long experience of the Company's business methods, the valuable qualities of discipline, resolution and zeal which he has shown, have fitted him for the important post to which he has been appointed.

Educated at Roan School, Greenwich, Mr. Oram first entered the service of the Company at their Woolwich Branch in October, 1923, and subsequently acted as Chief Clerk until the supervision of all military trade in the district was transferred to London Branch in 1930, when he moved to Wandsworth. Following his early association with the military trade at Woolwich, Gravesend, Biggin Hill and Colchester, Mr. Oram has always taken a keen personal interest in that side of the Company's business, as also in the Club trade. He assisted in the opening of the Rochester Way (Eltham) Social Club in 1933, and acted as Secretary (*pro tem*) for about two years prior to the War period. He is a member of the South Battersea Conservative Association.

In December, 1940, Mr. Oram joined H.M. Forces, and was posted to India as a Wireless Operator with the Royal Signals in 1942. He saw service in Mhow, Central India, Quetta, on The Frontier, Iran, Ceylon and Addu Atoll, returning to England in June, 1945, as a N.C.O., and being demobilised in November of the same year. He resumed business at London Branch shortly afterwards.

A follower of sport, Mr. Oram takes much interest in the progress of London teams in the Association Football League, with a leaning towards Tottenham Hotspur. He is fond of billiards and snooker, also gardening in the limited scope which London offers.



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.)

We are very pleased to announce the birth of a son to Mrs. E. Duncan Simonds on Saturday, 10th March, 1951. This is the second son of our esteemed Director, and it is gratifying to know that both mother and son are doing well.

AN APPRECIATION FROM HONG KONG.

Our mail brings the following testimonial on behalf of the R.A.F. serving in Hong Kong:—

2466110 A.C.I Hon. M. E. de V. Hague,
Area Control,
R.A.F. Kai Tak,
HONG KONG, China.

8.II.1950.

Dear Sirs,

I should very much like to tell you how very much the troops out here appreciate a good bottle of beer. After drinking the appalling mixtures the Chinese concoct I was absolutely delighted to find a bottle of "Simonds." I would like to add that it is the only brew exported from England that has kept in perfect condition, despite our constantly changing climate here. I only wish we could get more of it.

Yours most gratefully,

(Sgd) Hon. MICHAEL VESEY-HAGUE.

CHANGE IN CANADIAN HIGH COMMAND.

It is announced that Lieutenant-General Guy Simonds has been appointed to succeed Lieutenant-General Charles Foulkes as Chief of the General Staff of the Canadian Army.

Lieutenant-General Guy Simonds, who is a distant connection of the Simonds family, is at present head of the National Defence College, and visited London in pursuance of his duties during the last war.

MR. F. A. SIMONDS' 70TH BIRTHDAY.

Very hearty congratulations, from far and near, were received by Mr. F. A. Simonds upon attaining his 70th birthday on January 2nd. As the *Berkshire Chronicle* so well says :—

"Mr. F. A. Simonds has been the recipient of hearty congratulations and good wishes upon attaining the age of seventy years on January 2nd. Mr. Simonds carries his years well and is still full of vigour and enterprise. He will continue to be Chairman and Managing Director of the great firm whose name he bears, as the necessary measures have been taken to that end under the Companies Act, 1948, which provides for retirement of directors at 70 unless steps are otherwise taken. Mr. Simonds' services to the Brewery have been immense, and under his leadership the undertaking has advanced by leaps and bounds. Some idea of the magnitude to which it has grown can be seen by the total of the Consolidated Balance Sheet, which reaches £10,058,565. Reading should be proud of having in its midst this fine organisation that adds to the prosperity and repute of the town."

"Mr. Simonds still takes a great interest in the affairs of Reading, whose welfare he has very much at heart. His occupancy of the Chairmanship of the Reading Conservative Association from 1911, and Presidency some 20 years later until 1945, when he resigned, was a fruitful time for Conservatism in Reading, as during the thirty-four years he held office a Conservative represented Reading in Parliament for the greater part of the period."

THE HOME FORCES COMMAND.

As part of our defence programme it will become necessary to appoint a G.O.C. Home Forces. The probable choice is a matter of speculation, but who is better fitted for this important appointment than General Sir Miles Dempsey, the brilliant fighting Irishman? says the *Berkshire Chronicle*. Sir Miles, tall, slim, dapper, always meticulously dressed, contrasts strongly with Field-Marshal Lord Montgomery, but it has been said that

they have the same type of tactical brain, and each has the highest respect for the other. Sir Miles was the greatest expert on combined operations in the Eighth Army. It will be remembered that from January, 1944, until Germany's defeat he was G.O.C.-in-C. of the British Second Army. Later, until June, 1947, he was C.-in-C., Middle East. When, aged 49, he retired from the Army after 31 years, he accepted the Chairmanship of the Racecourse Betting Control Board. Sir Miles, who lives at The Old Vicarage, Newbury, is Colonel of the Royal Berkshire Regiment and a director of Messrs. H. & G. Simonds. All popular men collect nicknames. "Lucky" may have been due to his remarkably rapid promotions—although these were earned by his sterling qualities and tremendously hard work. "Dimmer" is easily associated, but not his early label, "Bimbo."

DEATH OF A POPULAR LICENSEE.

We regret to record the death of Mr. George Ransom, of The Four Horse Shoes, Basingstoke Road, Reading, which occurred on February 8th, at the age of 79. Mr. Ransom was a very popular licensee, and had been mine host at The Four Horse Shoes for over thirty-six years. His mother was licensee before him and altogether the public house has been in the family charge for nearly 80 years. Mr. Ransom leaves two sons and a daughter, and it is anticipated that the family record will continue. In his younger days Mr. Ransom was keenly interested in trotting ponies and competed at local shows.

IN ENGLAND NOW!

In one way "food for thought" is the bitter fact that beer brewed in 1950 was 320,000,000 pints less than in 1949.

AT THE PILGRIMS' DINNER.

Many distinguished men from all walks of life and all political parties welcomed Mr. Walter S. Gifford, the new American Ambassador, at the Pilgrims' Dinner in London. Among those present were several well-known local residents, including the Hon. Langton Iliffe, Mr. F. A. Simonds and Mr. F. M. Bennett, prospective Conservative candidate for Reading North.

THE LONG, LONG TRAIL.

The bottles of beer bottled by our great Firm during the past twelve months would stretch from Reading to Georgetown, British Guiana, if they were placed end to end.

STRANGE INDEED !

Notice at the entrance to Cruft's Dog Show at Olympia : "No dogs allowed in here."

MARRIAGE CAUSES N.A.A.F.I. "CRISIS."

Girls ! If you wish to stay single, *don't join the "Naafi."* N.A.A.F.I.'s marriage rate has shot up "alarmingly" in the past year, and to-day is even higher than during the war. "We delight to see our girls get married," commented a N.A.A.F.I. official, "but we often wish they would have longer engagements. Every time the wedding bells ring, our harassed Staff Branch has to find a replacement. Some of the brides return to us after a year or two, but not nearly enough to make good the losses. At home the marriage toll is steadily rising. Not long ago ten girls from one of our clubs left to get married in the same week. Overseas, the marriage rate is even higher. In some areas the average "life" of even the most determined spinster is barely six months, which means a complete change of staff twice a year. The marriage rate for N.A.A.F.I. girls has always been high. That is understandable, because the young Serviceman sees Miss "Naafi" day after day at work behind the canteen counter ; he recognises in her the decent, cheerful, hard-working type she is and wisely takes her for a wife."

FURTHER OUTLOOK.

More reindeer !

THE SEVEN STARS, BLEDSLOW.

Mrs. Annie S. Smith, of the Seven Stars, Bledlow, Bucks, writes : "My mother (Mrs. Stevens) passed away on Christmas Eve at the age of 86, and I would like this to be published in the HOP LEAF GAZETTE. My father (Thomas Stevens) took this house in March, 1916, and held the licence for 18 years, when it was transferred to my husband. Two years later my father died at the age of 80, and my mother has lived with us since that time, but has always taken a keen interest in the business until her health failed four months ago."

A TRUE FISHING STORY.

Some people have the audacity to say that anglers exaggerate when speaking of the size of the fish they catch, or of those that get away. Here is the story of an angler who was vindicated. It was told at the annual meeting of the River Wye Board of Conservators. Few believed the Wye angler when he told of

a 5ft. salmon which had got away. Three weeks later it was washed ashore dead. It weighed 70lb. !

How well I remember, long years ago, when fishing with my lifelong friend, of an exciting incident which occurred down Devon way. We had had a good day, and later in the evening my brother angler, who was fishing some distance below me, suddenly shouted "Quick ! quick !" I rushed to him with my landing net. There he was struggling with a real big 'un. He was holding on to his fish like grim death, when suddenly there was a mighty splash ! The great fish leapt a yard out of the water and broke my friend's line. He was disconsolate, and it was hours before he got over his great disappointment. I would not even guess at the size or weight of that fish. But he was a monster, and I saw him plainly as he leapt to liberty in the failing light.

LIGHTER SIDE.

FOR A QUADRILLE ?

Whimsical advertisement on a card in an Anerley, South London, newsagent's window :—

"For Sale—Second-hand double bed mattress and lobster. Both in good condition. £3 10s."

* * * *

"YOU ASKED FOR IT, OLD COCK!"

Monday, 14th, to Saturday, 19th, Vicar at S.P.G. Youth School as Chaplain. Please pray for S.P.G.

(From Calendar for the Month in a Parish Magazine.)

* * * *

REPARTEE.

We hear of a Vicar who, when the anthem had concluded, gave as his text for his sermon, *Acts 20* : "And when the uproar had ceased." The choir got their own back after the sermon when they rose and sang : "It is Time to Awake out of Sleep."

NATURE NOTE.

(BY C.H.P.).

SIGNS AND SOUNDS OF SPRING.

LITTLE MOTHER MOLE.

The many signs and sounds of Spring to be seen and heard all around seem more welcome than ever this year after the long spell of very wintry weather. You look eagerly for the first snowdrop or crocus in your garden, and tend them with almost affectionate care. A garden, even if not of large dimensions is a great joy to most people and there is much truth in those well-known lines :—

“ The kiss of the sun for pardon,
The song of the birds for mirth,
You are nearer God’s heart in a garden
Than anywhere else on earth.”

RISING TROUT.

And then to stroll farther afield, down the winding lanes, across the fields and through the woods—how delightful it all is, particularly at this season of the year. Perhaps you cross a trout stream and watch the fish rising. What happy memories this brings home to the ardent angler. As the surface of the water is broken, the experienced fisherman can judge with great accuracy the size of the fish on the move by the nature of the rise. As in human nature, those who make the most splash are not always the biggest fish. Then perhaps you will see a pair of water voles courting, and they cut the most extraordinary capers in and out of the water. But some two-legged animals also act strangely when in love !

I CATCH A MOLE.

I am never happier than when watching wild Nature’s ways. Well do I remember one occasion when my curiosity cost me a long midnight walk. I had been prowling around Mapledurham all the afternoon. I found numerous birds’ nests, gathered a

lovely bunch of white violets and a few other choice wild flowers. I was so engrossed in my study of the great book of nature that the day was far spent when I started to wend my way home. I passed through this old-world village and was proceeding down a lane in the fast-fading light when I espied a mole crossing my path. Her progress was slow and I picked her up. I put her into my pocket, with some grass, and intended to place her in my garden the next day and make a close study of the little animal and her ways.

MY MIDNIGHT JOURNEY.

It was about midnight when I arrived home with my prize, and I was feeling a bit tired—and hungry. I turned on the light to have a good luck at my little furry friend when, to my dismay, I noticed that she was feeding her young. I thought of the baby moles anxiously waiting for their mother and their meal. I did not hesitate. I hurriedly donned my cap, picked up my walking-stick, placed the mole cosily in my pocket, and walked straight away back to Mapledurham. Here I placed the little mother mole by the side of the path at the exact spot where I had found her.

Then I retraced my steps home, leg-weary, but light of heart, for I knew the baby moles would have their supper, though I had gone without mine.

INFANCY AND OLD AGE.

It was Emerson who wrote :—

“ The lover of Nature is he whose inward and outward senses are still truly adjusted to each other ; who has retained the spirit of infancy even in the era of manhood. His intercourse with heaven and earth become part of his daily food.”

FROM MY NATURE NOTEBOOK.

The intense pleasure I derive from my country rambles increases with the years. There is so much of joy and beauty all around that one never tires of visiting the old familiar scenes. To the student of Nature there is ever much to learn. Spring is

always a peculiarly pleasing season of the year, and I always make records of some of the things and voices I have seen and heard. Here are just a few items taken at random from my Nature Notebook of last year :—

- Feb.* 19 Blackthorn in bloom.
 ,, 21 Sallow willow in bloom.
 ,, 24 Rooks carrying first twigs to their nests.
- March* 6 Saw grey squirrel swim from mainland to island at The Fishery, Mapledurham. I watched him for about an hour, and then he ascended a tree, dropped about 20ft. from a branch into the Thames and swam back to the mainland.
- ,, 17 Found blackbirds' nest.
 ,, 19 Heard the chiff-chaff.
 ,, 30 Saw two sand-martins up Thames.
 30 Great crested grebe giving wonderful diving display in the Thames.
- April* 1 Found long-tailed-tits' nest at Bradfield.
 ,, 3 Saw peacock butterfly.
 ,, 5 Found long-tailed-tits' nest, Burghfield.
 ,, 6 Found two robins' nests.
 ,, 7 Found three wrens' nests.
 ,, 9 Missel thrush sitting on nest.
 ,, 10 Watched long-tailed-tits building. They were carrying feathers as big as themselves.
 ,, 12 A thrushs' nest, with five eggs.
 ,, 12 Several willow-warblers singing.
 ,, 14 Several redshanks in Thames-side meadows.
 ,, 14 Water meadows carpeted with kingcups.
 ,, 15 Kingfisher dives into river and returns to his perch with little fish.

- April* 15 Three wrynecks calling in Warren, Mapledurham.
 ,, 18 Sandpiper, or summer snipe, pursues his tortuous way up the Thames.
 ,, 18 Found golden-crested wrens' nest.
 ,, 19 Heard and saw the cuckoo.
 ,, 20 Found nest of the chaffinch.
 ,, 24 Nightingales singing at Mapledurham.
 ,, 24 Many swallows arrived.
 ,, 30 Swifts at Caversham.

A GREAT THOUGHT.

REFLECTIONS IN SPRING.

There is no way in which the young can better learn the sentiments of devotion, or the old preserve them, than by cultivating those habits of thought and observation, which convert the scenes of nature into the temple of God; which makes us see the Deity in every appearance we behold, and change the world, in which the ignorant, and the thoughtless, see only the reign of time and chance, into the kingdom of the living and ever-present God of the universe. Reflections of this kind arise very naturally amidst the scenes we at present behold. In the beautiful language of the wise man, "The winter is over and gone, the flowers appear on the earth, and the time of the singing of birds is come." In these moments we are witnessing the most beautiful and astonishing spectacle that nature ever presents to our view. The earth, as by an annual miracle, arises as it were from her grave into life and beauty. It is, in a peculiar manner, the season of happiness. The vegetable world is spreading beauty and fragrance amidst the dwellings of men. The animal creation is rising into life; millions of seen, and millions of unseen beings, are enjoying their new-born existence; and hailing with inarticulate voice the Power which gave them birth. Is there a time when we can better learn the goodness of the universal God? Is it not wise to go abroad into nature, and associate His Name with everything which at this season delights the eye and gratifies the heart?

ALISON.

BREWERY JOTTINGS.

Congratulations to Mr. W. J. Clay, whose wife presented him with another son on March 6th. He is now the proud father of three boys.

THE LATE MR. W. W. SCOTT.

The Hotels and Catering Department have recently suffered through the death of Mr. W. W. Scott, their well-known and deservedly popular Head Storeman.

Mr. Scott joined the Company in 1938, and with his very extensive knowledge of catering, both indoor and outdoor functions, gained through thirty years' experience with the leading London Caterers, he was of the greatest possible assistance to Mr. H. C. Davis in building up our Hotels and Catering Department.

During the war Mr. Scott had the difficult task of keeping the Simonds Hotels and Catering Houses supplied with the hundred-and-one articles of equipment indispensable to their proper running; and since that time his great knowledge and willing co-operation have been greatly appreciated by the staff of the Hotels and the Company's Branches alike.

Mr. Scott leaves a widow and six sons, some of them already well known in Brewery sporting circles.

To all we would express our sincere sympathy in their great loss.

CHANGES OF TENANCIES.

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

The Cross Keys, Marlow—Mr. J. Hill.
 The White Hart, Newbury—Mr. J. Poole.
 The Friend at Hand, West Wycombe—Mr. R. D. Putnam.
 The Prince of Wales, Bracknell—Mr. J. T. Smith.
 The King's Head, Mapledurwell—Mr. L. W. Smith.
 The Miller of Mansfield, Goring—Mr. F. Lawrence.
 The Wellington Arms, Baughurst—Mr. T. F. Huse.
 The Bell, Odiham—Mr. W. Ferguson.
 The Six Bells, Shinfield—Mr. H. M. Hussey.
(Change due to death of Mr. J. Hussey on the 22nd December, 1950.)

The Maypole, Hitcham—Mrs. F. Gibson (Widow).

(Change due to death of Mr. F. Gibson on the 26th December, 1950.)

The White Hart, Sherfield-on-Loddon—Mr. F. H. Burge.
 The Crown, Kingsclere—Mr. E. J. Perry.
 The Plough, Greenham—Mr. W. Morgan.
 The Bird in Hand, Henley—Mr. W. Hack.
 The Red Lion, Baydon—Mr. H. E. Ambridge.
 The Bell Inn, Twyford—Mr. F. C. Prior.
 The Nag's Head, Stockcross—Mr. A. McCombie.
 The Bolton Arms, Kingsclere—Mr. T. A. Cairns.
 The Greyhound, Overton—Mr. A. J. Foster.
 The Lamb Hotel, Hungerford—Mr. R. T. L. Cocquerel.
 The Jenny Lind, Hampton Hill—Mr. J. Pullen.
 The New Inn, Burford—Mr. M. J. Beard.
 The Bird in Hand, Tilehurst—Mr. W. A. Clover.
 The King Charles Tavern, Newbury—Mr. J. Poole.

RETIREMENT.

Mr. A. Cox, Wheelwrights' Department, retired on the 29th January, 1951, after completing 28 years' service.

SKILLED STAFF AND THE INN TRADITION.

(Reprinted, with due acknowledgments, from The Journal of the Hotel and Catering Institute.)

"Sir," said Dr. Johnson to Boswell, "there is nothing that has been contrived by man by which so much happiness is produced as by a good tavern," and on the same occasion—it was almost 200 years ago—he expatiated "on the facility of England and its taverns and inns" and triumphed over the French "for not having in any perfection the tavern life." The two centuries that followed these remarks have seen many ups and downs in this country's inn-keeping reputation. Nevertheless the British tavern is still unique in its character of intimate sociability and hospitality.

To-day members of the Licensed Trade with the same consciousness as Dr. Johnson of the part the inn plays in our life and economics, are taking vigorous measures to ensure that Britain's inns shall continue to enjoy the highest reputation. Within the hotel and catering industry the Licensed Trade has been and is in the forefront of the move to improve and extend technical training for recruits and employees in its establishments. There is strong awareness that the reputation for hospitality and good catering depends considerably on the competence and efficiency of the men and women in the industry.

Recent evidence of the virility and success of the courses that are being conducted for licensed house staff was the ceremony at the L.C.C. College for the Distributive Trades in London, where successful students from the London area received diplomas gained as a result of the first common national examination organised by the National Trade Defence Association in July last.

Mr. A. Franks, F.H.C.I., Chairman of the National Licensed Staff Training Committee, who presented the awards and spoke on this occasion made a striking reference to the place of the inn in British life. He was sure that his audience agreed with what Dr. Trevelyan had written in his English Social History that "in all ages the ale bench has been the social centre of town, village and hamlet." The ale bench might have changed for a more comfortable chair perhaps but the importance of the public house in the pattern of our society remained. Mr. Franks pointed out that there were some 74,000 licensed houses in England and Wales and each one in fulfilling its rightful purpose, provided recreation and a forum for its customers, the majority of whom still regarded the public house as the local club.

Addressing particularly the successful students, Mr. Franks emphasised that "without competence or efficiency we shall fail miserably in our calling. You have undertaken the first step to proficiency, but you must go further. You must propagate the need for technical education among your fellow workers. It is better to work as a team of skilled workers than that there should be the odd man out."

The policy of education in the licensed trade began only six years ago, but this year 255 candidates sat for this first national common examination held by the licensed branch of the industry.

The Hotel and Catering Institute is, of course, greatly interested in and proud of the progress made in this type of training. The syllabus for these courses was originally drawn up by the Licensed Trade of London Staff Education Committee and by the National Council for Hotel and Catering Education (which has now become the Education Committee of the Institute). Mr. Arthur Franks, who is a member of both these bodies, was and is one of the prime movers in instituting the courses. The syllabus was then adopted by various branches of the National Trade Defence Association throughout the country and instruction was organised by the Licensed Trade of London Staff Education Committee and these various branches of the N.T.D.A. to suit their own individual requirements and their own examinations.

Inevitably the standards and methods of instruction differed as did the examination standards. What is now the Education Committee of the Institute played an effective part in proposing that syllabuses should be co-ordinated throughout the country and that a common examination set and marked by a central body should be instituted. These common examinations were held for the first time this year.

The Institute looks on craftsman's training for licensed house staff as a valuable and most necessary part of the educational work of the hotel and catering industry, and has given evidence of the great importance attached to this training in recognising that students who gain honours in the N.T.D.A. Common Examination and who also gain their 151 are suitably qualified academically for Associateship Membership.

The Institute is hopeful that licensed house staff who are successful in the Common examination will, in fact, go forward to study for the City and Guilds 151 Examination. It is therefore most heartening that this year 20 such students have registered at the Central School of Domestic Economy, Manchester. The Institute and the Industry as a whole will watch their progress with the greatest of interest as the forerunners of what it is hoped will prove a continuous registration of licensed house staff for City and Guilds courses at technical colleges all over the country.

The domestic cookery of Britain with its great names like Mrs. Glasse, Miss Acton, Mrs. Beeton and Mrs. Raffald (who also kept an inn) has in times past earned unstinted praise from guests all over the world. The tavern or public house with its intimate atmosphere has inherited many of the traditions of the good domestic cook. Training, which is now an integral part of licensed trade policy, will do much to ensure that these fine old traditions are given into the keeping of skilled men and women able to maintain them.

There is no doubt that the higher degree of skill which technical training in the colleges will give men and women of the licensed trade is one of the finest guarantees that the public houses, taverns and inns of these islands will gain fresh and enhanced repute for meat and drink. Visitors to this country from the Continent and America during the Festival year and after will inevitably look to our public houses as a source of atmosphere that is typically British and for the type of food and drink in which such establishments specialise.

TRENCHERMAN.



Land-Locked!! The "Lady Killarney" at anchor just off Ballachulish. Taken from the shore near the Alan Breck Hotel.

CRUISES TO THE SCOTTISH LOCHS.

AN APPRECIATION BY MR. A. G. RICHARDSON, A.C.A.,
WHO IS FEATURED IN THE ABOVE PHOTOGRAPH.

The name of Captain J. C. Livingstone, O.B.E., will always be associated with the T.S.S. *Lady Killarney*, that fine ship of 3,220 tons, which is engaged on cruising holidays to the west coast of Scotland throughout the summer months of each year. It has been my privilege and good fortune to have been on one of these cruises for each of the past three years, and I would like to avail myself of this opportunity to pay a tribute to the Master, Officers and all the members of the crew for all the kindness and consideration shown toward the passengers, and for all they have done to make this type of holiday such a delightfully happy experience. A cruise on this vessel is, to my mind, the ideal vacation; in the beautiful Highlands of Scotland one gets right away from the daily routine—newspapers and telephones are clean forgotten—it is the perfect restful holiday.

It is made even more ideal, however, by the great friendliness of the ship's personnel who spare no pains to be of every assistance at all times. Consideration for the passengers comes first; for example, if the weather is likely to prove stormy, thereby causing the ship to roll, then the Captain will take care to steer a course

the most convenient for his passengers, hugging a sheltered coast or island, and thus saving the possible discomfort of sea-sickness.

Captain Livingstone retired at the end of the 1949 season after many years of faithful service, and with the good wishes of thousands of the friends he made during that time. I formed a very strong affection for this lovable sea-captain, and he made a promise to come and see me whenever I visited Scotland in the future aboard the *Lady Killarney*. In August last, sure enough, he came to Fort William to carry out his promise, and along with Captain J. B. Wright, my wife and I, we spent a very happy reunion.

Coast Lines are indeed fortunate to have such a worthy successor as Captain Wright to follow such a grand character as Captain Livingstone. With his perfect charm of manner and great tact, J.B. has already endeared himself in the hearts of his passengers.

A.G.R.

DEATH OF MRS. F. J. BENHAM.

The many friends of Mr. F. J. Benham at Reading and Branches will learn with deep regret the sad news of the sudden death of his wife on January 5th, 1951. The funeral took place on Tuesday, January 9th, at Three Mile Cross.

Mr. Benham is a member of the staff of the Conditioning Room at the Brewery and his wife was a regular competitor at the Brewery Annual Flower Show and won many prizes for flowers in the women's section of the Show. Her sudden and untimely end has been a great shock to her husband, to whom she was devoted, and we extend to him our sincere sympathy in his great sorrow.

MARRIAGE OF
MISS A. M. PROSSER AND MR. T. W. BRADFORD,
SATURDAY, DECEMBER 23RD, 1950.

Following the announcement in our last issue of the engagement of Miss A. M. Prosser (Secretary to our Chairman and Managing Director, Mr. F. A. Simonds) and Mr. T. W. Bradford (Chief Cashier), the above ceremony was duly solemnised at the Church of Our Lady and St. Anne, Caversham, before a large congregation. The service was fervently and benevolently conducted by Father M. Williams, during which were sung those

beautiful and impressive hymns, "Praise my soul The King of Heaven" and "O perfect love all human thoughts transcending."

The bride, who was given away by her brother, Mr. Albert C. Prosser, looked charming in a two-piece dress of turquoise wool georgette with navy accessories. Mr. A. R. Bradford officiated as best man.

After the service a reception was held at the Grosvenor House Hotel, Caversham, where the catering arrangements and procedure were most excellently carried out by the manager of the hotel under the personal supervision of Mr. H. C. Davis, F.H.C.I.

When the toast of the Bride and Bridegroom had been proposed and enthusiastically drunk, Mr. F. A. Simonds stepped forward and in eulogistic terms, of which he is so elegant an exponent, paid the highest possible tribute to the bride, who has rendered him such valuable and efficient service for many years. Describing her as "the perfect secretary," Mr. F. A. Simonds' appraisement left no doubt in the minds of all present as to the value which he placed upon her services. Mr. Simonds also referred to the fine work in connection with the Brewery Social and Sports Club which had been carried on by the bride and bridegroom for many years. Turning to the bridegroom, of whom Mr. Simonds also spoke in the highest terms, he jocularly remarked that "you might be able to run away with the till, but you are not going to run away with my secretary."

The bride and bridegroom were honoured by the attendance at the church and reception of Mr. F. A. Simonds (Chairman and Managing Director), Major and Mrs. G. S. M. Ashby, Mr. E. Duncan Simonds; Mr. F. H. V. Keighley, O.B.E., was also present at the service.

Amongst the leading members of the Executive Staff who attended were Mr. A. G. Richardson, A.C.A. (Chief Accountant), accompanied by Mrs. Richardson, Mr. J. D. Richardson (Secretary), Mr. F. C. Hawkes, Mr. A. W. Bowyer, Mr. H. C. Davis, F.H.C.I., Mr. S. H. Spurling, Mr. A. E. Wake and Mr. W. H. Davis. Mr. C. Bennett, who recently retired, was also present.

The bride and bridegroom have been the recipients of numerous and valuable gifts, among them being :

Mr. and Mrs. F. A. Simonds : Cheque.

Major and Mrs. G. S. M. Ashby : Cut-glass Bowl and Vases.

Mr. and Mrs. E. Duncan Simonds : Silver Vases.

Mr. and Mrs. F. H. V. Keighley : Coffee Percolator.

Staff of H. & G. Simonds, Ltd. : Hall Wardrobe, Hall Table and China Cabinet.

Simonds Social Club : Cheque.

Major H. T. Pemell (Director of Simon Bros. & Co., Ltd.) : A case of Moet Champagne (*for the Reception*).

Mr. and Mrs. A. G. Richardson : A set of Cut Glasses.

Mr. and Mrs. E. D. Richardson : Water Jug and Glasses.

The universal popularity of the above event extended beyond the confines of the Brewery, due to the wonderful work performed by the happy pair in connection with the Social Club, particularly in respect of the Annual Ball, Fêtes, Sports Meetings, etc., in which the staffs from Branches and Associated Breweries have joined. The wide interest aroused was confirmed by the large number of cables and telegrams received from well-wishers abroad as well as at home, including those from Mr. E. B. Cottrell, C.B.E., Mr. R. Wingrave Tench, O.B.E., of Saccone and Speed Ltd., Gibraltar, the Directors of Saccone and Speed Ltd., London, and Mr. J. S. Smith, a Director of J. Walker and Sons, Ltd.

A short honeymoon was spent at Bournemouth.

PRESENTATION TO BRIDE AND BRIDEGROOM.

On Friday, December 22nd, 1950, a presentation was made to Miss A. M. Prosser (Private Secretary to the Chairman and Managing Director) and Mr. T. W. Bradford (Chief Cashier) on the eve of their marriage.

Mr. A. G. Richardson said he had received apologies from Mr. E. S. Phipps, Mr. C. Bennett and Mr. P. F. Knapp, who were unable to be present, and wished him to convey their very good wishes to both Miss Prosser and Mr. Bradford.

Mr. Richardson (Chief Accountant), in opening the proceedings, said that when he was asked to preside it gave him much pride and pleasure.

He said Mr. Bradford needed no introduction from him, having completed nearly 50 years' service with the Company and Miss Prosser nearly 35 years, twenty-one of which she had been private secretary to the Chairman and Managing Director. She had often been described as "The Perfect Secretary." She is very highly efficient, conscientious, and of a very charming disposition.

Mr. Richardson went on to say that Mr. Bradford could be regarded almost as a part of the office furniture and fittings, and had done yeoman service. He, aided by Miss Prosser, had been

actively concerned in the running of the Social Club, and described him as a wonderful organiser.

All the Directors (or, at least, as many as are able) would be attending the wedding ceremony, which is a great tribute to both.

Mr. F. C. Hawkes (Manager, Home Department) was then called upon to make the presentation with which he said it gave him much pleasure to be associated. Referring to Miss Prosser and Mr. Bradford, Mr. Hawkes said he thought them a well suited pair, and hoped that for many years they would live a very happy married life. To commemorate this great occasion he asked them to accept the gifts (a hall table, a wardrobe, a display cabinet and a cheque) as a token of good wishes from them all for their future health and happiness.

Miss Prosser replied, thanking all very much indeed for the lovely presents. She added that everyone had been so very kind to her, and she was quite overwhelmed by their kindness.

Mr. Bradford followed and also expressed his thanks for the beautiful gifts, and said that on many similar occasions it had been his privilege to organise and arrange presentations for other people and humorously remarked that he felt sorry for the recipients. Commenting on what Miss Prosser and he had done in connection with the social activities of the Firm, it had always been a pleasure to them, and they had both worked to help to provide happiness for others.

Before the proceedings ended Mr. Hawkes wished everyone a very Happy Christmas and New Year.

The happy gathering concluded with musical honours for the bride and bridegroom-to-be.

GOLD AND SILVER MEDALS AWARDED TO

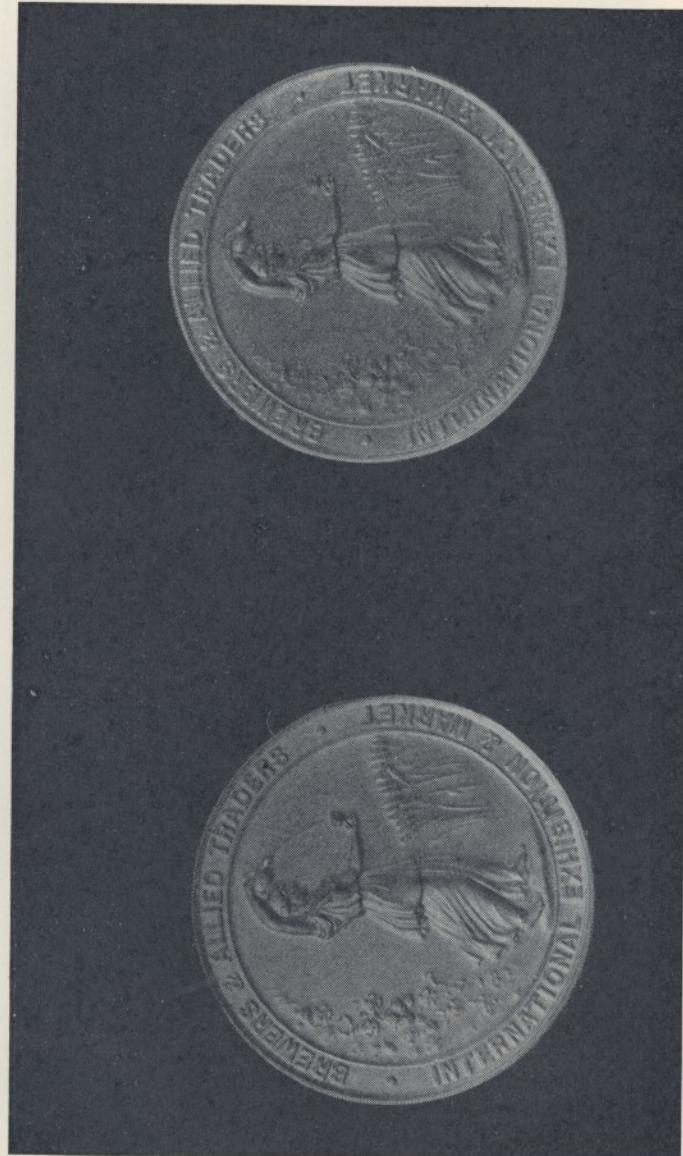
H. & G. SIMONDS, LIMITED,

FOR

"BULL DOG" PALE ALE, AT BREWERS' EXHIBITION,
1950.

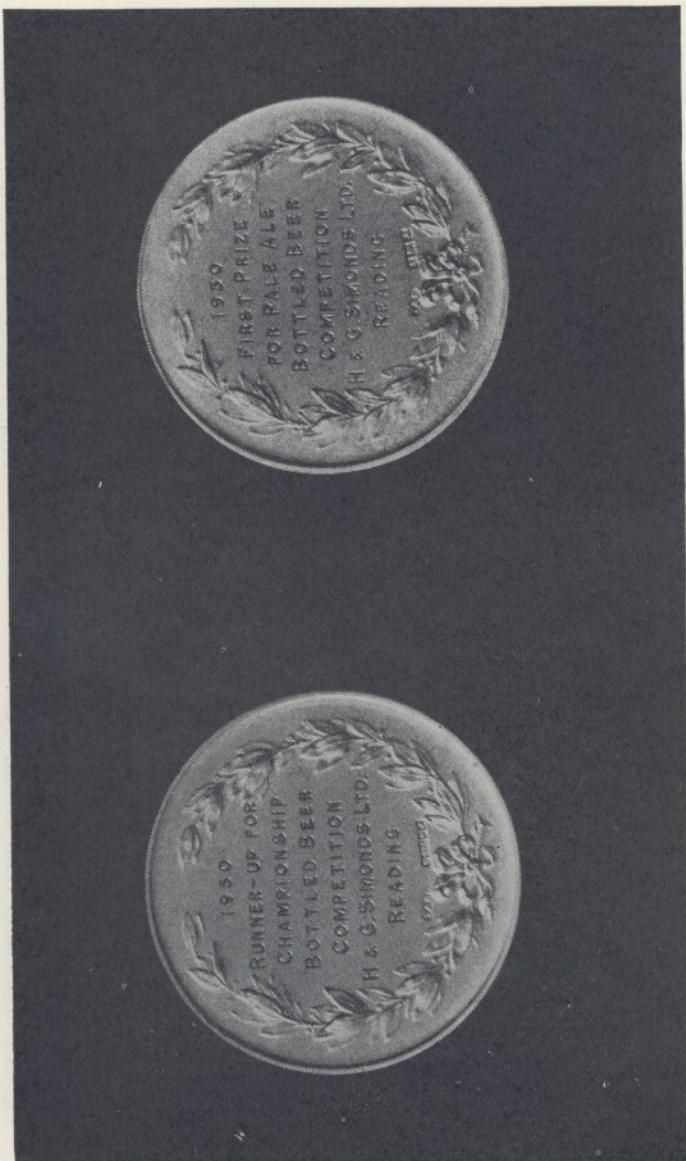
It is significant that on the first occasion on which the Company submitted their Pale Ale for competition at the Brewers' Exhibition they were awarded the Championship Gold Medal and the First Prize Silver Medal.

The Pale Ale which gained these awards is bottled under the "Bull Dog" label, and is sold in the home and export markets. It has been proved an outstanding success. Photographs of the Medals are reproduced on the following pages:—



First Prize Silver Medal. (Face.)

Championship Gold Medal. (Face.)



Silver Medal: Inscription on back.

Gold Medal: Inscription on back.

In addition to the Medals, Certificates have been issued to the Company, and a replica is shown below.

As the brewer responsible for the production of this Pale Ale, which can only be described as "the perfect article," separate Certificates have been awarded to E. M. Downes, Esq., O.B.E., Director and Head Brewer.



ANNUAL BANQUET
OF THE
HIGH WYCOMBE AND DISTRICT
LICENSED VICTUALLERS' PROTECTION ASSOCIATION.
(From the " Bucks Free Press.")

"A striking tribute to the licensees of High Wycombe was paid by the Mayor of the borough, Councillor Timberlake.

"Speaking at the Annual Banquet of the High Wycombe and District Licensed Victuallers' Protection Association, he declared: 'The licensees of this town have maintained a standard beyond the ordinary. In a difficult job, they have shown acumen and dignity in the conduct of their houses.'

"Witty after-dinner speeches delighted a happy company of more than 100 members of the Association and their guests, who dined under the Presidency of Mr. E. D. Simonds, Director of Messrs. H. and G. Simonds, Ltd., President of the Association, with the support of the Chairman, Councillor H. D. Rogers.

"Licensed victuallers are absolutely the salt of the earth," declared Mr. Simonds, when he proposed the health of the Wycombe Association. . . .

"He paid tribute particularly to Councillor Rogers, a member of the committee of No. 8 District of the Licensed Victuallers' Defence League, to Mr. Nat Scott, who had claimed most distinctions in the trade, and to the secretary of the Wycombe Association, Mr. D. Taylor, and commended the work of the Beaconsfield and Wycombe Ladies' Auxiliary, under the vigorous leadership of Mrs. Wilks. . . .

"In his reply, Councillor H. D. Rogers pointed out that had it not been for the unity displayed by the trade during the last twelve months this might well have been 'a gathering of civil servants' in a nationalised industry. . . .

"Proposing the toast of the visitors and the wholesale trade, Mr. W. V. N. Scott, treasurer of the Association, welcomed particularly the Mayor of High Wycombe. . . . He also referred to Lord Carrington and Mr. W. A. Fearnley-Whittingstall, K.C., Honorary Recorder of High Wycombe.

"The Mayor, acknowledging the toast, declared: 'This borough has enjoyed an excellent reputation for "known" drunkenness. I take my hat off to our hosts for the way they have

conducted their houses. We look to the licensees to maintain the standard of dignity in the town.'

"The Mayor added that he hoped within the next generation they might again have a brewery in the town.

"Mr. J. A. Biggs, who also replied to the toast, expressed the hope that licensees would strive to maintain the unity which had surprised those in authority in the country a short time ago at the time of the Licensing Bill. . . .

"In one of his rare public appearances in High Wycombe, Mr. W. A. Fearnley-Whittingstall, Honorary Recorder, delighted the company with a witty speech to propose the health of the President.

"Commenting on the fact that Mr. Simonds, after fighting in North Africa, where he was wounded and twice mentioned in despatches, had finally become a gunnery instructor in Italy; he declared: 'He has, you see, gone from beer to ballistics—and back again!'

"The only concession to beer in the Budget of 1949 had been that, with a penny a pint off, the average married man had to drink 12 pints in order to save a shilling!

FOR ADVICE.

"In his response, Mr. Simonds suggested with a smile that instead of appointing weighty panels and commissions to advise them on why things were going wrong, the Government should consult the publicans and their wives, who were the best people to tell them. . . .

"Referring to the Mayor's allusion to a brewery for High Wycombe, Mr. Simonds recalled that a brewery used to stand on the site of High Wycombe Town Hall, and he added smilingly: 'If he cares to give up the Town Hall we will happily convert it back to a brewery.'

"After the dinner there was dancing to music by the Parade Orchestra."

PRESENTATION TO MR. A. H. HOPKINS

(Correspondence Department)

ON COMPLETION OF FIFTY YEARS' SERVICE
(AND RETIREMENT).

Prior to the Board Meeting on Monday, January 1st, our Chairman and Managing Director, Mr. F. A. Simonds, on behalf of the Board, made a presentation to Mr. A. H. Hopkins of a beautiful silver tea set (the teapot being suitably inscribed), also

a cheque, in recognition of his fifty years' service with the Company. Mr. F. A. Simonds referred to his career with the Company, the majority of the period having been as Head of the Correspondence Department, and many young people during their early years at the Brewery had received their training under Mr. Hopkins—Mrs. T. W. Bradford (*nee* Miss Prosser,) his Private Secretary, being one of them.

He also referred to the work done by Mr. Hopkins in connection with the National Savings Movement, having been Secretary of the Brewery Savings Group for 26 years.

The Chairman, in the course of his remarks, gave a brief résumé of various alterations which had taken place during the past 50 years, such as the introduction of the typewriter, extension of the inter-Departmental telephones and, lastly, during the past year a change-over to the Hollerith system of accountancy.

He concluded by wishing Mr. Hopkins health and happiness and long life in which to enjoy his retirement.

In thanking the Chairman and Board of Directors for their generous gifts, Mr. Hopkins expressed his great appreciation of the very kind treatment which he had received at their hands, and said that he had always done his best for the Firm during his long service. The gifts which he had received would always remind him of their great-hearted consideration of the staff.

STAFF PRESENTATION TO MR. A. H. HOPKINS ON HIS RETIREMENT.

Mr. A. H. Hopkins, having just completed 50 years' service with the Company (as reported above), his many friends on the Staff foregathered in the General Office on the evening of January 11th to present him with a parting gift, which took the form of an "Invicta" wireless set and cheque.

Before making the presentation, Mr. Hawkes mentioned that Messrs. A. G. Richardson and J. D. Richardson were unable to be present, also Capt. A. S. Drewe. Mr. Bowyer was on the sick list.

Mr. Hawkes spoke of the loyal service of Mr. Hopkins whilst in the employ of the Company, together with his Secretaryship of the National Savings Group, which position he had held since its inception over 26 years ago; good service rendered to the country, also a record of which to be proud. Mr. Hawkes then announced that an innovation in the staff presentations was being made on this occasion inasmuch as both Mrs. T. W. Bradford

(*nee* Miss A. M. Prosser) and Miss Shurmer had promised to support him, and he now called upon them to do so.

Mrs. Bradford said that when she joined the Firm 35 years ago it was as a member of the Correspondence Office staff, of which Mr. Hopkins was then senior member, and she looked back to the happy thirteen years spent in that Department, and no doubt the experience gained during that period considerably helped in fitting her for promotion to her present position as Private Secretary to the Chairman and Managing Director. Now that Mr. Hopkins had retired, Mrs. Bradford wished both him and Mrs. Hopkins many years of health and happiness.

Miss O. Shurmer, who has succeeded Mr. Hopkins in the Correspondence Office, supplemented Mrs. Bradford's sentiments, and said it had been a pleasure to be associated with Mr. Hopkins during the past eleven years, and wished him the best of luck, health and happiness in his retirement.

In asking Mr. Hopkins to accept the gifts, Mr. Hawkes expressed the hope that the set would give his wife and himself pleasure in their leisure hours for many years to come, and that he would purchase with the cheque something that he really wanted, also that he would enjoy his retirement in his new home at Worthing.

Mr. Hopkins, although rather overcome with the kind remarks and the warm reception extended to him, suitably replied, acknowledging the handsome gifts given to him on the eve of his retirement. Musical honours and many farewell handshakes terminated this pleasant ceremony.

RETIREMENT OF MR. H. WARD

(*For many years Chief Clerk at The Plough Brewery, Wandsworth*).

On the 1st January, 1951, Mr. H. Ward was invited to attend at the Board Meeting to receive a presentation from the Chairman and Managing Director, F. A. Simonds, Esq., to mark his retirement on the 31st December, 1950.

The gift comprised a beautiful solid silver three-piece tea set, also a cheque, and, in the presence of the entire Board of Directors, the Chairman recounted Mr. Ward's long and devoted service to the Company in words which contained the highest possible regard for and recognition of the valuable work which he had performed, dating back to his early days at Wimbledon Branch, his subsequent appointment to the position of Chief Clerk there, and eventual transfer to London Branch where he assumed the Chief Clerkship after returning from the First Great War.

The Chairman also referred to Mr. Ward's responsibilities in connection with the enormous growth of the Firm's business during his period of office, including the large contracts which had been carried out at the Royal Agricultural Hall, Kennington Oval, Railway Refreshment Rooms, Wembley, and other Exhibitions, etc. The Chairman also referred to Mr. Ward's service in the 1914-1918 War with the East Surrey Regiment in India and Mesopotamia, where he was promoted to Regimental Sergeant-Major, and several times mentioned in despatches.

Mr. Ward will long remember and treasure the generous tribute paid to him, and the very kind reception which he received from the Board.

In replying to the Chairman, Mr. Ward expressed his gratitude for the handsome presentation, and the honour of being called before the full Board to receive the gifts and the expressions of good will upon his retirement. He thanked the Board of Directors for the kind consideration shown to him during his service and for the generous pension granted to him. He said that he had been very fortunate in having had the opportunity of joining the staff of H. & G. Simonds, Ltd., in January, 1903, and in having 48 years' of happiness in their employ. He also wished to thank past and present Departmental Managers for the cordial assistance given to him at all times, especially mentioning Mr. C. E. Gough and Mr. A. R. Bradford, under whom he had worked for many years, adding that he was very pleased to see the latter present at this ceremony.

A party of his old colleagues afterwards entertained Mr. Ward to luncheon at the Ship Hotel.

LIGHTER SIDE.

A W.A.A.F. driving an army lorry dashed over a level crossing in front of an express train. Turning to the Corporal beside her, she shouted, "I'll bet that put the wind up the engine driver!"

* * * *

Two psychologists met in the street. Said one, "Hello, old fellow! You're wonderfully well! How am I?"

* * * *

She had just been introduced to an actor. "Oh, Mr. Blank," she said, "I suppose you actors detest boos above anything else?"

"Well, madam," replied the actor, "it all depends on how you spell it."

WORDS OF WISDOM.

Nothing great was ever achieved without enthusiasm.

Think me not unkind and rude,
That I walk alone in grove and glen;
I go to the God of the wood
To fetch His word to men.

Nature cannot be surprised in undress. Beauty breaks in everywhere.

There is a great deal of self-denial and manliness in poor and middle-class houses, in town and country, that has not got into literature, and never will, but that keeps the earth sweet.

Skill is stronger than strength.

There is a heroic innocence as well as a heroic courage.



Photo by "Berkshire Chronicle," Reading.
Mr. N. Lipscombe making a presentation to Mr. E. A. Toovey in recognition of his work for the Comrades' Club, Reading, for 30 years, during 27 of which he has been Secretary.

CRICKET.

ANNUAL REPORT, SEASON 1950.

The Club carried out their programme as far as they were able in spite of the numerous occasions when weather conditions were anything but conducive to cricket.

Of the 16 games arranged for the "A" team, 5 were won, 4 drawn, 4 lost, and 3 cancelled. Of the 14 games arranged for the "B" team, 3 were won, 2 drawn, 5 lost, and 4 cancelled.

Only one "all-day" fixture was arranged, that against Turquandia.

Throughout the season a keen sense of team spirit was shown by both teams, and the games played were very much enjoyed by all those who took part.

The aggregates of the matches are as follows :—

"A" TEAM.				
For :	1,119 runs	for	108 wickets.	Average : 10.36
Against :	1,163	"	115	" 10.11
"B" TEAM.				
For :	774	"	88	" 8.79
Against :	896	"	90	" 9.95

Mr. E. G. Crutchley once again captained the "A" team and Mr. C. R. Josey the "B" team. The experience of both these gentlemen was greatly valued by their players. Their very able deputies, Messrs. W. G. Neville and H. K. White, gave every support when needed.

Details of all matches played appeared in the HOP LEAF GAZETTE and, whenever possible, in the local press.

The list of averages appeared in the December issue of the HOP LEAF GAZETTE.

Mr. E. Mapstone, promoted from the "B" team, at which time his average was 18.00, headed the "A" team batting list with an average of 21.33, and has the honour of holding the "Louis Simonds" Cup. Mr. E. G. Crutchley, with the splendid average of 23.00, just failed to qualify for the trophy. Mr. W. G. Neville was runner-up with an average of 15.30. Mr. R. Smith took the bowling honours with an average of 5.53.

The "B" team's best batting average was that of their skipper, Mr. C. R. Josey, with 20.42, and Mr. D. J. Hampton was top of the bowling averages with 6.43.

All these gentlemen are to be congratulated on their fine performances.

The Inter-Departmental League this season did not prove to be such a success as during the previous season, owing to a late commencement and failure by some Departments, through various reasons, to raise a team.

The games which were played were enjoyed by all those who participated.

The Wine Stores and Engineers' team, comprising personnel of the Wine Stores, Engineers, Brewery Cellars, Brewery Loading Stages and Transport, were successful in winning the League. Mr. E. J. Scott captained the side which becomes the holders of the "Directors" Cup. The Branch Department were runners-up.

In September a social was held in the Sports Pavilion, and during the evening the "Louis Simonds" and "Directors" Cups were presented by R. B. St. J. Quarry, Esq., to Messrs. E. Mapstone and E. J. Scott.

During the season a competition was run each week on the aggregate scores of well-known cricketers. This was run as an experiment to enable the committee to assess its popularity, which was proved by the fact that the sum of £33 was handed to the General Secretary of the Social and Sports Club.

Once again we say "Thank You" to the Ladies' Committee for providing and serving the teas. Also to those very important gentlemen, our umpires, Messrs. F. Chapman and E. J. Brown, and their deputies, Messrs. G. Kelly and W. Sparkes, and our "A" team scorer, Mr. F. J. Dyer, and those supporters who assisted in "scoring" for the "B" team.

N.L.T., Hon. Secretary.

ARRANGEMENTS FOR 1951.

At the Annual General Meeting held in the Social Club on Wednesday, February 21st, it was confirmed that "A" and "B" teams be run again this year, and for whom the following fixtures have already been arranged :—

"A" Team.

<i>Date.</i>	<i>Opponents.</i>	<i>Venue.</i>
April 28	Reading Extra "A" ...	Away
May 5	Frimley ...	Home
" 12	Pinkneys Green "A" ...	Away
" 19	Waltham St. Lawrence ...	Home
" 26	Sutton's "A" ...	Away
June 2	Turquandia (12 noon) ...	Home
" 9	St. Sebastian's "A" ...	Away
" 16	Pinkneys Green "A" ...	Home
" 23	Reading University 2nd XI ...	Home
" 30	Reading University 2nd XI ...	Away
July 7	Reading Extra "A" ...	Home
" 14	Courages ...	Away
" 28	Frimley ...	Away
Aug. 4	St. Sebastian's "A" ...	Home
" 11	Waltham St. Lawrence ...	Away
" 18	Courages ...	Home

All matches commence at 2.30 p.m., except where otherwise stated.

"B" Team.

<i>Date.</i>	<i>Opponents.</i>	<i>Venue.</i>
May 5	Mortimer "B" ...	Away
" 12	Greys Green C.C. ...	Home
" 19	Stratfield Turgis ...	Away
" 16	Reading Legal Offices ...	Home
June 2	Reading Goods (British Railways) ...	Away
" 9	Stratfield Turgis ...	Home
" 16	Suttons' "B" ...	Away
" 23	Pinkneys Green "B" ...	Away
" 30	Pinkneys Green "B" ...	Home
July 7	Reading Legal Offices ...	Away
" 14	Suttons' "B" ...	Home
" 21	Greys Green C.C. ...	Away
" 28	Reading Goods (British Railways) ...	Home
Aug. 11	Mortimer "B" ...	Home

All matches commence at 2.30 p.m., except where otherwise stated.

The Club wish to congratulate its Chairman, Mr. J. W. Jelley, on entering his 32nd year of association with the Club, as a player, secretary, and finally as chairman. All the members, past and present, have greatly valued the advice he has given, and the loyalty which he has shown during these years.

ELECTION OF OFFICERS.

Mr. E. G. Crutchley expressed his inability to stand for re-election, and was obliged to decline the captaincy of the "A" team. This was learned with some regret by the members owing to the very good service which Mr. Crutchley has given to the Club for many years. However, Mr. R. J. Lambourne was persuaded to assume that position, and Mr. W. J. Greenaway will be his deputy.

Mr. C. R. Josey, through health reasons, expressed a desire, though regretfully, to relinquish the captaincy of the "B" team. Sympathy was expressed to him, and it is to be hoped that next season his very good services may be used once again.

The following Officers were duly elected :—

Captain :

" A " Team : Mr. R. J. Lambourne.
" B " Team : Mr. H. K. White.

Vice-Captain :

" A " Team : Mr. W. J. Greenaway.
" B " Team : Mr. E. Barrett.

Umpire :

" A " Team : Mr. N. L. Tott.
" B " Team : Mr. E. J. Brown.

Scorer :

" A " Team : Mr. F. J. Dyer.
" B " Team : Miss Excell.

Committee : Messrs. F. J. Benham, E. G. Crutchley, E. C. Greenaway, J. W. Jelley, C. R. Josey, W. G. Neville.

Selection Committee : Captains and Vice-Captains of "A" and "B" Teams, and Mr. W. G. Neville.

Sports Committee Representatives : Messrs. E. G. Crutchley, J. W. Jelley and N. L. Tott.

Secretary : Mr. N. L. Tott.

INTER-DEPARTMENTAL LEAGUE.

Owing to the failure of this Competition last year, it was decided to discontinue it for this season, and play evening matches during the months of June and July.

PRACTICE.

Practice nights will be on Tuesdays and Thursdays, commencing April 17th. A practice match will be held on April 25th between two teams selected by the Captains of "A" and "B" teams.

INSURANCE.

It was decided after discussion to insure all players against risk of injury.

COMPETITION.

As the competition run last year proved very popular, it was decided to continue to run it again this year on the aggregate of team scores and not on individual scores as last year.

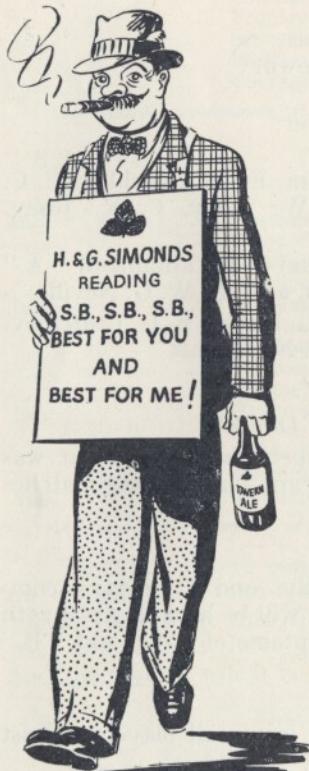
Finally, it is hoped that this season will again prove to be as good a season as last year, and that all will show their interest in the Club by coming to net practice.

N.L.T.

A TRIBUTE

TO

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



As you travel thro' the country,
In sunshine, hail or snow,
You'll always find the Hop Leaf sign,
No matter where you go.
That's Simonds little emblem,
From which they brew their beer ;
Call in, and take a pint or two,
'Twill put you in good cheer.

With my old cigar a-glowing,
I'm happy as can be ;
I've just been in a Simonds pub,
And had a large S.B.
I like a pint of wallop !
A Berry Brown as well ;
But none can beat THE TAVERN ALE,
And that's the truth to tell.

There are people dying daily !
With all this wretched 'flu ;
But if you stick to Simonds beer,
You'll see the journey thro' ;
There'll always be an England !
Let's hope that song is true,
With Reading's sparkling Ales and
Stout—
And Simonds Brewery, too !

E. J. NEWMAN,
The Railway Arms,

Windsor.

21st January, 1951.

H. & G. SIMONDS, LTD.
ANNUAL GENERAL MEETING.

TRIBUTES TO MR. F. A. SIMONDS.

(Reprinted from the "Berkshire Chronicle", January 26th, 1951.)

"At the Annual General Meeting of H. and G. Simonds, Ltd., at 19, Bridge Street, Reading, on Monday (January 22nd), it was announced that the net profits of the Company for the financial year ended September 30th, 1950, amounted to £210,698, compared with £247,283 in the previous year—a decrease of £36,585.

Mr. F. A. Simonds, Chairman and Managing Director, presided.

The Secretary, Mr. J. D. Richardson, having read the notice convening the meeting, and the report of the auditors, the Chairman said :

'Ladies and Gentlemen.—The Directors' report and accounts for the financial year which ended on 30th September, 1950, have been in your hands for the requisite period and I would ask you to follow the precedent of previous years and take them as read.'

During the year a new issue of £1,000,000 4 per cent. redeemable debenture stock at £98 10s. per cent. was made on the basis of a prospectus dated 8th May, 1950. From the proceeds of this issue we have repaid the unsecured loan from the Company's bankers of £500,000, as also the then existing bank overdraft. A portion of the remainder has been, and is being, expended in the purchase of machinery and plant, all of which is required for improvements and extension to our bottling equipment. As stockholders will remember, this financial operation was an outstanding success and the issue was over-subscribed thirty times, thus providing ample proof of our prestige in the City of London.

The costs and expenses of the issue, including the discount of 1½ per cent., aggregating £49,006, have been charged against share premium account, in accordance with the provisions of Section 56 of the Companies Act, 1948, thus reducing this reserve to £1,140,994.

Two of our subsidiary companies, viz., Wheelers Wycombe Breweries, Ltd., and John May & Co., Ltd., were voluntarily liquidated on 28th February, 1950, and the assets of both

these old-established family concerns have been merged into those of the parent Company. This fact should be borne in mind when the comparative figures of the past two years are taken into account.

The goodwill off on liquidation of the two subsidiary companies amounted to £191,002 and has been deducted from general reserve—capital. This sum is made up of a deficiency of £271,030 in John May & Co., Ltd. and a surplus of £80,028 in Wheelers Wycombe Breweries, Ltd. After writing off a further sum of £24,993 in respect of short leaseholds, there remains a balance of £267,953 on general reserve—capital account.

With regard to improvements to property, we have been permitted to expend the sum of £32,050, or slightly more than last year, and you will observe that it is proposed to replace this sum by a similar amount out of appropriation account, thus building up this reserve to £500,000.

We have once again deemed it desirable to undertake a substantial amount of arrears of deferred repairs and for the year under review the sum of £72,219 has been expended in this connection, of which £32,219 has been charged against the provision created for this purpose in the parent Company's accounts. The balance remaining on this provision amounts to £195,680 which is considered to be adequate to meet the outstanding deferred repairs to be executed prior to 31st March, 1952, which, for the purpose of excess profits tax, is the time limit imposed upon us by the Government.

PENSION SCHEME.

Bearing in mind the Board's intention to inaugurate an approved contributory pension scheme for the staff in the near future, it has been thought desirable to augment the pension reserve by some £10,000, thereby bringing this reserve up to £205,000. No doubt stockholders will appreciate that we have, for very many years past, been granting pensions at the option of the Board. The ever-increasing charge against profits has now become so unwieldy and the liability under the National Insurance Act so burdensome that your Board are investigating various schemes with the object of conforming to more modern methods and adopting a contributory scheme for the future.

The Directors have decided to recommend the distribution of a final dividend on the ordinary stock of 20 per cent, less income tax, which with the interim dividend of 4 per cent.,

less income tax, paid last June, will make a total distribution of 24 per cent., less income tax, for the year under review.

The net profits of H. and G. Simonds, Ltd., for the year amount to £210,698, compared with £247,283 last year—a decrease of £36,585.

I regret to report a further serious decline in trading profits due in large measure to lack of spending power of the public. We hope, however, that the introduction of beers of better quality, as now sanctioned by the Government, may stimulate a greater demand. Another feature has been a long spell of cold, wet and unseasonable weather during the summer and early autumn in the South and West of England where our interests in this country mainly lie, especially in the holiday resorts, which had a most depressing effect on our business.

Operating and distribution costs have again risen steeply and are now out of proportion to the output ; but we have not yet been able to reap full benefit from the liquidation of certain recent acquisitions and the closing of some unremunerative branches to which I referred in my address of last year.

This season's barley crop was severely damaged by atrocious weather during the growing period and harvest-time and it has been most difficult to obtain sufficient quantities of malting barley suitable for our requirements ; the price has risen alarmingly, quite beyond our expectations of a few months ago, and will, I fear, continue at the existing level for another year. Fortunately, the hop crop is a bountiful one and the quality is, on the whole, excellent, though the cost, if lower than last year, is a relatively high one.

The relations with the tenants of our licensed houses continue to be cordial and the general acceptance by them of the main benefits of the model tenancy agreement has done much to cement the good feelings which have long existed. That agreement, in addition to giving increased security of tenure, has, by an adjustment of prices, benefited our tenants who sell wines and spirits to the extent of some £25,000 in a full year, a concession which has further diminished our trading profits.

On September 30th last, Mr. Charles Bennett, who has served the Company faithfully for over 55 years in various important offices, and for the past 22 years as Manager of our Estates Department, resigned from that post, but has consented to remain in our service in an advisory capacity. I would like to pay tribute to the invaluable services rendered by

Mr. Bennett. He has enjoyed the fullest confidence, not only of the Directors and Executive, but of many thousands of tenants of licensed properties with most of whom he has had personal contact. Mr. S. H. Spurling, who has had long experience with the Company, has succeeded Mr. Bennett, and I have no doubt that he will carry out the duties of his office with the same efficiency as his predecessors.

During the past four years we have spent a sum exceeding £1,000,000 in repairing and modernising our properties. We have under serious consideration the policy of surrendering the licences of many of our country houses where the cost of meeting the demands of various authorities would render the retention of those licences totally incommensurate with the potential earning capacity of those properties.

THE SIMONDS HOTELS.

Our Hotels and Catering Department has shown better results and I do congratulate the Manager, Mr. H. C. Davis, F.H.C.I., on his successful efforts to compete with the entirely new conditions which have prevailed in the catering trade since the passing of the Catering Wages Act. I am hopeful that, given better climatic conditions next summer and the arrival of great numbers of foreign visitors, our "Simonds" hotels, of which we are justly proud, may continue to serve our public well and yield us a reasonable revenue.

The flow of Scotch whisky under Government direction to U.S.A. and other hard currency countries, still continues and there is, as for several years past, a big gap between the public demand and supplies withdrawn from bond as authorised by agreement with the Ministry of Food in conjunction with the Scotch Whisky Association. I regret that so many of our customers are constantly disappointed in having their requirements curtailed.

We hope we may be forgiven if we cannot fulfil all our customers' demands for certain of our brands of wines and spirits and liqueurs as listed, but owing to delays and congestion in the docks and on the railways, foreign to our experience in pre-nationalisation days, delivery of many of our imported goods is long overdue.

Our recently acquired subsidiary company, Phillips and Sons, Ltd., of Newport, Mon., is making satisfactory progress and is now brewing beer for our customers in South Wales formerly supplied from the Bristol Brewery, and this linking up of interests must prove of ultimate benefit to the parent

Company ; we have in hand important plans for reconstruction of our plant and properties in that area.

Saccone and Speed, Limited, of Gibraltar, with whom we are happily associated, has once more provided us with a return which fully justifies our joining forces with them ; their trade continues to expand all round the world and "Saccone Service" is, as ever, a symbol for efficiency among H.M. Forces at home and abroad. I offer to the Chairman, Mr. D. B. Cottrell, C.B.E., J.P., and all his colleagues and staff, our warmest thanks and congratulations for all they have achieved.

Our associated company in Malta, G.C., Simonds-Farsons-Cisk, Ltd., has at long last during the year under review, opened their new brewery at Imriehel, but the unforeseen delays in construction and delivery of plant and machinery from this country have been exasperating and have involved them in unnecessarily serious and burdensome initial expenses. Beers of excellent quality of both English and lager types are now being brewed and it is hoped that an export market particularly along the North African littoral may be developed. The merger of interests in Simonds-Farsons Ltd., and Malta, Export Brewery, Ltd., commonly known as "Cisk," has borne good fruit and harmonious working relations have been established. I must congratulate Mr. Lewis Farrugia, O.B.E., and all his colleagues and staff on results which have accrued.

On October 1st last, Brig.-Gen. H. Simonds de Brett, C.B., C.M.G., D.S.O., who was the first Chairman of Simonds-Farsons, Ltd., on its formation some 22 years ago, resigned his position owing to ill-health and in recognition of his loyal and valuable services over that long period has been honoured by an appointment as honorary chairman of the Company. I would extend to him on your behalf, as well as my own, our grateful thanks for keeping the Hop Leaf flag flying in the Mediterranean for so long, and so often under the most hazardous conditions. The Most Noble The Marquis Scicluna has consented to accept the chairmanship of the Company in succession to Brig.-General H. Simonds de Brett, and we have every confidence that he will be a success in that office.

I am pleased to report that the East African Breweries, Ltd., of Nairobi and Dar-es-Salaam, in which company we hold a substantial interest, continue to produce high quality lager beer, and satisfactory profits have resulted. The construction of the new brewery at Mombasa is well up to schedule and I anticipate this venture will, in the not too distant future, meet the demands of an increasing population on the coast. The

sudden death in January, 1950, of the popular and enterprising chairman, Mr. W. N. Mackenzie, M.C., caused a gap in their ranks which it was most difficult to fill. I wish his successor, Mr. W. C. Mitchell, all good fortune, and promise him our support where it lies in our power to offer it.

EXPORT TRADE DEVELOPED.

We have been honoured by the award at the recent Brewers' Exhibition of the gold medal and a first prize for our "Bull Dog" brand of bottled ale which is brewed to meet the requirements of customers in Belgium in particular, as elsewhere abroad. Unfortunately, for technical reasons, it is not possible to produce this article in sufficient quantity to satisfy in full the demand for it which has naturally been created in the home market. Our congratulations are due to our brewer director, Mr. E. M. Downes, O.B.E., and all those associated with him.

We have continued to develop our export trade, and our beers have had a universally favourable reception. We are hopeful of further expansion as soon as we have completed the construction and equipment of our new bottling stores for which we have just received the necessary licence from the Ministry concerned.

Further investigations into the possibilities of our entering the U.S.A. market for the supply of beers and thereby earning dollars for the homeland have again proved the futility of our competing in that country with any hope of success.

May I once again extend our thanks to those innumerable friends in the free trade mostly known only to our hard-working Branch Managers and Travellers, who continue their patronage of this Company's products. We have striven to serve them faithfully, whether they be His Majesty's Service Messes, Navy, Army and Air Force Institutes, licensed racecourse and other caterers, free houses and clubs, or ships' stores and export merchants.

In order to keep pace with modern requirements, on 1st May, 1950, the "Hollerith" system of mechanised accounting was inaugurated in the general offices at the Brewery, Reading, to deal with the sales section of accounts, and congratulations are due to all concerned in the installation of this up-to-date method of book-keeping.

In conclusion, may I offer on behalf of the Directors, as also the Stockholders, our warmest thanks to Mr. A. G. Richardson, A.C.A., our chief accountant, as also to our recently-appointed secretary, Mr. J. D. Richardson, and their respective staffs, for all they have accomplished under arduous conditions during the past financial year, and may I likewise extend to all others of the staff and employees of the Company our sense of gratitude for their unremitting efforts to further its interests and may good fortune continue to favour their endeavours in whatever capacity, or in whatever part of Great Britain they may be serving us.'

Mr. Simonds concluded : 'I now beg to move the following resolution :—

That the Directors' report and accounts for the year ended 30th September, 1950, be received and adopted and that, having already paid a dividend on the 5 per cent. cumulative preference stock for the year ended 30th September, 1950, and also an interim dividend of 4 per cent. on £1,087,500 ordinary stock, the Directors now recommend that the balance of £277,778 2s. 4d. be appropriated as follows :—

To pay a Final Dividend on £1,087,500 Ordinary Stock at the rate of 20 per cent. less Income Tax (making 24 per cent. for the year) ...	£119,625 0 0
To add to Property Improvement Reserve (making a total of £500,000) ...	32,049 12 9
To add to General Reserve—Revenue (making a total of £1,000,000) ...	13,129 13 4
To add to Pension Reserve (making a total of £205,000) ...	10,000 0 0
To carry forward to next year ...	102,973 16 3
	£277,778 2 4

Major G. S. M. Ashby seconded and the resolution was adopted.

On the motion of Mr. R. B. St. J. Quarry, seconded by Mr. E. D. Simonds, Mr. F. H. V. Keighley, O.B.E., was re-elected a Director. Another Director, retiring by rotation, Major Ashby, was re-elected on the motion of Mr. F. A. Simonds, seconded by Mr. Quarry.

A resolution fixing the auditors' remuneration at a sum not exceeding 2,250 guineas was passed on the proposition of Major M. H. Simonds, seconded by Mr. M. Guthrie.

We are happy to record the marriage of our Mr. C. G. Goddard to Miss E. Prior on January 6th. The honeymoon couple spent some days in Town, and then returned to their very nice little flat in Brighton, acquired, we understand, *over* the counter at a very reasonable rent, so take heart ye as yet unmarried!

Our worthy tenant at the Royal Oak, Brighton, Mr. H. J. Davis, is the proud father of another son, and we offer him and Mrs. Davis our congratulations. Mr. Davis will, of course, as usual be only too pleased to fix up accommodation for visitors to Brighton. Visitors thus accommodated can be sure of not being too far from the Royal Oak.

The Brighton & Hove Albion Football Team have not shown very good form this season. We regret their early exit from the English Cup which will no doubt affect the Club finances. We hope with several new recruits to the team a really good side will take the field next season. We should like to congratulate the Reading Football Club on their many good performances this season.

PHILLIPS & SONS, LIMITED, NEWPORT.

On Thursday, November 30th, a party from the Bridgend Branch paid a return visit to Newport for the purpose of enjoying a social evening.

The venue was the Rogerstone Hotel, and the principal entertainment took the form of a skittles match. The rivalry was keen and supplied a great deal of fun. The ladies of both sides showed very good form, and played with such vigour that the "Stickers Up" applied for "Danger Money." After three hotly contested legs, the score was even, so it was agreed to play a further leg to decide the match. This, however, ended amid great excitement with the scores still even, and it was unanimously agreed that it was a very happy result.

The party then retired to a room where "Mine Host," Mr. Jim Newall, had prepared excellent refreshment. Mr. Norman Phillips welcomed the guests, and said how pleased he was to see the Bridgend Branch returning "Newport's" visit, and he hoped that it would not be the last of such occasions, for he felt that it was in the interests of the great Firm of H. & G. Simonds for members of the Branches to know one another. Mr. S. C. Saunders thanked those concerned in organising the entertainment, and also the licensee, Mr. Jim Newall, for his co-operation, and his daughter for contributing musical items. Mr. Carvill, Bridgend Branch, responded, expressing his party's thanks for a very pleasant evening, and the hope of a further visit of Newport to Bridgend.



Photo by courtesy of The South Wales Argus.

Mr. E. Duncan Simonds greets General Sir Charles Allfrey,
K.B.E., C.B., D.S.O., M.C.



Photo by courtesy of The South Wales Argus.

A Happy Gathering.

We regret to record the deaths of Mr. W. (Bill) Davies on February 3rd, and of his wife on January 16th.

Mr. Davies, a member of the office staff for 34 years, retired only a few months ago owing to ill-health, and the sudden and unexpected passing of Mrs. Davies undoubtedly hastened his end.

Mr. and Mrs. Davies were childless, but we tender our sincere condolences to relatives in their loss.

A disused billiards room at the William IV Hotel, Commercial Street, Newport—the “King Billy” to its customers—has been converted into a comfortable lounge, decorated in fawn and cream.

The new bar is the brain-child of Mr. Bert Westleigh, 36-year-old tenant, who took over the premises 14 months ago.

“At once it struck me what a grand bar it would make, where men could bring their womenfolk,” Mr. Westleigh said.



Photo by courtesy of the "South Wales Argus."

Mr. S. C. Saunders, South Wales Manager, opening the new Lounge Bar at the “King William IV,” Commercial Street, Newport.

Also in the picture are:—

Messrs. W. Hall (Secretary), H. J. Thomas (Supervisor), W. Westleigh (Landlord) and Mrs. Westleigh.

Licences were obtained, decorating contracts arranged, and the work was put in hand.

When Mrs. Mary Edwards, who is employed at the hotel, informally opened the doors of the new U-shaped bar, it was to reveal to customers easy chairs, low tables, a carpeted floor, easy-on-the-eye lights glowing from plate-shaped shades, rich wine-coloured curtains, colourful bottles reflecting in the brightly-lit bar mirrors, and a fire glowing in a homely grate.

Said Mrs. Barbara Westleigh, “We feel that with this bar we are providing a badly needed service in this part of the town.”

Mr. S. C. Saunders thought there was no doubt the Westleighs had succeeded. So did the customers!

When, three years ago, it was mooted at the R.A.O.B. Club and Institute, Stow Hill, Newport, that something should be done to entertain old age pensioners of the Club to dinner, it was thought about a dozen would be eligible. Instead it was discovered there were forty pensioners among the members. But the scheme went on, and the third annual dinner was attended by 26 veterans.



Photo by courtesy of the "South Wales Argus."

R.A.O.B. Dinner.

Mr. A. Norman Phillips, Managing Director of Phillips & Sons, Ltd., gave the toast of the old age pensioners. He said the R.A.O.B. Club and Institute was started in Newport 28 years ago, and among those present were many foundation members. He thanked Mr. George Meyers, Chairman of the Club, and the Committee, for their invitation.

A welcome to the guests was expressed by Mr. Meyers.

Mr. James Jarman, a former steward of the Club, thanked the officials for again organising the event, and said he was glad to see so many "old-timers" present.

Supporting Mr. Norman Phillips was Mr. S. C. Saunders, South Wales Manager of H. & G. Simonds, Ltd., and Mr. George W. Farr, J.P., Secretary of Newport Clubs' Federation.

After the dinner a social evening was enjoyed at the Club.

PORPSMOUTH.

When the Victoria Cinema, Portsmouth, was exhibiting the film "All Quiet on the Western Front" in January, 1951, the opportunity was taken by the Military and Civil Defence Authorities to open a campaign for recruiting for the Army and Civil Defence.

Through the courtesy of the Associated British Cinemas, the owners of the Victoria Cinema, and its Manager, Mr. B. L. Stringer, a great display was made in the foyer. The display consisted of photographs, souvenirs and mementoes of both the World Wars. In attendance was Major Robson, who spoke on behalf of the War Office, Major B. R. Halford-Walker, R.T.B. (Retd.), and Sergeant L. G. Graham, V.C., the Recruiting Sergeant.

The Committee and members of the Portsmouth British Legion (No. 1 Club) were invited to attend, and the occasion was marked by the introduction from the stage of Club Member, Sergeant J. Ockenden, V.C. We publish herewith a photograph of Sergeant Ockenden being greeted by Sergeant Graham. Readers of the HOP LEAF GAZETTE will be interested to learn that Sergeant Ockenden, who gained his V.C. in 1916, while serving with the Royal Inniskilling Fusiliers, loaned to the Exhibition the Silver Casket of great value, which was presented to him by the citizens of Portsmouth. In addition to the Victoria Cross, Sergeant Ockenden holds the Military Medal and the Belgian Croix de Guerre.

An item which proved of interest to the patrons of the Victoria Cinema during the display, and which formed its centrepiece, was a framed copy of Messrs. H. & G. Simonds, Ltd. Medal Chart, which was loaned by the British Legion (No. 1 Club).



Photo by Kenneth Pratt, Ltd., 27, Arundel Street, Portsmouth.

Sergeant L. G. Graham, V.C., greeting Sergeant J. Ockenden, V.C.

The Landport Liberal Club are to be congratulated on the extension of a first-class billiards saloon, a really grand start to 1951.

A large gathering of members on January 20th heard their President, Mr. R. W. Bridgeman, in his speech congratulate the Committee, past and present, on the way they had worked together to bring about this achievement after a period of five years' planning. He went on to say that at long last their

efforts have been rewarded, and this evening a great stride to the future success of the Club had been taken by them. He also passed a compliment to the Secretary, Mr. R. Hatton, who has put in a tremendous amount of work in assisting to bring about this extension. Mr. Bridgeman continued : " Mr. Hatton and myself have had a few headaches to contend with, and there was one period when we almost gave up hope, but I am pleased to say that after a lot of hard work and determination success came our way."

The President then called upon Mr. Mason, President of the Hampshire Branch Club and Institute Union, and Mr. Mintram, Secretary of the Hampshire and Isle of Wight area, to honour the Club by officially opening the billiards saloon. Mr. Mason made a short speech, congratulating the Club on the wonderful achievement, and wishing them every success in the future.

To mark the opening a " Flying Handicap " for both billiards and snooker was held, the winners being :—

Snooker : John Lush ; W. Wickinden (*Runner-up*).

Billiards : R. Lush ; A. James (*Runner-up*).

ROYAL NAVAL ASSOCIATION CLUB—EXTENSION.

An extension which doubles the size of the Club was officially opened by the Commander-in-Chief, Portsmouth, Admiral Sir Arthur Power.

The President, Lieut-Commander F. Pantling, M.B.E., R.N. (Retd.), in his speech, spoke of the increase in membership from 47 to 800 in a few years. He hoped by the end of 1951 to be able to inform headquarters the good news that Portsmouth membership was more than 1,000.

Sir Arthur Power congratulated the President, officials and members of the Club, and said that he hoped a future Commander-in-Chief would open still another extension. Sir Arthur Power consented to become a Patron of the Club.

Mr. C. W. Bright, Chairman, welcomed the visitors, who included R. S. Warne and Captain A. H. F. Hunt (Royal Naval Barracks) and representatives of Associations from Chichester to Southampton.

After the Commander-in-Chief had struck 8-Bells there was some first-class entertainment and (drinking).

We publish herewith a photograph of the Commander-in-Chief signing the Visitors' Book.



Photo by "Evening News and Hampshire Telegraph," Portsmouth.

The Commander-in-Chief signing the Visitors' Book.

We welcome to our ranks at the Portsmouth Branch Mr. and Mrs. John Edmunds. Mr. Edmunds has been appointed as Manager of the London Road off-licence, Portsmouth.

Before joining the " Hop Leaf " ranks, Mr. Edmunds was the head wine steward at the Royal Naval Club, Pembroke Road, Portsmouth, since leaving the Royal Navy in which he served. Mr. Edmunds had many great experiences whilst in the Royal Navy, including the privilege of serving during a Royal Cruise.

Another newcomer to our ranks is Mr. Gordon Callaghan who has been appointed as our Isle of Wight Free Trade representative. Mr. Callaghan, who has been residing in the Isle of Wight for some time, is a Scot, and we wish him every success and happiness in his new work of ensuring that " Hop Leaf " products are available to the numerous visitors to the Island, in addition to the residents.

Already Mr. Callaghan has gained many customers for our products, who, we feel sure, will be delighted with the quality and price of Simonds famous beers.

Mr. Callaghan served in the Royal Air Force during the war, and joined Messrs. H. & G. Simonds, Ltd., after having experience with another firm of brewers.

LONDON.

RETIREMENT OF MR. H. WARD, CHIEF CLERK.

We are sure that customers of the Firm, and staff alike, will wish Mr. Herbert Ward a long and happy retirement after nearly half a century's duty with the Firm.

Mr. Ward joined the Firm at the old Wimbledon Branch on January 31st, 1903, under Major F. J. Johnson. He was later transferred to York Road, Lambeth, and continued there until, with Major Johnson, he helped to install our London interests at our present address, The Plough Brewery, 516, Wandsworth Road, in 1924.

Of great versatility, and possessed of a keen business mind, Mr. Ward helped to steer the Firm's interests with great success through various stages. The Wembley Exhibition of 1925 was a landmark, and there have been few big ventures, including the supply of the Firm's beers through official caterers to most race meetings in the South, that have not come within his scope.

He bade us an official farewell at the end of the year, when Mr. S. M. Penlerick, London Manager, presided over a gathering of office staff and travellers to mark the occasion. Major Johnson, who was prevented by illness from attending, sent a message of good wishes.

Mr. Penlerick spoke of his regret at losing such a valuable colleague, and expressed his thanks to Mr. Ward for the assistance he had received from him at all times.

Mr. Penlerick, in presenting Mr. Ward with a cheque on behalf of London Branch staff and old friends, both at the Brewery, Reading, and in the Trade, wished Mr. and Mrs. Ward long life, good health and prosperity in their years of leisure,

adding that, wherever they may go they take with them our goodwill and friendship, and whenever they return they will find us ready to welcome them.

Speeches of appreciation were made by Mr. Buckland and Mr. Roeser (Travellers), Mr. Oram (Chief Clerk) and Mr. Humphrey (Second Clerk).

Mr. Ward, in replying, thanked Mr. Penlerick for his kind sentiments, and also for the courtesy he had always enjoyed. He said 48 years was a long innings. He had finally been run out, not caught out, and in thanking all present, was sure that the same support given him would be extended to his successor as Chief Clerk, Mr. G. W. Oram.

He told us that he was moving house to Tattenham Corner, and would be pleased to see "one and all" during Derby Week.

Mr. Ward was again invited to be present at an informal luncheon, a most enjoyable function, presided over by our Chairman and Managing Director, Mr. F. A. Simonds, at The Devereux, Strand, early in January. Mr. Duncan Simonds and Mr. F. H. V. Keighley were also present, with Mr. A. E. Wake, Mr. S. M. Penlerick and Mr. G. W. Oram.

All present, in bidding farewell, wished Mr. Ward a long and happy retirement, the Chairman remarking that a great man was retiring from the Firm.

It is with a feeling of great regret that we have to report the death of a very old friend of the Firm. Mr. J. O'Loughlin, "Mac" to his innumerable friends, was one of the founders of the Streatham Automobile Club, and for many years secretary, which post he was still filling at the time of his death.

The progress and success of the Club is in no small way a tribute to the hard working abilities of Mr. O'Loughlin. We have lost a good friend, and on behalf of all at The Plough Brewery, we have extended our sympathy to his widow.

Men of "Mac's" calibre have a personality and character of their own and are greatly missed in the world at these times.

A very old catering friend of the Firm also died very suddenly recently. We refer to Mr. C. W. Turner, a well-known figure in Wimbledon for his many varied activities over the years.

The sympathy of all is extended to Mrs. Turner and family in their sad loss.

During this month we bade farewell to our Foreman Mechanic, Mr. A. Hargreave, who joined the Firm in 1920.

"Dick" Hargreave, who had reached the age of 64, was a valued and conscientious member of our staff. His job was to ensure that lorries were kept on the road, and the well-kept appearance of our vehicles reflected credit on a "job well done."

Through these columns we would like again to extend to him our best wishes for a long and happy retirement, blessed with good health.

STAINES.

THE "OSTRICH INN," COLNBROOK.

The following ceremony held at the above inn recently was most successful and interesting :—

Lord and Lady Donegall, accompanied by Lord and Lady Semphill, and other friends of both sexes, assisted by Mr. F. J. Camm, were there to unveil a scale model of a 4-poster bed, complete with canopy, hangings and sleeping guest. Beneath the bedroom floor was the ancient brew-house, equipped with large copper, etc. The bed has been constructed by Mr. F. J. Camm from the description given in a book he had with him, published in 1632, by Thomas, of Reading. He demonstrated the model by working a lever—the bedroom floor complete with bedstead then tilted to an angle of about 45 degrees, and precipitated the occupant into the boiling copper beneath. Sixty-one guests are recorded as having been murdered from the Blue Room in this manner by the then host and his wife. The model is to remain at the "Ostrich."

Short speeches were made by Mr. Camm, the licensee, Mr. Fleckney, Mr. H. N. Drane, Lords Donegall and Semphill. The model was then unveiled and demonstrated to a large gathering, including most of the regulars.

About nine pressmen were in attendance and numerous photographs were taken.

The drinks and running buffet were all free. The cost must have been considerable.

STAINES AND DISTRICT "HOP LEAF" DARTS LEAGUE.

Since last going to press steady progress has been made with carrying out the fixture lists, and the following are the league positions to date :—

	SECTION 1.			Legs		
	Played	Won	Lost	Won	Lost	Pts.
Foresters' Arms, Chalvey	... 15	12	3	35	10	35
Three Horse Shoes, Feltham 'A'	15	10	5	30	15	30
Swan, Staines	... 15	11	4	29	16	29
Morning Star, Datchet 'A'	15	10	5	24	21	24
Stag and Hounds, Virginia Water	15	9	6	24	21	24
Prince of Wales, Englefield Green	15	7	8	24	21	24
Nag's Head, Slough	... 15	7	8	21	24	21
Royal Oak, Slough	... 14	8	6	21	21	21
Beehive, Englefield Green	... 14	6	8	20	22	20
Plough, Slough	... 15	7	8	19	26	19
Ostrich Inn, Colnbrook	... 15	3	12	15	30	15
Rising Sun, Datchet	... 15	2	13	13	32	13
Morning Star, Datchet 'B'	... 14	4	10	13	29	13

	SECTION 2.			Legs		
	Played	Won	Lost	Won	Lost	Pts.
Shears, Sunbury	... 16	13	3	33	15	33
Phoenix, Staines	... 16	12	4	33	15	33
Rising Sun, Stanwell	... 16	11	5	30	18	30
Three Horse Shoes, Feltham 'B'	16	10	6	29	19	29
Railway Tavern, Feltham	... 16	8	8	28	20	28
H. & G. Simonds, Ltd., Staines	16	10	6	25	23	25
Jolly Gardeners, Sunbury	... 16	8	8	24	24	24
Duke of Wellington, Hatton	... 16	8	8	22	26	22
Railway Hotel, Staines	... 16	9	7	22	26	22
Feathers, Laleham	... 15	4	11	20	25	20
Garibaldi, Staines	... 16	4	12	19	29	19
Airman, Feltham	... 15	6	9	18	27	18
Three Horse Shoes, Shepperton	16	5	11	17	31	17
Load of Hay, Bedfont	... 16	3	13	13	35	13

HOUNSLOW AND DISTRICT "HOP LEAF" DARTS LEAGUE.

Keen rivalry is again being displayed in this league, and at the time of going to press the following are the positions of the competing teams :—

	Played	Won	Lost	Legs			Pts.
				Won	Lost	Pts.	
Royal Horseguardsman, Brentford 'B'	... 18	14	4	40	14	40	
Royal Horseguardsman, Brentford 'A'	... 18	13	5	37	17	37	
Jolly Farmer, Lampton (Saloon)	18	14	4	35	19	35	
Elm Tree, Heston	... 18	12	6	33	21	33	
Prince Arthur, Ealing 'A'	... 18	10	8	29	25	29	
Royal Tar, Brentford	... 18	8	10	27	27	27	
Jolly Waggoners, Hounslow (Public Bar)	... 18	9	9	26	28	26	
Jolly Waggoners, Hounslow (Saloon)	... 18	8	10	23	31	23	
Royal Albion, Hounslow	... 18	7	11	23	31	23	
Jolly Farmer, Lampton (Public Bar)	... 18	6	12	23	31	23	
Three Pigeons, Ealing	... 18	8	10	22	32	22	
Prince Arthur, Ealing 'B'	... 18	7	11	22	32	22	
North Star, Hounslow	... 18	5	13	21	33	21	
Prince Albert, Whitton	... 18	5	13	17	37	17	

We congratulate Mr. A. J. Hawkins, our newly-appointed Staines representative, whose wife presented him with a daughter, Susan Olive, on the 14th of January last.

We are glad to say that both Mrs. Hawkins and the baby daughter are making favourable progress.

Congratulations also to Mr. B. H. Quelch on being presented with a daughter on Saturday, February 17th, 1951.

To the following tenants we tender our deepest sympathy in the loss of their wives since our last issue was published :—

Mr. G. W. Hall, The Golden Cross, Poyle; and
Mr. H. E. Brumm, The Carpenters' Arms, Uxbridge.

HINDHEAD BRITISH LEGION CLUB.

Our photograph shows the bar of the Hindhead British Legion Club. Mr. F. Buckle, the popular steward, is on the left, and Mr. L. Benge, the assistant steward, is about to pull a further pint of H. & G. S. beers, which are so much in demand at the Club.



Photograph by kind permission of Messrs. Langham's, 114, West Street, Farnham.

British Legion Club, Hindhead.

"THE SHOVEL," COWLEY, UXBRIDGE.

The "much looked forward to" annual custom at this house is the Children's Christmas Party. This year mine host and hostess, Mr. and Mrs. Hobbs, assisted by the members of the Darts Club, prepared a sumptuous repast of the usual season's fare for the children. It was again a great success, and after ending the evening with carols the small guests departed for home

feeling very, very happy, and each carrying a present which Father Christmas and the Fairy Queen had presented to them.



"Gazette" Photograph (King & Hutchings, Ltd., Uxbridge.)

Father Christmas and the Fairy Queen at the Children's Party.

THE TAMAR BREWERY, DEVONPORT.

We were very pleased to receive a visit from our Chairman and Managing Director, Mr. F. A. Simonds, recently, and to see him looking so fit. We sincerely hope that he benefited by his short stay in the West Country.

Our very best wishes to Mr. M. Hawkings, a member of the Clerical Staff (General Office), on his recent marriage to Miss S. Coates, which took place at St. Mark's Church, Ford, Devonport. A gift of cutlery subscribed for by fellow employees, was presented

to him by Mr. F. W. Freeman, who congratulated him and expressed everyone's wishes for their future happiness.

Mr. M. Hawkings suitably replied.

Congratulations and best wishes to Mr. V. Mann, a member of the Transport Department, and also a very keen and popular member of Simonds Social Club football team, on his marriage to Miss J. Wilson, at Thorn Park Registry Office, on January 27th, 1951.

Congratulations to Mr. F. Hampton, of the Transport Office, whose wife presented him with a son on January 30th. We are pleased to say that both Mrs. Hampton and son are progressing favourably.

TAMAR SOCIAL CLUB.

Our Children's Party this year was held on Saturday, December 30th, at the Exmouth Hall. Some 150 children attended and enjoyed an excellent afternoon's entertainment, which included a small cabaret show, organised party games, and a cinema show.

The Deputy Lord Mayor and Lady Mayoress (Alderman and Mrs. F. J. Oats) honoured us with a visit and stayed until the party ended. A bouquet of flowers was presented to the Lady Mayoress by Miss Pat Auger.

Father Christmas (most ably portrayed by Mr. F. Bryan) was as usual received with much excitement and enthusiasm and presented every child with a gift from the Christmas tree.

Once again, without hesitation, we can say that this event was indeed a great success, and the Committee are to be congratulated on their efforts.

Since the last issue of the HOP LEAF GAZETTE we have entertained the Paint Shop Sports Club, H.M. Dockyard, Devonport, at the Club premises on two occasions, having the usual competitive games of darts, snooker and table tennis. The evenings proved most enjoyable, despite the fact that our teams succeeded in winning all games.

by all, especially as it happened to be a typical winter's evening. Having satisfied the "inner man," glasses were filled, and the day being the King's birthday, the first toast proposed by Mr. Wyatt was "The King," followed by one to the "Directors of the Firm" and then to the "Management of the Tamar Brewery."

In replying for the Directors, Mr. Freeman thanked the staff for inviting him, and hoped that it would become an annual event. Referring to the trade for the fiscal year, he said that although business in general had not been so brisk as in other years, Devonport had done fairly well, and he expressed his thanks to the staff for their efforts during a trying time.

Mr. Wright replied for the "Management" in similar terms.

Before leaving the hotel a visit was paid to the very popular "Mayflower" bar.

THE ROYAL OAK, TEIGNMOUTH.

We take this opportunity of extending our very best wishes to Mr. R. C. Wise on his retirement, and wish him good health for the future.

Mr. Wise served in the Royal Navy during the 1914-18 War, and was called up for the Second World War, and served as an Instructor at the Naval Establishment, H.M.S. *Raleigh*. He has held the licence of the Royal Oak from October 29th, 1926, until January 29th, 1951.

The Royal Oak is one of the houses where brewing was carried on in days gone by, and there still remains on the premises the relics of the boiler houses and other parts of the brewing machinery.

THE TAVISTOCK HOTEL, TAVISTOCK.

We would like to extend to Mr. W. A. Gerry, our tenant of the above hotel, our sincere sympathy on the death of his wife, who passed away on November 29th last.

Mr. and Mrs. Gerry were very highly respected whilst holding the licence of the Pretoria Vaults, Okehampton, from 1932 to 1946, and later at the Tavistock Hotel.

Mrs. Gerry will be greatly missed by the large number of friends and customers who knew her.



Carving the Boar's Head at the Eastgate Hotel, Oxford, Christmas, 1950.

MORE WORDS OF WISDOM.

That is the briefest and sagest of maxims which bids us
"meddle not."

People who are too sharp cut their own fingers.

Many cut broad thongs out of other people's leather.

It is hard for an empty sack to stand upright.

If thou art a master, be sometimes blind; if a servant,
sometimes deaf.

Love is the only memory which strengthens with time.

It is not the beard that makes the philosopher.

In courtesy rather pay a penny too much than too little.

He knows the water best who has waded through it.

God is a good worker, but He loves to be helped.

Breed is stronger than pasture.

Don't despise a small wound or a poor relative.

Stay at a Simonds Hotel

BASINGSTOKE, Hants.

RED LION HOTEL. 'Phone : 535.

BRISTOL, Glos.

*THE SCEPTRE TAVERN, Baldwin
Street. 'Phone 25965.

BRIXHAM, Devon.

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.

EYNSHAM, Oxon.

EVENLODE HOUSE. 'Phone 215.

FARNBOROUGH, Hants.

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

FROME, Somerset.

GEORGE HOTEL, Market Place.
'Phone 2584.

HUNTERFORD, Berks.

THE BEAR HOTEL, Charnham Street.
'Phone 178.

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.

NEWPORT, Mon.

QUEEN'S HOTEL, Bridge Street.
'Phone 2171.

OXFORD.

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

PAIGNTON, Devon.

GERSTON HOTEL, Victoria Road.
'Phone 5016.

COVERDALE HOTEL, Dartmouth
Road. 'Phone 568011.

WATERSIDE HOTEL, Three Beaches.
'Phone 57553.

PLYMOUTH, Devon.

*THE LOCKYER, Lockyer Street.
(Luncheons, Dinners, Private Dining
Room). 'Phone 42631.

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.

*Non-residential.

HOTELS AND CATERING DEPARTMENT

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