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*the stronger ale
at a lighter price*

*"You'll find me in your
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says "Hoppy"



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Hop



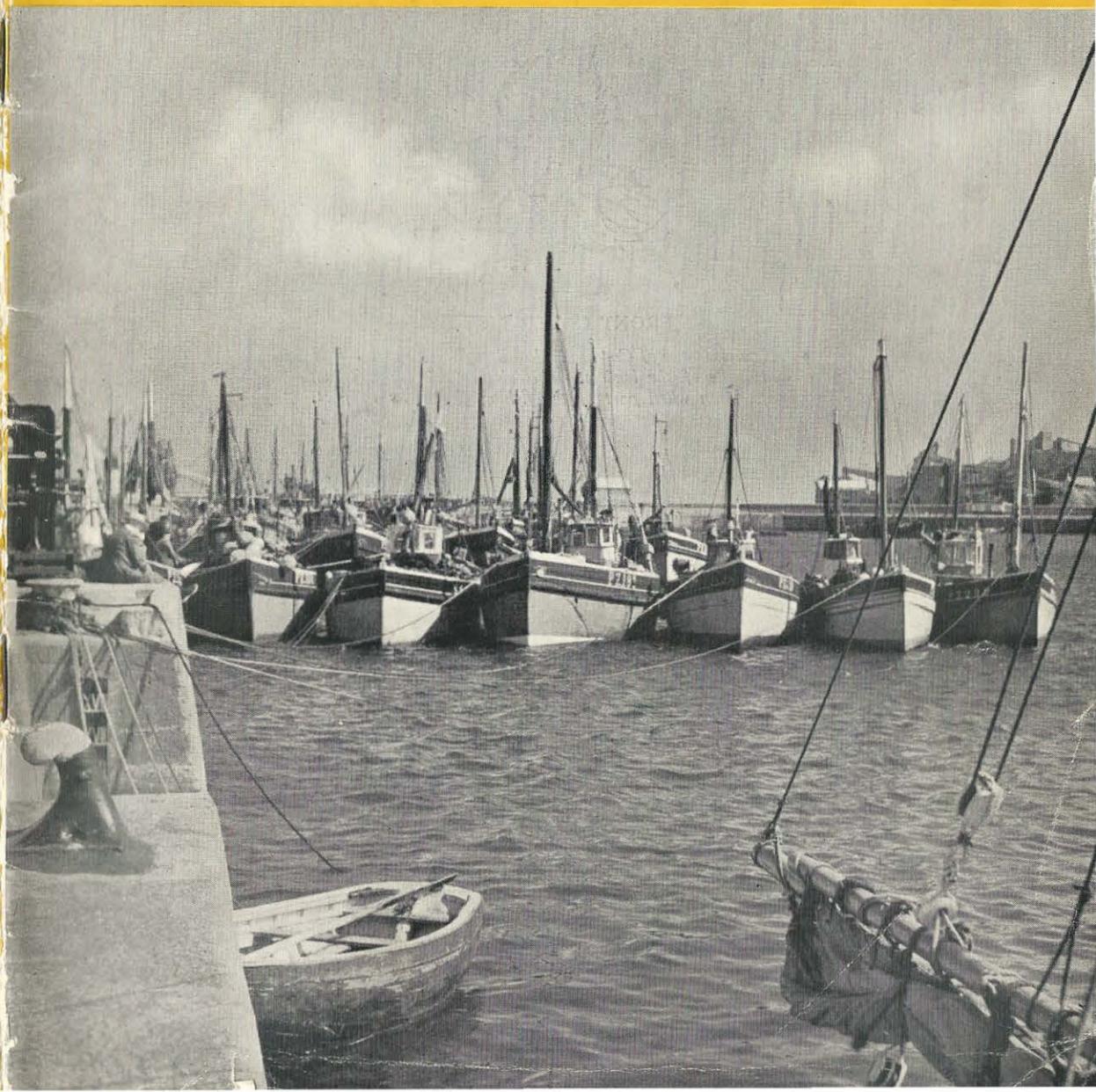
THE HOP LEAF

Leaf

Gazette

SUMMER 1955 • VOL XXIX • NUMBER 3

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





FRONT COVER PICTURE

Newlyn is one of Cornwall's loveliest fishing ports ; it is also one of the busiest. This picture was taken on an afternoon when part of the fishing fleet was in port.

Hop



Leaf

G A Z E T T E

THE JOURNAL of H. & G. SIMONDS LIMITED

S U M M E R · 1 9 5 5

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Editorial

"The Time has Come . . ."

"The art of conversation is a fast dying one"—that is the opinion of several intelligent people today. They blame the tailor-made, modern forms of entertainment and relaxation, the films, the radio, and television. There is, we must admit, a lot of truth in what they say.

Nevertheless, there is a large proportion of people who have little time for these forms of relaxation. They will sit about the television screen, it is true, when there is some interesting sporting or other national event being shown, or they may rise in the early dawn to hear the result of a fight, but what they normally like, even yearn for sometimes, is good intelligent conversation with their fellow-men.

There is one great floor left in this country where such conversation may be heard and that is the floor of the bar in the Inn. It is a common debating club open to all and sundry; the locals discuss everything of common interest and the comment and opinion of the stranger is always welcome.

Comes the Yawn

By traditional consent there are, of course, a few subjects barred, principally religion, politics and "the wife." Apart from these subjects every other matter under the sun can be chewed over and digressed upon. With such a wide field to choose from, it is, perhaps, a pity that there are only very few matters one hears about in Inns today. "The Weather" is the great old one to fall back on; we get a great variety of it, but surely we talk too much about it. "The Pools" are interesting enough if you happen to "do" them—we "do" them in a way that does not bear talking about. "Horses" and "dogs" can be terribly boring if you are not a betting man: then there's "soccer," "rugby," "cricket" and last, but by no means least, "ourselves." All these subjects can "drive you up the wall" if you are not interested, but there is one great safety valve—you can go on to the next bar. That is one of the logical and magnificent privileges of living in a free country.

No matter what the conversation is it is generally accepted that the Landlord—between replenishing glasses—acts as Chairman, and a very good Chairman he usually makes. There is, however, one subject on which most Landlords are lamentably ignorant—we write on this with many years of experience behind us—and that is on the history of his House! Now this, in our opinion, is a most grievous omission, and all the more regrettable because it can be so easily remedied.

Every Inn has its history and there is a reason for every inn-sign. If the house is called "The King's Head" it is called after some particular King; it may be "The Artichoke" or "The Grapes" or "The Lamb"; there is a reason for every one of the names. Far too frequently the curious customer and the tourist from overseas who wants to converse about the house and its history must make do with vague mutterings about the house "being ever so old" and "Old George would know, but he died twenty years ago."

Dedication of Memorial Tablet to our Late Chairman

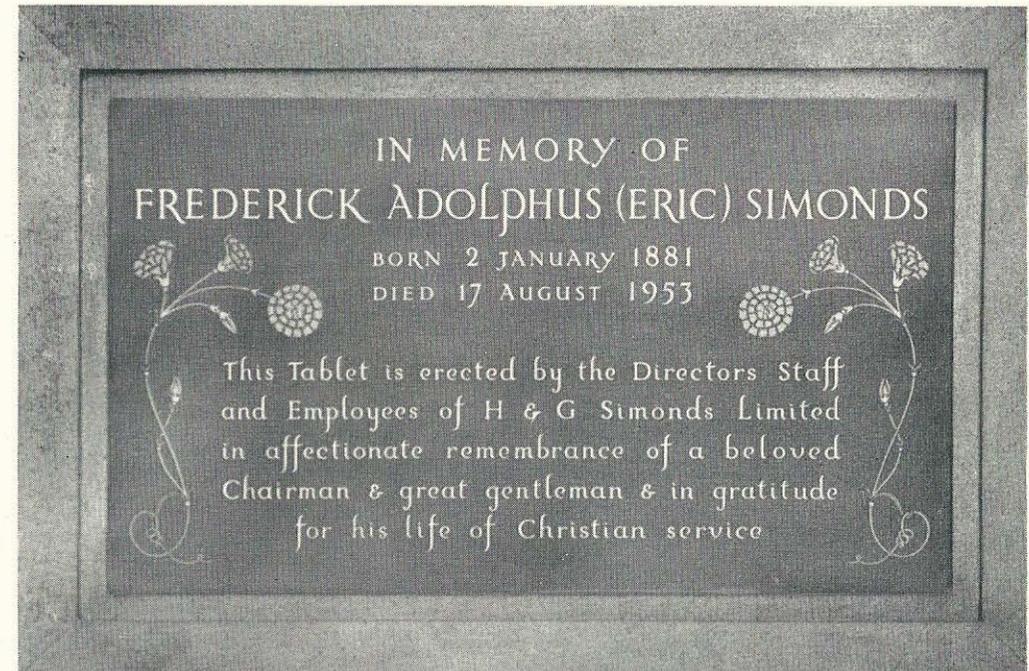
A tablet subscribed to by many hundreds of our staff, employees and pensioners commemorating the life of our late Chairman, Mr. Eric Simonds, was unveiled and dedicated in St. Giles' Church, Reading, on Monday, 18th of April last.

The dedication ceremony was performed by the Bishop of Reading, The Rt. Rev. Eric Knell, following a service conducted by the Vicar of St. Giles, the Rev. Philip D. B. Miller.

The very large congregation which was present included many employees from the Brewery who had hurried from their work and were still wearing their white

overalls. They watched the Bishop and clergy preceded by members of the family and directors of the Company walk in solemn procession to a position near the tablet which was draped with the Cross of St. George.

General Sir Miles Dempsey, the present Chairman, then addressed the Bishop: "Right Reverend Father we request you to dedicate this memorial tablet erected by the directors, staff and employees of H. and G. Simonds Ltd. in affectionate remembrance of a beloved Chairman and great gentleman and in gratitude for his life of Christian service."



(Photo by courtesy of the "Berkshire Chronicle")

The Memorial Tablet, of bronze with a magenta Hadene stone background, and a border of carnations.



(Photo by courtesy of the "Berkshire Chronicle")
 The Bishop of Reading (second from left) and the Vicar of St. Giles (left) viewing the Tablet after the Dedication Ceremony, together with Mr. A. G. Richardson and Mr. C. G. Bramman.

The tablet was then unveiled and the Bishop pronounced the words of the dedication—"In the faith of Jesus Christ we dedicate this tablet to the glory of God

and in memory of his servant Frederick Adolphus (Eric) Simonds."

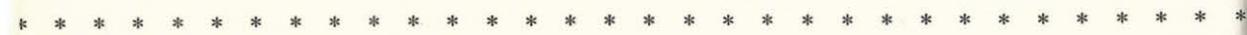
Service at Penzance

A service of devotion was held at the Parish Church, Penzance, conducted by Canon A. C. Williams, and synchronised to take place at exactly the same time as the service of dedication at Reading. It was attended by Mr. L. C. White and members of the Penzance staff.

The Reading Congregation

Amongst those present at St. Giles, Reading, were : Mrs. Amy F. Simonds, O.B.E., widow of the late Mr. Eric Simonds, Mr. E. Duncan and Mr. K. F. Simonds (sons), Lord and Lady Simonds (brother and sister-in-law), Miss Erica Simonds (grand-daughter), Mr. D. J. Simonds, who also represented Major M. H. Simonds.

Directors present included General Sir Miles Dempsey, Mr. R. B. St. J. Quarry, Mr. F. H. V. Keighley, and Mr. K. P. Chapman. Executives, Branch Managers, Pensioners, Hotel Managers and numerous social and business friends of the late Chairman were also present.



RAISING MONEY FOR CHARITY

One of the most profitable and popular ways of raising money at present is the building up of great columns of beer-soaked coins on pint mugs—like this one at "The Ferry Arms, Shoreham, Sussex.

The landlady, Mrs. H. L. M. Laker, is helping her son-in-law, Mr. Fred Ansell, in the building operation.

This column is worth about £30. The money will go to the National Spastics Society.

(Picture by Courtesy of the "Brighton Herald")



S. C. SAUNDERS,
 Newport Area Manager.



R. C. PITTS,
 Bridgend Area Manager.

**South Wales
 Area Sales
 Representatives**

P. T. AULESBROOK,
 Public House Inspector.

H. NUTTAL

G. S. SPENCER

B. V. MOODY

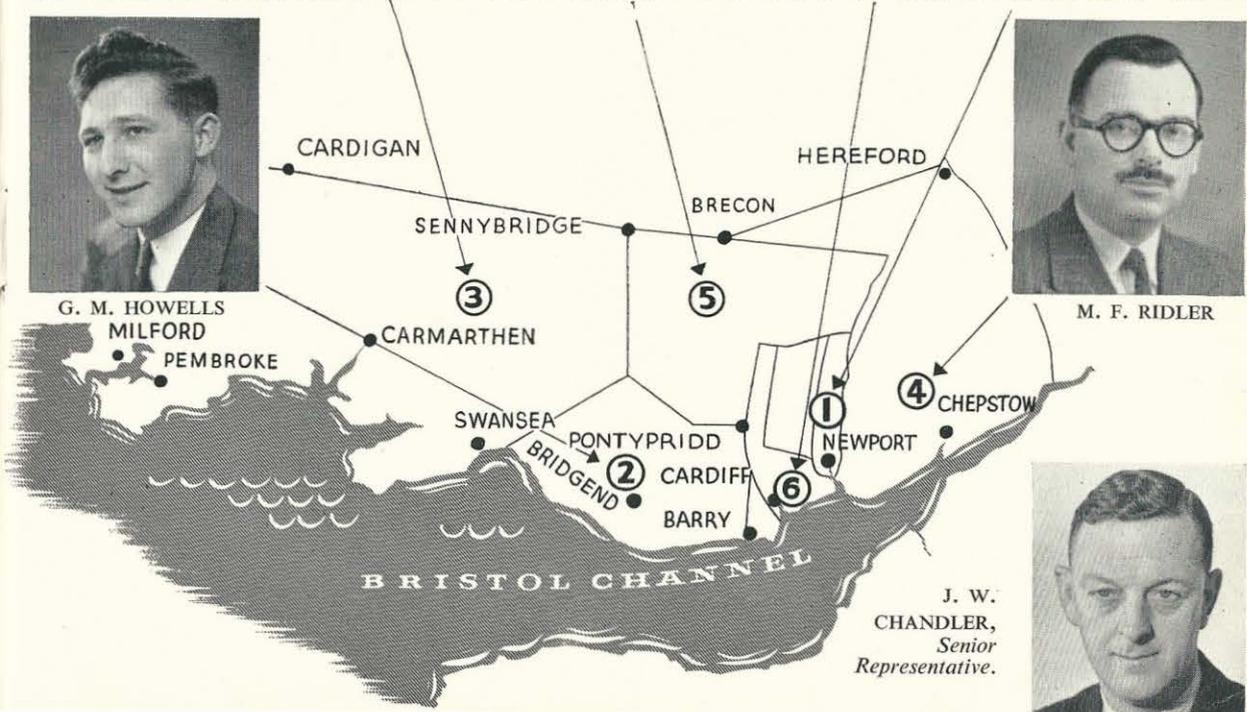
T. ANTILL



G. M. HOWELS
 MILFORD



M. F. RIDLER



J. W. CHANDLER,
 Senior Representative.



Death of Major Shea-Simonds

Major Stephen Victor Shea-Simonds, a former Chairman of the Company, died at the age of 81, at his home, Bradfield House, Reading, on Friday, May 13 last.

The son of Dr. John Shea, Medical Officer of Health for Reading, and Mrs. Shea, he was educated at Bradfield College where his uncle, Mr. Blackall Simonds, was the first boy. He was heir to Mr. George Blackall Simonds, former Chairman of the firm.

In 1910 he married Miss Victoria Latrobe, granddaughter of the first Lieutenant Governor of Victoria, Australia, Charles Latrobe, C.B.

As a Captain and later Major in the 9th Company of London Rifles, he was twice Mentioned in Despatches, serving in France from 1914 until invalided home in 1916.

An excellent footballer in his youth, he played for Reading before the Club became professional, and for the Corinthians. He represented Middlesex at cricket.

He was a keen supporter of the Royal Counties Operatic Society at Reading, occasionally playing first violin in the orchestra.

Major Shea-Simonds joined the firm in 1910, was appointed a Director in 1918, and from December, 1929 until 1937, when he retired owing to ill-health, he was Chairman.

A Memorial Service was held at Bradfield College on the Friday following his death. Amongst those present were his

widow, Mrs. Victoria Shea-Simonds; his son, Mr. G. P. Shea-Simonds; Directors of the Brewery; representatives of the Reading Conservative Association, the Wellington Club, the Reading Amateur Regatta and the Red Cross. Col. Hills represented the Warden of Bradfield College and Mr. H. A. Benyon, Lord Lieutenant of Berkshire.

The service was conducted by the Rev. J. D. Swinbank; Mr. Patrick Shea-Simonds read the lesson, and the address was given by the Head Master, Col. J. D. Hills.



Major S. V. Shea-Simonds

Our first Post-War Built Inn

OPENING OF THE "PRINCE OF WALES"

Our newest Inn was officially opened by the Chairman, General Sir Miles Dempsey, on June 10 last, in the presence of a number of guests from the Brewery and representatives of the Bracknell Development Corporation. It is the "Prince of Wales" on the Priestwood Estate at the new satellite town at Bracknell in Berkshire.

It is the first post-war house to be designed and built by the firm.

The new "Prince of Wales" has several interesting modern features. Most revolutionary, probably, is the Children's Room, where children may sit with or without their parents, and a specially designed hatch has been provided where they can obtain their own soft drinks and snacks.

It is brightly decorated, and one side of the room is covered by a large blackboard where the children may scribble with chalk to their hearts' content.

The architects have succeeded well in keeping abreast of contemporary thought whilst retaining the feeling of warmth, cheerfulness and friendliness associated with the traditional Inn. Prints of famous pictures—both ancient and modern—and indoor growing plants have been effectively used in the scheme of decoration.

The exterior has been constructed to blend with the building style of the Estate. Good parking facilities and a lawn where customers may sit during the



The rather severe lines of the "Prince of Wales" are in keeping with the architectural style of the new Bracknell Estate.

summer adjoin the Inn. The Inn Sign represents that colourful character, the Prince Regent.

The landlord is Mr. J. T. Smith, who was the landlord of the old "Prince of Wales."

Seven-year-old Lynn James tries out the new blackboard in the Children's Room.



The Canvas Department

"We strive unseen" might well be the motto of the Canvas Department whose job it is, amongst many others, to handle our heavy marquees which have become an integral part of the scene at many of the principal open-air events, and at a host of less well known out-of-doors functions in our territories every year.

Rarely is there a day during the season from May to September when our "stalwarts" are not busily engaged at the scene of one of these functions erecting one or more of the canvas structures in readiness for the anticipated crowds of visitors, or dismantling them after the throng has departed.

Those of us who work indoors may well envy this small group of muscular and competent workers their job in the open on a fine summer's day. But fine days are not as plentiful as we would like them to be. Struggling with billowing canvas in the wind and rain in a sea of mud and

becoming soaked through to the skin in the process can't be anyone's idea of fun.

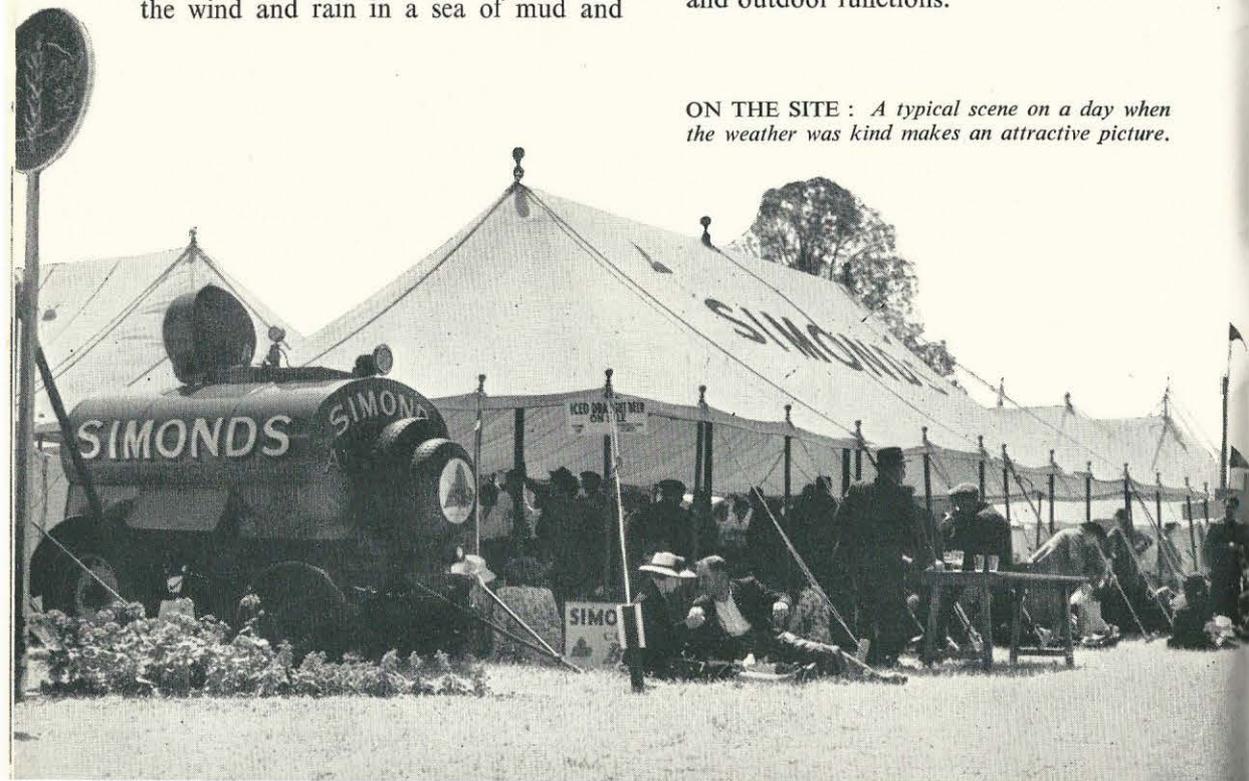
Incidentally, when drenched with rain, the weight of the canvas to be dismantled, packed and carried away can weigh half as much again.

A rapidly expanding Business

Originally when the Department was established it predominantly served the requirements of the Army. Waggon loads of tents and equipment were sent out and followed the Units from place to place during their training and other operations.

With the advent of hutted camp accommodation for the troops, the demand for this service to the Military has now diminished, but in its place there has been a great increase in the demand from our civilian trade for the provision of tents, countering and other equipment for use in connection with licensed bars at indoor and outdoor functions.

ON THE SITE : A typical scene on a day when the weather was kind makes an attractive picture.



At race meetings, including those at Royal Ascot, at glorious Goodwood, at Bath, Salisbury and Brighton our marquees provide for our friends in the catering trade, who offer a welcome haven for those who are seeking refreshment.

At agricultural shows, including the Royal Show, when it is held in our area, at Henley, at the Dunlop 2,000 Guinea Golf Tournament at Wentworth, and at Silverstone for motor racing events and other events up and down the country, we are there.

The inevitable Veterans

In almost every department of our organisation veterans with many years' service are to be found, and this department is no exception. The Canvas Department is one of those under the control of Mr. A. E. Wake, and has a "team" of nine, headed by two who joined the department straight from school, and are

Fred Coleman, "The Glass King," examining a champagne glass from a batch which he has just washed after being returned from an outdoor event.



Veteran Frank Jennings sets his machine to work on a length of the gay green and yellow striped canvas which is used for marquee awnings.



Weighing 2½ to 3 cwt., a 50ft. x 25ft. marquee provides a weighty load for Foreman George Lott and Sid (Smiler) Holloway.

still going strong after completing between them nearly 80 years' service there.

They are Foreman George Lott, and his "Number One," Frank Jennings.

The others are Charles Bartlett and Fred Coleman, the "Glass King," Jim Arthur, Ken Gosnell, Sid Holloway, "Pete" Peters and Charles Simmonds.



LOADING UP : A busy scene at the Canvas Store. Ken Gosnell stacks chairs on the lorry as Charles Simmonds receives another load from the hands of Charles Bartlett. "Pete" Peters is at the wheel of the truck.

All the equipment—chairs, tables, bars and bar fittings, bunting, and not forgetting the glassware, for fitting out and equipping the marquees, are handled in the department. They also make the marquees, keep them in good order and efficiently undertake the hundred and one minor jobs which enable us to provide, in this respect, a service second to none in the industry.

A hundred thousand Glasses

By its scope, service and detailed attention to customers' requirements for both free trade and for tenants undertaking outside catering, it has become a hand-maiden of the Sales Department and has played no insignificant part in the Company's expansion.

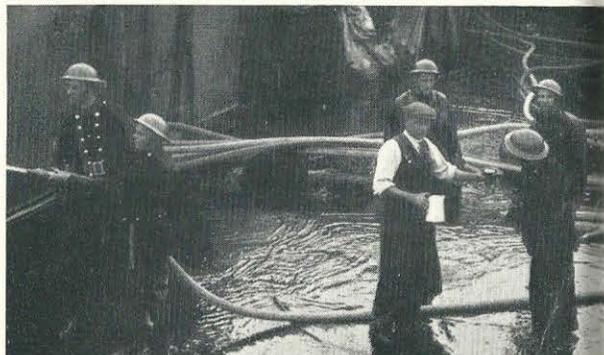
"Glass King" Frederick Coleman has 100,000 glasses in his charge. They are of 24 or more different types, ranging from pint and half-pint tumblers to the more aristocratic champagne glass and the popular "Tavern" goblet for which, at the moment, the demand is greater than the supply.

Breakages exceed 2,000 glasses a year, but very few of these have occurred at the hands of their careful custodian. Washing the glasses when they are returned to the store before packing them is a regular chore for Fred, but despite all this he always helps his wife with the washing-up at home!

Making the Marquees

Machine and hand sewing of the canvas are both carried out with expert skill. There are three large machines in the department used for stitching the seams

FLASHBACK : In 1942, a disastrous fire in the canvas store caused enormous damage and provided a stubborn blaze for the firefighters to tackle. In the photograph welcome refreshment is being distributed to the firemen.



of marquees and tent equipment, and as he operated one of them Frank Jennings recalled that his experience had not been entirely confined to canvas. "On one occasion during the war I made a blouse for my wife. She wore it, too," he added.

In his early days when horses in large numbers were used in the Brewery transport, much of the saddlery work was undertaken in the department—a job which has now completely disappeared.

For hand sewing a specially shaped needle is used mainly for repairs to the canvas and to the lorry sheets which, at

one time, they also manufactured, but which are now made elsewhere.

More than a ton of rope—3in. Manilla for cellar ropes and 1in. to 2½in. Sisal for guy ropes—is used every year by the department for meeting the demands.

"Pigs" are perhaps the least known produce handled by this versatile department, but do not be misled into thinking that they have permanently succumbed to the wartime bacon producing efforts, for the "pigs" in this case are merely sacks stuffed with used corks on to which barrels are lowered into the cellars.

* * * * *

MR. MARKHAM'S WONDERFUL SUCCESS

Congratulations on a "wonderful success" were offered to Mr. E. J. Markham, Chairman of the Licensed Victuallers' Benevolent Institution at the half-yearly general court of members of the Society at the Connaught Rooms, London.

Mr. Markham, who was formerly tenant of "The North Star," Hounslow, has now moved to the "Jolly Waggoners," Hounslow.

It was pointed out that the collection of £26,763 14s. 10d. in donations and subscriptions during 1954 was an impressive achievement in view of the difficulties of the time, and the fact that the total showed an increase of over £2,250 as compared with the previous year was particularly satisfying.

"I am now in my 80½ year and I have had your celebrated 'S.B.' for over 70 years—as a boy we had it for breakfast," writes Mr. A. Jessett, Hon. Secretary of the Crookham Street Social Club."





Mr. Donald Gray with the three winners of the Bristol "Tavern Belle" Contest. (Left to right): Mrs. Yvonne Clayton—"The Belle"; Miss Jean Murphy, who came second and Mrs. Pat Gwinnell, third.

"Drink Tavern" Campaign Sweeps Bristol and South Wales

"Tavern Ale" was big news in the Bristol area during March, and in South Wales during May, when intensive advertising campaigns, using T.V. stars, beauties, banners and a thousand-and-one other advertising mediums were put into effect. The results of the campaigns in both cases were eminently successful and the sales of "Tavern Ale" reached new high records.

Choosing the "Tavern Belle"

The most popular part of the campaign with the Bristol public was undoubtedly the "Tavern Belle" Contest in which Mr. Donald Gray, the famous T.V. announcer, chose the most beautiful girl who had entered the Competition as the Tavern Belle. Entries for this contest

were invited from ladies through posters and entry forms available from all our inns in the area. From the large number who entered twelve finalists were chosen, and at a Ball at the "Mile 3" Roadhouse, Bristol, from which hundreds of people had to be turned away because the hall was packed to capacity, the winner and second and third were chosen.

The winner was Mrs. Yvonne Clayton, a scintillating blonde, who won a week-end holiday for two in a first class hotel in a West of England resort and £10 spending money; the second girl won five guineas, and the third three guineas. The Bristol papers carried front page stories of the Tavern Belle Contest as well as numerous reports on other aspects of the campaign.

Mr. Donald Gray spent a day in Bristol as the guest of the Firm. He visited several of our houses, being continually mobbed by crowds, and in each house he presented prizes to winners of lesser competitions such as "Guessing the number of Tavern Crown Corks in a Jar" or Darts or Skittles Cups.

During the month every one of our Bristol houses carried large "Tavern Ale" banners and the local papers large advertising spaces pushing the sales of "Tavern." The campaigns which made great impacts in the areas was further helped by the production of a special

newspaper called "The Tavern Times," which carried full details of the competitions and interesting articles about beer in general. It proved extremely popular and there were great demands from the public for further copies.

The South Wales Campaign

At the time of going to press the South Wales campaign is continuing very successfully. Photographs of the winners of the South Wales Tavern Belle Contest will be given in our next HOP LEAF GAZETTE.

* * * * *

Wine Waiters Tour Germany

Mr. Charles Keevil, leading waiter at the "Bacon Arms," Newbury, and also a member of the Council of the Guild of Sommeliers, recently toured the Rhineland as one of a party of 30 members of the Guild.

The object of the tour was to obtain first-hand information on the making and tasting of German wines in their natural surroundings.

High Standard of Testing

Several well-known houses were visited—among them H. Sichel Sohne, Moyence on Rhine, Scholl & Hillebrand, Rudesheim, Deinhardt & Co., Coblenz, who extended a cordial welcome to the Guild and escorted them through the vineyards, cellars, bottling and packing departments. Afterwards the party had a tasting examination of some 8 to 10 different wines of that particular house, followed by lunch.

The standard of tasting wines in Germany is high, as can be judged by the following story: a Vintage was made and put down in casks, each holding 6,500

litres. At a subsequent tasting by the Kellerein (Head Cellarman) he stated the wine was metallic; this, the second cellarman could not agree to, but said it was leathery—neither would give way. The cask was eventually emptied and resting on the bottom was a small key attached to a leather thong.

The Guild of Sommeliers was formed a year ago to promote a wider interest in and knowledge of wines and the service of wines; to arrange for educational activities to this end, and to improve the professional status of the Sommeliers (Wine Waiters), who, in turn, can advise their customers on the choice of wines.

Also with the party was R. D'Alberti, of the "Queen's Hotel," Newport.

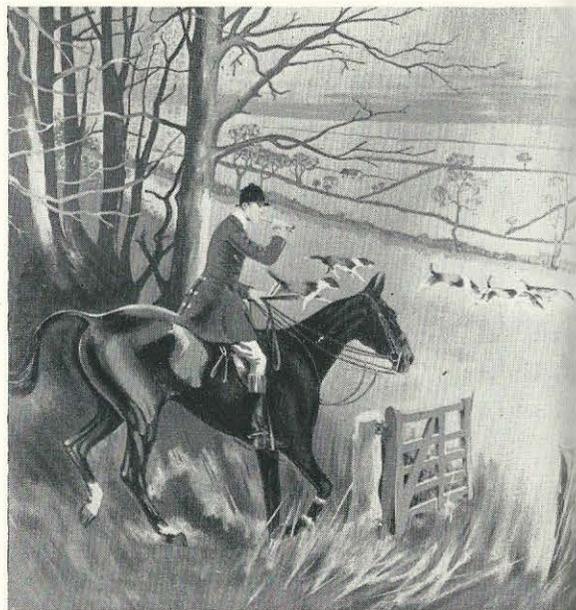
"The tour taught me more than all the books and lectures possibly could. It certainly was an education," says Mr. Keevil, who will willingly give any information required regarding joining the Guild which has its headquarters at the Vintners' Hall in the City of London.

The Duke of Beaufort Unveils Inn Sign Depicting Himself

His Grace the Duke of Beaufort unveiled the inn sign of the "Duke of Beaufort" Inn at Chipping Sodbury, Gloucestershire, early in May. He disclosed an excellent colourful picture of himself in the traditional green coat of the Beaufort Hunt—one of the very few hunts which does not wear pink.

The ceremony took place on the occasion of the changing of the name of

The Duke of Beaufort unveils the new pictorial sign. General Sir Charles Allfrey is on his right.



The Inn Sign.

the Inn. It was previously known as the "Ale and Porter Stores."

The sign was based on an original painting by Lionel Edwards which now hangs in Badminton House, the home of the Duke of Beaufort.

Amongst those who attended the ceremony were Lieut.-General Sir Charles Allfrey ; Mr. Montague Harris, Clerk to the Licensing Justices ; Superintendent H. J. Price, of the Gloucestershire Constabulary ; fifteen members of the local branch of the National Farmers' Union ; our tenants of "The Swan," Nibley, and "The Grapes," Chipping Sodbury ; and Mr. F. R. Scott, Assistant Branch Manager of the Bristol area.

Nature Notes

BY C.H.P.

The Mayfly

To the ardent angler, what a wealth of meaning is contained in the simple little phrase : The Mayfly is up ! It brings back many memories of happy days spent on your favourite trout stream, trying to tempt the wily trout to their doom. You remember with never-failing pleasure your big "bags" when the weather has been favourable and the fish on the feed. You also recall the times when a cold wind has been blowing, few flies were on the water and the trout were right off their feed.

There, too, is also that big 'un which got away. Though this is generally taken as a joke by most people, there is often a lot of truth in it. Well do I remember my lifelong friend and fellow-fisherman angling on the Wye for salmon one evening. He suddenly shouted to me, "Bring the net !" I rushed to him with it and there he was fighting with a really big fish. His rod was bent nearly double and the fish was dashing about, leaping out of the water, rushing up and down stream and showing his determination to defeat his would-be captor. And in the end he succeeded for the fish made one mighty final dash and broke the line. He was indeed a big 'un and it would have been a great achievement to have grassed him. My friend was very distressed and had not the heart to do any more fishing that evening. I will leave my readers to guess the weight of the fish. I have my own opinion.

"Forget-me-not !"

To the student of nature there is much else to afford you pleasure by the side of a stream, in addition to the actual fishing. You may often hear the nightingale

singing all day and the cuckoo calling. There are a host of other little birds which it is a delight to see and hear. There are beautiful flowers, too. Take the forget-me-not for instance. I think this is a flower of rare beauty.

There is, of course, a legend concerning the forget-me-not. A Knight of old lost his life trying to gather the flower for his lady-love from a treacherous bog. The last words she heard as he sank out of sight were "Forget-me-not."

To the true lover of nature, wild flowers have a charm which no garden can equal. And if the trout do not rise it matters little for it is wise to pause in pursuing the gentle art and look around :

'Tis wise to let the touch of Nature thrill
Through the full heart ; 'tis wise to take your fill
Of all she brings, and gently to give way
To what within your soul she seems to say.

* * * * *

FORD HOTEL, PLYMOUTH REOPENED

In 1941, the "Ford Hotel," Alexandra Road, Ford, Plymouth, received five direct hits in an enemy bombing raid. On January 3 last it became the first hotel in Plymouth to be reopened after the war.

The opening took the form of an informal trade party at the hotel, attended by representatives of the builders, brewery companies, and the hotel owners.

The hotel is on exactly the same site as that of the original building, and to a great extent the bars and other rooms are situated in the same places.

The manager of the hotel is Mr. F. L. Arnold.



Our People and Places

THE CORNISH RIVIERA

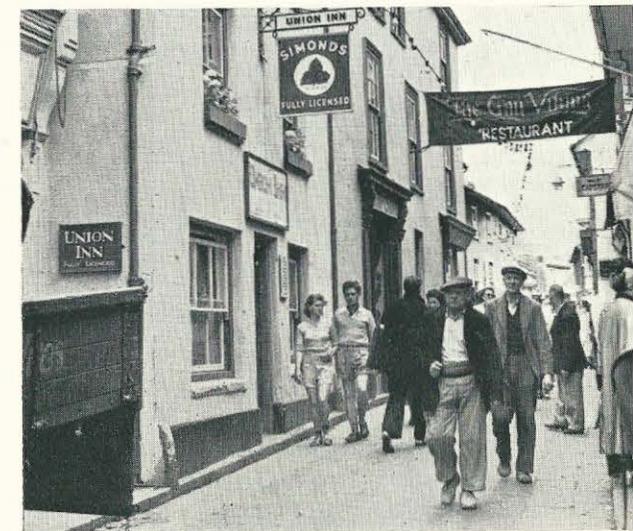
Every summer the great trek Westwards takes place and many thousands of workers released for a time from the daily grind make their way to Cornwall seeking the sun, the sea, carefree healthy days and happy nights. They come to the holiday-maker's paradise in every possible form of transport—from aircraft to "Shank's pony"—and provided that great imponderable, the weather, is right, they find everything they need for a glorious well remembered interlude.



Mr. L. C. White, Penzance Area Manager, chats with Taffy, of "The Sloop," with two attractive holiday makers in the background.

The "Union Inn," St. Ives.

Our people and our places in Cornwall play a large part in catering for the visitor's needs. Amongst our houses here are some famous all over the world for their service and their historical backgrounds. A trip to Cornwall would not be complete, for instance, without a visit to "The Sloop" at St. Ives. This quaint and famous house is the rendezvous of artists both in and out of season, and its exhibition of pictures by several well-known painters is one of the "sights" of Cornwall.



St. Ives itself is famous for the beauty of its setting, its harbour and its narrow and intriguing streets and alleyways. Apart from "The Sloop" it has other ancient and interesting inns. The "Union Inn," with its granite walls and smoke blackened old rafters, has been for hundreds of years—and still is—a favourite meeting place of fishermen. In the holiday seasons its bars are thronged with local fishermen and with visitors, many of

A beautiful picture of Zennor, showing "The Tinner's Arms," and the 13th Century Parish Church which the "mermaid" visited. On the right foreground is the stone from which John Wesley, the evangelist, preached to large congregations.



Another view of the ancient "Tinner's Arms."

whom have come to know Mr. R. F. Woosey over the years. He had been landlord of the house for 33 years, and is still there, though four years ago his son, Mr. S. R. Woosey, took over the licence.

'The Mermaid Affair'

The "Tinner's Arms" at Zennor, a few miles from St. Ives, owes its name to the tin mining which was once a flourishing Cornish industry. It is an ancient house within sound of the sea, which, in the capable hands of Mr. and Mrs. Andrew Waterworth, retains all the atmosphere of olden times combined with the comforts of the present day. Across the road from the Inn is the 13th Century parish church, the site, says local legend, of the "mermaid affair."

In a cave below the Inn, they say, a mermaid once came ashore and heard the sound of the church bells ringing. Attracted by the sound she made her way up the hill and into the church. The Squire's son, a magnificent looking young man, was in a nearby pew and the mermaid became immediately enamoured of him.

He, instead of listening to the preacher, stared in admiration at the attractive stranger.

The mermaid slipped out of the church beckoning the young man to follow her, and the two of them went back to the beach and were last seen disappearing out to sea.

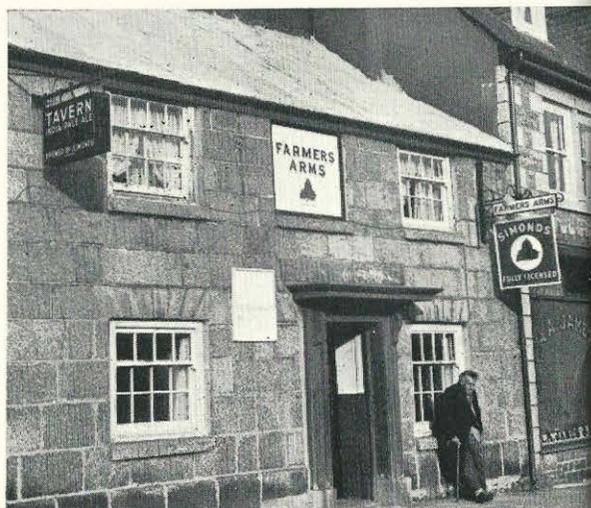
Whether you care to believe this story or not, there is the figure of a mermaid on the end of one of the pews in the church, carved there by order of the Vicar as a warning to young men to listen to the preacher instead of admiring attractive worshippers.

Close links exist today between the church and the inn—at Harvest Home the Vicar visits the "Tinner's Arms" where the offerings of fruit and farm produce are displayed, and after a short service in the bar, are auctioned.

The Inns of Penzance

In the ancient town of Penzance, an ideal centre for holiday-makers, we have many houses. One of the oldest is the "Farmer's Arms" which has been in the Eathorne family since 1916. The present landlord, Mr. R. E. Eathorne, was born in the house.

The appropriately named "Farmer's Arms" at Penzance. Popular rendezvous for the local farmers on market days.

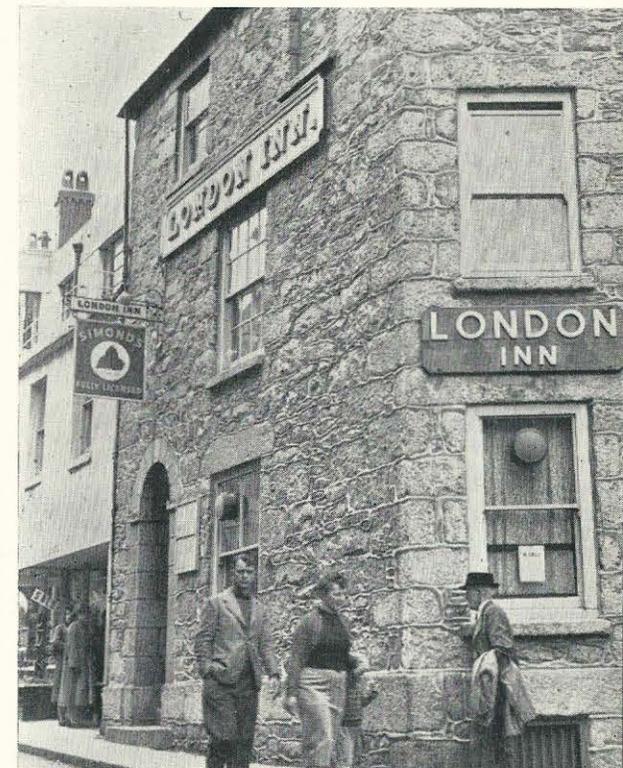


This is essentially a farmer's house crowded by burly men on market days. It has been declared an ancient monument and its flagstones worn smooth by the feet of countless customers testify to its age-old popularity.

Another house well known by the farmers of the district is the "Duke of Cumberland," an old coaching house which was rebuilt in 1913.

Penzance is still a market town, but years ago on market days its streets used to be crammed with cattle, sheep, horses and carts. In those days the "Duke of Cumberland" was well known as a "horse and jingle" house—the jingle being the trap which the horse drew.

In the town centre is the "London Inn," a most impressive granite faced inn, well patronised by local people and visitors. Inside the bars are uniquely arranged—a circular counter serving several bars which branch out like spokes on a wheel. The present tenant is Mr. J. A. Chadwick, who was previously manager of the "Pack Horse Hotel," Staines.



The "London Inn"—an impressive house in Penzance's town centre.

The "Victoria Inn" in Penzance is one well worth visiting; attractively re-decorated in modern comfortable fashion, it has an old world garden where, in season, mulberries, pears and even grapes grow in profusion. There is also a children's playground in the grounds.

An Ancient Monument

One of the loveliest fishing villages in Cornwall is Newlyn, with its extensive quays and fish markets. It is a busy fishing port and fishermen of various nationalities mix with its many holiday visitors on the quays, in the streets and in the Inns. Its "Tolcarne" Inn, is another one of our houses which has been



A noticeable feature of the "Tolcarne Inn" is its ancient sloping roof.

declared an ancient monument. The date, 1717, is inscribed on a granite slab over the door and it was then that it changed from being a farmhouse to an inn. The sea, when it is calm, laps against the wall just behind the house, but when the sea is rough it sweeps over the wall into the bars and then customers and staff fall to to bale out the water.

Mrs. Mary Grace Thomas, who holds the licence, has been there for many years and is quite accustomed to the sounds of French, Flemish and Spanish spoken by the visiting fishermen in her bars.

Conveniently placed across the road from the fish market stands the "Union Inn." One of the most popular of Newlyn's houses, it has one bar known as the "Skipper's Room" in which the fish deals are concluded and where many hundreds of thousands of pounds have

changed hands. It is also famous for its "pin-up girl"—an attractive young lady hand-painted on the bar wall.

A Farmer's House

A few miles inland from Newlyn on the road to Land's End is the "St. Buryan" Hotel at St. Buryan, standing opposite a characteristic old Cornish granite monument.

This is a clearly cut solid house—a farmers' house—in which the agricultural workers come at the close of the day's work for good beer and pleasant conversation. The landlord, genial and popular Mr. James Grenfell, is well known to them all; he has been there for 47 years.

The holidaymaker who calls in at the "St. Buryan" Hotel is well rewarded. On the walls of the bar hunting scenes have been painted and in the smoke room

Venetian scenes appear on the wall. In fact, every room in the house—even the staircase—has been enlivened by colourful hand-painted scenes.

On the other side of Penzance, on the road to Helston—famous for its Floral Dance—is an inviting and well-kept roadside inn, the "Coach and Horses." This house has built an enviable reputation far and wide for the excellence of its restaurant, particularly for its tender and appetising steaks, credit for which fairly belongs to the tenant, Mr. Oakley Eddy, and Mrs. Eddy, formerly Miss Pool, daughter of the late Mr. Cyril Pool.

Perranuthnoe is a quiet spot not far from Penzance where country meets sea, and where the visitor who prefers to avoid the busy town beaches finds peace and beauty. It has a safe beach, many pleasant country walks and last, but not least, the comfortable old world "Victoria Inn."



The "Coach and Horses"—an attractive road house with an excellent reputation.

"The Victoria Inn"—a typical peaceful countryside Inn.



The "St. Buryan" Hotel, and an old Cornish monument.



Situated but a short distance from the sea, it has the beckoning air of the typical English public house—it promises comfort, conviviality and good beer. In addition, “The Victoria Inn” has a large and well appointed restaurant where visitors may appreciate the succulence of Cornish home-killed meat and home-grown vegetables.

“The Ship,” Porthleven

You can sip a glass of “Tavern,” etc., in the bar of the “Ship Inn,” Porthleven, and gaze out over the wide Atlantic. If you could see far enough you could see it merging into the Pacific and then into the Antarctic Ocean, and peer on over the frozen wastes to the South Pole itself, because there is no land between the South Pole and the bar of the “Ship Inn.”

It is the hub of social life in this beautiful little cobbled Cornish port—just

as it was hundreds of year ago when smugglers—for business or sport—devoted their lives to by-passing the Excise men. At that time some valuable and colourful French hand-painted wallpaper found its way into the possession of the then landlord of the “Ship” and during recent renovation this wallpaper was uncovered. It has proven of intense interest to the local Antiquarian Society, who are taking steps to preserve it.

We have mentioned but a few of our places in the Cornish peninsula. Whether in or out of the holiday season this County of great beauty and interest, with its long and magnificent coastline, is worth visiting. Its people are hospitable, friendly and extremely interesting conversationalists. There are many places there where our products are available—even the hotel farthest west of all, overlooking the tip of Land’s End—and very pleasant we found them too.

“The Ship Inn,” Porthleven—one of Cornwall’s most romantic inns.



Games round about our Houses

The Conquering Heroes of the “Smugglers’ Barn”

The darts team from our newly acquired inn on the Isle of Wight—the “Smugglers’ Barn”—has covered itself with glory in the local League Championship.

Under the captaincy of Mr. J. Smith, manager of the house, the team has won the championship of the league and, in addition, a member of the team, Mr. Robin Wade, won the Individual Championship, and two members of the team the Pairs Championship.

In an eight-a-side knock-out competition for a trophy donated by our firm, the team reached the Final only to be defeated by the narrowest of margins.

A thrilling Cup Final

Nearly a thousand people attended the Finals of the Plymouth and District “Hop Leaf” Darts League and End of Season Ball held at the Exmouth Hall, Devonport, on May 9 last.

The winner of the Individual Championship for the season was Mr. M. Griffin (No Place Nomads) who defeated Mr. C. Symonds (Stoke Vaults).

The Ladies’ Individual Championship went this year to Mrs. B. Hook (“Standard Inn”) who defeated Miss N. Jackson (“Chester Cup”). The Ladies’ Section of the Plymouth and District “Hop Leaf” Darts League have enjoyed an excellent season. May they have every success in their future activities!

One again a thrilling Cup Final was enjoyed. The two teams were drawing prior to the ninth game and tension mounted when Mr. D. Horrell, of the

Abbey Monks, and Mr. T. Fittsell, of the Stoke Vaults, took their places on the platform to play the “decider.” Mr. D. Horrell defeated his worthy opponent and the Simonds Challenge Cup goes this year to the Abbey Monks.

The names of the players were :—

<i>Abbey Monks.</i>	<i>Stoke Vaults.</i>
D. Harrison	v. R. Pyne
R. Turner	v. J. Evans
T. Bunclark	v. C. Symons
J. Henwood	v. A. Hyne
G. Wickett	v. D. Morris
D. Bignall	v. B. Donovan
R. Harris	v. S. Michette
R. Winters	v. C. Williams
D. Horrell	v. T. Fittsell

The trophies were presented again this year by Mr. E. D. Simonds, our Managing Director, and in his speech Mr. Simonds expressed a warm welcome to all present and congratulated all players on their exceedingly high standard of play.

Mr. A. J. Sorrell, the Chairman of the League, announced that next year it is hoped to incorporate the teams from the newly acquired Octagon Brewery houses within the “Hop Leaf” Darts League. This will mean that Plymouth and District

The Championship Team from “The Smugglers’ Barn.”



League will comprise approximately fifty teams, excluding those teams in the Ladies' Section.

The Leaders: Leaders of the League are as follows:—

Section "A."	Played.	Won	Points
"Camel's Head"	32	27	54

Section "B."	Played.	Won	Points
E. Cornwall Rovers.	28	24	48

Ladies' Section.	Played.	Won	Points
"Chester Cup"	24	18	36

California in England

Swallowfield and Shinfield Darts League have had a most successful season.

The League Finals were held at California-in-England on April 29 last, when Mr. S. H. Spurling, Manager of the Estates Department, presented the prizes.

Results were as follows:—

League Winners:

"The Hatch Gate," Bramshill.

Runners-up:

"The Farriers Arms," Spencers Wood.

Singles Competition:

Winner: Mr. J. Williams, "The Bull," Riseley.

The victorious Women's Team from "The Rolleston Arms" Hotel. They are, left to right, seated: Mesdames L. McGill, P. Rees, E. Baxter (Captain), L. Pearce. Standing: Mrs. B. Tunley, Miss L. Bridgeman, Mesdames I. Atkins (landlady), H. Willis, G. Jones, I. Saunders.



Runner-up: Mr. E. Harris, "The Hatch Gate, Bramshill.

Doubles Competition:

Winners: Mr. A. Warren and Mr. J. Williams, "The Six Bells," Shinfield.

Runners-up: Mr. J. Carver and Mr. J. Jarrett, "The New Inn," Eversley.

Fours Competition:

Winners: Mr. J. Wheeler, Mr. F. Snell, Mr. A. Snell, Mr. J. White, "The Waggon and Horses," Hartley Wintney.

Runners-up: Mr. J. Reed, Mrs. J. K. Reed, Mr. F. Davis, Mr. W. Walter, "The Farriers Arms," Spencers Wood.

Fives Competition:

Winners: Mr. A. Denton, Mr. E. Thorne, Mr. J. Wootten, Mr. S.

"The Plough," Shelbourne, Darts Team, which has won the Championship of the Hungerford Darts League. In winning the Championship the team didn't lose a game—the first team for nine years with such a record.

Poulter, Mr. J. Mumford, "The Five Bells," Riseley.

Runners-up: Mr. G. Bullock, Mr. H. Moffat, Mr. T. Rumbold, Mr. S. Soper, Mr. A. Deavereau, "The Bull," Riseley.

Snooker and Darts

Teams from the "Rolleston Arms" Hotel, Swindon, have distinguished themselves recently in snooker and darts. The men's snooker team won the Championship of the Swindon and District Independent Snooker League and also the Guggenheim Cup, a knock-out competition in the same league.

The landlord, Mr. W. J. Atkins, has also reached the Final of the Singles Championship.

The ladies darts team, who last year won the Championship of the Swindon and District Women's Darts League, has this year won a six-a-side knock-out cup.

Staines Finals

The Finals of the Staines and District "Hop Leaf" Darts League were held at the "Pack Horse Hotel," Staines, on

April 26 last, when prizes were presented by Mr. E. D. Simonds.

The winners of the four sections of the league were as follows:—

Section 1: "The Rising Sun," Datchet.

Section 2: "The Three Tuns," Staines.

Section 3: "The Bulldog," Ashford.

Section 4: "The Royal Horseguardsman," Brentford.

The Championship title went to "The Bulldog," Ashford, who defeated "The Three Tuns," Staines, in the final.

Individual Champion was Mr. M. Hutton, of "The Three Horseshoes," Feltham.

The First Finals

The Mayor of Newbury; Mr. D. J. Simonds, and Mr. S. H. Spurling were guests at a Dinner which preceded the first Finals ever held of the Newbury "Hop Leaf" Darts League, which took place at the Plaza, Newbury, on April 6.

* * * * *

CRYPTIC CROSSWORD SOLUTION

A set of playing cards has been dispatched to the following whose correct entries were the first three opened:—

J. E. SAVAGE,
5, Cranborne Gardens, Oxford Road,
Reading.

M. L. HOCHADAY,
"Empire Inn," Cambridge Street,
Plymouth.

L. R. HUMPHREY,
Staines Branch.

P	E	A	N	U	T	P	A	S	T	I	C	H	E		
A	P	N				P	E	A	N						
T	I	R	A	D	E	D	I	S	A	R	M	E	D		
R	I	E	S			E	C	E	I						
I	N	C	U	R		P	E	R	C	H	E	R	O	N	
O	O	S	U	E		O	A	G							
T	I	T	L	E		C	O	B	L	E					
S	S	T				I	A	E	R						
			A	S	S	E	T	S		A	D	E	P	T	
A	F		A			A	S	P	L	C					
B	I	L	I	N	G	U	A	L		F	L	A	S	H	
S	A	I	N	T											
O	R	G	A	N	D	I	E		M	O	T	I	O	N	
R	O	T	O							G	N	G			
B	U	N	C	H	I	N	G			U	S	A	G	E	S





"Charlie" knocks one back under "Becky's" rather disapproving eye. Mr. and Mrs. Maling in the background.

Life at the "Wheelwright Arms"

"Charlie," who lives at the "Wheelwright Arms," Waterloo Road, Aldershot, has been very much in the public eye recently. In the first place because he has a great liking for Simonds' beer—which is natural—and secondly because a vast section of the public have been falling over themselves to present him with a wife—which is, at best, peculiar.

The story starts last Christmas when Mrs. Nella Maling, wife of the licensee of our house, "The Wheelwright Arms," was presented with a drake for their Christmas dinner. It turned out to be a live drake which settled down comfortably in front of the fire when he arrived and made immediate friends with "Roger," the dog, and with everybody else within sight.

Soon he had become an established favourite, answering to the name of Charlie, and displaying a marked liking for draught beer. He liked shopping as well, and with Roger was a constant

companion for Mrs. Maling on shopping expeditions—all thoughts of turning Charlie into a roast duck with green peas were banished.

Enter Becky!

On reaching maturity Charlie seemed to be missing something from his life, and Mrs. Maling, with feminine intuition, guessed it to be the lack of the love of a good woman. She dropped a note to the papers about it, and immediately scores of tender-hearted drake lovers by telegram, telephone and letter replied with offers of wives for Charlie. "If we took them all we would have to have changed his name to Solomon," said Mrs. Maling.

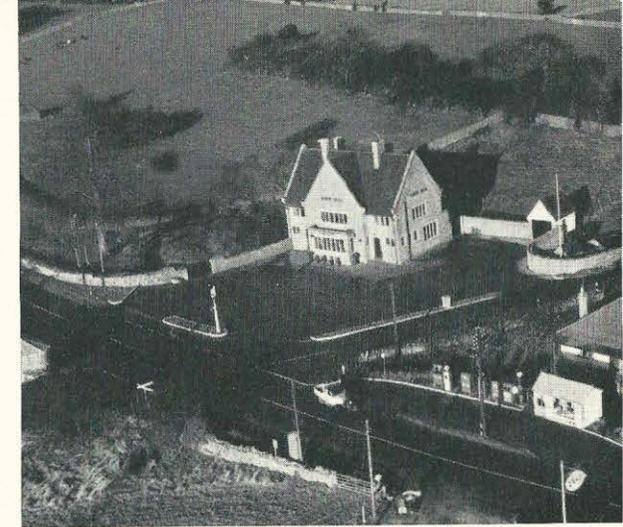
Mrs. Maling chose "Becky"—an attractive but sensible young piece—who was very much out of everything with a flock of chickens at Addlestone. There is one slight fly in the ointment—Becky is a teetotaller, but Charlie has become resigned to this, and they now display every sign of perfect nuptial bliss.

THE "SHOE INN"

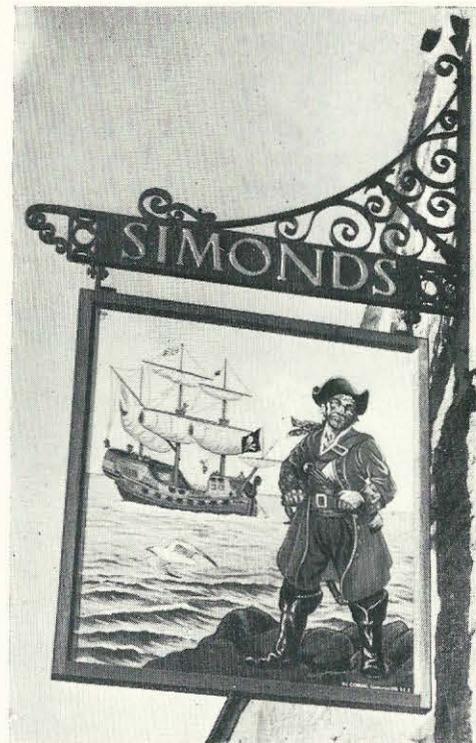
There has been a "Shoe Inn" on this spot at North Wraxall for many hundreds of years. The present building of local stone and in the traditional Cotswold style was finished in 1938.

The house was originally known as "The Horseshoe," but after King Charles and his Cavaliers had used it as a hospital and army headquarters during the Civil Wars, a Cavalier's shoe was added to the sign, and subsequently the house became known as "The Shoe Inn."

The present landlord is Mr. D. Miller, who was previously at "The Talbot" at



Newport and "The Cumberland" Hotel, Bristol.



The Inn Sign adapted by our own staff from a coloured sketch left by the late Mr. Tom Heath Robinson, a well-known St. Ives artist, and brother of the famous cartoonist.

* * * * *

THE "PIRATE INN" OPENS AT PENZANCE

The Deputy Mayor and Mayoress, Alderman and Mrs. J. S. Stephens, and representatives of leading organisations in the town were present when the "Pirate Inn", Penzance, opened its doors for the first time on May 24th last.

Originally a farm house it was the centre of the agricultural community at Alverton where a new estate has now been built.

Great care was taken to preserve the ancient character of the building whilst furnishing it in a modern style.

Mr. Duncan Simonds lends a hand on the opening night.



Hop Leaves



An inscribed silver rose bowl was presented to Mr. H. L. Aust on the occasion of his retirement by the Chairman, Sir Miles Dempsey. He has completed 49 years' service with the Company.

Mr. Aust, who joined in 1906 as a label boy in the Wine and Spirit Department, has been head bottler at Staines Branch since April, 1946.

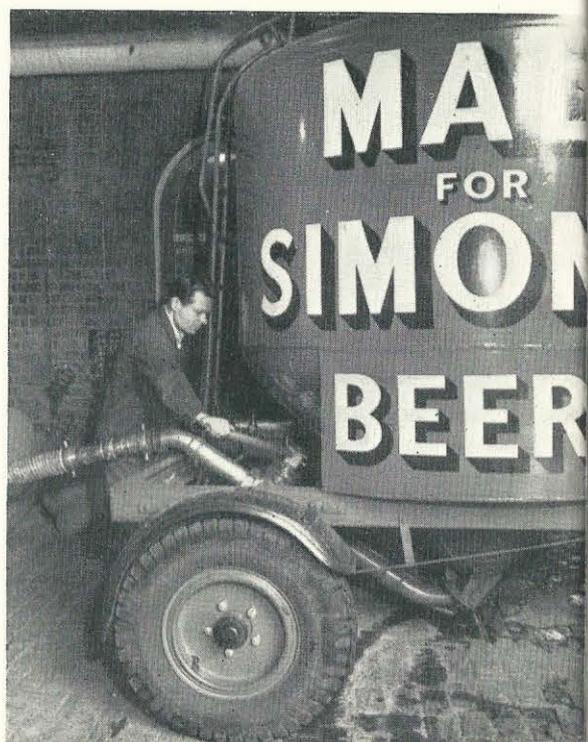
The recent death of Mr. Marmaduke Dent, previous licensee of "The Coach and Horses," High Wycombe, breaks a link with the leisurely days of the early years of the century.

Mr. Dent held the licence from 1906 to 1946, when his son took over. The high regard in which he was held was shown when the High Wycombe magistrates thanked him for his 40 years of "untiring and irreproachable service to the public."

Universally known as "Captain," he took a keen interest in the local angling, football and cricket clubs, and was active in R.A.O.B. and the Ancient Order of Druids. Before coming to High Wycombe he had been Manager of a Wine Lodge in Oxford Street, London, where Selfridges now stands.

The age old method of conveying malt to the brewery by horse and cart has now been superseded by a motorised malt conveyor. It holds 45 cwt. of malted barley which is automatically weighed and fed in by gravity. The photo shows George Piharczuk coupling up the conveyor at the brewery before passing the malt up to the malt bins by means of compressed air.

Music from our "New Inn," Sunninghill, near Ascot, spanned the Atlantic, and was picked up at a New York wedding reception. The occasion was the marriage in New York of Mr. John Coff, son of Mr. Harry Coff, landlord of the "New Inn." Mrs. Coff went to her son's wedding, but Mr. Coff could not go—instead he played the Wedding March on his electronic organ, and it was received at the reception by radio telephone. In honour of his new daughter-in-law, who is an Irish girl, Mr. Coff also played "When Irish eyes are smiling" which the customers of the "New Inn" and the guests at the New York reception sang.



Members of the Royal Air Force Association Club, Porthcawl, on the evening of their Annual Tramps' Supper.

Mr. Gary Cooper the famous film star was a recent customer at "The Plough," Colnbrook. Mr. Cooper's preference was for strong beer and he thoroughly enjoyed a bottle of our Old Berkshire.

During the recent newspaper strike a number of our licensees did what they could to keep their customers informed of what was happening. At "The Dog," Peppard, a news sheet was made available. It was a reasonably light-hearted effort, but it certainly helped to make up for the void which the stoppage of the National Press created. The name of the paper was "The Dog Special."

From the "Dog Special":

Method for Catching Owls.—When you discover one in a tree and find that it is looking at you, all that you have to do is to walk quickly around the tree several times; the owl's attention will be so firmly fixed that it will follow your movements until it wrings its neck off!

A much more ambitious newsletter was produced for the customers of "The Compasses Hotel," Damerham, Hants. Called the "Damerham News Letter," it

consisted of five pages of up-to-the-minute news from all over the world. Indeed, it was quite as newsworthy as the average daily. It even included weather reports and the "fat stock prices."

Editor of the "Damerham News Letter" was Mr. Arthur Lennard Woolf, a customer of the "Compasses" and a well-known journalist and author of several widely read books. Mr. Woolf is



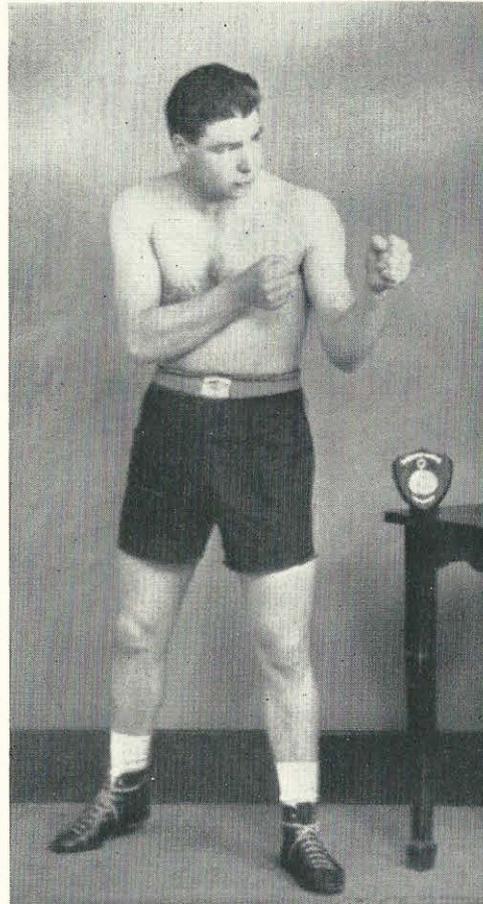
"Licensed to let Post Horses" was the interesting legend uncovered during recent alterations over the portico of the "Goddard Arms" Hotel, Swindon. (Picture by Courtesy of the "Swindon Evening Advertiser")

at present collecting material for a new book on the Village of Damerham.

“The Sportsman’s Inn,” Heamoor, Penzance, has just changed hands after being 64 years in the Rich family.

Mr. and Mrs. James Rich took over the house in 1891. On the death of her husband Mrs. Rich took over until her death in the 1920’s when she was succeeded by Mr. Thomas Rich, her youngest son, who has just retired.

The family shared in the celebrations of four Coronations and the peace celebrations after three wars.



Danny Wood who has just won the light middle-weight championship of the R.A.S.C. in Great Britain and Germany. Danny is at present completing his National Service from our Cellar Staff at the Tamar Brewery, Plymouth. His mother also works in the Brewery—in the Bottling Stores.

Our picture shows a very efficient and effective labour saving device which Mr. George Stanbury has installed in his house, the “Britannia Inn” at Plymouth. It is a wooden horse on wheels, on which barrels are mounted and can be automatically tilted. A girl can easily wheel the barrels into place in the bar as they need replacing.



A pleasant scene outside the “Church House Inn,” Churstow, Kingsbridge, South Devon, just before the Modbury Harriers move to the hunt.

A noticeable feature of this Inn is the sign which depicts the local Church opposite.

NEW PLYMOUTH OFF-LICENCE

One of the most successful off-licence premises in Plymouth—No. 4, North Hill—was taken over by us on June 23 last.

This business, which has enjoyed an excellent reputation for many years, was previously the property of Mrs. F. A. Crosse, who had held the business for 32 years.



The R.E.M.E. Band from Poperinghe Barracks, Arborfield, Berks, visited Malta recently, and during their visit had a conducted tour of the Malta Brewery.



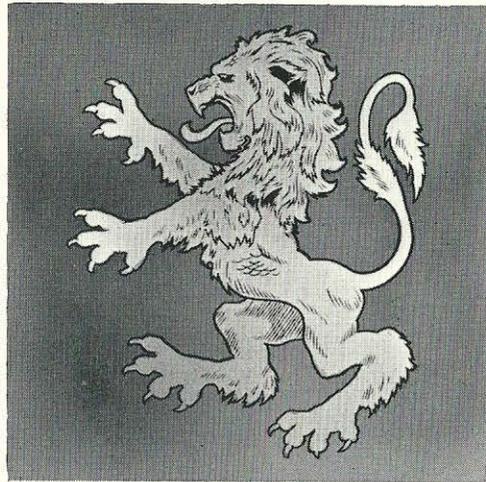
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New Inn Signs

1. A comely Devon maiden offering a Devon Dumpling is the new inn sign for the "Devon Dumpling" at Torquay.
2. "The Three Legged Cross," Wargrave.
3. "The Golden Lion," St. Ives.



2



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Obituary

We deeply regret to record the deaths of the following :

Mrs. Elizabeth G. Speed, who died on February 20, at the age of 63, after a short illness. Mrs. Speed had been tenant of "The Racehorse," Carshalton, since 1943, when she took over the tenancy from her late husband. Her son, Mr. W. E. Speed, is continuing the licence. We extend our deepest sympathy to Mrs. Speed's family.

Mr. G. C. Jones, Foreman at Oxford Branch until his retirement in 1951, who died on April 12, at the age of 68. Mr. Jones came to Oxford Branch from Reading in 1930.

Mr. Marmaduke Dent, who recently died at the age of 87. From 1906 to 1946 Mr. Dent was licensee of "The Coach and Horses," High Wycombe, and was succeeded by his son, Mr. Leonard C. M. Dent.

Mr. G. E. Shipton, a Stoker at Reading Branch prior to his retirement in 1953, and who had completed 33 years' service, died on May 7.

Mr. "Bill" Dewey, a Reading Branch pensioner, who died in May at the age of 72. Before his retirement in 1949, Mr. Dewey was employed as a Driver, and prior to the 1914-18 War he was Chauffeur to the late Mr. L. de L. Simonds.

A Terrible Fate

A relic of the good—or was it the bad—old days turned up recently at our house, "The Queen's Head," East Street, Bedminster—two official documents warning the then landlord of the house that two people has been declared "Habitual Drunkards" and warning that if they should be served with intoxicating liquor, whoever served them would be liable to a fine not exceeding £10 for the first offence and not exceeding £20 for subsequent offences.

The document which was signed by the Lord Mayor of Bristol "By order of the Watch Committee" not only gave all the

details of the 1902 Licensing Act, but devoted one whole page to a description of the culprit. The description included details of the "Habitual Drunkard's" whiskers and nose and the shape of the face. One of the documents refers to a sixty years' old lady whose "Profession" was given as "Laundress or Fish Hawker"—she had, says the description, an ordinary nose, no whiskers, no moustache and an oval face. Judging by her "peculiarities or marks," however, she would seem to have been rather unsteady on her feet—"Cut scar over right eye, do right cheek and wrist; scar left centre of forehead, left eyebrow and back of left hand."

Courtesy of the
Simonds family archives
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