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THE HOUSE JOURNAL OF H. & G. SIMONDS LTD., READING (ISSUED QUARTERLY)



Hop



Leaf

G A Z E T T E

THE JOURNAL of H. & G. SIMONDS LIMITED

A U T U M N • 1 9 5 3

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E d i t o r i a l

In 1916 Mr. F. A. Simonds became Managing Director, and in 1938 Chairman of our Company. Thus, for thirty-seven years he took a major part in guiding its fortunes.

During those years his vision, his wise direction, his boundless energy and his enthusiasm contrived to build the organisation to the vast concern it is to-day.

Those were troubled years—there were strikes, slumps and two world wars. He, however, allowed none of these things to interfere with what was his life's work, and through all the vicissitudes the Firm grew and prospered.

He built a magnificent monument to his own determination and character, and he built it without that callous ruthlessness which lesser men believe to be necessary in order to succeed in the world of commerce.

His passing is a blow to the Company—as well as to his family and his host of friends—but he built his monument strongly so as to weather such blows.

Though his counsels will be missed, the great enterprise which he, more than anybody else, shaped will continue to prosper and expand.

It is entering a new era, an era in which, perhaps more than ever before, energy and enterprise will be needed to meet new threats which face our business and like concerns.

We may have every confidence that the momentum which Mr. Eric gave to the business will not be allowed to slacken.



Death of the Chairman

MR. F. A. SIMONDS: "A BUSINESS GENIUS WITH A HEART OF GOLD"

OUR Chairman and Managing Director, Mr. F. A. Simonds, died at the age of 72 in a London Nursing Home on Monday, August 17. Thus ended a life of sterling service and also a remarkable chapter in the history of this business which was founded by Mr. W. Blackall Simonds nearly 200 years ago.

At the time of his death Mr. Simonds was living at Ashe House, Overton, near Basingstoke. He leaves a widow, who was Miss Amy Fitz-Gerald, daughter of Mr. and Mrs. J. S. Hill, of St. Albans, when he married her in 1909, and two surviving sons, Mr. E. Duncan Simonds, a director of the Company, and Mr. Kenneth F. Simonds, managing director of Saccone and Speed, Limited, London. His eldest son, Mr. Louis Simonds, who was also a director of the Company, died in 1947. His only daughter died in infancy. Mr. F. A. Simonds' only surviving brother is Lord Simonds, the Lord Chancellor. His other brothers were Major J. de Luze Simonds, D.S.O., R.A., who was killed in France in 1917, and Commander H. D. Simonds, R.N., who died in 1948.

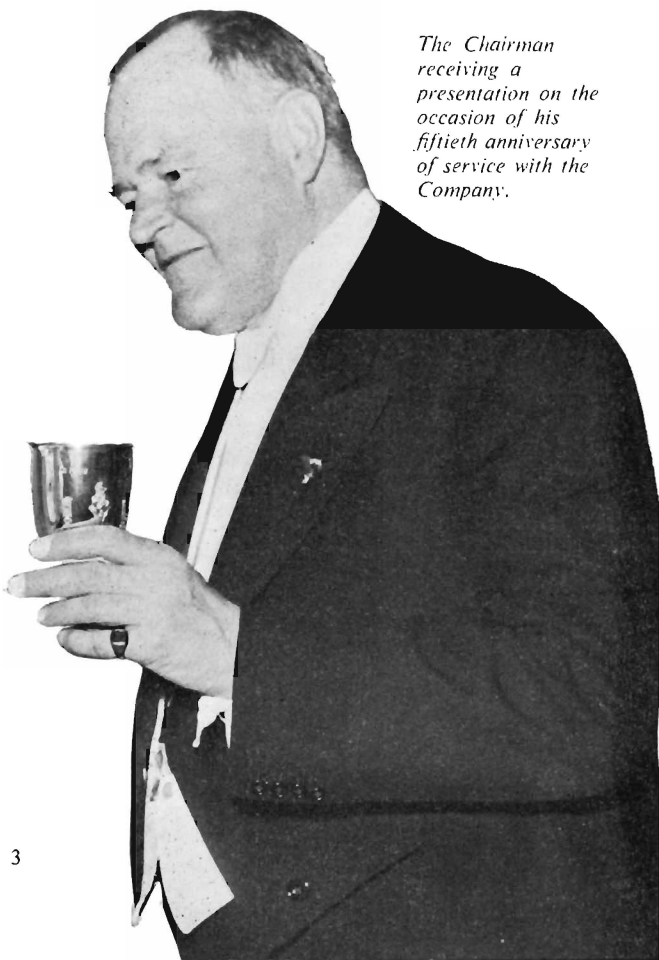
Mr. Frederick Adolphus Simonds ("Eric" to his countless friends) was born at Reading during a blizzard on January 2, 1881. He often joked about this stormy beginning to a career which was to prove so full of colour and incident. He was the eldest son of Mr. Louis de Luze Simonds, of Audleys Wood, Basingstoke, and was

educated at Eton and Magdalen College, Oxford.

Started as Trainee

When the South African War broke out he joined the Service Company of the 1st Volunteer Battalion the Royal Berkshire Regiment, was attached to the

The Chairman receiving a presentation on the occasion of his fiftieth anniversary of service with the Company.



2nd Battalion, and served in South Africa, attaining the rank of captain. Returning to Reading in 1902, he joined the family business as a trainee; in 1905 he was appointed a director, in 1916 managing director, and in 1938, when Major S. V. Shea-Simonds retired, he became Chairman.

In January of 1952 he celebrated his golden jubilee of service with the Company, and this deeply-loved "father" of a huge and widespread family was honoured as few have the fortune to be honoured. The firm's tenants throughout England and Wales were invited to Reading for the celebration, and tributes poured in upon him from every hand.

In 1916, the year in which he became managing director, the firm of H. and G.

Simonds, Ltd., controlled between 300-350 licensed properties, and one brewery, all situated in the Home Counties. By last year these figures had risen to 1,400 licensed properties and four breweries. In September, 1902, the Company's assets totalled more than £778,000 but September, 1951, showed assets of nearly 10½ million pounds.

Overseas Interests

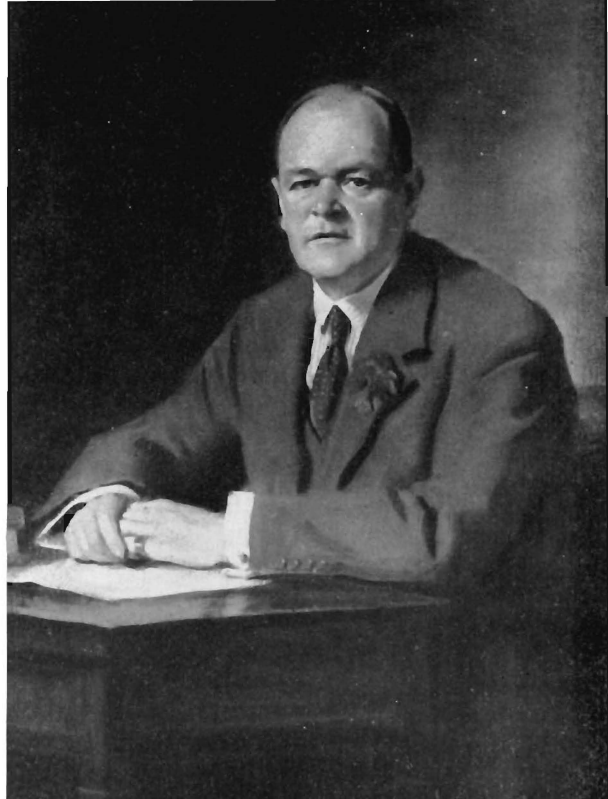
When, as a member of the staff, he returned from the South African War, he attached great importance to the development of our overseas trade. He commenced his policy of extending the interests of the Company by reorganising and re-equipping the Alameda Restaurant at Gibraltar, then turned his attention to

A recent study of Mr. Eric at his desk at Reading. With him is his private secretary, Miss A. M. Prosser, now Mrs. T. W. Bradford.



Malta where we were already well established, and later tested the South African markets with shipments of beer. With growing successes in these territories Mr. Eric also concentrated on the home markets and acquired controlling interest in Mackeson & Co. Ltd., Hythe, and The South Berks Brewery Co. Ltd. In 1919 he negotiated the purchase of The Tamar Brewery, Devonport; the year 1930 saw the acquisition of Ashbys Staines Brewery Ltd., followed by the purchase of W. J. Rogers Ltd., of Bristol in 1935, and a controlling interest in Wheeler's Wycombe Breweries Ltd. Subsequently, in 1937, the Cirencester Brewery Ltd. was acquired by an exchange of shares. In 1938, Lakeman's Brewery, Brixham, was purchased as also R. H. Stiles, Bridgend. The Blandford Brewery of J. L. Marsh & Sons Ltd. was brought under the Hop Leaf banner in 1939. R. B. Bowly & Co. Ltd., Swindon, followed in 1945; John May & Company Ltd., Basingstoke, in 1947; Phillips & Sons Ltd., Newport (Mon.) in 1949; B. Grant & Sons, Torquay, in 1951; and Pool & Sons Ltd., Penzance, in 1953. In addition to the foregoing a substantial interest in the East African Breweries Ltd., Nairobi, Mombasa and Dar-es-Salaam was negotiated in 1950.

The recapitulation of the above acquisitions will serve to illustrate the amazing activities of our late Chairman and Managing Director, but these extensions were by no means the limit of his activities. The trend of the times and public habits necessitated a development and improvement of our Hotels and Inns, and a string of beautifully equipped and carefully supervised establishments, with catering of the highest order, is spread throughout the South of England and compare very favourably with the best in the land.



An oil painting of our late Chairman by Sir Oswald Birley, R.A., which was presented to him by the shareholders in 1937. Mr. Eric presented a copy of this picture to the Social Club at Reading at the beginning of this year.

For these and other tremendous achievements Mr. Simonds was the inspiration and the driving force.

During the two world wars he was chairman of the "Beer for Troops" Committees of the Brewers' Society, and under his personal supervision during the 1939-45 War more than 640,000 dozen bottles of beer went to cheer the men overseas.

Subsidiary Firm

Twelve years after being made managing director, Mr. Simonds saw the birth of the associated firm of Simonds-Farsons, Ltd., in Malta. At the Colonial Office in



Mr. Eric Simonds just before he left England for overseas service in the South African War.

1943 he presented to the Duke of Devonshire for the people of Malta a portrait by Eric Kennington of their wartime leader, Lieut.-General Sir William Dobbie, G.C.M.G. In later years he also strengthened the Imperial links of the "Hop Leaf" by associations made with the famous firm of Saccone and Speed

Ltd., of Gibraltar, and East African Breweries Ltd., of Kenya.

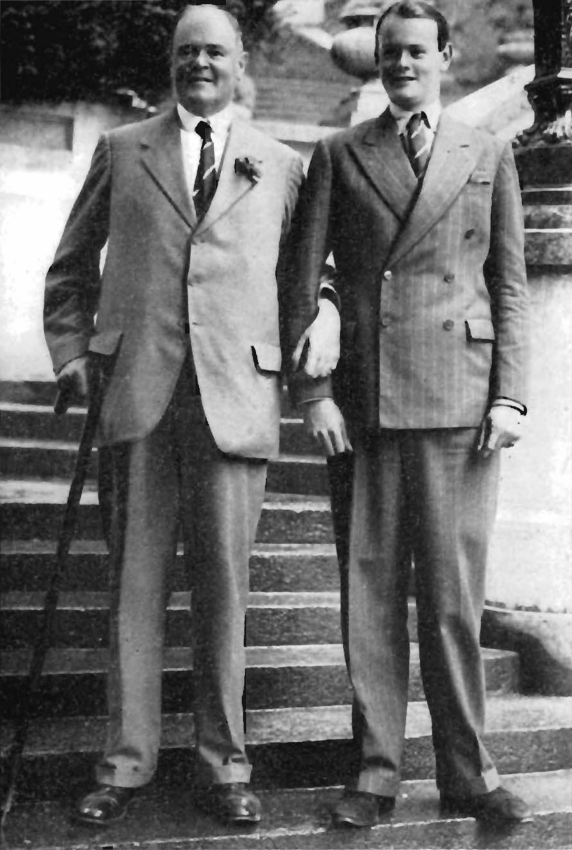
As chairman of the Brewers' Society in 1932, his proudest achievement was the negotiating, with Mr. Neville Chamberlain, the then Chancellor of the Exchequer, the "Gentlemen's Agreement" which resulted in a reduction of the beer duty for the first and only time between the wars.

He subsequently became president of the Wine and Spirit Trade Benevolent Society in 1933, and was twice president of the Royal Warrant Holders' Association (1937 and 1945). H. and G. Simonds, Ltd., held a warrant of appointment to King George V, which was followed by a similar appointment to King George VI. As vice-president of the Association, he was presented to the King in 1936, when His Majesty opened the "King's House" at Burhill, Surrey, built by the Association as a jubilee present to King George V.

Mr. Simonds also served as president of the Licensed Victuallers' School at

Slough in 1946, and threw himself into the task with such infectious enthusiasm that he raised for the school the record sum of over £41,000 during his term of office.

Little could Mr. William Blackall Simonds have imagined, struggling to make the original brewery in Broad Street



The above picture was taken at Evian-les-Bains in 1939. It shows Mr. Eric with his eldest son, Mr. Louis Simonds, who was a Director of the Company, and who died in 1947.

pay its way and tempted at times to sell it, that the name of Simonds would one day win such world-wide honour.

Strong Conservative

Mr. Blackall Simonds was life-long president of the Reading Conservative and Unionist Association. formed in 1878. "Eric," born and bred a Tory, became chairman of the Basingstoke Association whilst living in that neighbourhood, and in 1910 he accepted office, first as chairman of the West Ward branch, and then, in 1911, as chairman of the Reading Association. Thus commenced a connection with that body which lasted through nine elections and was rounded off when, after years of presidency, he retired in 1946. The only break was in

1928-29, when he held office as High Sheriff of Berkshire and temporarily withdrew from politics.

More than 50 years a member of the Wellington Club at Reading—founded the year he was born—he became president in 1935, after having served as chairman. He was a valued vice-president of both the Caversham Constitutional Club and the Wokingham Club.

Mrs. Simonds shared his political views, and was for five years until she resigned, chairman of the Reading Women's Conservative and Unionist Association. On her resignation she received gifts which included the pen used by the Prince of Wales and Princess Mary when they signed the visitors' book at the Royal Berkshire Hospital. She has also served as vice-chairman of the South-Western Provincial Division of the

Mr. Eric on his favourite recreation at Audleys Wood.



Conservative Women's Association, and as president of the Reading Junior Conservatives' Association.

Mr. Simonds was devoted to his native town and served it in every way possible ; just as he gave wholehearted service wherever he lived, including Audleys Wood, Basingstoke, where he was churchwarden of the Parish Church, and Mrs. Simonds president of the Women's Institute. Despite the tremendous demands made upon him by the brewery business, he could find time to give of his best to organisations, both small and large, needing his support.

A Keen Sportsman

A keen follower of sport, it was of course a special pleasure to him to open

Mr. Eric with Mrs. Simonds, O.B.E. A picture taken during the recent war.



the new ground of his firm's sports club in Berkeley Avenue in 1939. Reading Football Club had in him an enthusiastic supporter. He held office as a member of the Reading University Court of Governors, as president of Reading and District Amateur Theatre Federation, as president of Reading and District Clubs' Billiards League, as first president of the Royal County Operatic Society, and as vice-president of the former Berkshire Operatic Club, to quote but a few examples.

Hard work, he often declared, kept him young. Mr. Simonds was never other than young in spirit, a worker who put his whole heart into whatever job came to hand, yet who balanced his shrewd business outlook with a kindness and thoughtfulness for others which won him

not only an unwavering respect but the deepest affection from all who were privileged to know him. No one could have deserved more the title of "one of nature's gentlemen."

Funeral Service

The funeral service was held at St. Leonard's Parish Church, Cliddesden. The church was packed with old friends and business acquaintances. Many who came late had to join in the service from the outside.

Mr. Simonds was buried in a grave adjoining that of his father and mother. The family mourners who accompanied the coffin were the widow (Mrs. F. A. Simonds), Mr. E. D. Simonds, Mr. K. F. Simonds (sons), Mrs. L. A. Simonds (daughter-in-law), Major M. H. Simonds (cousin) and Mrs. Simonds.

ASHE HOUSE,
August 24th, 1953. OVERTON,
NR. BASINGSTOKE.

May I take this opportunity of expressing my very grateful thanks and those of my two sons and my grandchildren, for the many lovely flowers, the innumerable letters, and also the kindness and sympathy we have received in every way, from all those who serve our great Firm, on the passing of my beloved husband, your Chairman.

In over forty-four years of married life the welfare of the Brewery has ever been his first concern. He loved it and never spared himself in ceaseless toil for the betterment of the Firm and all those connected with it. His one regret was

that of late years, owing to its great expansion, brought about largely by his own efforts, he was not able to know every employee personally as he did in early days. I always assured him that I felt certain everyone knew him.

He has left us all a grand example of devotion to duty, integrity and straight and scrupulous fairness. In striving to follow that example we shall give him the memorial he would love best.

Thank you all once more for the loyalty you have given him for so many years and for the manner in which you have helped me in the grief which I know well I share with everyone of you.

God bless you all !

AMY F. SIMONDS.

Other family mourners included Mrs. J. H. Simonds, Mrs. Gerald Simonds, Mr. and Mrs. R. M. Hare, Mr. J. Barrow Simonds, Mr. Henry Hare, Dr. Mary Hare, Mr. George Duncan Simonds, Mr. R. Simonds, Mr. T. Simonds, Capt. S. P. H. Simonds, Mr. D. J. Simonds, and the Misses Hill.

Those present at the service also included directors of the Company, representatives from the Brewery, a host of friends and representatives of breweries, brewers' societies and numerous other firms and organisations with which the late Mr. Simonds was connected.

Floral Tributes

The churchyard was carpeted with more than 500 wreaths and floral tributes.

Memorial Services

St. Giles Church, Reading, was packed with nearly 1,000 people for a Memorial Service on the Thursday afternoon after Mr. Simonds died. St. Giles has been the home church of H. and G. Simonds, Ltd., ever since the Reading Brewery was

transferred to Bridge Street in 1790. The firm has grown and flourished in the shade of the old church's tall steeple. Its Vicars have been, in effect, the unofficial chaplains to the firm and members of the Simonds family have served the church in many ways.

To this "family church" came as many as possible of "the family" that Mr. Eric had fathered with such thoughtfulness for the general welfare, whilst building up the business to its present greatness.

There were many, too, from all ranks and classes outside the sphere of the firm representing firms and organisations associated with him in the trade.

Queen's Chapel of the Savoy

The trade honoured the late Chairman at a Memorial Service at London's Queen's Chapel of the Savoy on Tuesday, August 25. Close family relatives attended as well as representatives of the Brewing Trade.

Amongst others were Mr. Alfred Adams (Director, Distillers' Co.), General Sir

Charles Allfrey, Mr. and Mrs. Ian Anderson, Sir Hugh Beaver (Managing Director, Arthur Guinness Son & Co.), The Hon. Seymour Berry (also representing Viscount Camrose), Major A. C. Bonsor (Watney, Combe Reid & Co.), Mr. H. M. Braid (Managing Director, John Walker & Sons), Brig. A. E. V. Brumell, Mr. H. Buckland (Managing Director, James Buchanan & Co.), Sir Richard Burbidge (Chairman, Harrods Ltd.), Mr. Claude N. Burt, Sir Alfred Butt, Lt.-Col. E. M. Buxton (Truman, Hanbury and Buxton), The Hon. Sir Edward Cadogan, Mr. Charles F. Caiger (Bertram and Co.), Sir James Calder, Lady Cassidy, Mr. James B. Chaplin (Chairman, Chaplin Holdings Ltd.), Mr. A. P. F. Chapman, Mr. K. P. Chapman (representing Turquand, Youngs & Co.), Mr. Cecil Charrington, Lord Courthope, Mr. and Mrs. J. L. Daniell (Letheby & Christopher Ltd.), Mr. K. G. Durrant (Watney Combe & Reid Ltd.), Mr. A. J. Dyer (Chairman, London Central Board of Licensed Victuallers) Major-General Sir Randle Feilden, Mr. Ronald Fiske (Robert Porter Ltd.), Mr. and Mrs. J. G. Girdwood (Chairman, A.B.C. Ltd.), Mr. I. M. Gluckstein, Mr. Guy Gordon-Clark (Matthew Clark & Sons), Sir Patrick Gower (Chairman, Charles F. Higham Ltd.), Mr. K. G. W. Grand (Chief Regional Officer, Western Region, British Railways), Mr. Ernest J. Grant (Director, Saccone & Speed Ltd.), Lieut.-Col. Christopher L. Hanbury (Wood, Hanbury, Rhodes & Jackson), The Hon. F. Hennessy, Miss Bridget Hill (cousin), Mr. George Hill (cousin), Mr. P. H. Hogg (Managing Director, John Haig & Co.), Mr. A. H. Jones (Managing Director, Grosvenor House), Mr. F. H. V. Keighley, Mr. G. R. Kewley, Col. W. H. Kingsmill (Taylor Walker & Co.), Mr. A. J. Knowland, Mr. A. Langenbach, Mr. Max Linde, Mr. Norman C. Macgregor (Messrs. Caldbeck Macgregor), Commander R. McGrath, Mr. J. J. Morel (Pullman Car Co.), Brig. C. E. Morrison (Royal Warrant Holders' Association) Mr. Dudley E. Mozley, (Assistant Managing Director, Fremilins

Ltd.) Sir Albert Napier, Sir Sydney and Lady Neville (Whitbread & Co. Ltd.), Admiral Sir Herbert and Lady Packer, Major J. Patron, Major and Mrs. H. T. Pemell, Mr. H. E. S. Pilcher (N.A.A.F.I.), Captain F. H. T. Ree (Director, Cockburn Smithes & Co.), Mr. F. N. Richardson (Hop Merchants' Association), Major E. M. Rickman, Mr. Lindsay Ring (Ring & Brymer (Birchs) Ltd.), Mr. A. J. Rodwell (Brewers' Society), Sir William Rootes, Mr. A. J. B. Rutherford (Rutherford, Osborne & Perkin), Mr. Alan Seaward (Ushers Wiltshire Brewery), Mr. W. P. Serocold (Watney, Combe & Reid Ltd.), Mr. H. W. Sharp (Godden, Holme and Co.), Mr. and Mrs. E. D. Simonds, Miss Erica Simonds, Mrs. F. A. Simonds, Mr. K. F. Simonds, Mr. Percy S. Sivan (Director, Seager Evans & Co.), Mrs. L. Strang (Royal Warrant Holders' Association), Mr. S. Sweeney (Hotels Executive), Brigadier G. W. Tarleton (representing Brewers' Federation Council), Mr. Edward Thompson (Ind Coope & Allsopp Ltd.), Lady Travers-Clark, Sir Edwin Venner (Wenlock Brewery), Prince Vsevolode of Russia, Mr. W. Walker (Director, Distillers' Company), Sir Frederick Wells, Gen. Sir Colville Wemyss (Director, Brewers' Society), Mrs. Joan White (cousin), Mr. Guy Williams, Mrs. G. Woolley (George Elliott & Sons), Mr. J. W. Wright (John Dewar & Sons), Mr. M. W. Wright (Managing Director, Meux's Brewery Co.), Mr. W. A. Young (cousin), of Youngs Brewery Ltd.

This poem was found in Mr. Eric's wallet after his death. He always carried it with him.

*If you have left your dreams behind,
If hope is cold;
If you no longer plan ahead,
Then you are old.*

*But if of life you make the best
And in your life you still have zest;
If love you hold,
No matter how the years fly by;
No matter how the birthdays fly.
You are not old.*

The Golden Farm Inn

The Golden Farm Inn, a charming seventeenth century manor house in its own grounds, opened its doors for the first time as a fully licensed house at 6.30 p.m. on Friday, July 10, last.

Situated about three-quarters-of-a-mile from the centre of Cirencester, on the newly-built Beeches Estate, it is one of the few fully licensed houses opened since the end of the war. The licence of the Nag's Head, a much smaller house situated about half-a-mile away, has been transferred to the Golden Farm.

Until recently it had been a dwelling house—in the olden days it was a farm-house—and has been known as the “Golden

Farm” for centuries. It has an exciting and romantic story to account for this unusual name.

The Highwayman

In the seventeenth century it was occupied by a man from Wales, who married a daughter of a Chipping Sodbury painter, the couple being blessed with eighteen children. His prosperity, despite the large family and the fact that the farm was a poor one, puzzled the local inhabitants, who referred to him as the “Golden Farmer.”

About the same time a local gang of highwaymen, who had headquarters at a spot called “Ready Token,” flourished in the neighbourhood, and their nefarious activities obliged the forces of law and order to make a midnight swoop on the district. The gang was rounded up, and when the leader was unmasked, he proved to be no other than the “Golden Farmer.”

The Golden Farm Inn, with its unusually striking Inn sign.





(Left)
A view of the public bar, showing a corner of the large games room adjoining.

(Below)
The tastefully furnished and comfortable lounge bar.



Born in 1626, he was hanged in 1689, at the age of sixty-three. His family remained at the farm and still maintained a high standard of living—a fact which convinced people in the locality that the Golden Farmer had left a secret hoard which continued to keep his family in affluence. The news spread also that he had had more than one secret hoard, and this gives rise to a story that treasure is even now hidden in the neighbourhood of the inn.



Perhaps one of these days some lucky customer will be fortunate enough to discover treasure trove !

The present licensee is Mr. Richard Gayton, an old Chichester man, who spent a number of years as Captain of oil tankers.

"It's a long way from Tipperary." The first customer of The Golden Farm Inn was a Tipperary man, Mr. Michael McMahon. The wife of the licensee, Mrs. R. Gayton, is shown serving him.

Nature Notes

GREAT SPORT WITH THE TROUT

Tempus fugit ! How quickly the seasons come and go, and it is hard to realise that Autumn is with us once again. But all the seasons are brimful of interest to the nature lover. It seems hard to realise that a good many weeks have passed since my lifelong friend and I were trying our luck on a little trout stream when the Mayfly was up. We had great sport.

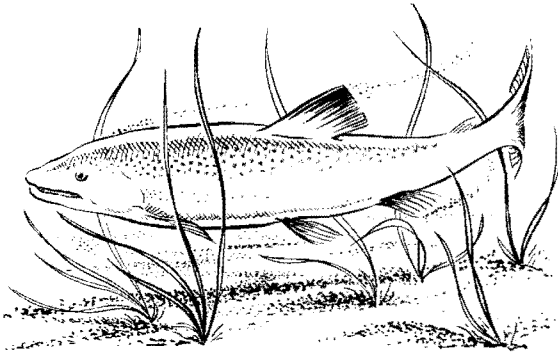
How quickly the hours passed. We use only one rod and take it in turns casting the fly. While one fishes the other holds the net and carries the fish—when they are caught ! Well, we had a rare time. The weather was genial and the general conditions suitable for those engaged in the gentle art. We landed well over a score of speckled beauties and though we were fishing all day for two days, one gut cast and one fly only did we use. I have that cast and fly now.

We used a Hercules cast tapered to 3X. And how appropriate was the name for, though so fine, it proved its strength. My friend and I always take things very easily

when fishing and study to be quiet. We also keep well out of sight of the fish, if possible. Though we have been fishing together for over sixty years we have never enjoyed better sport than we did on this occasion. Nor have we ever fished for so long and caught so many fish without the loss of one cast, or fly. When playing a fish, use gentleness with firmness and you won't go far wrong. And never be in a hurry.

We have indeed had wonderful weather, with sunshine and cloud, wind and rain. It has suited vegetation and there has been a wealth of wild flowers which ever have a great attraction for me. And we know that

God made the flowers to beautify
The earth and cheer man's careful
mood ;
And he is happiest who hath power
To gather wisdom from a flower,
And make his heart in every hour
To pleasant gratitude.



The New Cooper

ANCIENT "ROLLING OUT" CEREMONY REVIVED

After a lapse of nearly thirty years, the ancient ceremony of "rolling out" was revived in the Cooperage Department of the Brewery at Reading last month.

The occasion was the presentation of indentures to twenty-one-years-old Maurice Butler on the completion of his seven years as a cooper-apprentice. It is impossible to explain the origin of the ceremony, which began centuries ago when the cooper's trade was one of the most important in the country. Nowadays the ceremony serves as a most entertaining centre-piece for a celebration—this one was no exception !

In accordance with tradition, Maurice had first of all to make a barrel. This is in the nature of a test-piece, and it was duly approved by his teacher for the past seven years, Mr. Ron Stanton.

Maurice was then heaved into the barrel

and thereupon three master coopers performed their "war dance" about the barrel, hammering on the hoops. Maurice was then pushed down and "baptised" with a liquid known as Pompey juice. This is a treacle-like liquid which collects at the bottom of the casks when they are being steamed and scraped inside.

Liberal handfuls of flour, also in accordance with tradition, were then thrown over the victim as well. The barrel was then turned on its side, and to the accompaniment of an ear-splitting chorus beaten out on steel hoops, the barrel, with Maurice inside it, was rolled around the cooperage.

This finished the actual ceremony. Subsequently Mr. Duncan Simonds presented Maurice with his indentures and then the new cooper and his colleagues celebrated the event.



1

Master coopers performing their war dance around the barrel. The "victim" stands inside.



2

The barrel, with the victim inside, being rolled around the cooperage.



3

The ceremony over, the new cooper emerges from his barrel to receive the congratulations of his colleagues.



A happy group taken during the evening.

Bridgend Staff Dinner

Entertainment was in the main provided by the staff at the first Annual Dinner of Bridgend Branch Clerical and Representative Staff at the "Craig-yr-Eos" Hotel, Southerndown, on June 8.

It was an essentially informal affair at which the staff, together with their wives, sweethearts and friends, really got together and had a splendid evening.

Mr. D. M. Williams, Swansea Area Representative, who was responsible for

the arrangements for entertainment, proved himself a most versatile artist and delighted his audience. Another example of "local talent" was provided by our own Brian Lewis, who revealed hitherto unknown talents on the drums during the dancing which followed the entertainment.

Those who attended this function have expressed the hope that it was the forerunner of many more similar happy occasions.



★ THE PIRATES OF PORTHCAWL

Hop Leaf products were prominent at the members' dinner of Ye Olde Pirates Club of Porthcawl. This Club was formed in 1928, and has only one lady member—a female skeleton. The Club premises are in the old Harbour Inn, an ancient house which surrendered its licence when Porthcawl Harbour fell into disuse.

“As rough as it comes”

There seemed to be something familiar about the faces of three slight young men who walked into the Sherry Bar of the Waterside Hotel, in the Devonshire sea-side town of Paignton, on the evening of June 3.

Something seemed to tie up with the way they spoke.

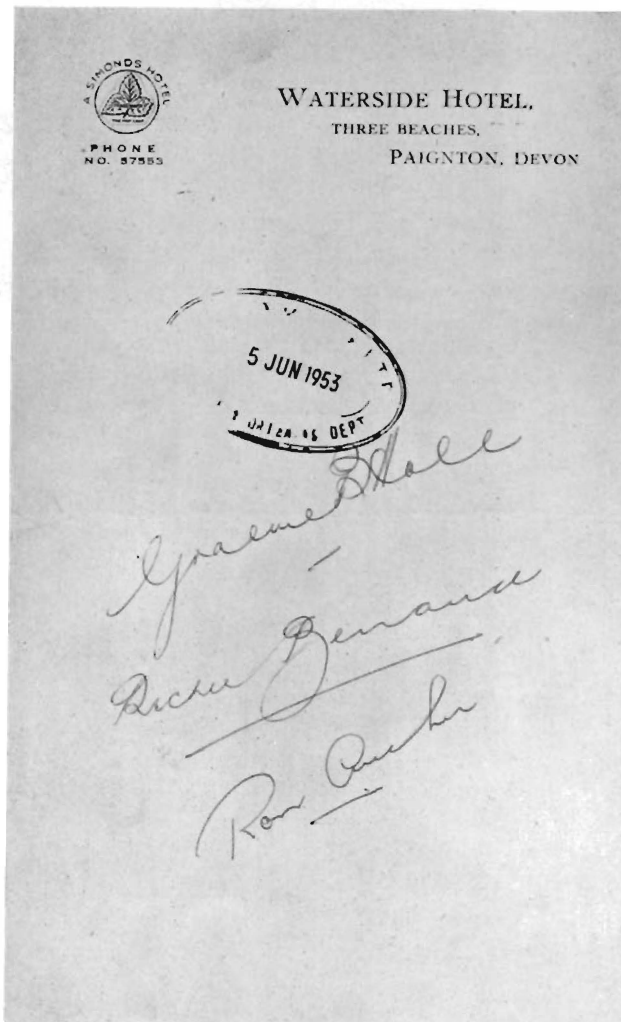
A few moments' conversation with the Manager, Mr. Duncan Campbell, and they were identified.

They were three members of the Australian Test Team, Graeme Hole, Richie Benaud and Ron Archer, who revealed that they were in search of rough cider!

A local in the corner suggested they had Brixham champagne instead—fifty-fifty rough and sweet, but Richie Benaud insisted, “We'd never be able to face the boys back home unless we could tell them we had drunk the real stuff, as rough as it comes.”

Modestly the trio would not forecast the Tests result. “We'll see what happens when the time comes” was their only comment.

Before leaving they each congratulated Mr. Campbell on the attractiveness of the hotel and autographed a sheet of the hotel's notepaper.



★ ★ ★ ★ ★ ★ ★



Mr. G. F. Andrews, of the Reading Bottling Department, who retired on June 30 last, on the occasion of his presentation. Mr. Andrews' connection with the firm dated from 1905, when, at the age of eleven years, whilst still a pupil at school, he worked as a helper in the Maltings during the school holidays. In 1937, Mr. Andrews was made Chief Officer of the newly-created Brewery Fire Brigade. His son is employed in the plant maintenance side of the Bottling Stores.

New Extension

A large and representative gathering of our Free and Tied House friends gathered on the new Housing Estate at Lawrence Weston, Bristol, on July 7, for the opening of the new extension at the "Masons Arms," which it is hoped will give every recreational amenity to the residents on the estate.

The guests were officially welcomed by Mr. B. H. Quelch, who was followed by

Lieut.-Gen. Sir C. W. Allfrey, K.B.E., C.B., D.S.O., M.C., J.P., our Local Director, who thanked everybody who had made this new venture possible.

Since the opening, the residents have expressed pleasure at the well designed additional facilities which have been provided, and our Architectural Dept. are in course of preparing plans to modernise the old public house building.

The extension nearing completion.





Above :

Mr. H. A. Snell, a Director of Messrs. J. & T. Usher Ltd., from whom the property was purchased, officially performing the opening ceremony by drawing the first pint of beer from one of the eight beer engines located on the very modern long Public Bar. Mrs. Townsend, our tenant, is on his right, and Mr. B. H. Quelch, our Bristol Branch Manager, is on his left.

Right:

Carved Bath Freestone Panel, showing a modern stonemason at work on it.

Photography by courtesy of
Bristol Evening World



Coachbuilders and Engineers Outing

Members of the Coachbuilding and Engineers' Department, Reading, returning from their annual outing to Ryde, I.O.W., on July 4, were detained by the police.

At Basingstoke, Hants, their coach was stopped by a police road block, and policemen carried out a routine search for an escaped convict for whom they were hunting.

This year's party on the outing included two pensioners—W. Parsons and F. Brown. They travelled by coach to Southampton, and thence by steamer to the Isle of Wight.

After lunch at the Royal Esplanade Hotel, the party had some five hours at

their disposal before re-embarking for the return trip to Southampton.

Another unexpected interruption, bearing in mind that it was in July, on the return run from Southampton was for a football match between the members of the party.

Everyone spent a very enjoyable day, and thanks and appreciation are due to those members of the party who gave up their time to organise the outing.

Their thanks are also expressed to Mr. E. M. Downes for his generous gift of sparkling ale, and to Mrs. Hannis for undertaking the catering.

July 4 was a glorious sunny day, so some measure of thanks are also due to the Clerk of the Weather.

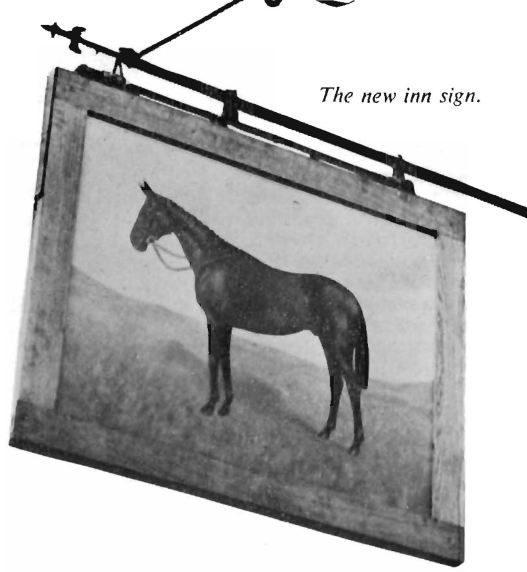
The Party before setting out.



The new inn sign.

Brown Jack Inn

The new inn sign of the Brown Jack at Wroughton, Wilts, is an excellently executed painting by Captain E. T. Cripps, M.C., of the famous racehorse of that name who achieved fame by a remarkable record—winning the Queen Alexandra Stakes at Ascot for six years in succession. Captain Cripps is the father of Mr. W. P. Cripps, one of our Directors.



Mr. and Mrs. E. Jackson on the occasion of the revival of Wroughton's feast-day.

Mr. and Mrs. E. Jackson, of the Brown Jack Inn, achieved more local fame for their house recently when they revived

Wroughton's feast-day with the traditional meal of ham, broad beans and new potatoes, which they served in the barn.

Right :

The Coronation children's party organised by Mr. and Mrs. A. J. Foster, of the Greyhound, Overton, for the children of Winchester Road, Overton, on Coronation Day. Mrs. Betty Foster is seen standing at the end of the table serving the young guests. Her brother, Mr. Wheeler, works in the Secretary's Office at Reading.



CORONATION

Above :

The Royal Oak at Brighton, which was one of the only twelve licensed houses in the whole of Brighton to remain open all day on Coronation Day.

Right :

The decorated lorry entered by Brookwood Working Men's Club, which won first prize in the local Coronation procession.





Left :

The Horse and Jockey at Basingstoke was brilliantly illuminated after dusk every evening during the Coronation period.

Below :

The Row Barge at Woolhampton, which repeated its achievement in the Coronation of 1937 by again winning first prize.

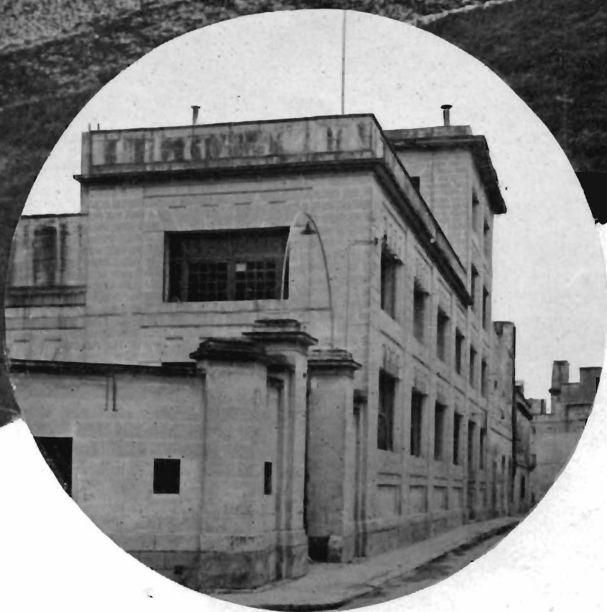


CELEBRATIONS



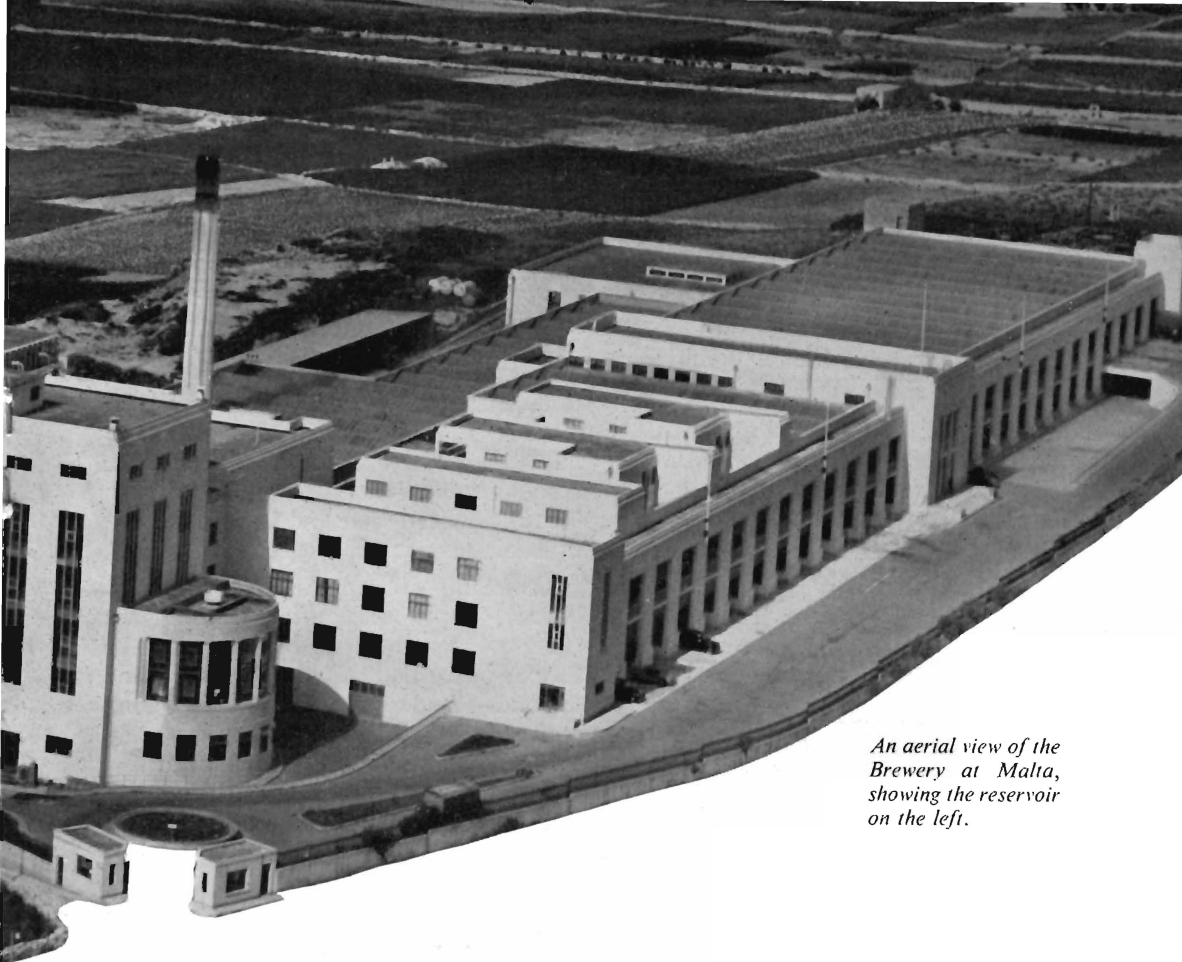
Left :

The Heron at Aldershot, as it looked with its illuminations during the Coronation festivities period.



A view of the old Farsons Brewery.

In October, 1926, L. Farrugia & Sons, a private Company, marketed, for the first time in the Island, locally manufactured liquid CO₂ Gas. Their most coveted prospective customer was the Branch of H. & G. Simonds, who had practically a monopoly of the beer market, and were the only users of liquid CO₂ which they needed for the



*An aerial view of the
Brewery at Malta,
showing the reservoir
on the left.*

The Malta Story

THE GROWTH OF SIMONDS - FARSONS - CISK

carbonation of their beers which were bottled locally.

As a result of a visit to the Island and the CO₂ Factory by Mr. F. A. Simonds some months later, Farrugia & Sons had their first business transaction with us. Later, an individual financed by a local firm of bankers applied to the Government for the exclusive rights to brew beer in the Island. With a view to forestalling the issue, L. Farrugia & Sons informed

the Government that they intended to build a Brewery for the purpose of brewing top fermentation beers, and on the 19th April, 1928, the first cartload of "Farsons" (Farrugia & Sons) Ale left the new Brewery. Its success was outstanding.

The population of the Maltese Islands is 370,000, and the inhabitants are, as a rule, wine drinkers. During 1927 the importation of wine was over 2,200,000

gallons, while that of beer was 650,000 gallons. By the end of 1928 the importation of wine had dropped by 360,000 gallons, which represented almost the production of local beer during eight-and-a-half months of that year.

In the meantime, the Government had granted the exclusive rights to the person referred to above for the brewing of bottom fermented beers, and work on the building of Malta's second Brewery was started. The new Brewery had to produce their Lager Beer by December, 1928.

The First Merger.

L. Farrugia & Sons hoped that the competitors would succeed in marketing their beers within the specified term of the Warrant, because the Government had bound itself not to impose an Excise Duty on beer for the period of the concession, namely, fifteen years ! Unfortunately, the competitors were unsuccessful, and the Warrant was withdrawn. The bankers thus found themselves with a large capital

outstanding. With a view to safeguarding the revenue of the Island, the Government renewed the Warrant in the name of Marquis Scicluna, owner of the firm of bankers financing the original holder.

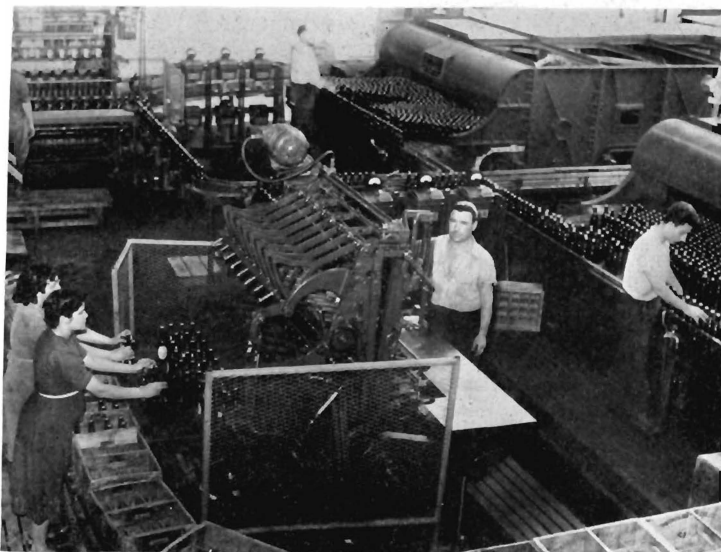
In January, 1928, Mr. Stocker, then our Head Brewer, paid a visit to Malta, and having visited both breweries proposed to L. Farrugia & Sons a merger of their interests with those of H. & G. Simonds in Malta. The proposal met with approval, and Simonds-Farsons Ltd. came into being, with Brig.-Gen. H. Simonds de Brett as Chairman, on the 1st of March, 1929.

The sale of beer in the Island was effected in "Free Houses" exclusively. Consequently beer was bound to sell by the call of the brand by the consumer, and Simonds-Farsons Ltd. and their competitor, the Malta Export Brewery, had to direct all efforts towards popularising their brands with the public in general.

Simonds-Farsons Ltd. were up against the great obstacle of making their beers

A view familiar to all visitors to Malta. Fort St. Angelo, now known as H.M.S. Angelo, from which all H.M. ships are saluted.





This interior shot shows part of the modern bottling plant which has been installed in the new factory.

available to the Services in music halls and NAAFI canteens, and they had also to overcome the prejudice on the part of the Englishmen against the local product. These obstacles were successfully tackled and the beers established themselves on the market : by 1939 the Company paid a 5% dividend for the first time.

The Siege of Malta.

During the war the Brewery managed to produce as good a beer as the materials allowed, and many new problems had to be met and solved one way or the other.

Production, though restricted to the availability of brewing materials, proceeded throughout the war, but for thirteen weeks during 1942, when the stoppage was forced by the shortage of fuel oil. Malta was then on its last legs. One Sunday morning the brewers were urgently convened to a meeting at Government headquarters where all the Services were represented. Beer (3,000 dozen a week) by any means and at any

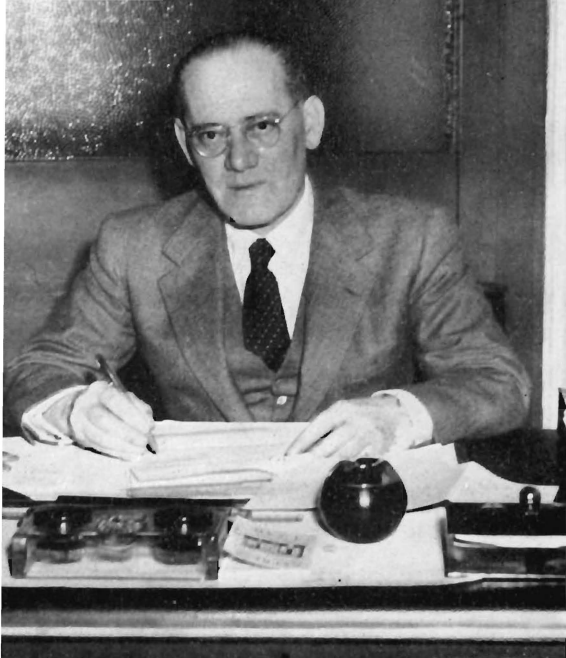
cost was required ! The brewers quoted their terms, which were accepted ; malt was received, and beer was again made available.

Consumption increased from 3,000 dozen a week to the record average of 40,000 dozen a week by 1946. The profits of the brewers soared skyhigh as a result, particularly those of Simonds-Farsons Ltd., who, besides holding about 80% of the production of the Island, had also been operating the Tripoli Brewery on behalf of the N.A.A.F.I. since September, 1943.

The New Brewery.

Plans for the new Brewery were prepared during 1944, and it started work in June, 1950. All the experience gained in seventeen years' brewing on the Island was turned to the best advantage, both in the layout and equipping of the new Brewery.

The provision of sufficient and suitable water was a problem which was solved by



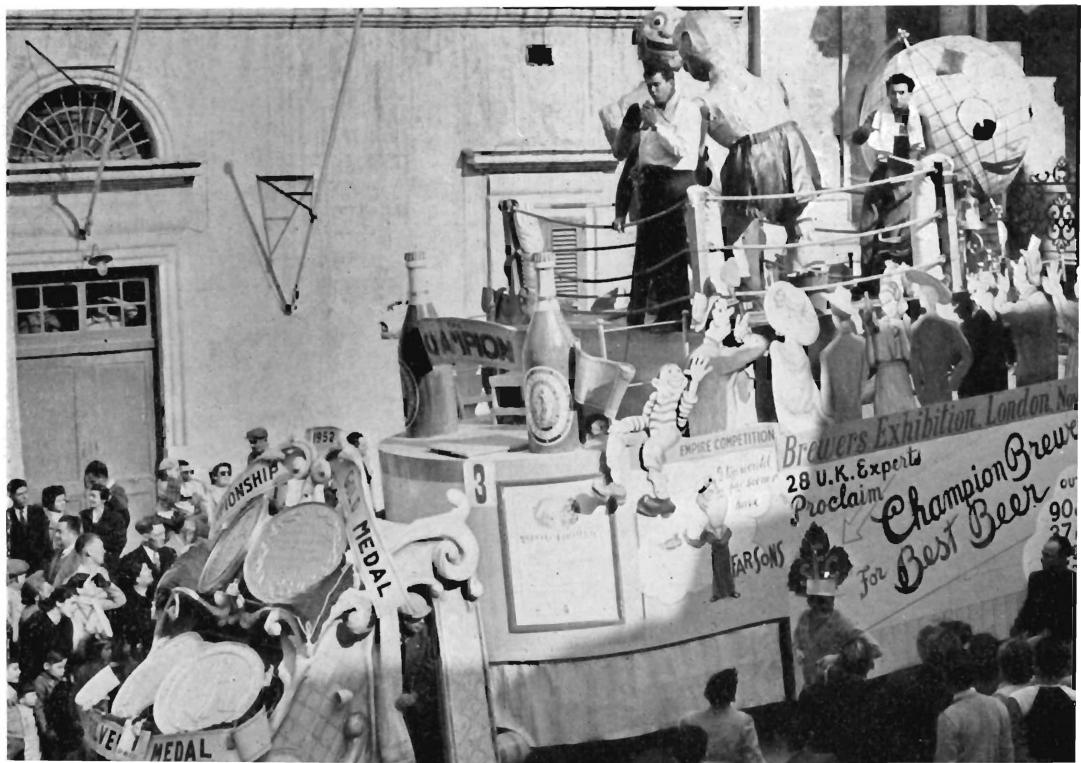
Above : Mr. L. V. Farrugia, Managing Director of Simonds-Farsons-Cisk.

using the whole of the site as a catchment area for rain water. The average rainfall is 21 inches, so that over 3,000,000 gallons of rain water are available for brewing every year.

In 1947, Simonds-Farsons Ltd. and the Malta Export Brewery merged their interests, and the present Company—Simonds-Farsons-Cisk Ltd.—was formed, with Marquis Scicluna as Chairman.

The Malta Government look at Simonds-Farsons-Cisk and their new Brewery with great pride, and the Championship Gold Medal Award made to Simonds-Farsons-Cisk Ltd. in the British Empire and Commonwealth Bottled Beer Competition at the Brewers' Exhibition held at Olympia, London, in 1952, crowns the success of the new Brewery and augurs well for the future.

Below : This typical Carnival scene at Malta shows a specially decorated Company van with news of the Gold Medal award.





Mr. Bunny Burns, Steward of the Sergeants' Mess, R.A.F., Boscombe Down, in his attractively furnished bar.

* * * * *

Our Beer dropped by Parachute

At the request of his mother, Mrs. E. B. Banks, of Chippenham, Wilts., Captain E. Banks, R.M., a member of the Greenland Expedition, has been sent a consignment of Archangel Stout which was dropped to him with other supplies by parachute.

In her letter, Mrs. Banks said that an "air drop" with further supplies for another year for members of the Expedition had been arranged to take place in July, and she asked for one dozen tins of stout to be sent. "We are only allowed a small number of parcels, etc., and I am afraid that more than a dozen would be too much. If you can do this, please send the account to me at my home address. I know that it will be very highly appreciated at the other end.

Yours, etc."

* * * * *

The Bridge Inn, Littlehampton, Devon, has been renamed the Pig and Whistle.

* * * * *

The Talbot Hotel, Newport (Mon.), the Commercial Hotel, Newton Abbot, and the Midland Hotel, James Street West, Bath, have recently come under the control of the Hotels and Catering Department.

At the Midland Hotel, Bath, Mr. and Mrs. M. R. Fisher have taken over the management.

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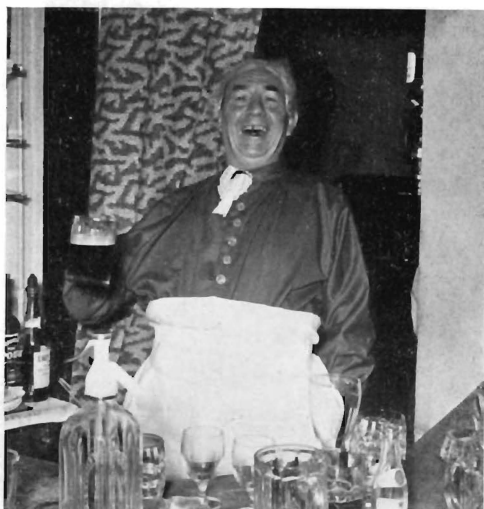
An Appreciation

In an article in the *Daily Telegraph* on July 3, Bon Vivreur writes of Oxford, and says :—

"Here, too, you will find a red-and-white restaurant above a tavern in a side street. Oxford—town of poor catering standards—has need of the Roebuck's well-cooked chops, steaks and roasts (4s. 6d.—5s. 6d.), and of its big bowls of full-bodied soups for 1s. The room is fresh, the decor encouraging, the service swift and courteous."

A tribute which has brought well-deserved fame to our tenant, Mr. Bill Harvey at the Roebuck in Oxford's Market Street.

* * * * *



During the Coronation period, Mr. Frank Lawrence, genial host of the "Miller of Mansfield" at Goring-on-Thames, appeared in period costume as the Miller of Mansfield in his bar.

Golden Jubilee of the Balfour Conservative Club

The Balfour Club, Reading, celebrated its golden jubilee on July 28 last.

Since its inception fifty years ago, this Club has been closely connected with the Simonds family and with the Brewery.

The event was celebrated on July 28 last at the Club by a Jubilee Dinner and Dance.

Proposing the toast, "The Balfour Conservative Club," Mr. E. D. Simonds expressed regret that his father, Mr. F. A. Simonds, was unable to be present to

propose that toast, because he was then in a nursing home.

Mr. Simonds said, "My father has always had a very kind and friendly feeling for this Club, and he asked me to give a special message of good wishes to the Club. We have, as a family and firm, the greatest good wishes towards it."

Mr. A. E. Lee, Club Chairman, responded.

A group taken on the occasion of the Jubilee Dinner. From left to right : Mr. E. H. Bartholomew, Secretary ; Mr. F. W. Freeman ; Major-General D. R. Bateman, Secretary of the Association of Conservative Clubs Ltd. ; Mr. S. Hinton ; Mr. A. E. Lee, Club Chairman ; Mr. W. Bowyer.





The Club Steward, Mr. W. T. Mouring, with his wife and son.

The Club Secretary, Mr. E. H. Bartholomew, mentioned that for some months preceding July 28, 1903, several gentlemen met in the Crown public house opposite to discuss the possibility of opening a Club in the vicinity. The Conservative and Unionist Association became very much interwoven in the proceedings, and eventually the Club was opened as the Conservative and Unionist Working Men's Club.

He went on to say that under the Chairmanship of Mr. E. H. Simonds, Mr. Clennel (Vice-Chairman) and Mr. Ayres (Secretary), the Club built up its membership. Mr. Bartholomew described the varying fortunes of the Club through-

out its years of existence, and paid a generous tribute to former members, who had given loyal and unselfish service to the Club.

Describing progress in the fifty years, he referred to the association between the Club and the Berkeley Cricket Club. Continuing, he said, "Mr. H. C. Goodman is still President at 92 years of age, with 50 years' service; Mr. W. Bowyer is actively with us as Vice-President, with 16 years' service; Mr. A. E. Lee, Chairman, with 9 years' service; Mr. W. T. Mouring, Steward, and a former Chairman, has 9 years' service to his credit"; and himself (Mr. Bartholomew) had been an active member for 20 years.

*In Worthing, she was Brenda,
She was Phyllis up in Perth;
In Stafford, she was Sally,
The sweetest thing on earth.*

*In Cambridge, she was Clarice,
Quite the finest of the bunch;
But down on his expenses
She was Petrol, Oil and Lunch.*

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