



# *Hop Leaf Gazette*

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ISSUED

QUARTERLY BY

H. & G. SIMONDS LTD.

READING



THE HOP LEAF

PRICE SIXPENCE

# *Hop*



# *Leaf*

## G A Z E T T E

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*THE JOURNAL of H. & G. SIMONDS LIMITED*

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# *Editorial*

*"The tumult and the shouting dies,  
The captains and the kings depart."*

The Coronation with its nation-wide festivities is over—but memories remain. In years to come everyone of us will, at some time or other, talk about the Coronation of Her Majesty Queen Elizabeth II, and of how it affected us. "Old Jack was in great form that night," and "We had a job to get old Tom to sing, but when he did start we could not stop him" kind of reminiscence.

For the majority of people it was a grand and glorious holiday—for most of us in the licensing trade it was hard, gruelling work. Without such hard work the holiday would have lost much of its appeal to the mass of the people, so it is as well for us to remember that our contribution to the celebrations of this great Nation were not only essential, but were given with good heart.

## *The Holiday Season*

By the time our next HOP LEAF GAZETTE is printed, the Holiday Season will very nearly have passed. During this season new and interesting contacts are frequently made and incidents which would be of general interest to our readers often occur.

We make no apology for emphasising once more that the success and usefulness of this magazine is dependent, to a great extent, upon contributions, hints and even criticisms from those who are in constant contact with the public itself. We welcome every story or suggestion for a story that we receive, and photographs are particularly welcome.

### *Holiday Competition.*

Indeed, on a later page we give details of our Holiday Competition. In judging this more attention will be paid to the actual subject of the photograph or story submitted than to technical excellence. It is hoped in this way to make the competition really popular and one which will attract a very large number of entries.

# *The House of Simonds*

## *through nine reigns*



**T**HE House of Simonds was founded by Mr. William Blackall Simonds late in the eighteenth century, about the time that George the Third came to the Throne.

The Coronation of Her Majesty Queen Elizabeth in June means, therefore, that the Company has been in existence for nine reigns, and the present seems an appropriate time to look back and mention a few of the outstanding incidents in the story of the Firm.

Licensing laws were very different when the founder began his business at a site on the corner of Bridge Street, Reading. The Beer House Act had not been passed, and the only outlet he could obtain for his beers was by purchasing some of the existing fully licensed public-houses, which were very limited in number and which cost an enormous price.

### *An Excellent Reputation*

Light bitter ales were unknown, and there was no such thing as an export trade. Every country gentleman had his own brewery, and home brewing was equally popular amongst the yeoman and the farmers. Competition, therefore, at that period was quite keen, but there is no doubt that Mr. Simonds' beers won an excellent reputation. Soon his trade outgrew his premises, and in 1790 he had to move to a larger building on the site of our present brewery in Bridge Street on the north bank of the River Kennet.

The passing of the Beer Act allowed Mr. Blackall Simonds, who was possessed of outstanding business acumen, the opportunity to increase his trade rapidly. A keen hunter, it was his custom whilst following the hounds to mark in a pocket

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**GOD SAVE THE QUEEN**

ON THE OCCASION OF THE CORONATION OF HER MAJESTY QUEEN

ELIZABETH THE SECOND, THE DIRECTORS, STAFF AND EMPLOYEES JOIN ME

IN RESPECTFULLY WISHING HER A LONG AND GLORIOUS REIGN.

*F. a. Simonds*

\* \* \* \* \*



Sir

Reading 15 June 1814

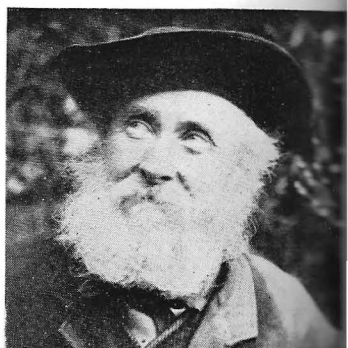
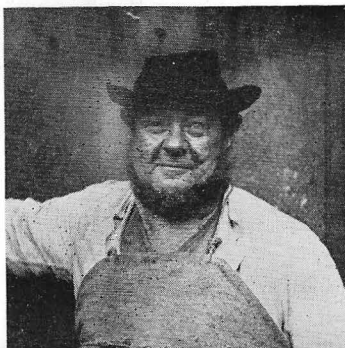
I have taken the liberty to address you  
respecting the supply of your Canton or  
Sandhurst with Beer - Having supplied the  
College for some time past I beg leave to  
refer you to the commanding officers of the  
same for the satisfaction I have given  
should you have it in your power to  
assist me I shall esteem it a particular  
favor

Yours Sir  
with the most respectful  
T. C. H. S.  
W. Blackall Simonds

A letter written by the founder, Mr. Blackall Simonds, the year before the Battle of Waterloo concerning the supply of our beer to Sandhurst. It now hangs in the front office at Reading.

map likely sites at which beer houses might conveniently be opened within a radius of fifteen miles from Reading. Then he bought the freehold or leasehold of any suitable house in or near the locality marked on his map.

Do you recognise them? Two jolly old warriors of the last century who helped to build the firm's fortunes. These pictures were discovered recently by Captain A. S. Drewe among some old papers.



### The Birth of "S.B."

Whilst other brewers were waiting for the Act to be passed, he opened fifty beer houses, including one which he built adjoining the garden of a parson, who foretold that Mr. Simonds would soon lose his hunters "because the opening of his beer houses would destroy the trade of his old-fashioned brewery."

It is recorded that Mr. Simonds and the parson had a fierce altercation over this enterprise, but that they subsequently made it up and became the best of friends.

As the business of the brewery grew, Mr. Simonds was joined in the business by his two brothers, Henry and George, and in due course it descended to their nephews. In 1885, the business was converted into a private limited company.

As a matter of interest, the brewery's first trial in brewing pale ale turned out to be disastrous from the financial point of view. The first consignment was exported to Melbourne where it fetched an extremely high price. Unfortunately the consignee stuck to the money and did not even return the empty casks. We continued, however, to brew this class of ale, for which there was soon a demand in the immediate vicinity.



*A charming picture showing the Oxford Branch towards the end of the last century. It is interesting to note the names of the branches over the door.*

As the taste for the lighter kind of ale grew, the brewery produced one of a much lower specific gravity which they called "Season's Brew," later to be abbreviated to "S.B." and so tremendous was its success that the demand for it made it essential to reconstruct and considerably enlarge the brewery.

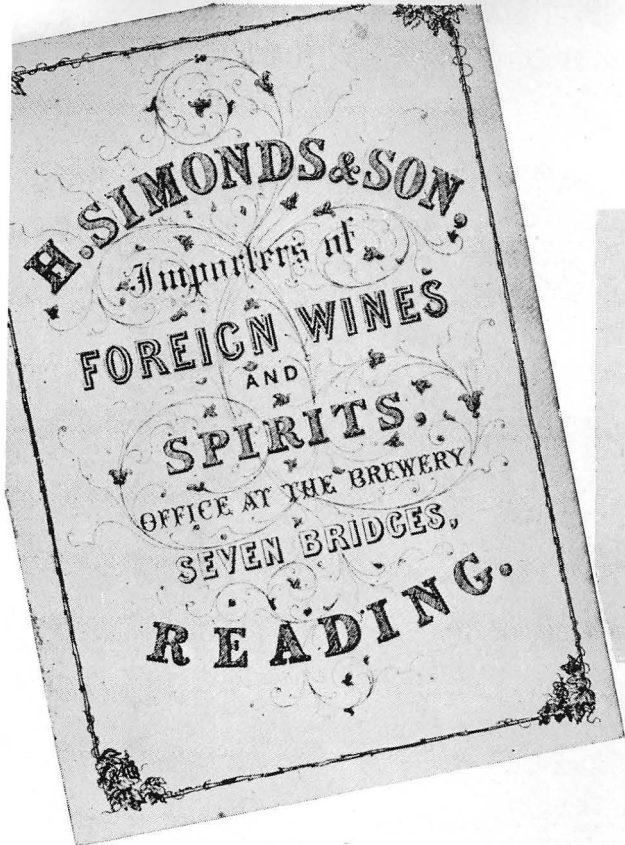
In 1868, the wine and spirit trade which had been carried on by Mr. Henry Simonds for more than fifty years was acquired by the firm.

### **At Waterloo**

Soon after the firm was founded, we began to supply beers to the British Army and the accompanying illustration of a letter written by Mr. Simonds in 1815 proves that the victory at Waterloo was toasted at Sandhurst in our beer. This

connection continued, and it became firmly established in 1854, when troops for the Crimean War were trained and hutted in Aldershot.

The troops took their high regard for our products with them to whatever part of the world they were sent, and this accounts for the early establishment of branches in military garrisons in parts of the world such as Malta, Gibraltar, Egypt, South Africa and Cyprus. The firm's connections with Malta started in 1875, when a certain Mr. Hearn, a relation of the Simonds family, was appointed agent there. A branch was started there in 1890, and a very flourishing business continued for many years until we merged with Simonds-Farsons (at a later date Simonds-Farsons-Cisk) in 1928, when the brewery at Hamrun was built.



	Per Barrel	Kilderkin	Pirkin
X ALE PALE or BROWN	28/	14/	7/
XX ALE PALE or BROWN	36/	18/	9/
XXX ALE BROWN	56/	28/	14/
PALE ALE	56/	28/	14/
XX PORTER	36/	18/	9/
XXX STOUT	56/	28/	14/
	Per Keg (12s)	Dms.	Imp. Bush
BASS' PALE ALE	6/	3/6	4/6
GUINNESS' STOUT	6/	3/6	4/6

*A price list for beers issued by the Brewery about 1880.*

*A price list for wines and spirits was issued by H. Simonds and Son before the wine and spirit trade was taken over by the Brewery in 1868.*

### *“The Stuff for the Troops”*

Wherever the British Army went, Simonds beer went too. In 1889, our first agent, a Mr. J. B. Caffari, was appointed in the Sudan. A branch was subsequently started there in 1908, and although this is now non-existent, supplies of our beer are still, of course, provided for the troops there through N.A.A.F.I.

During the Boer War, Simonds beer went to refresh our troops there, and agents were appointed in Cyprus and in Crete. The Gibraltar branch was established about 1890, although beers were sent there prior to that date. Subsequently the branch was handed over to Mr. E. B. Cotterell (Messrs. Baglietto) and later merged into the flourishing concern of Saccone and Speed Limited, who continued to be our agents, and in which firm we have substantial interests.

In 1898, the firm enhanced its reputation for dealing in big quantities when we took

on a very large contract in connection with the Army manœuvres on Salisbury Plain, and which culminated in the largest concentration of troops on West Down ever known. The consumption of beer during these manœuvres was colossal, and our resources of horse transport, assisted by hired transport, were severely taxed.

### *In Europe*

We undertook a similar contract in 1911 in connection with manœuvres which extended from Aldershot and Salisbury Plain to the Eastern counties. This was the first time that our organisation was helped by our earliest motor transport.

Our connection with the Army during the past two hundred years has, of course, meant that we shared in their reverses as well as in their victories, and the flourishing trade we enjoyed in Ireland, where we had branches in Dublin and Cork, had to be closed down when our offices were shot up during the rebellion period.



We opened an agency in Belgium in 1908, and subsequently a branch there, which had to be closed down at the outbreak of World War I. We commenced trading afresh in Belgium about three years ago, with Mr. John Martin at Antwerp, and have built up a good market in the firm's Strong Bulldog Ale. During that war we maintained supplies to our troops in Paris, Dieppe, Rouen and Boulogne in the same way as our beer was there during the recent war before and after Dunkirk.

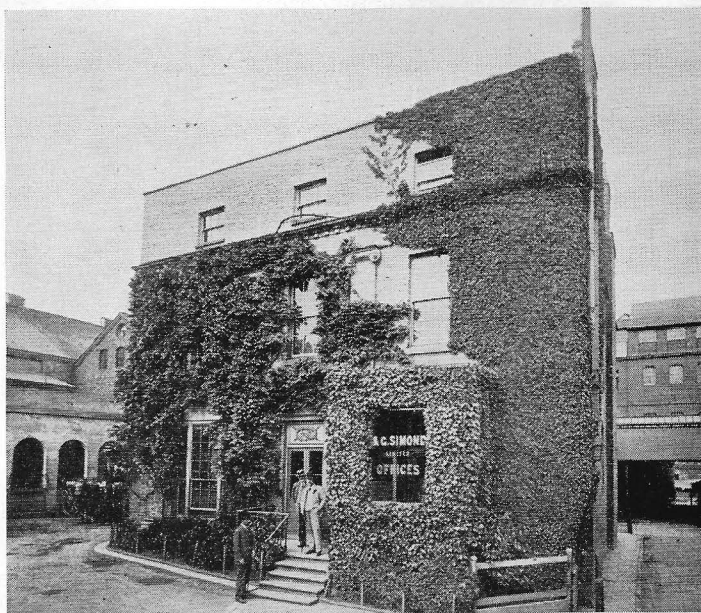
### ***In Great Britain***

We enjoyed the catering contract at Kennington Oval for many years, and in that connection lent a large sum of money to rebuild and equip the "Surrey Tavern." The termination of this contract coincided with the outbreak of war in 1939, and has not since been renewed.

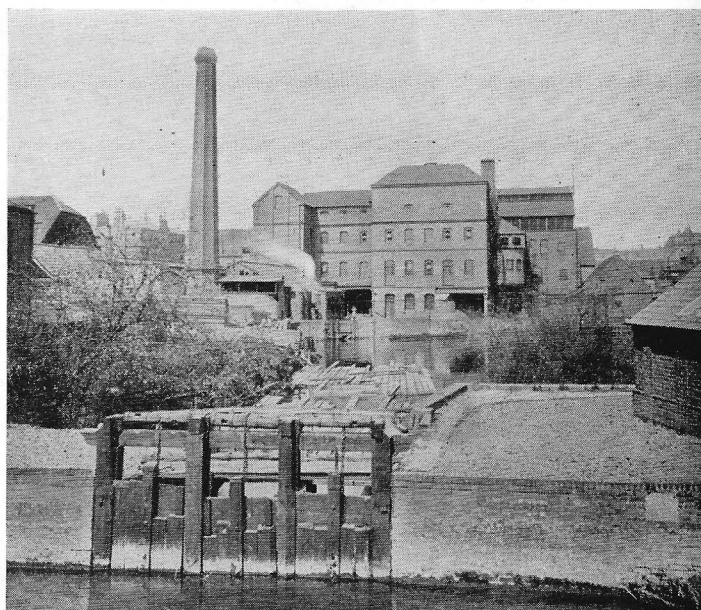
We also supplied, prior to 1900, the old London and South-Western Railway and the South-Eastern Railway.

During the last thirty-three years, commencing with the purchase of the Tamar Brewery, Devonport, we have extended throughout the south and west of England on a big scale. Amongst other acquisitions were the South Berkshire Brewery Company, Ashby's Staines Brewery Limited, Wheeler's Wycombe Breweries Ltd., W. J. Rogers Limited, Bristol, and Phillips & Son, Ltd., Newport, acquisitions which have resulted in the firm becoming one of the biggest brewery concerns in Great Britain.

The Company's latest enterprise is in Kenya, where we have acquired a big interest in East African Breweries Limited, of Nairobi, Mombasa and Dar-es-Salaam. Although working



*The old office buildings, at one time the residence of the late Mr. William Blackall Simonds. The gentlemen in the picture are (from left to right) : Mr. J. Suddaby and Mr. Arthur Simonds, and Mr. Fred Simonds at the bottom of the steps.*



*An old view of the Brewery from Mill Lane. Only the foreground has changed much.*



*A view of the Stores at Sandgate, distinguished by the predominance of bowlers.*

under great disadvantages at the present time, it is confidently anticipated that in the days to come it will prove a profitable concern.

### **The London Stores**

At the end of the last century our London stores were situated in Grosvenor Road, Millbank. About 1890, the stores were moved to a building opposite the exit from Waterloo Station, and the bottling stores were situated under the railway arches. These premises became far too small when we took on the big contract for the British Empire Exhibition in 1925, and we were indeed fortunate in securing suitable premises in the Plough

Brewery, Wandsworth Road, which are still the headquarters for our London activities. In the early days at Grosvenor Road, Major Cotterell, grandfather of the present Chairman of Saccone and Speed Limited, was manager. Another manager was Mr. W. Muller, son-in-law of Mr. Henry John Simonds, father of Mrs. Guy S. N. Ashby.

In the last thirty years many of the smaller branches which we had at such places as Slough, Woolwich, Exeter, Aldershot and Sandgate have been closed because the introduction of fast motor transport solved the difficulties and expense of double distribution.

### **Reading**

The present office buildings at Reading were built during 1900-01. They were previously on the opposite side of the road, on the site of what is now the Delivery Office and Stage, which was also at one time used as the residence of the late Mr. William Blackall Simonds. Stabling for the directors' carriages and horses, and kennels for the Dalmatian carriage dogs, which used to run under the carriages, was on the site of the present Beer Loading Stage, and adjoining, and now part of the Beer Loading Stage, was a flourishing coaching house, "The Bear Hotel," which later became Mr. Wakeford's surveyor's office.

There may be a few people still working with the Firm who recollect the old pond at the bottom of Dr. Howes' garden, over which the present modern Bottling Stores were built. The construction of these Stores under those conditions was a very difficult task and caused much anxiety. There was a small boat on the pond which was used by Dr. Howes and family, and his predecessors.

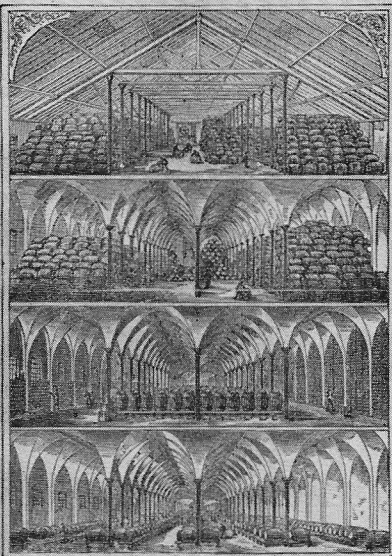
The first laboratory in Gas Lane, predecessor of the present elaborate establishment, was at one time the private house of the late Mr. Sam Wheeler and family, who rose to eminence in the building trade and architect's business in the Home Counties.

Years ago, timber for making casks used to arrive by barge from London to Fobney Street Wharf, and timber for export was loaded until recently on the remodelled wharf adjoining the site of the new power house.

Part of the stables, now almost entirely taken over by motor lorries, was at one time the boathouse for the Directors' craft, and there was access to the River Kennet from the stable yard. Boating and sculling on the Kennet, alongside the brewery, must have been far more attractive in those days than it is to-day !

## H. & G. SIMONDS, (Limited), PALE ALE & PORTER BREWERS,

LONDON STORES: 10, Grosvenor Road, Westminster, S.W.



HEAD OFFICE—"THE BREWERY."  
BONDED STORES 1-S.E. RAILWAY STATION, READING.

### WINE AND SPIRIT MERCHANTS, READING.

BANCH OFFICES: Aldershot, Brighton, Dublin, Farnboro', Hastings, Oxford, Plymouth, Portsmouth, Shorncliffe, Slough, Swansea, Woolwich.  
GIBRALTAR. MALTA.



*An old advertisement used by the firm.*

*In 1928 the Duke of Windsor, then Prince of Wales, visited the Brewery. He is seen here passing down a rank of ex-Service employees. In the centre of the picture is our Chairman and Managing Director, Mr. F. A. Simonds, and on his right is Mr. C. W. Stocker, then Head Brewer, and on his left the late Mr. George Blackall Simonds.*





*An old picture of "The Griffin" at Caversham in more leisurely times.  
It has since been rebuilt.*

### ***The Royal Warrant***

One of the most important days in the Company's history was February 1st, 1929, when the Firm received the grant of the Royal Warrant as Brewers to His late Majesty, King George the Fifth.

Amongst the interesting gallery of pictures in the present Chairman's office is one very interesting little exhibit. It is a voucher dated September 5th, 1937, ordering 368 bottles of Simonds L.P.A., which came to £9 14s. 8d., and is signed

"F. A. Simonds." The Chairman happened to be travelling in the P. & O. ship *Strathnaver* on that date, which was the centenary of the founding of the P. & O. shipping line.

To celebrate the centenary, the passengers were entertained to a champagne luncheon. Mr. Simonds enquired whether the crew were also taking part in the celebrations. On hearing to the contrary, he signed a voucher for the largest order for beers ever known in the history of the shipping line.

Mr. F. C. Cowlin was appointed South Coast Area Manager, with Mr. G. E. Ashdown as Assistant Manager, South Coast Area, with effect from April 1st.

# *An Australian's impressions of England and the Coronation*

BY MR. PETER MARICH

Having just returned from witnessing the magnificent spectacle of the Coronation, I am in the mood to express the views of an Australian visitor.

Certainly nowhere else in the world could one find the pageantry and the tradition and the beauty of surroundings which were all part of this wonderful ceremony.

Although the weather was unkind, it certainly didn't affect the spirit of the troops or the spectators. The many contingents from overseas representing all countries in the British Commonwealth marching with those celebrated units from the U.K. made one feel really proud to be British.

Among the spectators close to me were several American

Army personnel in uniform, and I noticed they were unstinting in their applause as the procession passed. I felt they too were proud to be associated with Britain as staunch Allies. One of America's most notable journalists, Walter Winchell, aptly said, "Never before has a crown been put on a jewel."

To be able to come to England from

overseas at Coronation time is a great stroke of luck (or manœuvring), but even in normal years there is much here to keep the visitor intensely interested.

Where else in the world can you find a countryside as magnificent as this one?

If you are not completely sure of the answer, let me reassure you—"No-where!" The beauty of the fields and trees, of which there are so many splendid varieties abounding: plane, elm, beech, chestnut, oak, birch, cedar, etc., always remain vividly in the memory of the visitor. Let's hope that for every tree which dies or is cut down, another is planted to ensure this heritage for future generations.

You will gather that

I am fond of the country—well, so much so that when I come to England I always stay at the Sunningdale Hotel and make it my headquarters.

It is a comparatively small house with about ten bedrooms. It has an excellent and intimate atmosphere and an extremely pleasant garden. The dining-room is well-known for its first-class fare, and it has



*Mr. and Mrs. Peter Marich outside the  
Sunningdale Hotel.*

quite a number of celebrated people among its customers. This pretty room is graced at each end by a very fine painting, both of which are from F. A. Simonds' personal collection.

Finally, as agent and importer in Sydney

of Hop Leaf Ales, I have been closely associated with H. & G. Simonds Limited over the last few years, and I would like to say we have appreciated very much their straightforward business methods, efficiency and understanding.

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## *Supplying the Coronation Spectators*

The enormous task of supplying sufficient beer at the right time and at the right places for the hundreds of thousands of spectators at the Coronation procession and the Coronation itself was tackled with outstanding success by the London Branch.

Mr. S. M. Penlerick, the London Branch Manager, and his staff spent many months in close co-operation with the caterers—Messrs. Mecca Limited, Bertram and Company, and Ring and Brymer (Birches) Limited—to ensure that no last-minute hitch interfered with that most important

assignment. Blue prints were drawn up to ensure that the complicated matter of assessing quantities could be tackled with the utmost care.

### *The Caterers*

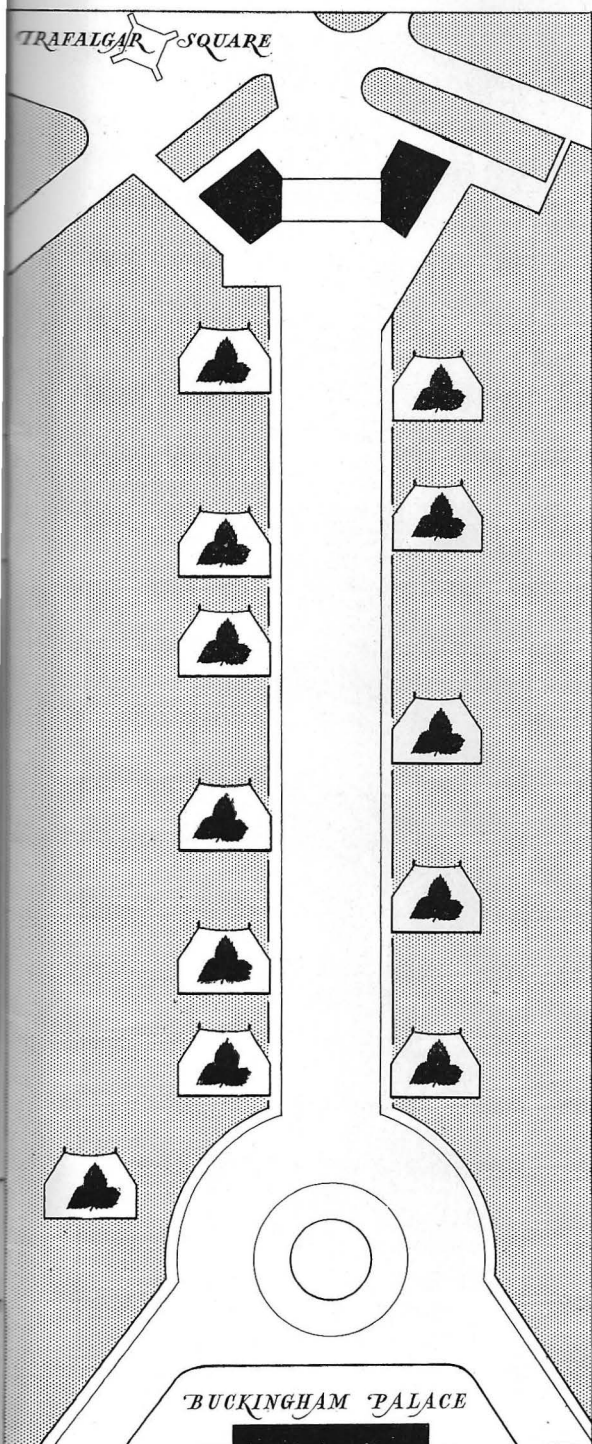
Messrs. Mecca Limited were responsible for the catering in the Royal Parks—Hyde Park, Green Park and St. James' Park—and for catering arrangements in the stands which lined both sides of The Mall from Buckingham Palace to the Admiralty Arch. Messrs. Bertram and Company were responsible for catering at the huge



*Mr. R. Morley, on left (London West End representative) and Mr. Francis Jennings (who had to spend the night with the beer tanker) arriving at St. James' Park on the eve of Coronation Day.*

*Buckingham Palace can be seen in the background.*





*This early morning study shows Mr. Francis Jennings having a very early Coronation Day shave, after his all-night vigil guarding the 450-gallon tanker in the shadow of Buckingham Palace.*

stand in Parliament Square, St. Margaret's stand, the new Public Office and the Star Chamber Court in Westminster Hall where the Abbey guests obtained their refreshments. Messrs. Ring and Brymer provided the catering at Church House.

#### ***All-night Vigil***

In Green Park, under the shadow of Buckingham Palace, arrangements had been made for a 450-gallon mobile tanker to be in position on the day preceding Coronation Day. Mr. Jennings, foreman from the Canvas Store at Reading, was in charge of the tanker, and spent all that night on guard.

Sufficient supplies of bottled beer had also to be delivered here at the same time. This marquee supplied only Simonds beer,

*A plan of the Mall on Coronation Day. The Hop Leaves represent bars in marquees and stands where our products were available.*

though the spectators, of course, were also assured of a good supply of hot drinks, minerals and food there.

A similar tanker was sited by the marquee in Hyde Park, and there were adequate supplies of bottled beer at the marquee in St. James' Park and at the various buffets in The Mall, where only Simonds beer was available.

### **At the Derby**

Hardly was the Coronation over when Mr. Penlerick had to tackle the distributing problem at Epsom. Simonds' tents dotted the Downs and provided refreshment for the huge crowds which were attracted to the Coronation Derby.

(Above right)

*A scene inside the marquee near Buckingham Palace on Coronation Day.*

(Below right)

*An Epsom Week photograph of the Downs Hotel which overlooks the racecourse. The present charming and capable hostess is Mrs. Peter Ridewood, daughter of the late host, Mr. G. E. Stevens, who was very well known in the motoring world.*



\* \* \* \* \*



### **and a Nightingale sang . .**

A bottle of our Coronation Ale produced in 1911 to celebrate the coronation of the present Queen's grandfather, George V, being presented to the Mayor of the City of Westminster, Alderman Charles Russell, after he had officially opened the Coronation celebrations in Berkeley Square, London. This bottle of ale, to serve as a memento of the occasion to the Mayor, was presented by the courtesy of our Directors.

## Moving Decorations at the Lord Clarendon Hotel

The centre-piece of some very beautiful and ingenious Coronation decorations in the saloon bar of the Lord Clarendon Hotel at Summerland Place, Plymouth, was a pictorial scene of an actual Coronation procession which moved continuously to the accompaniment of patriotic music from a hidden loudspeaker.

The centre-piece was surmounted by a large Crown constructed of gold painted wood and fur, which was beautifully decorated with stones which were provided by the customers.

The outside of the house was also decorated in a most attractive manner and drew an enormous amount of attention.

The whole arrangements reflected the greatest credit upon the landlord, Mr. A. Sherrell, and his son, who were responsible for them all, a task which took them three months to complete.



\* \* \* \* \*



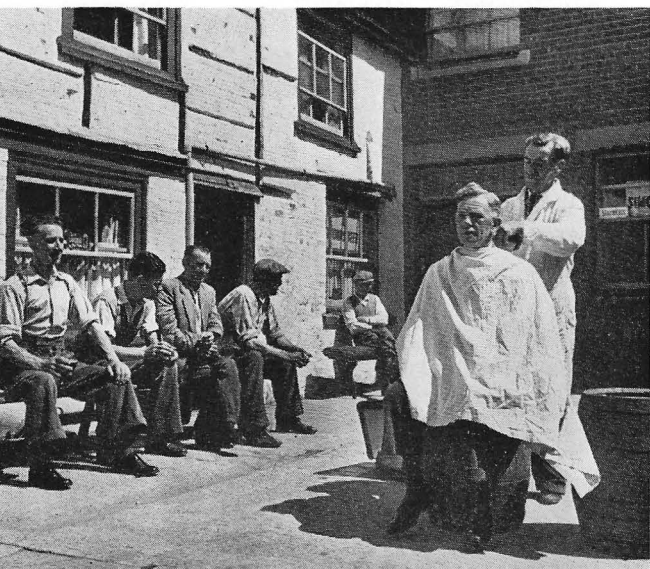
The gay, extensive decorations of the "White Lion" Hotel, Colston Avenue, Bristol, attracted an enormous amount of attention. They were arranged by the popular tenant, Mr. "Bill" Hurford.

*The charmingly decorated floodlit window of Arthur S. Cooper at Cirencester.*





## *They go to the “Sawyer’s Arms” for a Haircut*

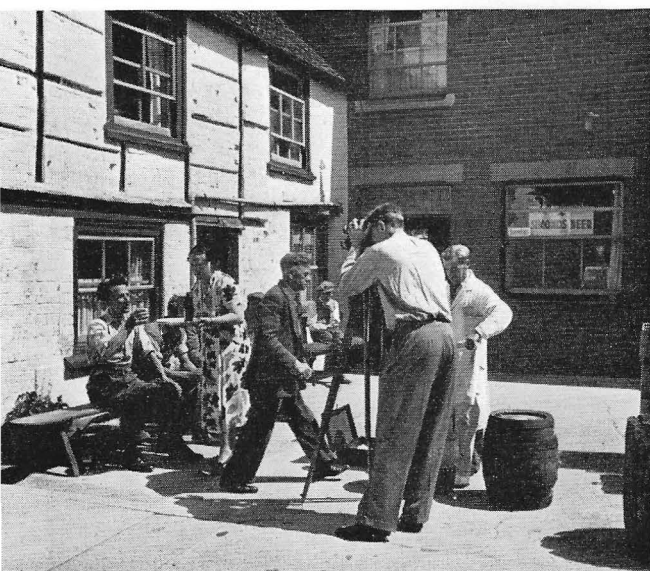


Mr. Russell Charles Sampson has focused the limelight on the plight of barber-less Lambourn, and the “Sawyer’s Arms,” of which he is licensee, in the High Street of this pleasant little Berkshire town.

With a population, says Mr. Sampson, of well over 3,000 now, the male population of Lambourn have found that getting a haircut is more than a minor problem. So Mr. Sampson allows one of the stable lads at Mr. T. R. Rimell’s nearby racing stables, John (“Jock”) Brand, former champion jockey of Norway in 1948, and one-time hairdresser in London’s West End, to turn his Inn yard into an open-air barber’s shop.

On Tuesday, May 26, a newsreel cameraman arrived with his equipment at the “Sawyer’s Arms,” and a press photographer, too, to film the barber shop in session for Pathe Pictorial.

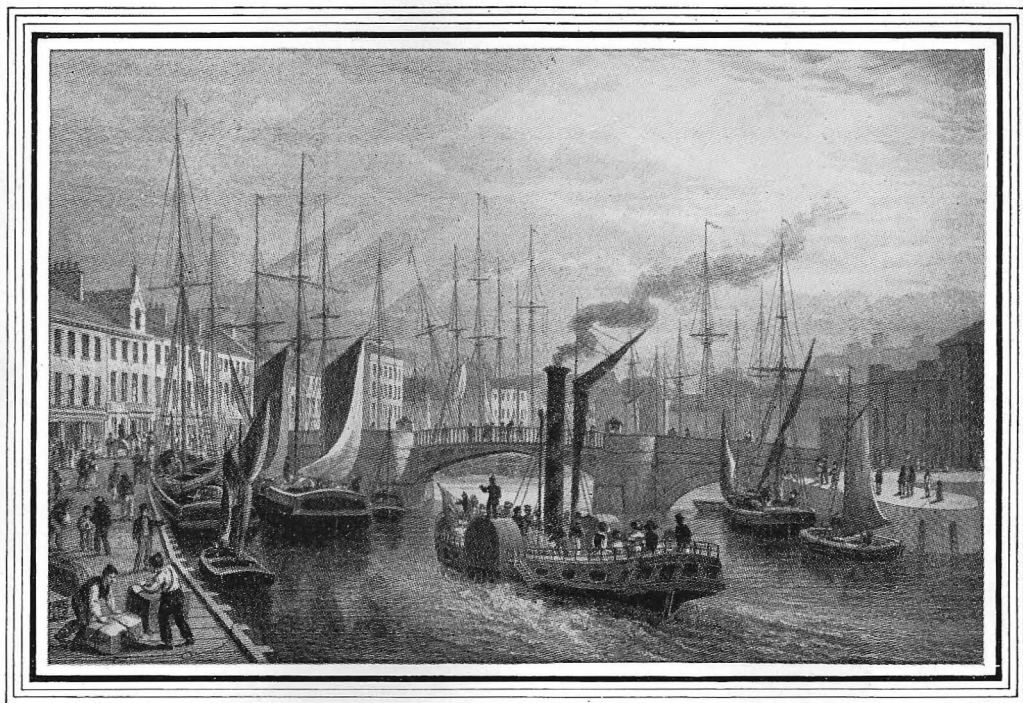
Says Mr. Sampson : “ It is all a bit of fun really, but it serves a useful purpose. Some people have found it necessary to go to Newbury thirteen miles away for a haircut, but quite a few say they much prefer to come here and they don’t mind waiting their turn, because they can have a drink while they are waiting.”



(Top left.) “Jock” Brand attends a customer.

(Bottom left.) Pathé Newsreel cameraman “shooting” the scene.

# Charles Mackinlay & Co., Ltd.



*An early engraving of Leith Harbour.*

## **130 Years of Whisky Distilling.**

The name of "Mackinlay" is one with which ourselves and our customers will become more and more familiar.

For one hundred and thirty years the name has been synonymous with good whisky throughout the world, and its welcome appearance in our houses will further enhance our mutual reputations.

## **Old Leith**

Mackinlay's whisky is a product of Leith, stronghold of the whisky trade and an ancient town rich in historical interest. One of the earliest recorded mentions of this famous port of Edinburgh was in 1124 when, in a Charter of the time of

David I, it was described as "Inverleith" or the "Mouth of the Water of Leith."

Mary Queen of Scots landed at Leith on her return to Scotland in 1561, and King Charles played golf here in 1641. In 1682, Mons Meg, the famous Leith cannon, now in Edinburgh Castle, burst while firing a salute to James, Duke of York.

And it must have been a picture when, a busy and thriving port, the waters of Leith were thronged with ships under sail, which came right up to the numerous warehouses huddling the water-front.

Perhaps of more direct interest is that fifty or sixty years ago Leith was the hub



*Turning the barley on the malting floor.*

of the whisky trade, sailing ships even then carrying cargoes of "Highland Dew" to many parts of the world.

Few of the original Leith whisky firms, however, now remain in private ownership, one of this select band being the firm of Charles Mackinlay & Co.

#### ***A Family Concern***

This firm, makers of one of the oldest-established proprietary brands, have, in turn, a history going back over one hundred and thirty years. Four generations of Mackinlays have, in fact, been responsible for watching over the blending of the brand since 1820, and the fifth generation is on the threshold of the business to-day.

Indeed, from Leith, Mackinlay's whisky now reaches all parts of the world. It is



*One of the stills in the distillery.*

interesting to note that a member of the Clan Mackinlay, one William McKinley, was twenty-fifth President of America, so it is perhaps fitting that a major share of this particular brand goes to the United States.

This Leith whisky was first supplied to the House of Commons as long ago as 1880, to the Shackleton Expedition in 1907, and was the first Scotch whisky into Denmark after the German Occupation—flown in by air—so that in many and diverse ways this ancient town and her products have impressed themselves on the records.

#### ***The Mountain Dew***

All this brings up the question of the character of Scotch whisky. Why is it that most people prefer it? Apart from



its excellent quality, the real Highland brand has, as you know, a taste, a characteristic flavour which is unique. Your true Scotch drinker will insist on it.

It is unobtrusive, subtle, but it is still there. Over the border it is described as the "peat reek," a taste beloved by the Scot and reminiscent always of the Scottish glens. It is obtained by drying the malt, which you see being "turned" in the picture, over peat fires.

This, then, is the background of Leith, a stronghold of the whisky trade. Later we may be able to tell you more of the arts and subtleties of the distilling of the whisky which comes down from the glens

for blending, maturing and bottling, later to be shipped from Leith to practically every country in the world.

### ***Replaces F.O.S.***

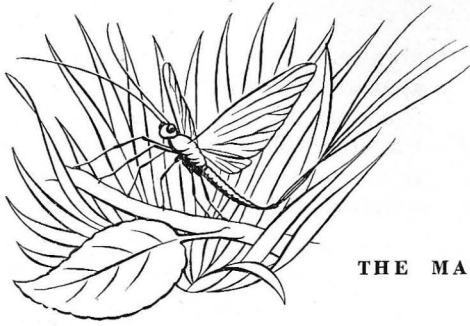
The background of Mackinlay's whisky, therefore, is one which guarantees its excellent quality.

In introducing it to replace our previous house brand—F.O.S.—one can be confident that it will very quickly become a firm favourite amongst customers.

We trust that our connection with this old-established firm will be a long and a happy one.



*The vatting floor at Mackinlay's, Leith.*



THE MAYFLY IS UP!

## Nature Notes

By C.H.P.

How eagerly fly-fishermen look forward to the season of the year when the Mayfly is up! Never are the chances more favourable for a good catch of trout than when these little insects make their winged appearance in countless thousands. The news is flashed from one angler to another and gentlemen with rod and line are soon seen trying their luck on their favourite streams.

### *Their strange history*

The dance of the Mayflies is one of the wonders of insect life and their whole history is indeed strange. Beginning life as a small worm-like lava in the bed of pond or stream, this lava moults and moults, then eventually the lava changes into a nymph and you may see signs of wings on the body. Then, with surprising suddenness one evening, in the early summer, the nymph rises to the surface of the water and for the first time breathes the fresh air. The skin splits open very rapidly and from it emerges a four-winged Mayfly. Many thousands of Mayflies often appear on the same evening and their rising and falling above the little stream is a wonderful sight.

### *Just bags of air*

Mayflies cannot take food. Their so-called mouths are of no use and their stomachs are just bags of air. They continue their mad dance for a few hours and then they die. But they leave behind them their eggs from which will ensure the survival of future generations. What

an ephemeral life! No wonder these marvellous little insects are termed Ephemeroptera.

### *Interest never wanes*

No one looks forward with greater eagerness to the appearance of the Mayfly than do I. For well over sixty years I have been fascinated by fly-fishing for trout and the interest never wanes. On a trout stream I always study to be quiet and keep an observant eye on what goes on all around. In a little copse close by the river I espy the exquisite nest of a pair of goldfinches. Few birds are more charming to watch and a company of them are aptly termed "a charm of goldfinches." Later you may see them feeding among the thistledown and as they flutter about they are just like big golden butterflies.

I love to see the little goldfinch pluck

The groundsel's feathered seeds ;

And then, in bower of apple blossoms  
perched,

Trim his gay suit and pay us with a  
song.

I would not hold him prisoner for the  
world.

### *Billing and cooing*

Wild life in any form always fascinates me and even when fishing I spend much of my time resting by the waterside and studying the ways of the birds and little beasties. There is something peculiarly winning in the gentle cooing of the pigeon to its mate ; while, when the two

are together, they are seen frequently putting their two bills together like two amorous lovers, and consorting themselves with such evident symptoms of mutual affection that the phrase "billing and cooing" has come to be a familiar one in reference to the fond dalliance of lovers.

### ***Model husbands and wives***

It is a wonderful sight to watch a pair of birds building their cosy nests. How well they work together. And when the ingenious structures are completed and the eggs disposed on the soft lining, they would, in most cases, perish were the female unrelieved in brooding. But it is not a mere share of labour that is undertaken by the feathered pair; the

affectionate interchange of attention is manifested in the most engaging ways. Sometimes the male is seen to bring food to the brooding hen; at other times he perches himself on a neighbouring bough, and solaces her with cheerfullest and sweetest notes. Then he will take her place and continue the maternal duties, while she roams abroad for a short time in search of needful food and exercise.

### ***My Altar***

The countryside is indeed looking lovely  
now

So I will build my altar in the fields  
And the blue sky my fretted dome shall be,  
And the sweet fragrance that the wild  
flower yields

Shall be the incense I will yield to thee.

★

## ***The Tamar Staff Ball***

On Friday, February 27, the Tamar Brewery held its First Staff Ball at the Exmouth Hall, Devonport. Such was the success of the evening that the majority of the staff and their guests were, at two a.m., prepared to continue for a further six hours; however, as the Committee had not arranged for eggs and bacon to be served, they were persuaded to wend their way home.

The occasion was enhanced by the presence of the Chairman and Managing Director, Mr. F. A. Simonds and Mrs. Simonds, together with Mr. and Mrs. E. D. Simonds. Included in the six

hundred people present were representatives from the Torquay Sub-Depot and W. Pool and Son Ltd., of Penzance.

During the evening Mrs. F. A. Simonds presented numerous prizes to the winners of the many and varied novelty dances. The company present was delighted to hear a few words from the Chairman, who, recalling that the Tamar Brewery had been his first acquisition outside Reading, stated that he considered Tamar to be "a jewel in the Simonds crown."

The music was provided by Frank Fuge and his Orchestra, who can always be relied upon to make the evening a memorable and enjoyable one.





# The Bottling Stores, Reading

**F**ORTY-SIX years ago, Mr. William Waterman joined the Bottling Department at Reading. His first job was to sit in a cellar, cleaning empty bottles by hand with a wire brush. The bottles were then hand-filled from a cask, corks were hammered in with a mallet, and a label was pasted on.

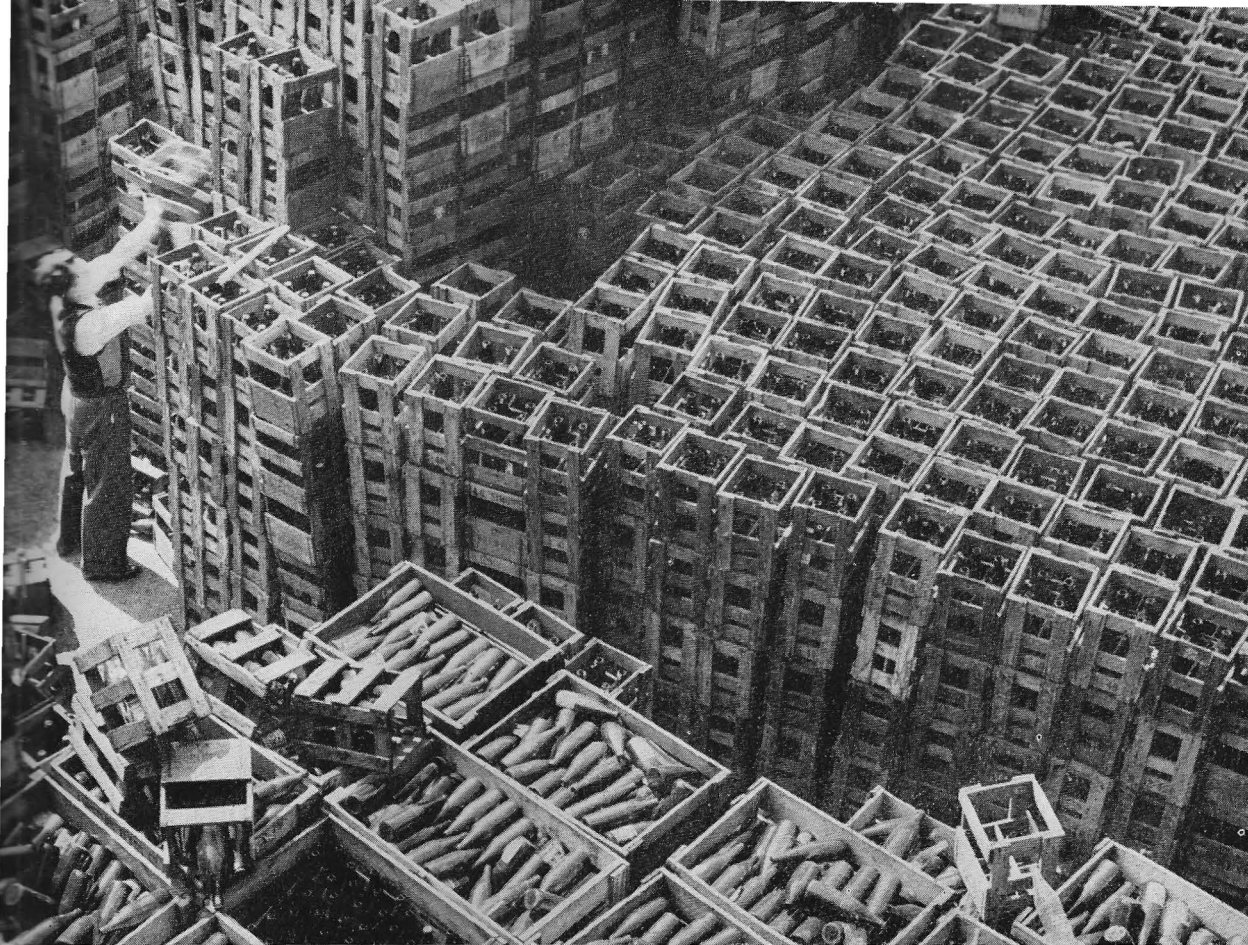
*These prints from some stencils picked out at random from the Despatch Department give an idea of where the products of the Bottling Stores go to.*



*This striking picture shows but a tiny section of the*

To-day "Bill," as he is universally known, is senior chargehand in the Bottling Store, with six bottling units in his domain. Each unit is capable of filling one hundred and fifty bottles per minute, and every day roughly one hundred and twenty thousand bottles are filled.

In the old days five hogsheads of beer could be filled on a good day—that is, about four thousand half-pint bottles a day. Working at full capacity to-day, 43,200 bottles can be turned out every hour. Times have indeed changed !

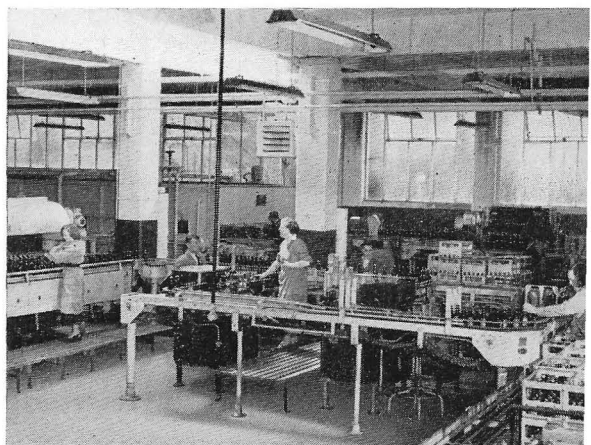


*the huge empties dump adjoining the Bottling Store.*

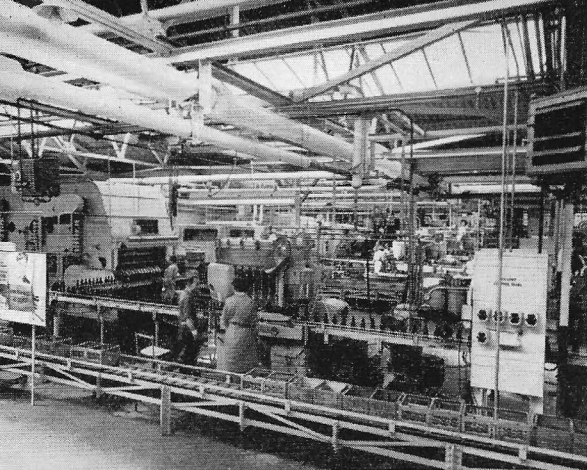
### ***The Bottling Store***

The Bottling Store to-day is vast, noisy and bustling. The leisurely work of yesteryear has given way to modern factory-like efficiency. In the main store there are six huge bottling units, each stretching for more than forty yards and each needing a staff of ten to ensure its smooth running.

Empty bottles go in one end where they are cleaned. Halfway through they are filled with beer, and on reaching the end of the unit are ready to be packed in crates and carted off to the storerooms.



*On the left of the picture the bottles can be seen emerging from the pasteurising portion of the bottling unit. They are then on their way to the final operation which takes them to the automatic labelling machine, and on the right of the picture the bottles can be seen being loaded into the crates.*



*Above (left) :*

*On the left the bottles can be seen emerging from the washer and forming themselves into Indian file for the filling and corking unit, which can be seen in the centre of the picture. They then continue on their way to the pasteurising plant.*

*Below (left) :*

*This picture of bottles emerging from the pasteuriser on a slow-moving platform looks rather like a Coronation Day picture of Guardsmen. From here the bottles go on for labelling and finally storing.*



filter sheets which are individually clamped into the filter. During the time the beer was conditioning in the cold storage rooms, carbon dioxide gas had been introduced—the gas that puts the bubbles in the beer.

After the gas has been added and the beer tested and approved, it is ready for its journey to the bottling unit.

### ***The bottle***

Meanwhile, crates of empty bottles have been arriving at the bottling store for refilling. Our picture shows one little section of the huge “empties” dump adjoining the store.

Gone is the old-fashioned trundling of casks to the few men in the cellar. To-day the beer is piped across from the brewery to glass-lined tanks in the chilling rooms—chilling rooms which are in fact huge refrigerators protected by thick double doors and air locks.

### ***Chilling and filtering***

From the chilling rooms, in order that the beer may achieve that crystal clearness which is demanded by the Bottling Manager, and indeed by the public, it is thoroughly filtered.

First, through the Bowser filter, from where it is conveyed to the cold storage rooms. It is conditioned here, and then finally filtered through eighty sterilising

*Mr. E. G. Hollebhone, the Bottling Manager, is seen studying some figures being shown to him by Mr. E. Barrett, the present Bottling Stores foreman.*





When the bottles have passed through the automatic washer, and have been again inspected, another conveyor belt takes them to the filling and crowning part of the unit.

Immediately after filling an ingenious guide beneath a container full of crown corks sorts and places a crown on each neck and crimps it tight.

### **Pasteurising**

The next stage is the pasteurisation.

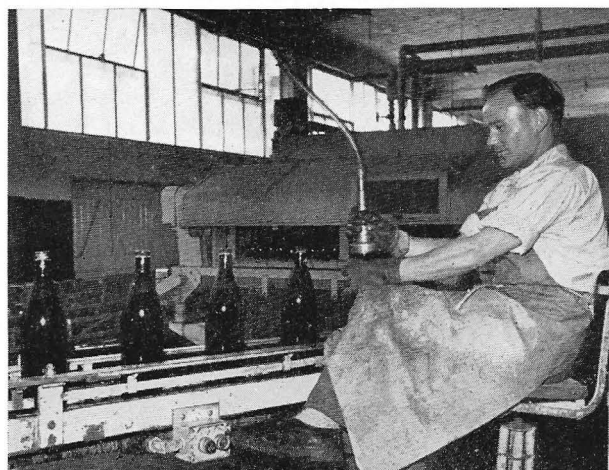
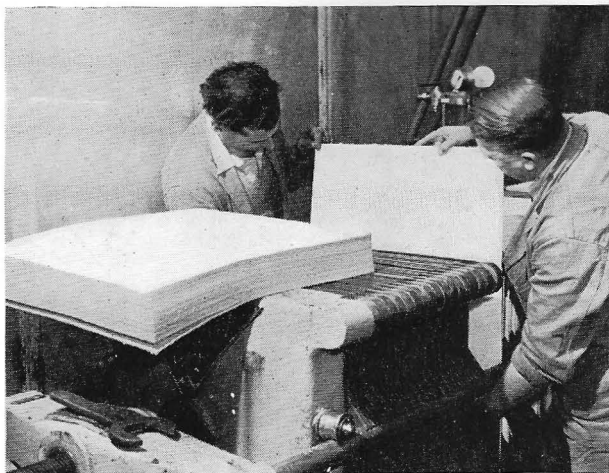
On slowly-moving platforms the bottles enter the pasteurisation plant where heat is gently increased until the beer reaches a temperature approximately 142°F. They are kept in this temperature for twenty-five minutes and then cooled. The bottles emerge from the pasteurisation plant to the last section of the unit where they are automatically labelled and then placed in crates and stored.

Twenty-nine different qualities and sizes of beer are bottled at Reading, varying from light to heavy gravity, and in sizes from nips to quarts, and canning of beer takes place on similar lines. In the case of quarts the procedure is, of course, slightly different. Instead of the crown corks, screw stoppers are used, and our picture shows "Johnny" Kolinski, who at the time of our visit was administering the final screw to the stopper with an automatic tightener.

*Clifford Stenning (left) and John Lovejoy, who are in charge of the Cold Rooms, inserting one of the eighty filters in the clamp, a process technically known as "sheeting up the filter."*

*"Johnny" Kolinski administers the final twist to the screw stopper.*

*The First Stage : •Bottles from the empties dump being placed in the automatic washer.*





Mr. Ernie Tigwell, charge-hand in the Export Packing Room of the Bottling Stores, stacks a consignment for Barbados.



Mr. "Bill" Waterman, senior charge-hand in the Bottling Stores, with a bottle of 1953 Coronation Ale.

## The growth of the Store

In 1910 the bottling staff, which consisted of four—to-day one hundred and nineteen—moved from the cellar to a building on the site of the present bottling store. Due to the ever-increasing demand for bottled beer, the department grew until in 1922 it was decided to build even larger premises—on the site of a garden and an old pond.

In 1950 the last big extensions were started. The new extension, although at present only a single storey building, is designed ultimately to become a two-storey building.

The building itself, which was designed throughout by our own Architect's Department, is of reinforced concrete construction and the very latest developments of reinforced concrete technique were employed in the construction of the floor. This enabled the floor to be carried over a big distance, i.e. thirty feet between supports without the necessity for cross-beams.

\* \* \* \* \*

\* The following notice was displayed in the  
\* Bottling Stores after the Coronation  
\* supplies had been bottled :—

\* "On breaking all previous bottling records  
\* for this Store last week, I should like to  
\* offer my congratulations to all of you for  
\* the willing way in which you have given  
\* your services.

\* The total dozens bottled equalled 91,587,  
\* representing no less than one million  
\* and ninety-nine thousand bottles filled,  
\* amounting to 2,339 barrels.

\* A very good show ! Thank you all !"

\* (Sgd.) E. J. HOLLEBONE.

\* \* \* \* \*

### *Future progress*

A walk around the Bottling Store and a chat with Mr. E. J. Hollebone, the Bottling Manager, is sufficient to convince anybody that the Brewery spares nothing in its determination to produce bottled beer of the highest possible quality.

The advance of science in modern years has contributed greatly to improving taste and quality, and every advantage of scientific advancement is taken in every department of the store.

Recently the most up-to-date carbonating plant has been installed there, and one can be sure that the future holds every promise of even greater advancement.

### *All over the Globe*

If anyone should have any doubt about the fact that our beer is sold all over the world, a visit to the distributing depot of the Brewery will soon convince him. A few labels picked out at random show addresses in Japan, Trinidad, Hong Kong,



*Mrs. N. Mockford (Nell), Forewoman in the Bottling Store, Reading.*

the Falkland Islands, Fiji and even Moscow—and, of course, cans of our beer survived the atomic blast at Monte Bello !

*Uno and Umpire, two greys from the stables, are keen critics of the quality of the bottled ale. Mr. G. Thompson, who has been in charge of them since 1948, is seen helping Uno to part of his daily ration.*



## An Appreciation

*Here is a letter recently received by our Hotels and Catering Department :*

OAKLANDS, BRIDSTOW,  
ROSS-ON-WYE.

DEAR SIR.

Last Thursday, 11th March, my car broke down on the Oxford by-pass road near the village of Eynsham. My wife and I were stranded and had to walk for assistance, leaving valuables and luggage in the car. It was nearing 8 p.m. when we reached the Evenlode Hotel, tired and hungry.

Spending much of my time travelling abroad, it is a matter of growing wonder on my part that any foreign traveller ever returns to this country because of the almost universally bad service thrown at people with a "take it or leave it" attitude by British hotels. Although one is fighting a generally losing battle, I make a point of always complaining to the management where such action is justified. When the reverse holds good, I feel it only fair to record approval.

In this case your Manager greeted us, personally went to see that our dinner was ordered at once, telephoned to the local garage and made arrangements for our luggage to be brought in and, in general, his whole attitude was one of welcome and hospitality.

The rooms were spotless, an electric fire was switched on in our bedroom and a hot water bottle was airing the bed before we came down to dinner.

Next morning he had already found out what was wrong with our car and told us the time it would be again ready for the road. The staff reflected their boss's attitude and were willing and polite.

I should be most grateful if you would convey to your Manager our appreciation of his attention, courtesy and good service.

YOURS TRULY,  
RODEN ORDE.

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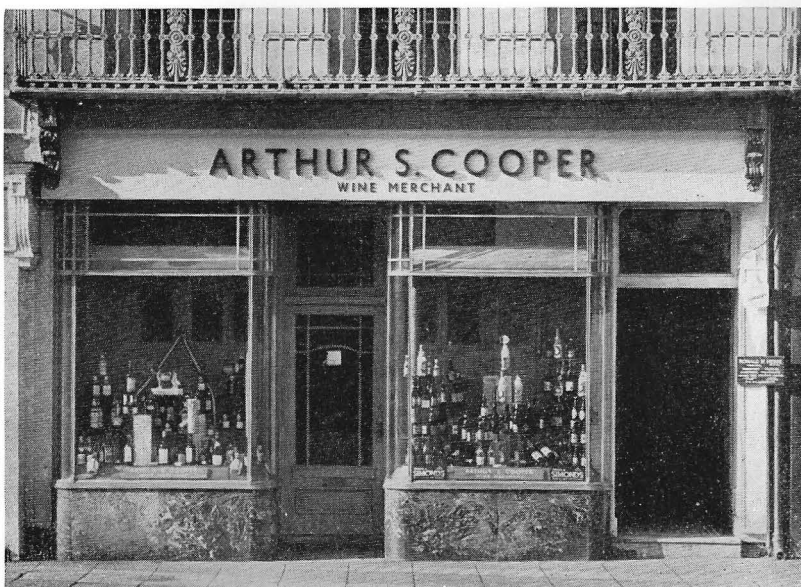
## The Duke of Edinburgh

This new sign of the Duke of Edinburgh, painted by Mrs. F. C. Phillips, has been erected outside "The Duke of Edinburgh," Reading, to replace the sign which showed the present Duke.

The Duke represented in the new sign was H.R.H. Prince Alfred, Duke of Edinburgh, 1844-1900. He was Queen Victoria's fourth child, and brother to King Edward VII. He married the daughter of the Emperor of Russia and succeeded to the title of the Duke of Saxe-Coburg and Gotha in 1893. One of his five children was the late Queen Marie of Roumania. During his life he was both Admiral of the Fleet and Honorary Colonel of the Wiltshire Regiment, and it was from a signed engraving still in the possession of this Regiment that we took the sign; this depicts the Duke in 1867 when he was a Captain in the Royal Navy.







*The new off-licence premises at Castle Square, Brighton.*

## *Brighton's New Premises*

A new era was opened in the history of Brighton Branch when the offices in Castle Square were vacated on March 19, and our staff moved into the palatial new offices in Chapel Street, Brighton. Mr. R. E. Southall, our Architect, and the builders, Messrs. Wilson & Son, of Brighton, are to be congratulated on the transformation of our old Wine and Spirit Stores into new gleaming offices.

### ***New Off-licence***

Now, after many years, Castle Square premises have been turned over to our Off-Licence Department, Arthur S. Cooper, and the old offices would hardly be recognisable by the many staff who have worked there in the past. This Off-Licence is now one of the most up-to-date and well furnished premises in Brighton, and those concerned in the remodelling of the

premises are to be congratulated.

Some of the earliest records which came to light during the change-over show that a Kil I.P. Ale price £1 9s. 0d. and a Firkin "Inter" ? 12s. 6d. were on May 7, 1891, sold to John Shaw, Esq., of 5, Eastern Terrace, Brighton. This shows a vast difference to the price of the same commodity to-day. In those days there was in being a sub-branch at Hove as well as the offices in Castle Square.

The new offices and stores situated in Chapel Street make up-to-date and efficient Branch premises which will do much to help the trade and goodwill of our firm in Brighton.

All our friends in the trade, old and new, will always find a pleasant welcome should they call to see us at 31/34, Chapel Street, Brighton.

## READING, PENNSYLVANIA, DELEGATION VISITS READING BREWERY



*A group taken in the Brewery during the visit of the delegation from Reading, Pennsylvania.*

A visit to our Brewery at Reading was one of the official arrangements made for a group of business men who paid a Coronation visit to Reading, England, from Reading, Pennsylvania.

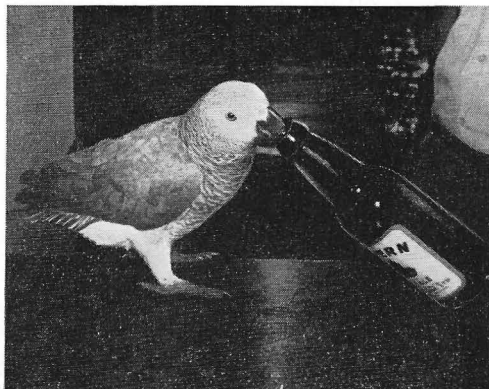
They were received at the Brewery by our Chairman and Managing Director, Mr. F. A. Simonds, and other Directors. After being conducted throughout the Brewery and Bottling Department, they were entertained to luncheon at the Grosvenor House Hotel, Caversham.

Mr. F. A. Simonds, who presided at the luncheon, proposed the health of the Queen and the President of the United States. The Mayor of Reading, Councillor F. H. Lewis, proposed the health of Mr. Simonds and the Company.

\* \* \* \* \*

"Polly," the pet of the public bar of the King George the Fifth at Wycombe Marsh, likes a drop of Tavern Ale.

The parrot, which belongs to the host, Mr. T. A. Wingrove, is an African Grey, who greets all the customers with a cheery "Hello" and a whistle.



### POETICAL APPRECIATIONS

When I was two  
I was a backward child;  
I scarcely knew  
Good ale from bad, bitter from mild.  
Forty-odd years  
One taste at least have bred—  
When choosing beers  
I like my hop-leaf red.

ANON

### TOPICAL

Before the glittering pageant human senses  
Reel in profound amazement ; all words  
fail.  
(On second thoughts, these might be  
consequences  
Of drinking Simonds Coronation Ale).

ANON

## *“The Shovel” Inn, Cowley, filmed*

The exceptionally picturesque Grand Junction Canal Bank Inn, “The Shovel,” Cowley Lock, Middsx., was chosen by Anvil Films Ltd., of Beaconsfield Studios, Beaconsfield, Bucks, as their venue for the film “Bosun’s Mate,” featuring

Barbara Mullen (a widowed licensee); Cameron Hall (the bargee wooer of her hand); Edwin Richfield (traveller and erstwhile burglar); George Woodbridge (the arm-of-the-law).

Interior and exterior shots were made

and when Miss Mullen was filmed at the bar, she stood on a temporary staging behind the bar to be satisfactorily viewed from in front of the counter. The filming took place on Saturday and Sunday, March 21 and 22. Shots were taken also in the bathroom, on the landing, in the garden and at breakfast in the kitchen, and also at the Lock and on the banks of the Canal in the vicinity of “The Shovel.”



*This picture was taken outside “The Shovel” during a break in the filming.*

*Miss Barbara Mullen draws a pint.*





# Newport "Lyceum" Tavern opens

More than half a century ago—in 1899, to be exact—premises were built in Malpas Road, Newport, for a public house.

It was not until Tuesday, March 3, 1953, that they were used for that purpose.

Onwards from 1905, whilst off-licence facilities were provided, six attempts were made by Messrs. Phillips and Sons to obtain a full licence for the house.

This year, at the Brewster Sessions, the seventh application was successful, and

the "Lyceum Tavern," as it has been named, came into being, providing their own "local" for the first time for the residents of the area and of Malpas Road, from Brynglas to the Craig Park Estate.

Proof that the amenity was much needed and is equally much appreciated is provided at peak periods at the Lyceum Tavern, when the licensee, Mr. Arthur Fred Morgan, a native of Newport, has four bars and the large club room on the first floor in full use.

Origin of the name of the Lyceum Tavern lies in the fact that half a century ago Mr. S. J. Broadribb, at that time manager of a bakery business, applied for a licence for the premises. Mr. Broadribb was a nephew of Sir Henry Irving, the famous actor, whose family name was Broadribb, and Sir Henry was closely associated with the Lyceum Theatre in London, so his nephew selected the name "Lyceum" for the premises.

*(From left to right) :  
Mr. S. C. Saunders  
Mr. A. W. Bold  
Mr. Sweet  
Mr. A. N. Phillips  
Mr. A. F. Morgan  
Mr. Hamilton and  
Mr. Ridler.*





### CRIBBAGE AT THE "HERON"

Every Monday night for the past 14 years a cribbage school has been held in the "Heron," Aldershot, Hants. The "school" was started in 1939, a year after the house was opened and, of the original four members, two, Major A. Arnall and Mr. J. Mason, still remain. The other two founder members have since moved from the district. Only serious illness is accepted for non-attendance on a Monday evening, but when for this reason a member is absent, Mrs. Dowse, wife of the tenant, Mr. Horace William Dowse, who has been the licensee since January, 1950, takes the place of the absent one.

Recently, during one Monday evening session, the remarkable scores of 29 and 28 were made.



### THE "WHITE HART" BRISTOL

Business as usual despite the difficulties entailed, was the slogan during recent alterations at the "White Hart," Lower Maudlin Street, Bristol.

The alterations entailed renewal of an oak beam more than 300 years old and, in order to keep the character of the house, the beam was replaced by one of even more ancient vintage, having been salvaged from a demolished property and which was known to have survived more than 400 years on that site. In the photograph our Clerk of Works, Mr. A. England, pours a Tavern "split" whilst the tenant, Mr. A. E. Scott-Piggott, O.B.E., pulls the pump from a somewhat uncomfortable position. In the background the men who carried out the alterations look on.

### *Board Announcement*

The Board have appointed Mr. R. B. St. J. Quarry, Mr. F. H. V. Keighley and Mr. E. D. Simonds, at present Directors of the Company, to the office of Joint Assistant Managing Directors, to take effect as from June 1st, 1953.

They are also pleased to announce that Mr. Kenneth P. Chapman, a Partner in Messrs. Turquand, Youngs & Co., will be joining the Board as Financial Director on October 1st, 1953.

# Mainly about People

## New arrivals

We are happy to welcome the following new members of the staff who have recently joined us at Reading :—

MISS J. R. GOODRICK ...	Hotels Department.
MR. D. GLANVILLE	} Stocktaking Dept.
MR. G. POOLEY	
MISS M. J. DAVIES ...	Brewing Room.

## People on the Move

The following transfers of staff have taken place :—

MR. F. C. SMITH, Traveller to Estates Dept., as Tied House Inspector.  
MR. G. F. HARDING, Home Trade Dept., to Travelling Staff.  
MR. K. WARD, Correspondence Office to Surveyor's Dept.  
MR. E. HOSLER, Surveyor's Dept. to Correspondence Office.  
MR. L. W. BUCKINGHAM, Correspondence Office, to Branch Office.  
MR. H. K. WHITE, Branch Dept., to Home Trade Dept.  
MR. A. RANDALL, Accounts Dept., to Arthur S. Cooper.  
MR. J. R. SHEPHERD, Advertising Dept., to Home Trade Dept.

\* \* \* \* \*

\* Mr. E. C. B. Dear has been appointed our representative in the Colchester area. \*

\* Mr. Dear is a man of wide experience, whose activities have taken him to Germany with the Civil Commission, and to the East with B.O.A.C. During the war he served as an air-gunner with the R.A.F. \*

\* Mr. Dear will be replacing Mr. F. C. Neve. \*

\* \* \* \* \*

## Promotions

Mr. N. J. Clements, of the Hotels and Catering Department, has been appointed Manager of the newly formed Stocktaking Department.

Mr. A. C. Howman, of the Estates Department, has been transferred to Swindon Branch as Tied House Inspector.

★ ★ ★ ★

Congratulations to Mr. D. J. Hart, Office Controller, Hotels and Catering Department, Reading, whose name was one of four which appeared in the Honours List in the recent N.T.D.A. Examinations (London).

## Retirements

Best wishes for a long and happy retirement are extended to the following who have left the service of the Company after long and loyal service :—

MR. A. B. BROWN,  
who retires at the age of 65 from the Building Department, after 46 years' service. Mr. Brown was our beer engine fitter, and was well-known to a great number of our tenants. Mr. Brown is also one of the very few remaining pewter craftsmen of this age.

MR. A. E. CHANDLER,  
who retires at the age of 65 from the Stables, after 38 years' service. Two of Mr. Chandler's sons have also worked with the Company. One of them unfortunately died whilst a prisoner of the Japanese during the recent war. Mr. Chandler himself was with the Wiltshire Regiment during the first World War.

MR. A. C. BUTT,  
who retires at the age of 65 from the Wheelwrights Department, after 34 years of sterling service with the Company.

MR. A. J. MAY,  
who retires from the Building Department at the age of 65. Mr. May, a bricklayer, was at one time our tenant at the "Sun," Riseley.

Best wishes are also extended to

MR. R. EDWARDS,  
from the Loading Stage, Staines, who has retired after six years' service.



\* \* \* \* \*

\* Mr. P. Acford was appointed Traveller \*  
 \* for the Isle of Wight, with effect from \*  
 \* April 13th. \*

\*       ★       ★       ★       \*

\* Mr. H. A. Whiting joined Brighton \*  
 \* Branch as Traveller on April 1st. Mr. \*  
 \* Whiting joined us from John Harvey and \*  
 \* Sons Limited, Portsmouth. \*

\* \* \* \* \*

### Weddings

Congratulations and good wishes to :—  
 Miss Margaret Mortimer, second daughter  
 of Mr. and Mrs. G. Mortimer, the  
 popular Steward and Stewardess of the  
 Curzon Club, Reading, who was married  
 at St. George's Church, Reading, on  
 February 28 to Mr. Alan Sunnick, son  
 of ex-P.C. and Mrs. Sunnick, of Egham,  
 Surrey.

Miss R. Lucas and Mr. C. Wade, both of  
 the Statistics Section of the Hollerith  
 Department, were married at Christ  
 Church, Reading, on May 2. The  
 couple were presented with a gift of  
 cutlery by their colleagues.

Miss M. Mitchell, of the Hollerith  
 Department, was married to Mr. W. J.



*Mr. and Mrs. E. W. King.*



*Mr. and Mrs. Alan Sunnick.*



*Mr. and Mrs. R. C. Carvill, of the Bridgend Branch, who, as recorded in the previous issue of the Hop Leaf Gazette, were married on March 7th.*

Marshall, a member of the Cask  
 Department staff, who is now fulfilling  
 his period of military training, on  
 April 29. Colleagues presented the  
 couple with a tea service and linen.

Mr. E. W. King, of the Surveyor's Department, Reading, and Miss K. J. Cordery were married at the Park Congregational Church, Reading, on April 4. Colleagues of the Surveyor's and Architectural Department were present when a presentation of cutlery was made to Mr. King by the Chief Surveyor, Captain A. S. Drewe, M.C., J.P.

★ ★ ★

### A HOP LEAF WEDDING

A real Hop Leaf wedding took place at St. George's Church, Tilehurst, on Saturday, June 13, when two members of the staff, Miss Brenda V. Tilbury, of Grovelands Road, and Mr. Brian Atkins, of Eldon Road, were married.

The bride is employed as a shorthand-typist and the bridegroom as personal clerk to the Chief Architect, Mr. R. E. Southall, A.R.I.B.A., who attended the ceremony with his wife.

Both Mr. Atkins and his bride have worked in the Architectural Department for a number of years.

Mr. Atkins is responsible for the original cartoons of many of the pictorial signs on H. & G. Simonds' public houses, as well



*Mr. E. M. Downes, Head Brewer and Director, with his daughter, Gillan Mary, at her wedding to Mr. A. Birkmyre on May 2nd last.*

as doing a certain amount of work on the redesigned standard Hop Leaf sign-plates. Hence his colleagues thought it fitting to form an archway of miniature Hop Leaf signs mounted on surveyors' ranging rods at the entrance to the church.

The best man was the bride's brother, Mr. M. Tilbury, of the Estates Department at the Brewery, and the bride was given away by her father.

*Mr. and Mrs. Atkins leaving the Church.*



# Sports

## Devonport

A large audience gathered at the Exmouth Ballroom, Devonport, on Monday, May 18th, for the finals of the 1952-53 "Hop Leaf" Darts League.

In the semi-finals of the Individual Championship, Mr. C. Trout (Tamar Hotel) beat Mr. C. Symons (Stoke Vaults), and Mr. G. Swiggs (Clarence Hotel) beat Mr. J. Waterfield (Swan Hotel). Mr. C. Trout then became Individual Champion by defeating Mr. G. Swiggs in two straight games.

The Cup Final between the "Abbey Monks" and the "Weston Mill" also proved a keenly fought and exciting contest. After the eighth game the teams were level at four wins each, and the final game was needed to settle the issue. "Weston Mill" won it, to become Cup-holders, thus achieving the double of both Cup and League.

The "Abbey Monks" were also runners-up in the League, and the margin here was equally as narrow as in the Cup, the issue being decided by scores average, as both teams obtained the same number of points.

Mr. A. J. Sorrell (Chairman) made a very efficient referee and compère, and in his final speech paid tribute to the consistent quality of sportsmanship encountered throughout the League this year, and thanked the firm for their generosity and interest. He concluded by calling on Mr. E. Duncan Simonds (President of the League), who had

travelled from Reading specially for the occasion, to present the prizes. Mr. Simonds congratulated the players on the very high standard of their play, and referred to the fine spirit of comradeship apparent in the League. He then presented the prizes as follows :—

*Individual Championship* : Mr. C. Trout (Tamar Hotel).

*Runner-up* : Mr. G. Swiggs (Clarence Hotel).

*Cup Winners* : Weston Mill.

*Runners-up* : Abbey Monks.

*League Winners (Section "A")* : Weston Mill.

*Runners-up (Section "A")* : Abbey Monks.

*League Winners (Section "B")* : Lord Beresford Aces.

*Runners-up (Section "B")* : Camel's Head.

Large wooden spoons were presented to the teams at the bottom of the tables, viz., Simonds' Berries in Section "A" and "Stopford Arms" in Section "B" : each team member also received a small wooden spoon.

Prizes were also presented to Mr. T. Peters (Freemasons Arms) and to Mr. C. Symons (Stoke Vaults), each of whom had scored 180 during the course of the season.

Mr. R. E. Wright (Devon and Cornwall Area Assistant Manager (Tied Trade)) then made a short speech in which he paid warm tribute to the energy and organising ability of the Hon. Secretary, Mr. J. Johnstone, of the "Swan Hotel," Devonport, and called on Mr. E. D. Simonds to present him, on behalf of all League members, with a suitably inscribed electric clock.



### League Tables : Final Positions.

#### SECTION "A."

	P.	W.	L.	F.	A.	Pts.
Weston Mill ... ..	26	22	4	150	84	44
Abbey Monks ... ..	26	22	4	142	92	44
Stoke Vaults ... ..	26	21	5	146	88	42
Standard Knights ... ..	26	20	6	151	83	40
Lord Clarendon ... ..	26	14	12	114	120	28
Chester Cup ... ..	26	12	14	119	115	24
Swan Hotel ... ..	26	12	14	115	119	24
Steambridge ... ..	26	12	14	113	121	24
Clarence Hotel ... ..	26	11	15	112	122	22
Cardiff Arms ... ..	26	9	17	105	129	18
Tamar Hotel ... ..	26	9	17	101	133	18
Prince Alfred ... ..	26	6	20	101	133	12
Standard Barons ... ..	26	6	20	90	144	12
Simonds' Berries ... ..	26	6	20	79	155	12

#### SECTION "B."

	P.	W.	L.	F.	A.	Pts.
Lord Beresford Aces ... ..	24	19	5	153	63	38
Camel's Head ... ..	24	18	6	135	81	36
Freemasons Arms ... ..	24	15	9	118	98	30
King's Arms ... ..	24	15	9	112	104	30
Brown Bear ... ..	24	14	10	106	110	28
No Place Inn ... ..	24	13	11	113	103	26
Simonds' Heavies ... ..	24	11	13	116	100	22
Lord Beresford Kings ... ..	24	11	13	108	108	22
East Cornwall ... ..	24	11	13	96	120	22
Abbey Druids ... ..	24	10	14	93	123	20
Grapes Tavern ... ..	24	8	16	97	119	16
Stoke Taverners ... ..	24	7	17	95	121	14
Stopford Arms ... ..	24	5	19	63	153	10

### DEVONPORT SIMONDS SOCIAL CLUB FOOTBALL TEAM

Following the report in the Spring Edition in which it was obvious that Devonport were away to a good start, it can now be said that this early promise was maintained. Now that the season has ended, the Club has finished Champions of their

League and Runners-up in the Devon Junior Cup Competition.

*The Devonport Social Club Team, who were league winners of the Plymouth Combination League, Division "E" and runners-up in the Devon Junior Cup.*

*Back row (left to right) :*

*E. Callicott (Trainer), V. Mann, R. Cragg, H. Ayres, V. Holman, F. Turner, S. Slemon (Secretary).*

*Front row (left to right) :*

*R. Luxton, H. Witchell, J. Robinson, C. Sammels (Chairman), A. Cragg (Captain), R. Bate, S. Voisey.*



Having progressed so far in the Cup Competitions, the league fixtures became congested at the end of the season, the Club eventually having to play ten matches in less than a fortnight. The fact that they completed this programme and still finished League Champions speaks highly

## **Ludgershall**

### **FOOTBALL**

The Branch football team, now two years old, and having experienced a succession of victories locally, decided to throw out a challenge to Headquarters. The result was a very enjoyable evening on the Brewery Sports Ground.

Up till half-time it looked as if the Headquarters team was going to be humbled, and, in fact, at one period

of the determination and ability of all concerned.

In view of the fact that some five hundred teams entered for the Devon Junior Cup Competition, the Club are justly proud that, although beaten, they reached the final.

Ludgershall were leading by 2—0. However, Headquarters put the heat on in the second half with the result that the final score was 6—2 in their favour.

Bearing in mind that Ludgershall state they can only produce eleven able-bodied men not carrying excess weight, they put up a highly creditable performance.

## **Reading**

### **HOCKEY**

Now that hockey is finished for another year, the Club can sit back and reflect on the many good games we have had during the past season. Of the 25 matches played, 6 were won, 3 drawn and 16 lost, and five of the latter were lost by the odd goal only.

Praise is due to F. Trowbridge, Scalds Department, for turning out on 22 occasions to play, and twice to umpire. "Brum," as he is affectionately known to us, is 54 years old (or young ?)—now, what about some of you *real* youngsters turning out and having a go ?

Other regular players have been S. Price, 22 appearances, E. Jones, 21 ; W. H. Philpott, 17 ; and S. R. Gray, 23.

We are still in need of players for the coming season to help us fulfil a large fixture list, so if you are interested, please contact W. H. Philpott, Delivery Department, S. R. Gray, Estates Department, or any member of the team.

Our motto is :—

"If you can play—we're pleased to meet you ;

"If you can't play—we'll soon teach you !"

### **TABLE TENNIS CLUB**

The season closed on May 13th with a "play-off" for the Division I Championship between Simonds "A" and Reading Y.M.C.A. "A." These two teams have been fighting neck and neck all the season and, on completing their fixtures, found

themselves level on points, resulting in this "play-off."

So much interest was aroused by this match that nearly one hundred people gathered to witness what proved to be some very hard games, although the final

result was a win for the Y.M.C.A. by five sets to two. All six players have played for Reading and Berkshire and gave an exhibition worthy of their status. For Simonds, Dicky Dines and Bob Forrest were on top of their form, and Ray Wheeler, although handicapped by a damaged knee, backed them up splendidly.

The score card shows how close the games were and how a mere point could have reversed the result in several of the sets: however, we congratulate our victors and hope to bring the Cup to Simonds next year.

The "B" team also enjoyed a fair amount of success and finished fourth in their Division. The promise of R. Brind

(Cask Department) which was referred to in the corresponding issue last year has been maintained, and he has been a regular choice for the Reading Youth team. He also became Reading Youth Champion when the Reading and District Championships were held earlier in the year. Reference must be made here, too, to the only lady member of the Club, Mrs. M. Bradford, who at one time was secretary to the Directors. Molly played in several league matches and won a fair proportion of her games.

So ends the most successful season the Club has known, and a very enjoyable one. It is hoped to do even better next year, and the Secretary will be glad to welcome new recruits.

Y.M.C.A.	SIMONDS.			SCORE OF SETS
	R. Wheeler	R. Forrest	A. Dines	
D. Barley	21—12	19—21	21— 9	3—0
		21—15	14—21	
	21— 8	21—19	21—19	
L. Wise		21—23	9—21	0—2
			21—13	
		9—21	19—21	
R. Neale	21—18		21—18	2—0
	26—24		22—20	
				5—2

## FIVE FOOTBALL REFEREES

No less than five members of the staff at the Reading Brewery are well-known football referees. This has nothing to do, of course (we hope) with the outstanding success of some of our various elevens, but there can be little excuse for any of the players not knowing the rules of soccer. The five are:

ALEC HITCHMAN (Delivery, Class 2), who is now in his fourth season as referee. He served in the R.A.F. when he refereed several R.A.F. cup matches and various Nottingham league matches while

stationed in that area. He was appointed linesman at the Reading Town Senior Cup Semi-Final at Maidenhead in March, and was also linesman in the F.A. Youth Cup Fifth Round.

ERIC SCOTT (Wine Stores, Class 2), is now in his fourth season as a referee. He was appointed linesman in the Reading Town Junior Cup Final at Palmer Park last season, and was also appointed linesman at the Reading Town Senior Cup Semi-Final at Maidenhead with A. Hitchman in March. He is a well-known member of

the Brewery cricket team, and had the highest bowling average during last season. BILL NEVILLE (Delivery, Class 2) is an ex-member of the Reading Boys' team, and played for the Brewery team until he took up refereeing four years ago. As a player, Bill was well-known for his "spot kicks." Like Eric Scott, he is a member of the Brewery cricket team, and had the highest batting average last season. Bill was appointed linesman at Headington in their F.A. Cup match against Maidenhead United.

## Bristol

A meeting of the Brewery Skittles Club was held at the Old Crown, Broad Mere,

## SKITTLES

when twenty members were present, and officers were elected for the coming season.

## Aldershot AND DISTRICT DARTS LEAGUE

Placings for H. & G. Simonds in the Aldershot and District Darts League were as follows :—

<i>League Champions</i>	Wheelwrights Arms
<i>Runners-up</i> ...	The Heron
<i>Section "A" Winners</i>	Wheelwrights Arms
<i>Section "C" Winners</i>	The Heron
<i>Runners-up</i> ...	Aycobs (Bank Tavern)

<i>Ladies' Section Winners</i> ...	Wheelwrights Arms
<i>Runners-up</i> ...	Bank Tavern
<i>Gents' Individual Champion</i>	T. Jones, The Heron
<i>Ladies' Individual Champion</i>	
<i>Runner-up</i> ...	Mrs. Atkins, Bank Tavern
<i>Gents' Pairs :</i>	
<i>Runners-up</i> ...	R. & P. Clifford Wheelwrights Arms



Top left. The Wheelwrights Arms Men's Team, who won the League Championship. (Photo by Gale and Polden.) Bottom left. The Wheelwrights Arms Ladies' Team, winners of the League's Ladies' Section. (Photo by Gale and Polden.) Top right. The Heron Team, who were runners-up to the Wheelwrights Arms.



## Bridgend

### NEATH & DISTRICT SKITTLES LEAGUE

The final of the "Simonds Cup" competition took place at the "Albert Inn," Neath, before a crowd of skittles fans, on Saturday, May 9. The finalists were "The Railway Inn," Neath, and "The Dinas Rock," Glyn Neath. The "Dinas Rock" players were in exceptional form and ran

out very easy winners. This team had only one home match through the various rounds, and it was therefore a very worthy effort to win the Cup, which was presented to the Captain of the winning team by Mr. R. C. Pitts.

## Brighton

The presentation of prizes in connection with the Worthing and District Billiards and Snooker League took place at the Cunners' Club, Worthing, on May 9.

The Billiards Championship Cup presented by H. & G. Simonds, Limited, was won this year by Mr. H. Clarke. Mr. K.

Skipworth, President of the Committee of the League, was runner-up.

Amongst those present were Alderman Mason, President of the League, and Mrs. Mason, Mr. C. Campbell, Honorary Secretary of the League, and Mr. H. A. Whiting, representing the Firm.



*Left. The H. and G. Simonds Championship Cup being presented to Mr. H. Clarke.*

*Right. Mr. and Mrs. B. H. Betts, of the Castle Hotel, High Wycombe, and a display of the Cups recently won by the various Club teams of the house.*

*The Cups include the Second Division High Wycombe Darts League, the Wycombe Minor Challenge Football Cup, the Castlefield Tug-of-War Cup and the Wycombe and District Minor League Cup.*



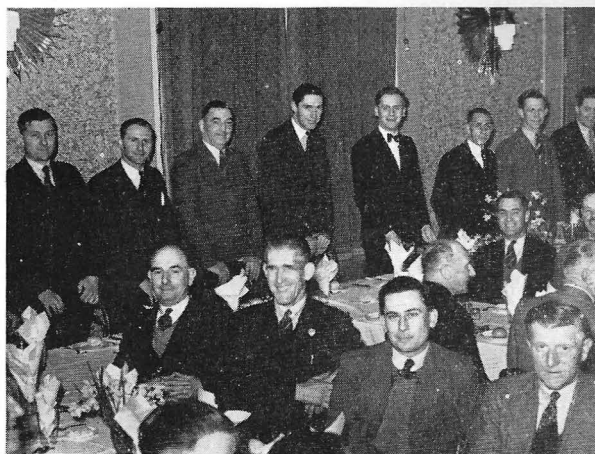
## **Bristol**

### **TETBURY SKITTLES LEAGUE DINNER**

Formed only last year, after the licensee and his customers at the Royal Oak, Tetbury, had got together and converted an old outbuilding into a skittles alley, the Royal Oak's skittles team has since gained renown.

Although the "baby" of the Tetbury Skittles League, they have won the Skittles League Cup.

The picture right of the Tetbury Skittles League's first annual dinner shows Mr. W. Baker, our tenant at the Royal Oak, sitting in front of the Bristol Area Manager, Mr. B. H. Quelch.



## **COMPETITION**

### **PRIZES FOR HAPPY HOLIDAY SNAPS AND STORIES**

*Holiday time is the time for happy holiday snaps or stories. Send us what you think is your happiest snap or story before September 1st next.*

*A prize of £2 2s. 0d. will be paid to the best snap or story received :  
£1 1s. 0d. to the second : 10s. 6d. to the third ; and 5s. 0d. for each  
other contribution published. The Editor's decision will be final.*

# Hop Leaves

We welcomed the return in May after absence on National Service of Mr. J. R. Shepherd to the Advertising Department, from which he has subsequently been transferred to Home Trade Department.

A full licence has now been granted at the local Brewster Sessions to Mrs. E. G. Speed, our popular tenant at the "Racehorse," Carshalton, Surrey, who previously held a beer and wine licence only.

Congratulations are extended to Mrs. G. Woodruffe, a valued customer of the Brighton Branch, who completed in March fifty years' residence at the Swan Inn, Falmer.

Mrs. Woodruffe came to the "Swan" with her parents in March, 1903, and has been the actual licensee for the past twenty-two years.

The Swan Inn, more than two hundred and fifty years old, forms part of the estate of the Earl of Chichester.

More than 300 licensees and their guests attended the First Annual Dinner of Simonds' licensees at the Westgate Hotel, Newport, in March.

Mr. S. C. Saunders, our Newport Manager, speaking at the Dinner, said that there was perfect co-operation between the licensees and the brewer, and the relationship is a happy one. "We shall march side by side to prosperity."

The Dinner was organised by an all-women committee, under the chairmanship of Mrs. E. Griffin, of the White Lion, Newport.

Mr. George A. Ryman, our tenant at the Queen's Head Hotel, St. Austell, Cornwall, was recently re-elected President for the eleventh successive year of the Cornwall Central Licensed Victuallers' Association.

Mr. Ryman took over the Queen's Head Hotel in 1941, after being blitzed out of his premises at Plymouth. At St. Austell he formed an association of twenty, which became attached to the Plymouth Branch, and in 1943 he was founder of the Cornwall Central Licensed Victuallers' Association, and has been President ever since.

Seventy-two-years-old "Bill" Harris, of the "Isca Inn," Maindee, Newport, claims "The Isca" is the only Simonds house which has sold beer by the pound.

*A happy group at the Newport Dinner.*



Explanation : The police pound for stray animals was until 1931 in the yard of the Isca Arms, and was in charge of Mr. Harris and his wife, who were frequently disturbed in the night when the police brought in stray horses, cattle, sheep and other animals.



Dealing with the possible effect of sugar de-rationing on the consumption of beer, a report in a London evening newspaper states : "The exorbitant beer duty does more to depress beer sales than sugar de-rationing is ever likely to do."

"It is true, however," states the report, "that phenomenal quantities of ale—by our standards—used to be drunk by the British people. Historical proof of this comes from the allowance for each of Henry VIII's dainty maids of honour—two gallons a day."

Consumption nowadays per head of population is down to 18 gallons a year."



For their annual staff trip this year, Ludgershall Branch paid a visit to London.

On arrival in Town the party split up for a while until they reassembled to attend the current show at the London Casino which was enjoyed by all.



Newport County A.F.C. left-half and Captain, D. J. ("Danny") Newall has taken over the licence of the Windsor Castle Hotel, Newport, and we wish him every success in his new venture.



Reporting on the death of Mr. William John Phillips, licensee of the Homfrey

\* \* \* \* \*

**THE SECRET OF LONGEVITY !**

\* The Horse and the Mule live thirty years, \*  
 \* And nothing know of Wine and Beers. \*  
 \* The Goat and Sheep at twenty die, \*  
 \* Never tasting Scotch or Rye. \*  
 \* The Cow drinks Water by the ton, \*  
 \* And at eighteen years is mostly done. \*  
 \* The Dog at fifteen cashes in, \*  
 \* Without the aid of Rum or Gin. \*  
 \* The Cat in Milk and Water soaks, \*  
 \* And then in twelve short years it croaks. \*  
 \* The modest sober bone-dry Hen \*  
 \* Lays eggs for mugs then dies at ten. \*  
 \* All animals are strictly dry, \*  
 \* They sin less, live and swiftly die. \*  
 \* But sinful, Ginful Rum soaked men \*  
 \* Survive for three score years and ten, \*  
 \* And some of us, the mighty few \*  
 \* Stay pickled till we're ninety-two ? \*

\* \* \* \* \*

Arms, Pill, the *South Wales Argus* recalls that in the days of depression in South Wales, Mr. Phillips ran a soup kitchen at the Homfrey Arms to feed some of the hundreds of unemployed in the district.

Mr. Phillips had been in the licensing trade for thirty-five years at Eveswell and Abercarn before he came to Pill, where he had been for the past thirty-one years.

Mrs. Phillips, the widow, has received deep and widespread sympathy on her bereavement.



London's first Car Race Meeting since the war was held at the Crystal Palace on Whit-Monday, when more than fifty thousand people attended.

Catering was by the London County Council Catering Department, who had arranged for our beer to be on sale. Our staff, under Mr. F. Roeser's supervision, were kept busy throughout the day.



A popular and well-known figure in a wide circle of military Messes, Mr. "Charlie" E. Law, terminated a long association with the Services when he retired on March 31 from his position as Military Trade Representative at London Branch.

He was a serving soldier for more than 20 years and during World War II, whilst he gave sterling service to the Company both at Staines Branch and in our London Office, also found time to take his full share in Civil Defence and served in the Home Guard with the rank of Major.

Friends and colleagues are arranging to present a parting gift and to wish him success, happiness and good health on his retirement.



The Annual Dinner and Dance of the Bridgend and District Licensed Victuallers' Association was held on April 15, when our very good friend, Mr. Tom Price, of the Lakefield Stores, Llanelly, presided.

Mr. Price, a former Secretary of the South Wales District, spoke of the merits of the Model Agreement and stressed the need for it to be fully implemented, a sentiment appreciated by the gathering. The toast, "The Wholesale Trade" was responded to by Mr. R. C. Pitts, who remarked upon the cordial relationship now existing between the Brewers and Tenants, and emphasised that such a relationship made the solving of differences which were, of course, at times unavoidable, a much simpler task.



The days of the blitz in and around London are recalled by the retirement of Mr. Harry Deane, District Surveyor to the Staines area.

Enemy bombing became almost a daily feature of life in those days in the Staines

area, and Mr. Deane was always to be found organising emergency repairs to the Company's properties.

Reference to his conscientious labours was made by Captain A. S. Drewe Chief Surveyor, on the occasion of the farewell gathering recently at Reading.



A gold wrist-watch, suitably inscribed, was presented to Mr. Harry Deane, District Surveyor to the Staines area, in the Executive's dining-room at Reading on April 29.

Before a gathering of the staffs of the Surveyors and Architectural Departments, Mr. F. A. Simonds presented the gift to Mr. Deane, at the same time complimenting him on his designs of several of the public houses in the Staines area, and on the high decorative standard of the properties under his control. Throughout Mr. Deane's thirty-six years with the Company he had served faithfully, and it was his hope that Mr. Deane would enjoy many years of happiness in his retirement.

Replying, Mr. Deane said he was conscious of the great honour in having this presentation from the hands of the Managing Director himself, and he expressed his deep appreciation of the kindness, help and friendship that he had received whilst with the Company, and it was something that he would greatly miss in the future.



A baby girl, Ann, was born on April 14 to Mr. and Mrs. Geoffrey Harding (Home Trade Department, Reading).



A daughter, Linda Margaret, was born on April 15 to Mr. and Mrs. D. A. Heath, of Farnborough Branch.

## Obituary

*We deeply regret to record the deaths of the following :*

**Mr. W. M. Morris**, of the Transport Department, who died at the age of 62, after 30 years' service.

**Mr. A. B. Beasley**, who was Clerk of Works at Brighton Branch prior to his retirement, died on November 15.

**Mr. F. D. Edwards**, a pensioner, who joined the firm in 1909, and who worked in the stables, delivery and wine stores, and also assisted at the Sports Ground, died on May 31, at the age of 75.

**Mr. A. Heath**, who was employed in the Maltings, and who had completed nearly 49 years' service, died on May 26.

**Mr. G. W. Lunnon**, who was employed in the beer cellars until January, 1952, when he retired on pension after nearly 31 years' service, died on April 1.

**Mr. A. D. Hutchings**, who died on March 28, was formerly employed in the Wheelwrights and Stables prior to his retirement on pension after 37 years' service in 1946.

**Mr. W. T. Lambden**, a pensioner, who joined the firm in 1911, and who worked in the Beer Cellars, died on June 8. Mr. Lambden retired in March, 1947, after 36 years' service.





“You’re going to see and  
hear a lot more of me!”

*Says HOPPY*