

**HAVE A
TAVERN**

*the
stronger ale
at a
lighter price*

*says
"Hoppy"*



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PRICE SIXPENCE

Hop



THE HOP LEAF

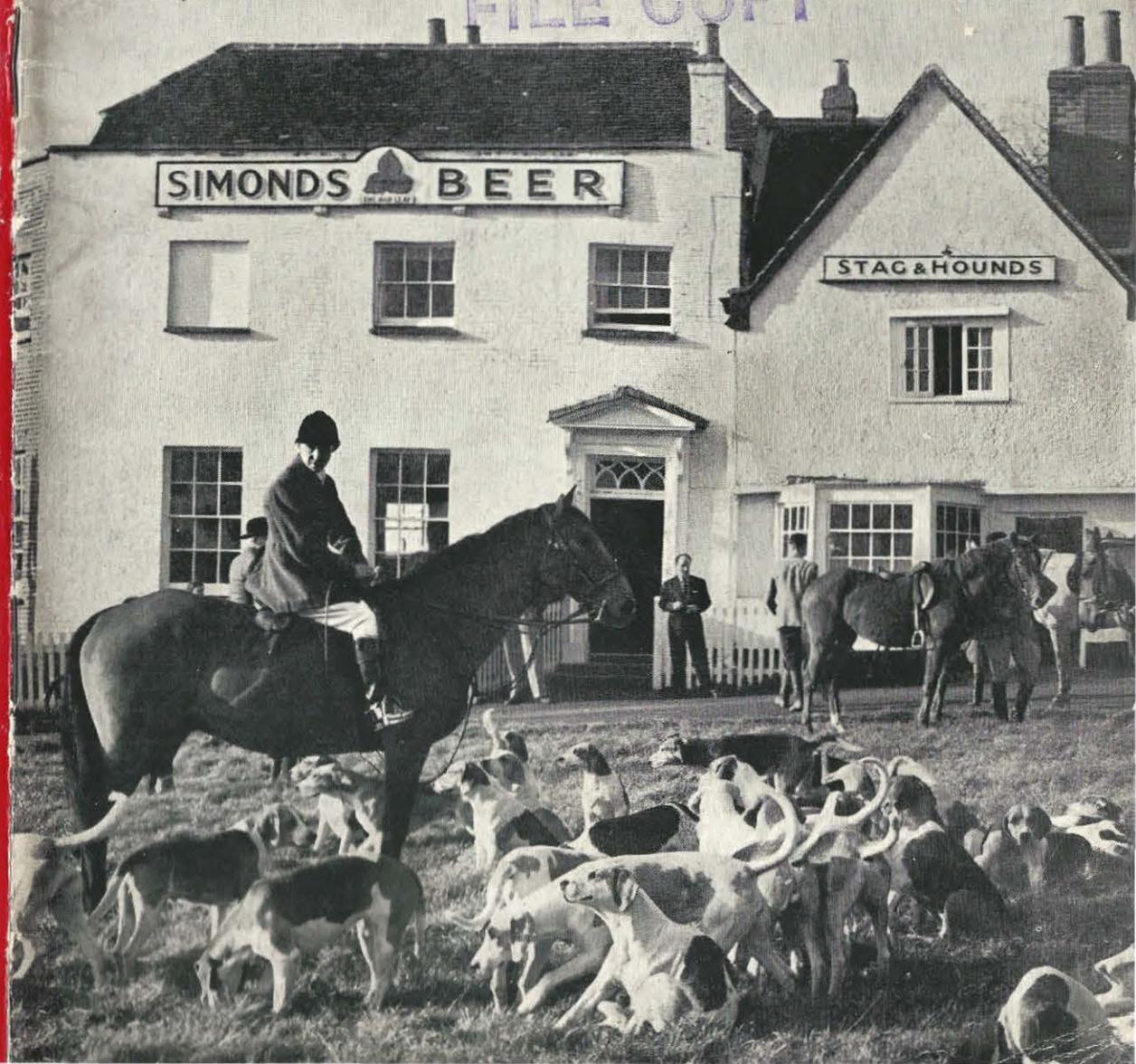
Leaf

Gazette

SPRING 1954 • VOL. XXVIII • NUMBER 2

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

FILE COPY



Editorial

Spring, 1954

Another Winter has passed and now once more the lawns and gardens of our riverside and country inns put on the colourful garb of Spring.

At first sight it seems easier for the rural houses to take advantage of natural floral decorations than for the city or town houses. No matter how modest the country lawn or garden, a fine show of daffodils or crocuses turns it into a pleasing and exciting panorama of colour.

The Charm of Flowers

Nevertheless flowers have an important, indeed almost an irreplaceable part to play in enhancing the attractions of our inns, whether they be in town or country.

During a recent tour of some of our London houses, we were deeply impressed—on occasion—by the pleasant and cheerful atmosphere created in a bar by the display, no matter how simple, of freshly cut flowers.

Flowers give the dullest bar a touch of charm and when augmented, as is so easily possible, by interior growing vines, can transform it into as happy a place to sit and drink and chat as any Continental establishment can offer.

Just as a fine glass improves enjoyment of good wine, so does a gay and agreeable atmosphere make that glass of beer or spirits taste even better. By far the best, easiest and most effective way to decorate the bar is by the plentiful use of nature's finest gift—flowers.

THE EDITOR

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Hollerith Department

MECHANICAL BRAIN MAKES A MOVE

CAREFUL planning was required to avoid disruption of their vital work when the Sales Accounts Department at Reading, home of the "Mechanical Brain" and commonly known as the "Hollerith Department," moved recently.

On Friday afternoon, January 29, Mr. Harold Bedser Webb (Yes, he is related to the famous cricketing twins of that name—they are his second cousins) and his staff were working normally in their somewhat cramped accommodation in the General Offices.

On Monday morning, February 1, work was resumed in bright, new, freshly painted and perfectly appointed offices in another building nearby.

"The Mechanical Brains."

In this department where ladies outnumber the men by four to one Mr. Webb has Mr. L. Fullbrook as his right-hand man.

Chief Machine Operator is Mr. E. D. Eyles, who is reported to be able to make his tabulating machines do anything—except sing a song of sixpence. These are the machines which have been called "Mechanical Brains."

Do these machines think? Well, as the late Professor Joad might have said, "It depends what you mean by 'thought.'" It is the operators who give the machine its instructions. They "set up" the tabulator to do each particular job whether it be invoicing, producing statements of account, analysis of sales, or whatever is required. Into it are fed the

punched cards from which is extracted the relevant information. The machines ignore what they are told (or "set up") to ignore, and notice and remember only the items which are required.

"Making Figures Work."

It was more than fifty years ago that Doctor Hollerith had the idea of making figures work for themselves. Well before that time other people had found that holes in paper or cardboard could be used to operate machines; one example was the Pianola and another was the Jacquard Loom.

Doctor Hollerith saw that holes punched in uniform size cards could serve to express numerical information and alphabetical characters, etc., because the position of each hole was able to determine its significance, and this is still the basic principle of punched card machine operation, although many differences have been made since the doctor produced his first machine to punch the holes in the cards and another to "read" the punching.

"In Peace and War."

In recent years similar machines to those which we have installed have been used for many different purposes both in peace and in war. It is claimed that there are very few people, commodities or services to-day not somehow or other represented by one or more Hollerith cards.

The Royal Navy, the Army and the Royal Air Force all use them; the Board of Trade, the Ministry of Transport, H.M.

Customs and Excise, the Ministry of Education, the Ministry of Food, the General Post Office and the Ministry of National Insurance are but a few in whose company we stand as users of these wonderful machines.

During World War II some Hollerith installations disappeared behind barbed

wire for highly secret employment. Others were used to help in the vital job of economising the country's manpower by ensuring that men and women brought into the Services were given employment best suited to their experience and aptitude, etc.

Other factors were also taken into

consideration by the "Mechanical Brains" used by the Army: physical characteristics, for example, for it would have been no use posting a "Tubby Hubby" into the Royal Tank Corps—probably nobody could have got him inside one.

These same machines played a big part in the demobilisation plan working out what the effect would be on any arm of the Services when particular age and service groups were disbanded.

Perhaps their most romantic role was when,



Another group of the Hollerith Department staff in their new offices. Mrs. Audrey MacKenzie, Mrs. Ruby Burrows and Mrs. Phyllis Pickett.



Girls dealing with commodity cards, etc. :—

(1) in the former rather cramped accommodation ;

(2) in their section of the bright new offices.



Head of the Department, Mr. H. B. Webb (seated) consulting with his assistant, Mr. L. Fullbrook.



mounted on lorries, some of them accompanied the invading Army overseas to Normandy on "D" Day.

The Experts.

To learn to operate the tabulators, punching machines and other equipment,

some of our staff, as can be imagined, had to attend special courses of instruction at the schools run by the British Tabulating Machine Co., Ltd., the makers of this equipment, at Cookham, and in London.

Now they are experts, punching the cards which represent the names and addresses of our establishments, tenants and other customers; the goods they buy from us and the containers returned for credit.

We have approximately 80,000 Commodity Cards punched by our own staff for the various quantities of each size and quality of all the wide assortment of goods supplied by the Brewery covering beers, bottled beers, cider, wines, spirits, cordials, mineral waters and containers. This work is carried out by a female staff under the guidance of Mr. S. Potter. Accurate "pulling" and assembling of the cards before passing to the machine operators is an indispensable factor as it

IN THE OLD OFFICES: These three "shots" taken before "The Move" show :-

Miss Marion Reed punching holes in the Hollerith cards.

Miss Jean Stewart dealing with the commodity cards which are pre-punched in their thousands to denote all the normally required quantities of each product.

Miss Sybil Wallis at work with the high-speed sorter which electrically senses indicative facts punched in the cards. It has a sorting speed of 24,000 to 36,000 cards an hour.



Chief Operator
Mr. E. D. Eyles at
work with the
"Mechanical
Brain."



“Hoppy” flies with B.O.A.C.

The Comet.

British Overseas Airways Corporation span the world from Japan and Australia in the East to the North and South Americas in the West—and wherever the aircraft goes “Hoppy” goes too, in Argonauts, Comets, Constellations or Stratocruisers.

High-class meals are served on board all the aircraft, and a bar is carried which offers a very comprehensive range of drinks, including our Canned Beer.

Cans are preferred because they are much lighter than bottles, and because risk of breakage in loading and when the plane runs into turbulent weather is reduced to a minimum.

Argonaut aircraft serve the Far East, South America and East and West Africa as well as the shorter flights to the Middle East. They bring London within easy reach of Rome, Cairo and Baghdad of Arabian Nights fame. They go on to the Bahrein Islands, Karachi, Delhi, Calcutta, Rangoon, Bangkok and Singapore, the hub of the Eastern routes; then on to Hong Kong, Okinawa and Tokyo.

Across the South Atlantic.

The South American service flies via Madrid and Lisbon to Dakar in French West Africa, from whence the long flight across the Atlantic Ocean is made to Recife in Brazil. Rio de Janeiro is the

next port of call, then down the coast to Montevideo and across the River Plate to Buenos Aires. They then head westward again, crossing the great cattle-rearing country of Argentine to Santiago in Chile.

Comet aircraft serve the eastern routes together with regular services to South Africa.

They cruise at a height up to 40,000 feet and travel at some 500 miles per hour. All reports say the Comet is a most delightful aircraft in which to travel. Due to remarkable lack of vibration and pressurised cabin, it offers a combination of speed and comfort.

Refuelling “Hoppy.”

Constellation aircraft cover the routes to Australia, and also operate tourist services to North America, but the luxury services on these routes are the speciality



of the Stratocruisers which fly from London to New York and Montreal. These aircraft make the wide crossing of the North Atlantic, calling at Gander, to refuel before proceeding to Montreal, New York, Bermuda, Nassau and Jamaica.

Bonded stores are maintained at the main ports of call along the routes where depleted bar stock may be replenished.

So “Hoppy,” although a comparative newcomer to the B.O.A.C., is already a much-travelled servant of that firm.

A steward serving our cans of beer during flight.





A delightful country residence in its own grounds.

The Little Testwood House Hotel and Country Club

This is a most delightful residential hotel and country club, situated in Salisbury Road, Totton, about five miles from the centre of Southampton.

It stands in its own wooded grounds of fifteen acres on the verge of the New Forest, and has a well-earned reputation for comfort and good food.

It is in fact a mansion with a long and interesting history. The land originally belonged to a nearby Abbey, but after the dissolution of the monasteries the property passed through several hands. The mansion itself was built about 1660.

First Class Restaurant.

The present proprietor, Mr. R. J. Tout, has preserved the old-world charm of the mansion inside and out, whilst adding every possible modern convenience, including electric fires and Dimplex radiators in each bedroom.

He has paid particular attention to the cuisine, with the result that the restaurant has an enviable reputation for excellent food, well cooked and served.

In recent years the Little Testwood House Hotel and Country Club has

become the venue of several important organisations—the Royal Air Force test pilots have their reunions there, and meetings of the British Royal Automobile Club are held there regularly.

A Holiday Centre.

It provides an admirable holiday resort within easy reach of places with historical interest such as Romsey, Salisbury, Winchester, Beaulieu and the Isle of Wight.

Guests have an enormous range of sports and recreations. The Rivers Test and Blackwater, famous for their salmon and trout, are within easy reach, so are several golf courses. It has its own excellent grass courts, and as it is only five miles from Southampton, sea-fishing and yachting are readily available.



The restaurant, famous for its good food and delightful atmosphere. The proprietor, Mr. R. J. Tout, is on the left.

Facilities are also provided for archery, table-tennis, riding, dancing, bridge and darts.

DEATH OF MRS. LOADER.

A well-known character in the district and the oldest licensee in the New Forest, Mrs. B. Loader, of the "Foresters Arms," Frogham, has died.

As she was well over eighty when she died she must have spent some seventy years in the licensed business.

She commenced her association with the licensed trade when she was a girl serving behind the bar of the "Dolphin," Bournemouth, with her father.

On her marriage to Mr. Simeon Loader they moved to Fordingbridge. Later they went to the "Foresters Arms," Frogham, and except for a short time when they kept the "New Inn," Fordingbridge (now our House), they have had the "Foresters Arms" for nearly fifty years.

Her reminiscences were naturally of great interest and she delighted in showing her many friends an old ledger which she had kept since 1894. The prices—Tobacco 4/3 per 1lb., and beer at 33/- per barrel are now looked upon with some amazement by the present generation.

Mrs. Loader always wore a bonnet when behind the bar and often talked of Simonds representatives coming round in a pony and trap.

Although Mrs. Loader was a strong old lady and remained in good health until shortly before her death, her son, Mr. William, has for some time handled most of the work of the House. He also is very well known in the district.

“Master of Wine”

At the first Vintage Festival Banquet organised by the Wine and Spirits Association of Great Britain, which was held recently at the Vintners' Hall, London, H.R.H. The Duke of Gloucester, K.G., Master of the Vintners' Company, presented Mr. Kenneth F. Simonds, Managing Director of Saccone & Speed, Ltd., one of the five recipients, with a “Master of Wine” Diploma.

The President of the banquet was Mr. Alec H. Gold, who, in inviting His Royal Highness to present the diploma, explained that the Vintners' Company had always taken a keen interest in the education of members of the trade. Over

the years they had had Vintners' scholarships, which had been competed for annually.

This year a higher examination had been instituted to test to the full the professional knowledge and experience which should be the qualification of all experienced wine merchants.

It was hoped that in the course of time the diplomas awarded for success in this examination would become the badge which every wine merchant would feel it was essential to possess. Success in the examination carried with it the title of “Master of Wine.”

Mr. Kenneth F. Simonds receives his Diploma from H.R.H. The Duke of Gloucester.



Off-Licence Managers Meet



At a recent meeting of a group of Arthur Cooper Off-Licence Managers at Wargrave, Mr. Duncan Simonds drew attention to the fact that it was the first occasion on which ladies had attended a Simonds conference in a capacity other than secretarial.

“They could now feel that they were really playing a part in the Company's business,” he said.

A number of interesting points were discussed at the meeting, including Press advertising, which it was decided had made its mark on the public, but the meeting felt it better to have two or three well-timed half-page advertisements, rather than one single whole-page.

The meeting recommended that leaflets were also a very valuable publicity medium, and that this form of advertising should be extended.

Regarding window-dressing, the meeting felt that the managers should be encouraged to try out their own individual styles, always showing the public a fair selection of the goods they wished to sell.

Christmas Clubs.

The managers were asked to encourage Christmas Club trade as much as possible, but not to restrict customers to withdraw at Christmas time only.

On the very important subject of wine salesmanship, Mr. Duncan Simonds stated that a general desire for increased knowledge on the subject was evident, and it was decided to arrange visits of groups of managers to the wine stores for half-a-day at a time.

The value of booklets and reports of lectures issued by the Wine Trade Association was emphasised. It was also stated that Mr. Manners-Wood, Manager of the Wine and Spirits Department at Reading, would endeavour to visit different areas periodically and meet managers for general talks.

Closing the meeting, Mr. Wadlow, Chairman, expressed his gratitude for the helpful suggestions which had been made and said that he was quite sure that many useful things would come out of the discussion.

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* *Copies of most of the pictures appearing in the “Hop Leaf Gazette”* *
* *may be obtained at reasonable prices. Application should be made to the* *
* *Advertising Department, The Brewery, Reading.* *
*
* * * * *

Guppies form Hop Leaf Section

All the best Guppies in the Reading and District area will come in future under the auspices of the Hop Leaf Section of the Federation of Guppy Breeders' Societies.

News of this revolutionary step in the guppy world was received when the Secretary of the local section wrote to the Brewery, asking if there would be any objection to the local group calling themselves "The Hop Leaf Section." Permission was gladly given.

Mr. Robert A. Lawn, Secretary of the section, was kind enough to give us a brief description of the guppy and its way of life.

Good Mothers.

Guppies are tropical fishes. The ladies

are much longer than their husbands, who average 1½ inches.

Lady guppies are excellent mothers: they do not mind producing sixty little guppies over a period of six weeks after mating. They are easy to keep and they drink only water.

"What's all this about Guppies!"

The news soon spread, and then Lechimi, a young Indian elephant stabled at the Sun Inn, Reading, during the pantomime season, turned up at "Enquiries."

*



Mrs. Guppy (on left) with part of her family.



THE COMPANY'S ANNUAL GENERAL MEETING

The Chairman, General Sir Miles Dempsey, K.C.B., K.B.E., D.S.O., M.C., reviewing the past year at the Company's Annual General Meeting, said that the year's trade had been remarkably similar to that of the past two years—draught beer sales exceeded bottled beer sales in the proportion of 55 to 45. "The Coronation failed to provide the stimulus to our trade which we expected and there has been since that time a slight but continuing recession in trade," he said.

He reported that the work of modernising and re-equipping the breweries has gone on and that a building licence had at last been granted for the construction of bottling stores at Newport. With the completion of this, the Company's breweries will be in first class order and the way will be clear to devote the best part of available resources to the important work of public construction.

BEER versus TEA

"It is only as a direct result of this brewer-ownership system operating through the 'tied house' that a man still can, in many parts of England, buy a pint of good wholesome beer for as little as 1s. 1d. On this 1s. 1d. beer the cost of the Excise duty is approximately 7d. For the remaining 6d. of the price the customer has paid for 20 fluid ounces of highly specialised and delicate fluid, covering the cost of the raw materials, brewing and conditioning, distributing, wholesaling, retailing and congenial surroundings in which to drink it, in front of a warm fire, with probably a game of darts thrown in. Of the hosts of rival liquid refreshments one need only compare this with the 4d. paid for 8 fluid ounces of tea to be convinced of the efficiency of the brewer's system of operating tied houses."

From an article on the Problems of Public House Ownership, written by Mr. Duncan Simonds which appeared recently in the Supplement to the "Financial Times."

MR. E. J. MARKHAM BECOMES CHAIRMAN OF THE L.V.B.I.

Mr. E. J. Markham, our tenant of the North Star, Hounslow, has been honoured by being elected Chairman of the Licensed Victuallers' Benevolent Institution for 1954. This is indeed a great honour, as this office is recognised as one of the blue ribands of Licensed Victuallers' Charitable Organisations.

Mr. Markham has served five years on the Board of the L.V.B.I., three years as a Governor and two years as a Trustee. For the past two years he has been Chairman of the Western Suburban Charitable Association and previously acted as secretary for five years.



Mr. E. J. Markham.

It is interesting to note that Mr. Markham, who has been licensee of the North Star for the past sixteen years, comes from an old family of licensed victuallers. At present three generations of the family are holding licences—all three are in the Brentford Division. His father is licensee of a house at Hounslow, and his son, Mr. E. D. Markham, is our tenant of The Jolly Farmer, Lampton.

We wish Mr. "Ted" Markham a most successful year, and trust that his wife, Mrs. Lou Markham, will enjoy the best of health in order to be able to give him every assistance.

Reading Social Club entertain Pensioners and Children



"Tea's cissy stuff.
How do you think I keep my figure?"

"Give me tea every time . . ."



"They tell me you can see a
little bird coming out."

Seventy ex-members of the Brewery staff whose ages totalled 4,901 years, and years of service 2,066, were entertained to a Christmas dinner by the Social Club on December 14 last.

The oldest members who attended were Mr. Tom Bartholomew and Mr. J. M. Hammond, both aged seventy-six, and both of whom completed fifty-three years' service with the Brewery.

THE CHAIRMEN:
"Unaccustomed as I am . . ."



"I should say it's a Press camera with a 3.5 lens
fitted with instantaneous flash."

Mr. Duncan Simonds attended as Chairman at this, the first function of its kind. During the evening a conjuror gave a performance which was well appreciated.

Just after Christmas the Social Club entertained two hundred and sixty children in the Pavilion at the Sports Ground.

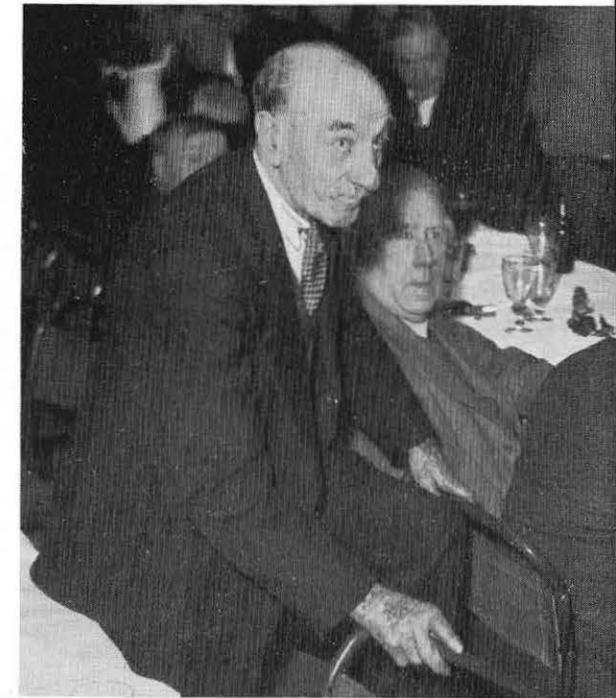
Games, dancing, a Punch and Judy show and tea were heartily enjoyed by the guests. These pictures were taken at the functions.

". . . We'll give them 'should be seen and not heard.'"



▲
"And it's all clear aft on the old trail, the out trail,
The trail that is always new."
▼

KIPLING.





Mr. B. H. QUELCH,
Area Manager

BRISTOL AREA SALES REPRESENTATIVES



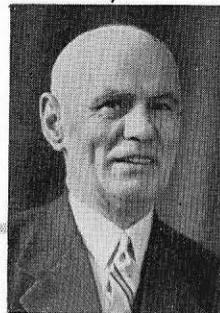
Mr. S. B. FARMER,
Free Trade, East Bristol :
Gloucester



Mr. H. J. CLARK,
Free Trade, Bath and
District



Mr. E. R. WOODYATT,
Free Trade, Taunton and District



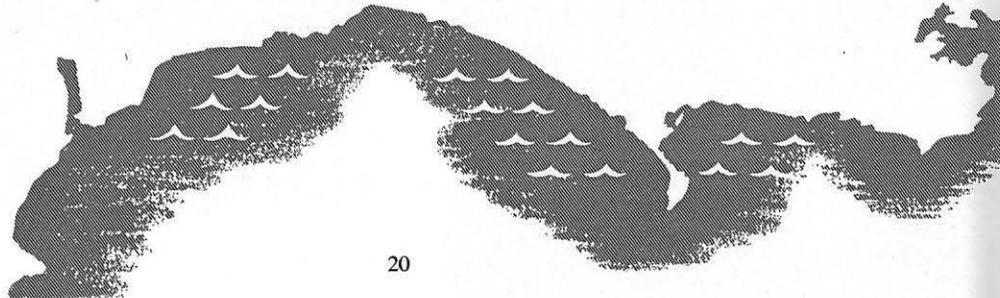
Mr. E. G. GRIMES,
Free Trade, Bristol :
Weston-super-Mare



Mr. K. S. HOLDAWAY,
Public House Inspector



Mr. H. C. HILLMAN,
Assistant Area Manager



Nature Notes BY C.H.P.



BIRD LIFE IN WINTER.

The spell of severe wintry weather experienced lately must have taken a heavy toll of bird life.

The thrush family seemed particularly hard hit and several redwings, winter visitors to this country, have been found in the meadows around Reading dead or dying. The redwing is very much like our song-thrush, but may be easily distinguished by the light stripe over the eye and its bright red under wing-coverts. They leave this country about the end of April and journey northwards.

Our herons must have had a lean time, and like other anglers found that few fish were to be caught. I expect they struck down many a poor little water-rat. I have frequently seen herons catch these rodents and swallow them whole. And what a time these birds have among the frogs when they are in the meadows. They seem to gobble them up by the dozen. I often watch herons flying home, with measured beat and slow, in the early morning. They are indeed big birds. They measure three feet in length from the point of the beak to the extremity of the tail, and four-feet-and-a-half from the tip of one wing to the other.

Five to the Ounce.

I often wonder how the wee gold-crests can keep their little bodies warm during such severe frosty weather. How active they are in the fir trees, darting here and there in search of food, and they do not seem to mind the presence of human

beings. I have often watched them in the trees a few yards from where I was standing. I have, too, had them under close observation when they have been building their wonderful little nests. It would take about five bodies of these tiny birds to weigh an ounce. Their voices are very thin and rather shrill.

My Bird Table.

I always feed the birds during the winter with all kinds of scraps from the table. For the tits there are big pieces of fat hanging from the wall, and a regular supply of nuts which I cut up into very small pieces. The tits are feeding all day long just outside my window, and their charming little antics are very entertaining.

Now for the Spring.

But enough of Winter, for Spring is on the way and we shall soon be having the many pleasing signs and sounds of this delightful season. The natural process by which vegetable life passes from its dormant state into active development is at once explained and illustrated in the process of malting, by which the brewer and distiller prepare the barley for conversion into ale or whisky. The vital but dormant seed there contains the provision for the future nourishment of the plant in the state of starch and, being insoluble in water, it is inapplicable for that purpose. The maltster, however, by exposing it to moisture, warmth and air, speedily begets the first process of germination. The grain begins to sprout,

and when examined is seen to have shot out the root, and the first rudimentary indications of the stem. Along with this, however, a radical change has taken place in the whole seed ; the starch has become sugar and, were the process of germination allowed to proceed, would be entirely absorbed for the nourishment of the young plant. The object of the maltster, however, has been attained by the superinduction of this saccharine matter, and he immedi-

ately arrests the process—which would defeat his purpose by further progress—by putting in the kiln, and exposing it to a regulated heat sufficient to destroy the vital principle, without injuring the saccharine matter thus developed.

In this state it is malt—no longer capable of being turned to use by the husbandman, but ready to be stored away for the further processes of the brewer or distiller.

The Cowherds Inn

Our products are now available at "The Cowherds Inn," one of the oldest and most famous of free houses in the South of England. It is an attractive-looking inn situated on Southampton Common a short distance back from the main London-Southampton road.

It has a long and interesting history, and it owes its name to the fact that as far back as the early thirteenth century there was a Cowherd responsible for the grazing

in the vicinity of the house. The earliest available map of Southampton shows his residence to be on the site of the present inn.

Certain householders of Southampton who paid town-dues were each entitled to graze two beasts on the common, and the householders' rights were safeguarded by various officials, the chief of whom was the Cowherd. It was his duty to fix time and place for beasts to graze, and he was

The Cowherds Inn as it is to-day



A view of the main bar, with "Hoppy" well in the picture.



Part of the restaurant.

also responsible for maintaining gates and fences in good repair. He was also responsible for keeping the cattle out of the range of the shooting butts during the period when all men, and even boys over the age of seven years, were required to practise archery. He was paid by the fees collected from the common users—2d. a week. (In those days 2d. was worth about half-a-crown.)

The office eventually fell into abeyance, and before 1811 his residence had been let as an inn.

To-day the Cowherds Inn is synonymous with comfort, pleasant surroundings and good food.

The Proprietor is Mr. A. G. Cornish-Trestrail and the restaurant is managed by Mr. Rio. J. Tobia.

Our people and places—LONDON



The Jolly Waggoners.

The Jolly Waggoners on the Bath Road, Hounslow, where Mr. James Clare is our tenant, is a typical modern well laid out house with plenty of parking space and extensive bars. This popular house, modern though it be, boasts a haunted room, which just goes to show that ghosts are not all that old-fashioned.

also through our extensive Free Trade business.

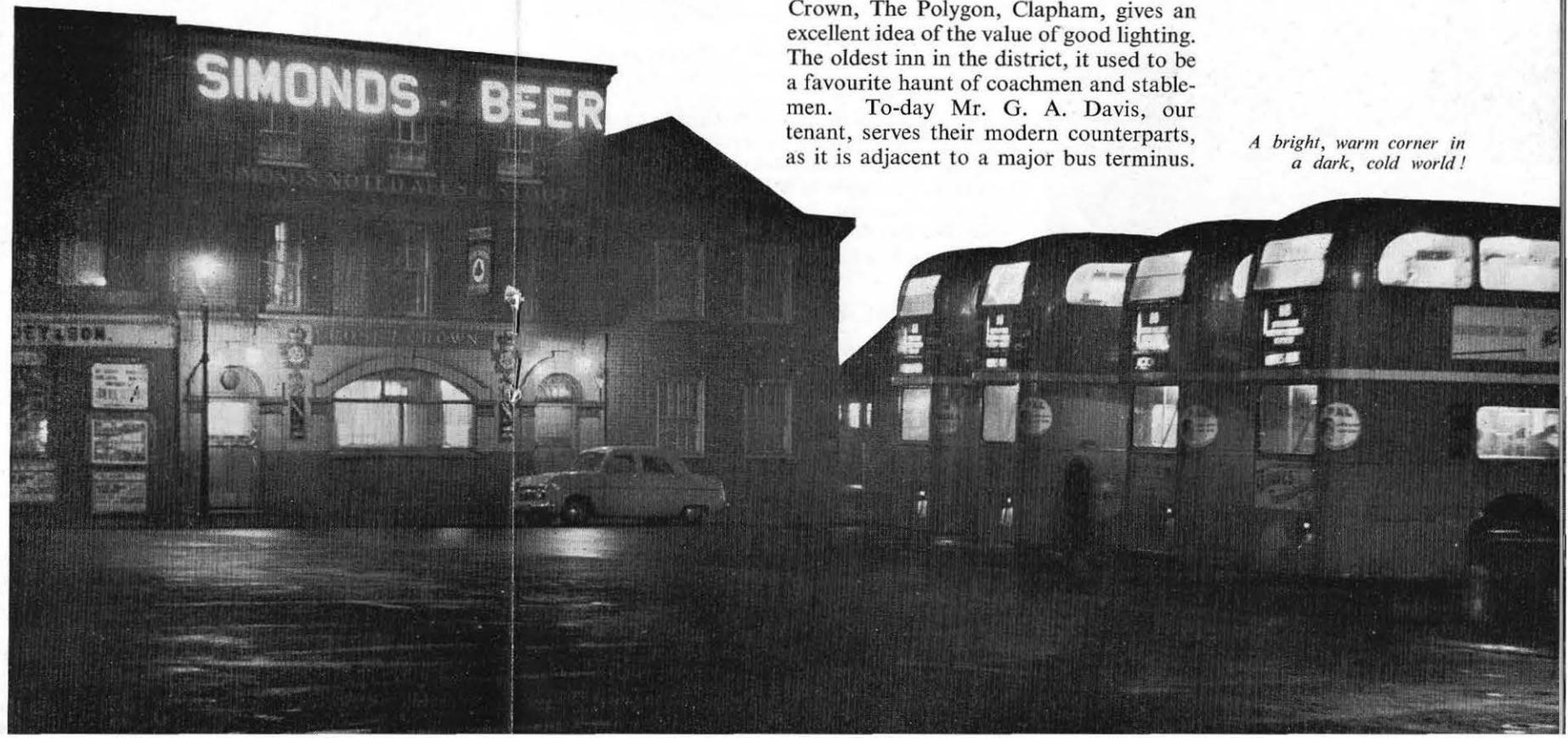
Our houses vary from famous historic inns like *The Devereux*, frequented by journalists and members of the legal profession, to cosy little beer houses where darts and the fortunes of the local football team provide the main topic for conversation.

London, with her teeming millions sprawling across a vast area of the Home Counties and ever invading farther and farther into the countryside, demands countless restaurants, hotels and inns to serve the wants of her citizens and her visitors.

Our Company plays a large part in satisfying these needs, both through our houses in and about London, and

This after-dark picture of *The Rose and Crown*, *The Polygon*, Clapham, gives an excellent idea of the value of good lighting. The oldest inn in the district, it used to be a favourite haunt of coachmen and stablemen. To-day Mr. G. A. Davis, our tenant, serves their modern counterparts, as it is adjacent to a major bus terminus.

A bright, warm corner in a dark, cold world!



Mr. C. J. Hemmings, the licensee, with Mrs. Hemmings and "Jimmy."

The Royal Oak, Bedfont, on the main London-Staines road, is the kind of house you tell your friends about. Its walls are gay with scores of coloured prints of famous horses; "Jimmy," the budgerigar hops from shoulder to shoulder through the bars; and in summer children can enjoy donkey rides on the lawns.

In the corner of its bright saloon bar decorated with indoor creeping plants, a huge sunfish blinks its eyes when the clock strikes the hour and the half-hour—and astonished customers blink back!



◀ *Mr. Lane draws a pint*

Mr. John William Lane, mine host at the cosy little "Royal Horseguardsman." Brentford, can tell his customers all they want to know about the local team. An ex-professional footballer, Mr. Lane used to be captain of the Brentford team, and in his professional days he played also for Burnley and Chesterfield.

Mrs. Markham hands them out ▶

The North Star, Hounslow, strategically placed beside the railway station, is a favourite spot with tired businessmen for a reviver after a long and exhausting day in the City.

Our tenant, Mr. E. J. ("Ted") Markham, has just been elected Chairman of the Licensed Victuallers' Benevolent Institution.



Mr. E. A. Tinson, of "The Three Pigeons," Ealing ▶

"The Three Pigeons" is an ancient house close by Ealing Studios. It is frequented by personalities of the film world when they are "on the set" at the Studios.

◀ *"The oldest inhabitant" chats with two of his juniors and Mrs. W. Newell.*

The "oldest inhabitant" of the Prince of Wales, Acton Lane, Chiswick, is Mr. George Williams. A retired postman, Mr. Williams has been using this comfortable little house regularly for the past sixty years. He remembers the time when the proprietor, now long dead, used to sell milk as well as beer at the same price—2d. a pint!



◀ *Part of the spacious public bar of "The Bulldog." Our tenant, Mr. R. W. Urwin, is behind the bar.*

Another modern house with plenty of space and fine long bar counters, The Bulldog, on the A.30 at Ashford, was built in 1939. Formerly "The Stag and Hounds," it was renamed "The Bulldog" when our Bulldog Pale Ale won the Gold Medal at the Brewers' Exhibition, 1950.

The happy faces of the customers show that the drinks at the Prince of Wales are all right ▶

A view—from this side of the bar for a change—of the saloon bar of The Prince of Wales, Hanwell. The tenant of this house, Mrs. L. Hemmings, has lived there for forty-five years. She took over the licence when her late husband died, and is assisted by her son and his wife.



Mr. E. Gosney, the Staines Branch Manager, chats with Mr. F. R. Couldridge and Mrs. Couldridge, of "The Royal Oak," Ealing Broadway ▶

A busy house in a busy suburban street. A noticeable feature about the comfortable saloon bar is the long glass shelf which runs the whole length of the bar, packed with glistening glasses of every size and shape.



◀ *Mr. W. M. Ceaton draws a pint of S.O.S. at "The Three Kings," Twickenham.*

A justly popular house which has a great reputation locally for its fresh ham rolls. It has a striking inn sign showing the three "Wise Men" or "Kings" of Biblical significance.



▲ A view of the saloon bar of The Victoria Inn.

The Victoria Inn, Hayes, is a favourite resort for passengers and crew from the nearby London Airport. Mr. R. E. Pethen ("Mike" to his many friends), has built up an enviable reputation for his catering. It is no exaggeration to say that his inn is known throughout the world through its flying clientele for its food, particularly for its steaks.

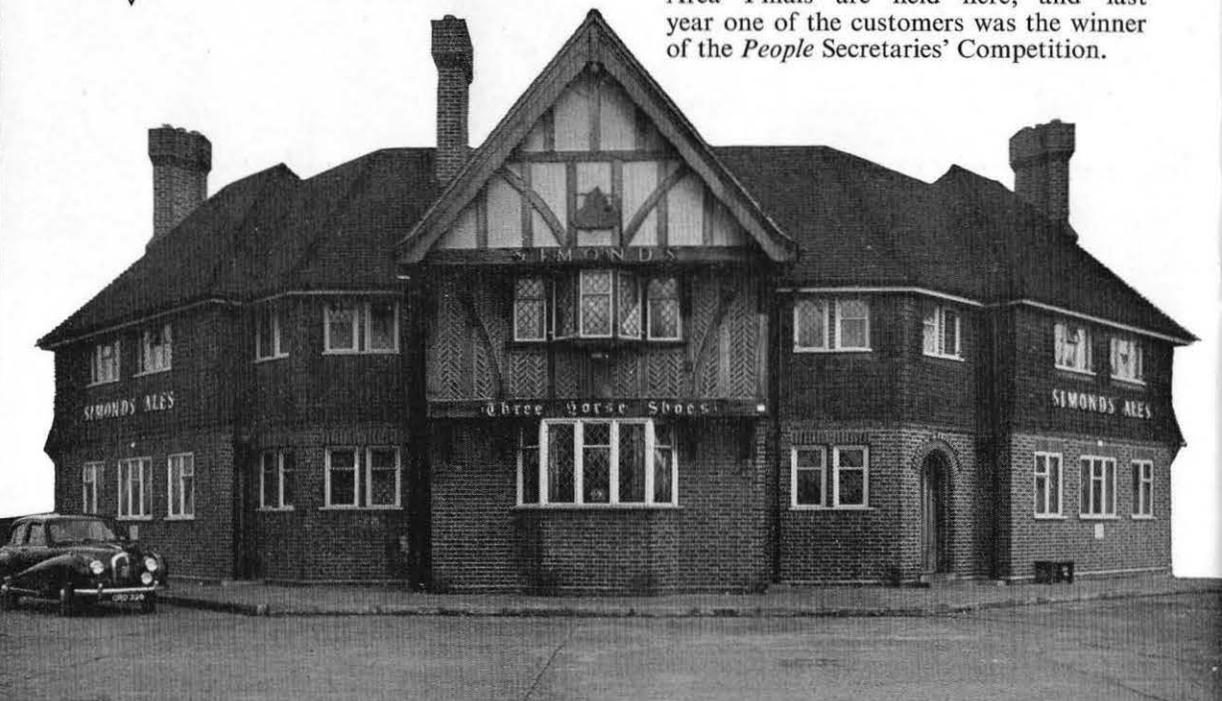


▲ Mr. J. W. Judd enjoys a tune from his two pianos.

The "Kicking Donkey" is the local name for the Grey Horse, Sunbury. This is an old-fashioned house with a great local reputation. It is not far from the London Irish and the London Welsh Rugby grounds, and on Saturday nights, with the two pianos going, the Rugby players certainly make the rafters ring.

This is a neat suburban, and well-furnished house, kept by Mr. and Mrs. C. R. Winter, and is the centre of darts interest locally. The *News of the World* Area Finals are held here, and last year one of the customers was the winner of the *People Secretaries' Competition*.

▼ The Three Horseshoes, Feltham.



▲ Mr. I. S. Law, Manager of The Devereux, with some of his customers from the literary world.

Situated in the heart of historical London and a rendezvous of famous Fleet Street writers and lawyers from the Law Courts, The Devereux, off Essex Street, Strand, was one of London's earliest coffee-houses. Literary giants of the past—Dr. Johnson, Oliver Goldsmith, and others—used to meet there to talk over their coffee.



▲ "The Daily Cause List" of the Supreme Court of Judicature is conned daily by members of the legal profession.

"THE BAD OLD DAYS"

The following extracts from the "Daily Mail," dated April 30, 1898, price One Halfpenny, are reprinted without comment:—

1. Country Inn, with small posting trade and right of standing at station, a genuine little business; all at £250; including job stock, horses, etc.
2. £165, all as it stands, or the inventory of furniture can be reduced to suit purchaser; a capital little public, centre of large market town; rent £15; this is worth seeing personally.
3. £100. Nice little country inn, near station; rent £12; good home; splendid garden; living trade.
4. £50. Village beer house, near Maidenhead; nice little house; large garden; rent £10.

Please apply Messrs. Horley & Son, Maidenhead Station.

★

WANTED at the HOLBORN UNION SCHOOLS, Mitcham, a KITCHENMAID. Salary £16 per annum, with board, lodging, washing and uniform, and £2 per annum (optional) in lieu of beer.

TAKING A LONG PULL

H. & G. Simonds Ltd., the Reading brewers, recently received a letter from a Mark Bell, of New Jersey, U.S.A. :—

"I receive the 'Reading Mercury' regularly and always read your advertisements for Tavern Ale. I hope to come to Berkshire to live after being over here for 30 years, and I look forward to sampling your produce at frequent intervals."

Simonds wrote to the newspaper :—

"This letter certainly seems to show that the 'Reading Mercury'—as well as our advertisements for Tavern Ale—gets around the world pretty well."

(FROM "ADVERTISER'S WEEKLY")

West House Hotel opens at Bridgend

The West House Hotel, Bridgend, opened its doors as a modern fully-licensed hotel a couple of days before last Christmas.

The hotel is situated in the midst of a large Council housing estate, about 200 yards off the main Bridgend-Swansea road.

A major scheme of conversion was planned by the Company's architect and carried out by a local contractor under the supervision of the Area Surveyor.

Mr. R. G. Howie, responsible for the interior decoration and furnishing of the

hotel, has again produced a most comfortable and attractive house.

The hotel comprises a well-appointed lounge bar, a large public bar, a ladies' bar, and an off-sales department on the ground floor. There is a dining-room on the first floor, and a flat for the Manager, Mr. F. C. Phillips, and his family.

This is the first house opened in Bridgend since 1936, when another of our houses, Ye Olde Brewery House, opened its doors.



The public bar with its up-to-date furnishing and modern décor.



The lounge bar of the West House Hotel is attractive, well-lighted and spacious.

* * * * *

*
 * Copies of most of the pictures appearing in the "Hop Leaf Gazette"
 * may be obtained at reasonable prices. Application should be made to the
 * Advertising Department, The Brewery, Reading.
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AN "AMBASSADOR" RETIRES

Our tenants of the Staines area from three counties, Surrey, Middlesex and Bucks, were among those who paid tribute to Mr. R. J. Prangley, Tied House Collector and Inspector for the area, upon his retirement, on December 31, after fifty-three years' service.

It was a unique ceremony at the Packhorse Hotel, Staines, when their gifts, a silver rose-bowl and a cheque, together with a handbag for Mrs. Prangley, were presented.

Mr. Prangley was described as "an Ambassador of good relations between the Brewery and its tenants" by Mr. W. H. Davis, speaking at the luncheon party on January 21, where Mr. H. Hales, of the Lucan Arms, Laleham, made the presentation.

Mr. Hales said of Mr. Prangley: "He always had the respect and esteem of the many licensees in the district."

The bowl was inscribed, "Presented to W. R. Prangley, Esq., from the tenants of



Mr. and Mrs. Prangley.

H. & G. Simonds Ltd. (Staines Area) as a token of esteem and gratitude on his retirement, 1953."

Mr. Prangley, who commenced his service with Ashby's Staines Brewery Ltd., as a junior clerk, and who passed into our employ in 1930, when that Brewery was taken over, had held the position of Tied House Collector and Inspector for more than twenty years.

Other presentation gifts on his retirement included an electric clock, a Rolls razor and a barometer.

* * * * *

BOUQUETS . . .

FOR the Manageress and Staff of the Bolton Cross Hotel, Brixham, Devon, from Mr. James D. Wells, of Southwick, Sussex, who, after a week's stay there, has written to Brighton Branch:

"I had the pleasure of spending a week at the Bolton Cross Hotel, Brixham, Devon, some short while ago whilst on business for my Company, which is the Torbay Paint Co., Brixham, Devon, and I feel that I must write, although rather belated, and thank you for converting a business trip into one which gave me much pleasure.

I would like to compliment you on the service supplied by your Manager and Manageress, also upon the service rendered by your Staff.

As it is a very rare occasion when one stays at an hotel and is given the impression that whatever service you may request, it is a pleasure for the Staff to render, it does definitely leave an impression.

I do hope that you will pass my thanks and appreciation on to the people or peoples concerned."

**SUCCESS AT THE HOTEL AND
CATERING EXHIBITION AT
OLYMPIA**

Two outstanding successes were achieved by our Hotels and Catering Department at the recent Hotels and Catering Exhibition held at Olympia, London.

Third prize and a bronze medal were gained by Mr. J. L. Hastings, Assistant Manager of the Hotels and Catering Department, in conjunction with Mr. and Mrs. W. G. Rush, the Management of the Falcon Hotel, Woodley, for their entry in Class 7, consisting of a laid seven-course dinner for four persons, all cold dishes.

The meal was prepared at the Falcon Hotel and transported to Olympia in the early hours of Monday, January 25. Lay-up and final preparation had to be ready for the judges by 10 a.m. After judging, the exhibit was on view to the general public for two days.

The menu consisted of : hors d'œuvres varies, l'évantail de filets de sole, les mousselines de canard sauvage aux mandarines, le filet de bœuf froid a l'Anglais, la salade mimosa, les meringues Chantilly, le desert, le cafe crème. Floral decorations were executed by Mrs. Hastings.

* * * * *



NEW SHERRY BAR
The recently-opened Sherry Bar of the Eastgate Hotel, Oxford. The bar was originally two bedrooms and a bathroom. Mr. R. Howie was responsible for the décor.

* * * * *

Mr. J. Chmurow, Manager of the Queen's Hotel, Farnborough, entered the award-winning exhibit shown in our photograph, a scale reproduction of Tower Bridge executed entirely in icing-sugar. It gained a well-deserved Certificate of Merit in Class 12.



Mr. J. L. Hastings

The Tower Bridge in icing-sugar

TORQUAY BALL

Prizes for ladies whose dresses best represented a well-known trade advertising personage or slogan were awarded at the recent Annual Banquet and Ball of the Torquay and District Ladies' Licensed Trade Auxiliary.

Our group shows Mr. C. R. Holman, Manager of the Devonport area, with the wives of some of the tenants. On the left is Mrs. D. E. Tunkin, of the "Country House Inn," who represented Velvet



Stout ; Mrs. J. Woods, of the "Rising Sun," Torquay, who is Chairman of the Torquay Ladies' Auxiliary, represented Sandeman's Port ; Mrs. W. J. Turner, of the "Seven Stars," Dartmouth, represented "Simonds' Heavy," and Mrs. A. E. Peeke, of the "London Inn," Paignton, who represented Whiteway's Cider.

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Wine and Spirits Department

Mr. P. H. Manners-Wood was appointed Manager of the Wine and Spirits Department on January 1 last, in succession to the late Mr. S. T. Warner.

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NEWPORT DINNER & DANCE

The principal guests and the ladies' committee at the Second Annual Dinner and Dance of the Firm's licensees in the Newport district, held at the Westgate Hotel, Newport.

* * * * *

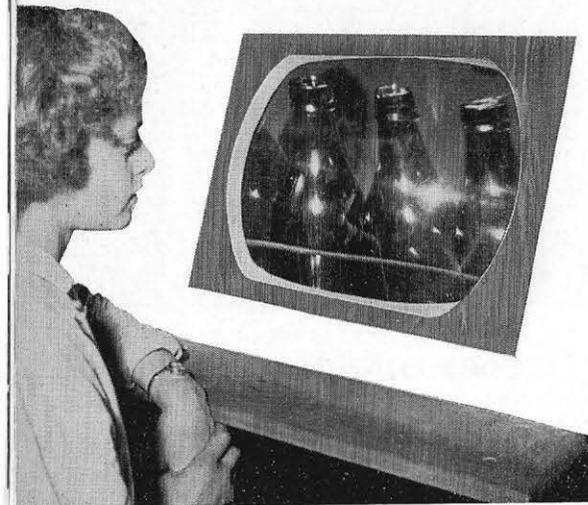
CHILDREN'S PARTY

The Mayor and Mayoress of Woolwich, Councillor S. C. Collins, J.P., and Mrs. Collins, and Mr. W. A. Steward, M.P. for West Woolwich, were guests at a Children's Party held at the Rochester Way Social Club, Eltham, on January 9 last, when three hundred members children attended.

After a bumper tea—"Never was so much consumed by so few," said the Secretary—Freddie Fields' Concert Party entertained the children.

The Mayor, Councillor S. C. Collins, J.P., pulls a pint—under the watchful eye of the London Manager, Mr. S. M. Penlerick—after the children's party was over.



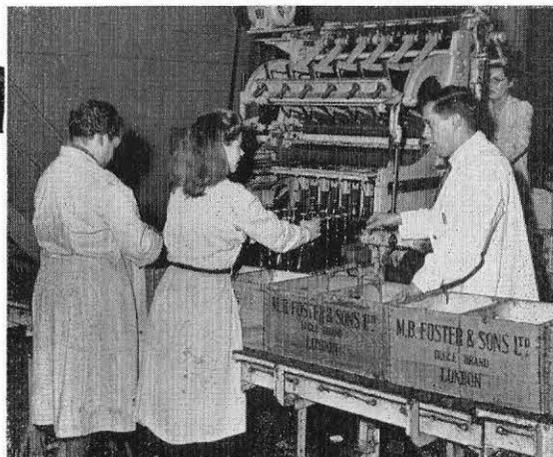


WHAT'S HER LINE?

... SHE IS A BOTTLE-WASHER WATCHER!

Miss Marie Hartop's task at M. B. Foster's is to examine the bottles as they pass behind a television type paraffin-filled enlarger on their way from the washing unit to be filled with Tavern on a unit which fills, corks and labels approximately 300 bottles an hour.

Right :
Mr. L. Shey, M. B. Foster's bottling foreman, supervises the labelling end of a bottling unit at the Brentford factory.



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STILL IN THE FAMILY



After more than twenty years as licensee of the Queen's Hotel, Porthcawl, Mrs. A. L. Bryant has been succeeded there by her son, Mr. F. C. (Freddie) Bryant.

During that period Mrs. Bryant has endeared herself to all her customers and her personal friends became beyond number.

Mr. Freddie Bryant is Chairman of the Porthcawl Rugby Club. His father is extremely well-known in golfing circles in all parts of England and Wales.

Mrs. A. L. Bryant, licensee of the Queen's Hotel, Porthcawl, with her husband and her son, Mr. Freddie C. Bryant, and daughter-in-law. On the bar is the presentation clock given by her customers to Mrs. Bryant as a mark of their esteem.



THE MERRY MAIDENS

Nearly 90 years elapsed from the time that the above picture of the Merry Maidens on the Shinfield Road, Reading, was taken in 1865 and its modern counterpart.

The four figures which decorate the front walls of the Merry Maidens are traditionally claimed to commemorate the favourite dancing girls of a former monarch, and have weathered the years well.

Mrs. Oxlade, the present licensee, who took over the licence when her husband died a few years ago, celebrated the twenty-first anniversary of her arrival at the Merry Maidens in March.

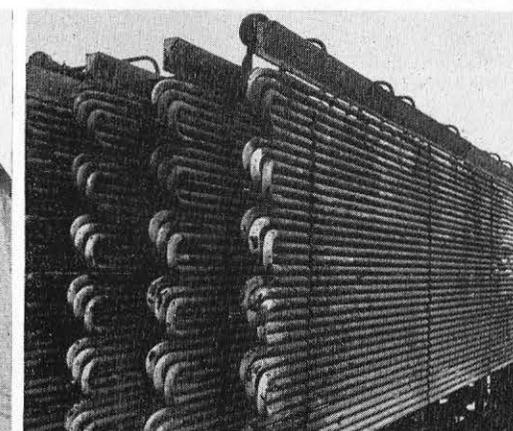
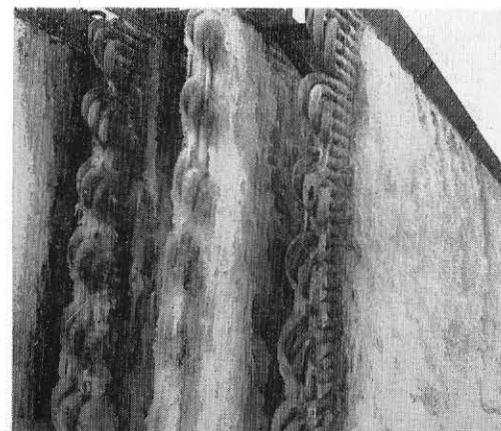


THE BIG FREEZE-UP

Left :
The automatic condensers on the roofs of the powerhouse at Reading Brewery provided this unusual spectacle during the cold snap in February. Some who saw this feared that a freeze-up in the Brewery was imminent, but it was in fact the freeze precautions put into operation by the Powerhouse Supervisor, Mr. Leslie Farrance, who ran the pumps continuously day and night, causing the ice to form.

Incidentally, the fish population, transferred from the nearby River Kennet to the trays beneath the condensers, where they were placed to keep down the weed formations, suffered no ill-effects from the cold snap.

Right :
The automatic condensers presenting their normal appearance a few days later.





This happy group represents a departmental mix-up, but nobody minds that at the Annual Ball.



This group makes it clear that the younger generation were enjoying themselves thoroughly.



Some of our tenants and their wives who attended.

Staff Parties from here, there, and everywhere

Reports of Staff Parties and Dances have arrived from all over the Hop Leaf area—pictures as well—except in the case of two Branches where they have been delayed, but unfortunately, printers, like time and tide, “wait for no man.”

All the reports have one thing in common—they are happy, and this excellent spirit is clearly reflected in all the pictures we have received.

Reading.

Reading Staff Dance was held at Olympia, Reading, on Friday, January 22, and it was the usual happy and enjoyable function.

Bristol.

Bristol’s Annual Party, which was voted an enormous success, was held at “The Berkeley,” Bristol, on February 16.

Devonport.

More than 500 people, including staff from Devonport, Torquay, Penzance, and Saccone and Speed Ltd., attended the Devonport Staff Ball at the Exmouth Hotel, Devonport, on Friday, February 19.

During this successful evening there was both modern and old-time dancing. There

was also a fiercely-fought contest between Mr. Churchward, of Devonport, and Mr. Johns, of Torquay, concerning the best way to be fed with a bottle of XXXXX.

Newport.

The Westgate Hotel, Newport, was the rendezvous for 150 revellers at the Newport Staff Party, which was held on January 29.

Outside, weather conditions were deplorable, but inside it was a most entertaining evening, and the only complaint was that it was “over too soon.”

London.

On February 18, the London Staff Party was held at the Ardington Rooms, Clapham Common. A three-piece band, several amusing party games and a first-class buffet were some of the ingredients which made this a thoroughly successful and happy evening.

Staines.

At the Packhorse, Staines, on February, 18, the Staines Branch and its friends and relations met for their seasonal and carefree annual event.



A group of Devonport revellers with the Branch Manager, Mr. C. R. Holman, nicely centred.



... And this is Mr. Johns romping home in the XXXXX Competition.



An intimate little group of Newport revellers.



First have plenty to eat! Some of the 300 people who attended the Berkeley party.

Another group which gives a good clue to the exciting kind of evening it was.

Mainly about People

New Arrivals.

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

Reading :

- Mr. K. R. R. BOYCE, Appointed Area Surveyor, Swindon District.
- MISS D. WHEELER, Hollerith Department.
- MISS J. STEPHENS, Hollerith Department.
- MISS M. J. MUNDY, Hollerith Department.
- MISS ANDREA COURT, Hollerith Department.
- MISS I. D. STOCKING, Accounts Department.
- MISS AUDRIE COURT, Correspondence Department.
- MRS. T. EXCELL, Hotels Department.
- MISS J. HOPKINS, Stocktaking Department.
- MR. GORDON HAYES, Wine Stores.
- MR. H. TURNER, Wine Stores.
- MR. D. M. KINSEY, Junior Brewer.
- MISS A. J. COMPTON, Arthur Cooper.
- MRS. I. B. BRISTOE, Hollerith Department.
- MISS J. M. KEATES, Hollerith Department.

Branches :

- Brighton : MR. M. H. J. OVER.
- Bristol : MISS M. KING.
- Staines : MISS M. A. WILMOT.
- Swindon : MR. E. REED.

* * *

The following employees have left for National Service :—

- Mr. H. Turner, Wine Stores, Reading.
- Mr. E. Munt, Home Trade Department, Reading.



Mr. K. R. R. BOYCE

Mr. A. Thatcher, Advertising Department, Reading.

We welcome back after National Service Mr. R. Tampling, of Bristol Branch.

* * *

People on the Move.

The following staff changes have taken place :—

Reading :

- MR. S. JENNINGS, Cask Office to Hotels Dept.
- MR. D. J. DOWNEY, Hotels Dept. to Bottling Dept.
- MR. D. BECKFORD, Bottling Dept. to Brewing Room.
- MR. F. W. LAWRENCE, From Bristol to Chief Clerk, Accounts Dept.
- MR. S. JENNINGS, Hotels and Catering Dept. from Cask Office.
- MR. F. COLE, Correspondence Office to Advertising Dept.
- MR. F. R. J. COBB, Promoted to Third Brewer.
- MR. P. H. MANNERS-WOOD, Appointed Manager, Wine and Spirits Dept.

Branches :

- MR. A. H. MORGAN, who joined the Firm in June, 1931, and who served with the Royal Air Force in the Far East during World War II, has been appointed Public House Inspector in succession to Mr. R. J. Prangley in the Staines area.
- MR. S. R. COUCH (Devonport), Appointed Stocktaker.

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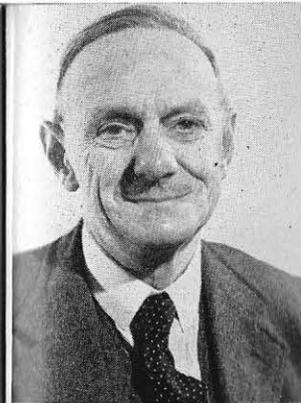
Mr. R. Lambourne, of the Accountants' Department, has been successful in passing the intermediate examination of the Institute of Company Accountants for which he sat in London in November.

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Retirements.

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

Mr. A. E. Smith, of the Accounts Department, who has retired after 50 years' service.



Mr. A. E. SMITH



Mr. F. W. LAWRENCE



Mr. R. LAMBOURNE



Mr. A. H. MORGAN

Mr. H. Price, of the Delivery Department, who has retired after 31 years' service.

Mr. W. R. Prangley, of the Estates Department, who has retired. Before joining our Company in 1937, Mr. Prangley had been 37 years with Ashby's, Staines.

Mr. H. Hinxman, Motor Transport Engineer, who retired on January 22, after nearly 35 years' service.

* * * * *

Mr. A. E. Laundry, of the Scalds and Cellars at the Tamar Brewery, who retired during January after 24 years' service.

Mr. V. N. Diplock, of Brighton Branch, who retired on January 31 because of ill-health.

Mr. W. J. Martin, of the Cask Washing Department of Tamar Brewery, who has retired after 32 years' service.

"SINBAD THE SAILOR" OUTING

Six coachloads left Reading Brewery on Saturday afternoon, January 30 last, for an outing to Empress Hall, London, to see "Sinbad the Sailor on Ice."

During the interval Mr. F. P. Lawrence, leader of the party, and Mr. Dennis Waite, who works in the "Yard" at Reading, went backstage to meet the two stars of the show, Miss Andra McLaughlin and Norman Wisdom.



Top right :
Andra McLaughlin, who played the part of Sinbad, autographing a picture of herself for Mr. Waite. It looks as if he is trying to get her telephone number as well!

Bottom right :
Norman autographing Mr. Lawrence's programme.



Sport

Bridgend

The annual presentation of prizes in the Caerleon Table Skittles League took place at the White Hart Hotel, Caerleon, on Friday, January 15 last.

Mr. W. G. Sweet presented the Simonds Challenge Shield to Mr. F. Bristow, Captain of the White Hart, and com-

plimented him on his team's performance.

The Simonds Individual Championship tankard was presented to Mr. T. J. Griffiths of the St. Julian's "A" team.

Mr. W. J. Sully, Chairman of the League, presided.

Bristol

HOP LEAF SKITTLES LEAGUE

It looks as if "The Three Blackbirds" team are going to have a walkover in the "A" Division. At the moment they are 12 points ahead in the league.

In the "B" Division the Avon Vale Sports team are leading by 8 points.

The Bristol Branch "A" team are having a fair season and are midway in the higher section. The "B" team have not been so successful, but their enthusiasm remains very keen.

SOCCER

Ben Smart, of the General Office Staff, who has been a member of one of the Bristol Side F.C. junior teams since leaving school has twice this season been

included in the list of players to represent Gloucester Youths in the County Championship.

Devonport

DARTS

The City Hotel, Truro, won the League Cup outright by becoming champions of the Truro and District Darts League.

Mr. F. C. Lewis, Chairman of the League, and tenant of the City Hotel, opened the final game by winning his leg, which ended in a 5-4 win for his team.

The winning team, with Mr. F. C. Lewis, Chairman, proudly holding the Cup.



Kenya

KENYA TENNIS VICTORY

Playing in one of the strongest Kenya Tournaments, an East African Breweries pair consisting of Mr. B. H. Hobson, an old Cambridge Tennis Blue and Sales Manager of East African Breweries Ltd., our Associated Company in East Africa, and Mr. P. Soegard, a Danish brewer on the staff at Ruakara, caused a big surprise by defeating the representative Asian pair, Saeed Cocker, seeded in last year's

Pakistan championships, and Doctor Ansari, who has played for India in the Davis Cup.

An official of the Kenya Lawn Tennis Association, watching the match, remarked that if the Breweries pair could reproduce similar form they could not be ruled out as possible winners of the Kenya championship next year.

Reading

TABLE TENNIS

Both table tennis teams have enjoyed a fair amount of success, the "A" team losing only one game so far.

A. Dines and R. Forrest have been honoured by being invited to play for Reading this year, and R. Forrest is also representing the county of Berkshire.

Results so far:—

DIVISION 1 : Played 6 ; won 5, lost 1.

DIVISION 2 : Played 6 ; won 3, lost 3.

An individual handicap table tennis tournament was held at the Social Club, Reading, on January 28 last, in response to an appeal for funds by the English

Table Tennis Association for the World's Table Tennis Championships.

The contest produced an excellent evening's entertainment and some first-class table tennis. In the semi-finals Bob Forrest beat Ken Organ, and Ron Brind beat Allan Dines. In the final Ron Brind, last year's Reading Junior Cup winner, who was plus 6, beat Bob Forrest, the Reading representative in the Wilmot Cup, after a dour struggle. He was awarded an engraved plaque presented by the English Table Tennis Association.

THE MINOR ELEVEN, who have had a successful season in the Second Division of the Reading Minor League. Reading from left to right : Standing—J. Jones, J. Newell, P. Wells, K. Ward, J. Collis, D. James. Seated : M. Purvey, A. Toft, E. Munt (Captain), R. Russell, A. Print. At present the Minor Eleven is third in this league with 23 points from 16 games played. Top goal scorer of the side is centre-forward R. Russell with 24 goals to his credit. Outside left E. Munt comes next with 13 goals.



Mr. A. Randall, of the H.Q. Staff Off-Licence Department, who was selected to play left back for Berks and Bucks F.A. against Middlesex at Southall on Wednesday, January 20.

For some time Mr. Randall has played for Maidenhead in the Corinthian League.

The Staines and District Hop Leaf Darts League has been enlarged this year. It now has four sections—three of ten houses and one of eleven.

The liveliest interest has been taken in each section. Leaders of each section to date are :—

The Three Tuns, Staines, Section I, who have won seven out of their thirteen matches, with an aggregate of 25 points.

The Greyhound, Sunbury, Section II. They have won twelve out of their thirteen matches, and have an aggregate of 33 points.

The Rising Sun, Datchet, Section III, have won eleven out of thirteen matches, with an aggregate of 30 points ; and The Jolly Waggoners, Hounslow (Public Bar), Section IV, have won eleven out of their fourteen matches, with an aggregate of 31 points.



Mr. Tom Barratt, a customer of The Three Horse-shoes, Feltham, winner of the Team Secretaries' Contest organised by "The People," receiving his Cup from Mrs. H. Ainsworth, wife of the News Editor of "The People." There were over 7,000 entries.

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DEVONPORT ANNUAL DINNER

The office staff and foremen of the various departments of the Tamar Brewery, Devonport, held their Annual Dinner at the Lockyer Hotel, Plymouth, on December 7. The dinner was preceded by a visit to the Palace Theatre, Plymouth.

Contrary to normal practice, writes a correspondent, the show visited was "Riders of the Range," and we say this because it has been the habit in the past to choose a revue containing more feminine pulchritude than that displayed by the delightful mare which was part of the show. To the great hilarity of our staff, there were several mentions of Simonds Beer and particularly Tavern.



TAVERN DISPLAY: This attractive window display for Tavern is now being installed in many hundreds of windows throughout our territory by our Advertising Department.

Hop Leaves

Colleagues of the Clerical Staff at the Tamar Brewery were present in the General Office on December 19, when Mr. C. R. Holman presented a fireside chair subscribed for throughout the Brewery as a token of esteem to Mr. H. J. H. Smith, Stocktaker, retiring after twenty-three years' service.

Ill-health, requiring a change of occupation, was the reason for his departure.



One of the original fitters when the first petrol vehicles were introduced at Reading, Mr. H. ("Dad") Hinxman, who retired in January, was presented with an easy chair as a retiring gift.



Two members of our Staines Branch Staff, Carpenter H. Dexter, and his son, Painter A. Dexter, were awarded the Royal Horticultural Society's Bronze Medal at the Annual Chrysanthemum Show of Staines and District Gardening Society at Staines Town Hall.

Their award winning exhibit was an interesting display of cacti and chrysanthemums in pots.

Colleagues of Brighton Branch presented a Ronson lighter as a memento of their association, and as a token of good luck for the future to Mr. J. E. Jones, Foreman, who recently left our employment.



Mr. J. E. Jones

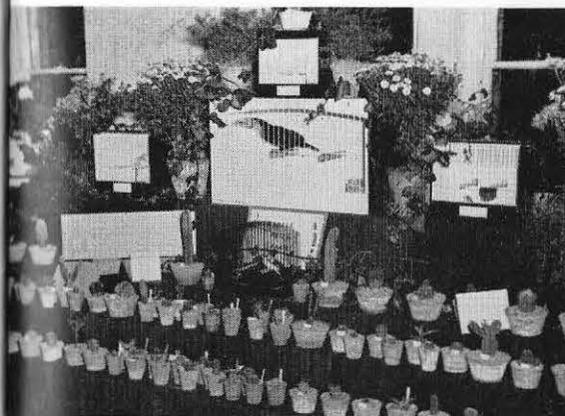


Mr. B. H. Quelch, Bristol Area Manager, was one of 197 prize-winners in the Christmas Draw of the Horfield and Bishopston Unionist Club for which more than 4,000 tickets were sold. His prize was a case of Tavern Ale and, needless to say, he was unsuccessful in removing it from the Club.



A former member of the staff at Reading for a short period, Miss Pamela Barney, is reported to be doing extremely well at the local Everyman Theatre, Reading, the local Repertory Theatre.

L.N., Dramatic Critic of the *Berkshire Chronicle*, wrote recently of Miss Barney, "She has unusual personality as well as a natural aptitude for drama."



Left :
The Dexter's exhibit at Staines Town Hall. Included on their stand were numerous cages of beautifully coloured birds.

Right :
Miss Barney (seated).



Miss B. V. Warrick

Miss Brenda Valerie Warrick, daughter of our tenant at the Bank Tavern, Aldershot, was one of the demonstrators at Hotelympia.

Miss Warrick gave demonstrations twice daily in a specially constructed bar in the gallery, with the object of passing on many of the lessons taught on the Licensed Trade training courses which are run by the National Trade Defence Association.

A daughter, Carol June, was born on February 6 to Mr. S. Keast (Devonport Office Staff) and Mrs. Keast.

About 180 children attended the Annual Children's Party for children of the members of the Devonport Branch Social Club held at Exmouth Hall, Devonport, on January 9.

The programme included entertainment by a Children's Concert Party, community singing, tea, cinema show, and ended with each child receiving presents from Father Christmas. This was followed by a concert party at the Club premises in the evening which was also well attended by parents.

Swindon Branch had their first Staff Outing on December 19 as a curtain raiser to the Christmas festivities.

A coachload of merrymakers went by coach to Oxford to attend a performance of "Meet Mr. Callaghan" at the New Theatre.

After the show a very enjoyable dinner was partaken at the "Evenlode House Hotel" at Eynsham.

Caricatures of customers appear in a coloured hunting scene which decorates the lounge bar of the Horse and Groom in St. George's Road, Bristol.

The picture was painted by Mr. Cliff Brown on a piece of hard board and below is the scene at the unveiling ceremony.

One of the customers who appears in the scene, Mr. John Ironmonger, performed the unveiling. Our popular tenants, Mr. and Mrs. Baldwin, also appear in the *Bristol Evening World* photograph which we reproduce.

The "Horse and Groom," Bristol.



Prompt action by Mr. C. Grover, charge-hand, and several of his colleagues, prevented any serious damage when he discovered that a fire had broken out in the Beer and Crate Store, Reading, on February 1.

A call was sent for the Fire Brigade, and meanwhile they tackled the flames. When the Fire Brigade arrived a few minutes later the fire was almost out, and through their efforts a serious outbreak had failed to materialise.

Transport Engineers' Social Evening.

Members of the Reading Garage staff and their wives and friends held their first social evening at the Griffin Hotel, Caversham, on January 15.

Music for old-time and modern dancing was provided by "The Mason Music-Makers" led by Mr. Robert Wells, Garage Clerk.

There were also a number of popular and amusing games and some excellent solo turns by various members of the staff.

This highly successful evening was organised by Mr. F. Brench.

Mr. G. A. Cooper is the new manager of the Prince of Wales at Tilehurst, which passed into the management of the Estates Department at the end of the year.

A son, Martin Trevor, was born on December 27 to Mr. and Mrs. F. Smith, of the Estates Department, Reading.

More evidence of our world-wide circulation was the application for a copy of the HOP LEAF GAZETTE received from Mr. Joseph H. Marshall, of the New Martin Hotel, Wilmington, Ohio.



Mr. W. H. Alley

Mr. George Morrison, co-licensee of The Sportsman in City Road, London, has found a novel and successful way of raising funds for an outing for the patrons' children.

Specially constructed coloured darts were provided for customers last year to throw money up to the ceiling. Bottle tops pierced with a tack ensured that the money stuck there when it was thrown, and just before Christmas the ceiling in the bar presented an attractive sight.

In the picture our North London Representative, Mr. W. H. Alley, is seen perched on a pair of steps helping to remove some of the darts. Sufficient money was raised to provide 120 children each with a toy and to take them to a pantomime, "Little Bo Peep," at the Hackney Empire.

On the day after the ceiling was cleared, Mr. Morrison threw up the first dart for next Christmas treat.

We are glad to welcome back after more than six months' absence through sickness, Mr. K. White, of the Home Trade Department.



Mr. Robert Wall, Steward of the Plymouth Dockers' Social and Welfare Club, West Hoe, Plymouth, with a glass of Simonds "Heavy." This club was opened in April, 1953, to provide social and recreational facilities to men employed on dock installations in the Plymouth area. It is a very sports-minded club and enters teams in the local billiards, snooker, darts, euchre, football and rowing competitions.

The birth of a daughter on December 29 to Mr. and Mrs. S. R. Twiney is announced. Mrs. Twiney, who was formerly in the Correspondence Department, is the daughter of Mr. T. W. Bradford, former Chief Cashier, and Mr. Twiney is in the Cashier's Department.

A son, Richard, was born on December 22 to Mr. and Mrs. Golding (*nee* Miss Phyllis Lott, of the Transport Department, Reading).

Celebrating Christmas at Port Said, these members of 28A Mess of H.M.S. *Bermuda* include A.B. Albert Taylor, the son of our tenant at the Royal Oak at Wick in South Wales.

Mr. and Mrs. George Taylor, of the Royal Oak, who are among our oldest tenants in the district, have been at the Royal Oak since 1933, sent in this picture in which their son is in the foreground holding a can of our beer.

On January 20, a daughter, Vivienne Carol, was born to Mr. and Mrs. Cyril Pack, of the Accounts Department, Reading.

Mr. Philip Cohn, licensee of the Park Inn, Kingskerswell, was described as one of the outstanding personalities at Flower Shows throughout the West Country in recent years in the "People and Places in Devon" feature in the *Western Times and Gazette* on January 29.

Stating that Mr. Cohn's name has appeared consistently in the prize lists, although he has been exhibiting for only seven years, Mr. Cohn has collected over one thousand prize tickets.

Twenty-two awards and certificates of merit decorate the walls of his bedroom, and of the twenty-two silver trophies on his sideboard, ten were won during the past year.

Colleagues presented Mr. W. J. Martin, of the Cask Washing Department at the Tamar Brewery, Plymouth, with a chiming clock to mark his retirement after 32 years' service.



Christmas aboard H.M.S. *Bermuda*.

Consequent upon the appointment of Mr. E. J. Hollebone as personal assistant to the Head Brewer some reorganisation of duties at the Reading Brewery has taken place.

Mr. V. Richard, is Chief Assistant Brewer, Mr. F. E. R. Phipps is Brewer-in charge of bottling and Mr. F. R. J. Cobb is Third Brewer.

The wedding took place in Reading in December of Miss P. F. Blick, daughter of Mr. and Mrs. Ralph A. Blick, of "The Horn," Reading, and Mr. I. D. Keen.

Work on some minor alterations at the Swan Hotel, Lechlade, led to the uncovering of an old farmhouse kitchen fireplace.

The whole of the stonework and oak beams of the wall where the fireplace stood previously covered over with cement and plaster have been exposed and restored and plaster have been exposed and restored as far as possible to their original appearance.

In accordance with his expressed wish some of his "old bottling boys" acted as bearers at the funeral of Mr. W. E. ("Bill") Loynes, Foreman in the Bottling Stores at Plymouth until his retirement in 1950.

Mr. Loynes joined our staff at Reading in 1897, and was transferred to Plymouth in 1918. His service totalled 53 years.

Bexhill, Sussex, licensing justices have been told, states the *Evening Standard*, that television has created a demand for small casks of beer.

A handsome reading lamp was presented to Mr. V. N. Diplock, a senior clerk at Brighton Branch, by the staff, upon his retirement on December 31.

Ill-health, the result of being gassed whilst serving in the Royal Garrison Artillery in World War I hastened his retirement after 40 years' service.



Mr. and Mrs. I. D. Keen

The third annual Children's Art Exhibition organised by Mrs. G. M. Powell, Manageress of the Royal Castle Hotel, Dartmouth, was held on January 21.

A local commercial artist, Mr. Donald H. Mason, judged the many entries.

The exhibition is organised by Mrs. Powell with the object of encouraging art among the young, with a view to providing them with a hobby or with a livelihood in later years.

Obituary

We deeply regret to record the deaths of the following :

Mr. H. Foddy, late tenant of the Blagrove Arms Hotel, who died on January 20, at Salisbury, aged 58 years.

Mr. F. W. W. Howlett, a pensioner, who retired in 1949, after 48½ years' service with Farnborough Branch, died on January 17, aged 68 years.

Mr. W. E. Loynes, a former foreman in the Bottling Stores at Plymouth until 1950, died on September 29.

Mr. A. E. Smith, twenty years a pensioner since his retirement from Brighton Branch, where he was foreman in charge, died in January, aged 85 years.

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