

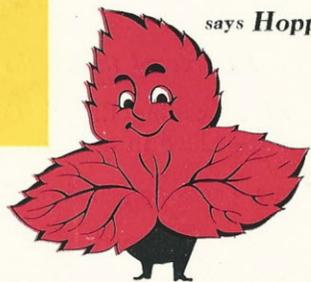


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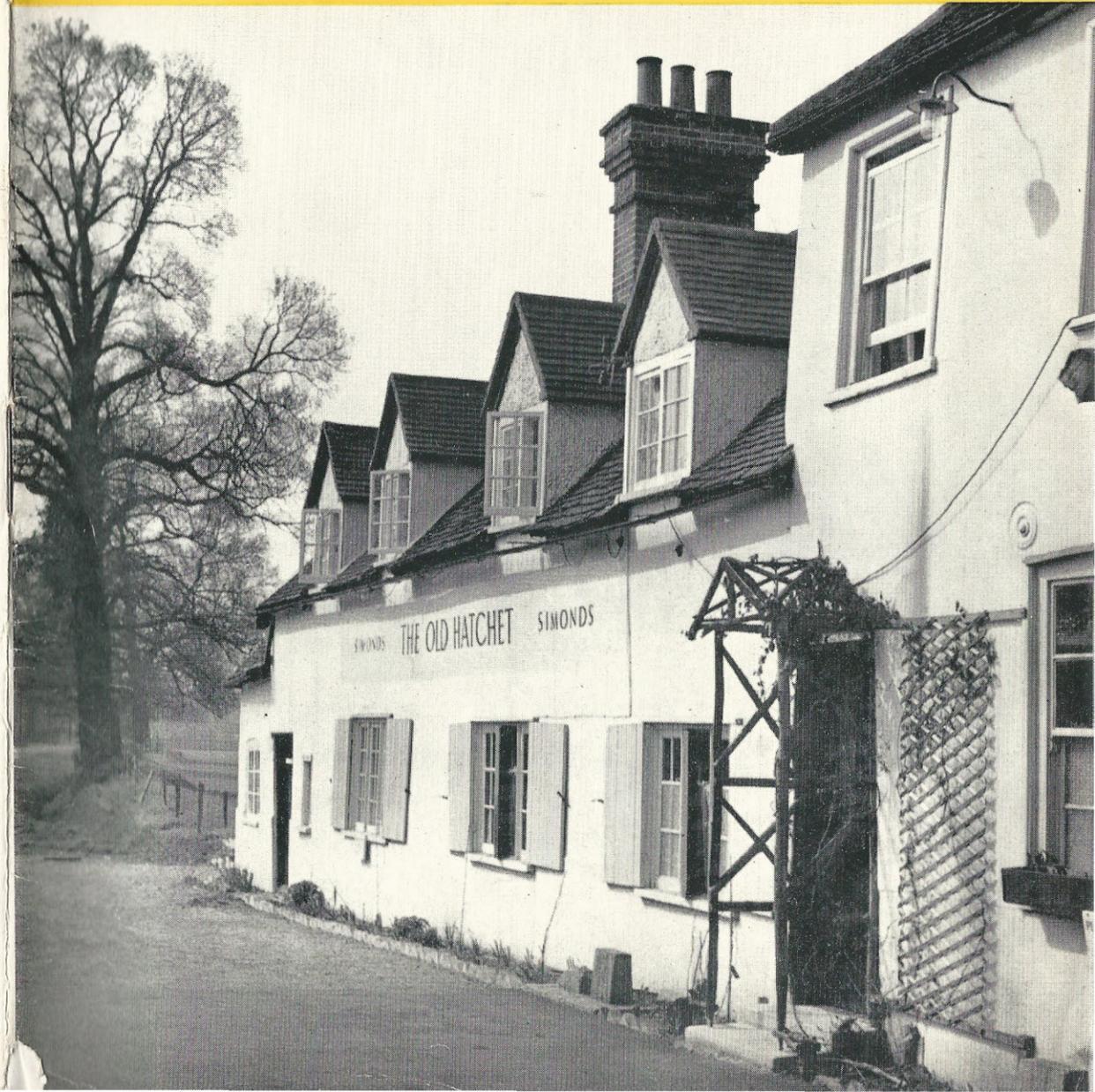
# Hop Leaf

THE HOP LEAF

*Gazette*

SUMMER 1956 • VOL. XXX • NUMBER 3

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



# Hop



# Leaf

G A Z E T T E

THE JOURNAL of H. & G. SIMONDS LIMITED

#### FRONT COVER PICTURE

*"The Old Hatchet" at Winkfield, near Windsor, is well over four hundred years old. Dick Turpin used to drink there.*

S U M M E R · 1 9 5 6

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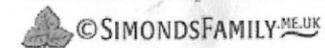
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Courtesy of the  
Simonds family archives



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## Editorial

The elementary rule of salesmanship is "Display your Wares." That, of course, means more than showing your goods—you can without much thought or effort display your wares in a way guaranteed to put the idea of buying them right out of the potential customer's head. It means to display them in the fashion best calculated to arrest the eye of the casual glancer, and to display them to the best advantage in the best possible vantage point.

In our business we depend to a very large extent on good display, and there are fewer better places for a display than a public house. There you have your potential customer in a good frame of mind—who isn't with a glass of good beverage in one's hand—standing ready to be attracted towards a striking array of goods.

It is extremely gratifying to notice how many of our landlords do put up a bright and attractive display of wares. Unfortunately the other kind of landlord also exists, and in surprising numbers. The wares we sell are particularly well suited to display, shining bottles with colourful labels, all containing clear and differently hued drinks, these plus a little ingenuity, and one has everything necessary for a pleasing and arresting array.

It is a pity to ignore opportunities as some landlords are inclined to do. It is much worse to have a shabby display; nothing looks quite so bad as tattered fly-blown counter cards, stained and blackened ashtrays and dusty bottles with faded labels.

The right things to display in Licensed Houses are, of course, the products for which these houses are designed and maintained. It should hardly be necessary to mention this, but a few misguided souls have been known to give up valuable display space to products which have no traditional nor appropriate place in Inns and Taverns. We are in business to sell beer and spirits, and these are the products we must push. It would be fantastic, for instance, if a greengrocer were to replace the apples and oranges in his window with a display of sausages and shoes.



## Chief Accountant's Department

In the year 1896, at Reading, our first Balance Sheet as a Limited Company was published, although the Brewery had already then been in existence for more than a 100 years as a private family concern. By coincidence that, too, was the year in which our Chief Accountant, Mr. Alfred George Richardson, A.C.A.—popularly known as "A.G.R."—saw the first light of day in the historic city of York.

It was in September, 1931, that Mr. Richardson finally forsook his native heath to come South to take up his appointment with us, having been selected

by the late Mr. Eric Simonds, out of over 600 qualified accountants who had made application for this newly created post. Since 1931 he has been head of the department which has, as one of its major tasks, the preparation of our Annual Balance Sheet.

Comparative figures extracted from that nineteenth century document and from our latest balance sheet, published last December, show clearly how the work of this behind-the-scenes department has increased, keeping pace with the phenomenal expansion of our organisation.



*Mr. A. G. Richardson with his right-hand men prepares for a brief conference—the subject—figures, of course. Mr. J. V. Hasker (left) brings a balance sheet for reference, whilst Mr. F. L. B. Abbot (right) accepts a cigarette.*



All are hard at work in the Internal Audit Section. From left to right : Mr. C. Pack, Mr. H. M. Randall (Senior Internal Audit Clerk), who is discussing a point with Mr. L. W. J. Loynes ; and Mr. R. J. Lambourne, who is engaged in income tax data.

The assets of the Company amounted to £584,000 in 1896. By 1931 that figure had increased to £3,000,000, and by last year it had risen to more than £11,500,000.

The acquisition of more than twenty other brewery undertakings during the past quarter-of-a-century has in each case provided another major operation for the department, producing further masses of figures to be worked upon and feeding the seemingly insatiable appetite of Mr. Richardson and his staff for figures, figures and yet more figures.

Perhaps it is not surprising that in a department where figures predominate in the daily round the staff is almost exclusively masculine. Exceptions are

Miss Jean Marcham, Mr. Richardson's efficient secretary, Mrs. M. Lovejoy, who, with equal efficiency, helps to distribute our funds to those to whom they are due, with the aid of the cheque-writing machine, and Mrs. M. Luckett, the departmental typist.

It is not untimely here to recall some of our biggest acquisitions which have included Phillips & Sons Ltd., of Newport, Mon., The South Berks Brewery Co., Ltd., Ashby's Staines Brewery Co., Ltd., Wheeler's Wycombe Breweries Ltd., W. J. Rogers Ltd., of Bristol, The Cirencester Brewery Ltd., Lakeman's Brewery, Brixham, R. B. Bowly & Co., Ltd., at Swindon, John May & Co., Ltd., of

Basingstoke, Pool & Son Ltd., at Penzance, and the Octagon Brewery Ltd., at Plymouth.

For ten of these undertakings 'A.G.R.' acted as the Liquidator.

In the second floor suite of offices which houses the department, in the Head Office building at Reading, the casual visitor encounters and is impressed by the air of quiet and unhurried efficiency.

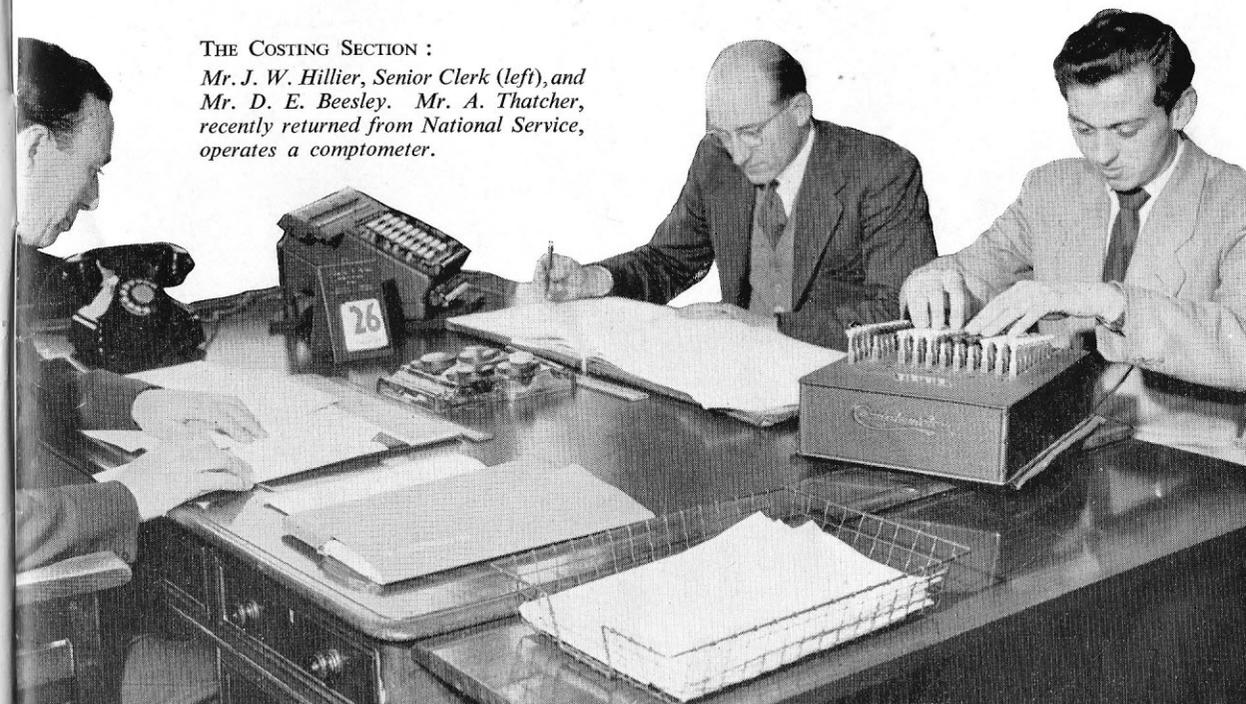
There is a touch of mystery, for the outsider, about the activities of the staff who are to be seen absorbed in their work, concentrating over impressive looking leather-bound ledgers or making complicated calculations on figure-covered sheets of paper.

Each day some of these volumes are brought out from the solidly built fire-

proof strong-room in the Chief Accountant's office so that further instalments of the financial activities of our organisation can be recorded therein. The shelves of the dungeon-like chamber are lined with books and files in which are recorded with meticulous detail the financial history of the Company.

To record in detail the work of a department such as this would require more than the available amount of space, but lest it should be thought that a year's toil is required to prepare the annual balance sheet and that any small amount of spare time is devoted to dealing with the acquisition of other breweries a few brief details of the mass of routine work must be given.

One of the most important tasks is that of providing the Board with the weekly



THE COSTING SECTION :

Mr. J. W. Hillier, Senior Clerk (left), and Mr. D. E. Beesley. Mr. A. Thatcher, recently returned from National Service, operates a comptometer.

reports which keep them closely informed in detail of the financial welfare of the Company. Sales figures, costings and a mass of financial returns which are required for a multitude of purposes, need in many cases hours of careful work by one or more members of the staff.

Mr. F. L. B. Abbott, Mr. Richardson's able deputy—they are both Chartered Accountants—has almost a full-time task, and a gigantic job it is, in computing Income Tax and Profits Tax Liability and reaching agreement with H.M. Inspector of Taxes on this complicated subject.

Mr. J. V. Hasker (popularly known as "The wonderful wizard of figures") shares with Mr. Abbott an office adjoining that of their chief, and is responsible for the statistical records and masses of duties in connection with the immense volume of book-keeping between the Head Office and our Branches.

Other offices in turn house the Internal Audit and the Costing Sections, and the Accounts Section where all the Impersonal and Purchase Ledgers are dealt with.

**IN THE ACCOUNTS SECTION :**

*Mr. F. W. Lawrence, the Chief Clerk, in the background, supervises the work of one of the clerks in the spacious office where normally more than a dozen clerks are busily engaged.*



*Mrs. M. Luckett, Departmental Typist, with Mr. F. W. Lawrence.*



*Miss Jean Marcham, Mr. Richardson's Secretary.*



*Mrs. M. Lovejoy, Cheque-writing machine operator.*

## Opening of the New "Peacock," Reading

A large and representative gathering of guests filled the first-floor Georgian Lounge and overflowed to the Saloon Bar downstairs at the opening of the new "Peacock" in Broad Street, Reading, on April 5.

Exclamations of unqualified approval were voiced by the guests as they visited in turn each of the four bars, designed and equipped to serve between them the needs of a very wide section of the community.

The official opening was performed by Mr. R. B. St. John Quarry, one of the joint Managing Directors. After a brief speech he was served with the first pint of ale by the Manager of the new house, Mr. D. E. Deamer.

Built on the site where previously stood the famous "Brewery Tap," the new "Peacock" designed by our chief architect, Mr. R. E. Southall, is in sharp contrast with the old-fashioned premises which it has replaced.

In the entrance vestibule a pleasurable air is created by the colourful pictorial sign of the "Peacock" displayed in a specially illuminated frame and a picturesque Georgian street scene which extends along the full length of the opposite wall.

*Mr. Duncan Simonds admiring the pictorial sign of the "Peacock" with the well-known local artist, Mr. Roy Beddington, who was responsible for the sign.*



*Behind the bar in the Georgian Lounge where the opening ceremony took place, Mr. R. B. St. John Quarry with the Manager and Manageress, Mr. and Mrs. D. E. Deamer.*

In each of the four bars is found a happy blend of comfort and dignity. In the Public Bar simplicity is the key note and adjacent to it is an exclusively masculine retreat, the Gentlemen's Bar, in which an unusual decorative feature is a flint built fireplace. Over the fireplace in this oak-panelled bar is an excellent reproduction of Pietro Annigoni's portrait of the Queen.

In the large Saloon Bar decoration and furnishing is in contemporary style; alcove and booth seating adds an intimate touch, and on the walls are reproductions of paintings by Van Gogh, Gauguin and other impressionist painters.

The Georgian Lounge, as might be expected, has been furnished and decorated in the manner of the period, but delightfully so, with crystal chandeliers, wall-brackets, swagged pelmets and drapes. In this bar a special refrigeration system ensures that beer on the shelves is kept cool.

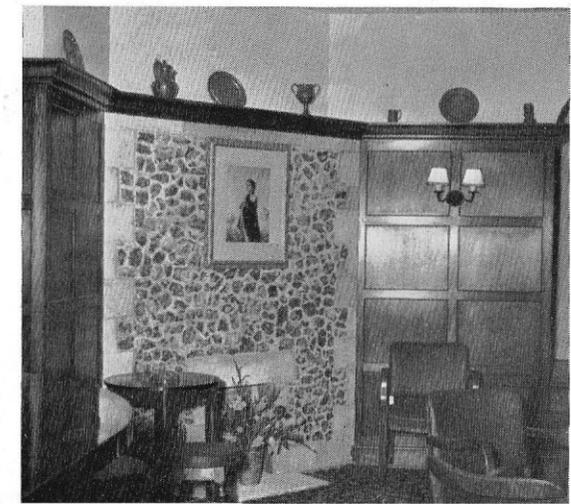
Throughout the "Peacock" practical innovations add to the comfort of both customers and staff; music can be

relayed to any bar, and in each of them the volume can be independently controlled.

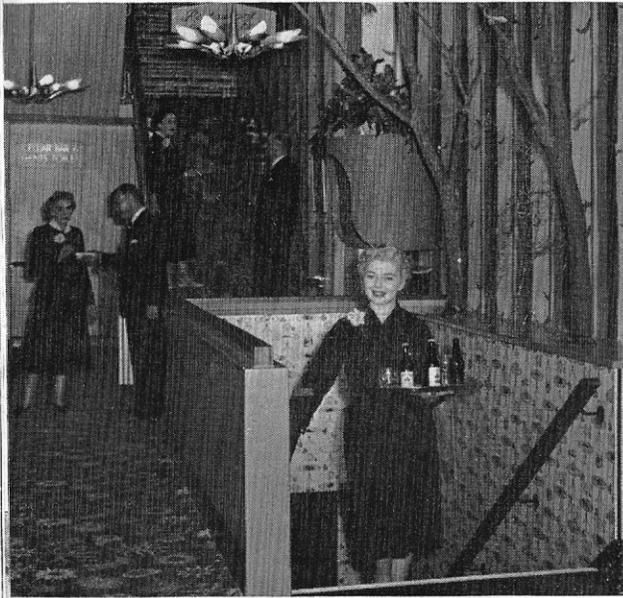
Draught beer is drawn from the cellars by electric pumps and a system of lifts has been installed for raising bottled beer from the cellars. A special system of heating will keep the temperature consistent and augment the heating by the traditional open fires.

Said one of several ladies who were among the opening night guests, "It is really delightful and everything has been done in such good taste."

*The Flint Fireplace in the Gentlemen's Bar.*







*The Entrance Hall.*



*A corner of the Cellar Bar.*

On the right are real blackthorn and willow branches on which are several brightly hued birds. Thick carpets underfoot and interesting and amusing wall-paper blend cleverly and capture an atmosphere of luxury and gaiety.

The Devon Bar on the ground floor is roomy and beautifully furnished. The decorations are most striking—wire fishes and birds on the walls catch the eye immediately, and sepia coloured sketches of local Devon life are most interesting and unusual. A fine long bar which allows plenty of space for those customers who prefer to remain near it is another noteworthy feature.

*The Foyer Bar.*



*The Devon Bar.*



*The Restaurant.*

### **The Cellar Bar**

In the basement is the Cellar Bar and the beer cellar itself. The Cellar Bar has been designed, and excellently designed, for those who wish to have first class food in the traditional English manner. It is oak panelled, lit by imitation oil lamps, and the chop house tradition has been preserved by the back to back seating along one side of the room.

The bar itself and the cooking and refrigerating arrangements are the finest that modern thought can evolve—the customer can pick his steak from the glass-walled refrigerator and watch the chef cook it.



*Mr. and Mrs. Duncan Simonds receiving guests on the pre-opening evening. The M.C. is Mr. Montague Hunter, of our "Clarence Hotel" at Stonehouse, Plymouth.*



*The men responsible relaxing at last. (Left to right): Mr. R. Howie, the Furnishing and Decorative Consultant; Mr. H. C. Davis, Manager of the Hotels and Catering Department; Mr. J. L. Hastings, Assistant Manager of the Hotels and Catering Department, and Mr. R. E. Southall, the Chief Architect.*



*Interior of the off-licence.*

It is but a few steps from the bar itself to the electric lift which goes directly to the main kitchens on the first floor, and there is an internal telephone system linking it with every bar and office in the house.

The beer cellar itself is a spacious tiled department where a thousand dozen bottles can be stored. A similar quantity can be held on the shelf space of the house.

#### ***The Restaurant and Foyer Bar***

The Foyer Bar on the first floor is a pleasant surprise. It is bound to be called the "Bamboo Bar" soon because bamboo is the motif of the furnishing. The wall-paper represents bamboo walls, the stools and tables are on bamboo legs; even the lighting system is held up by bamboo poles and another eye-catching piece is the counter of the bar which is of light polished wood shaped about like the edge of a pie-crust.

Behind the bar is a striking painting of fruit, flowers, game and wine. It is by Mrs. Margaret Chapman, well-known for her portraits and still-life paintings.

The Restaurant can seat 110 for lunches, 140 for a banquet, and 160 people can dance there with comfort. Once again

brightness and gaiety is the theme—the chairs are covered with red and white regency-striped washable covers; first-class mirrors dot the walls and panels of Gainsborough type pictures enhance the decorative effect.

#### ***The Staff***

Another modern touch is the installation of a first-class electric public address system. Every room is wired to the central office so that wireless programmes from any station can be piped to all the bars and the restaurant, or the resident band can be put on, and it can also be used for paging and after dinner speakers.

Every possible modern aid to cooking has been installed in the huge kitchen and plenty of storage space with easy access to the dining-rooms ensure that there will always be plenty of food available, and it will be at the tables in the shortest possible space of time.

It is expected that a staff of 30 will be required to run the new "Chevalier" and the architect did not forget to provide first-class accommodation for them. The bedrooms for the staff are well up to the standard of any bedroom available in a first-class hotel, and there is a large and well planned rest and recreation room.

#### ***The Planning***

The house has taken 18 months to build. When the project was first approached it was decided that close co-operation was needed to ensure that the architect, the hotelier and the engineer were all aiming at the same target, namely, a first-class modern house appealing to the public and convenient to the staff at the same time.

Mr. H. C. Davis, head of the Hotels and Catering Department, spent many months studying the layout and general design of similar houses in towns and cities through-

out Great Britain and the Continent; Mr. R. E. Southall, the Chief Architect similarly studied the constructional side, Mr. R. Howie, the Furnishing and Decorative Consultant, searched far and wide for the type of furnishings he required and Mr. J. L. Hastings, the Assistant Manager of the Hotels and Catering Department, busied himself with the provision of the necessary equipment—he collected 12,000 pieces.

There was close and constant liaison between each department; there was research into the type of customer to be expected and into the type of service the customer would require; there were

consultations about the amount of space to be allocated to the different departments of the house and where it should be allocated. There were the problems of heating and ventilation, of lifts and cloak-rooms, of stairs and fire exits—all directed towards the final target of satisfying the customer.

These four gentlemen and the staff that assisted them may well congratulate themselves upon an excellent job well done. "The Chevalier" may well be described as our "showpiece," if not, indeed, the showpiece of the British Licensing Trade.

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## ***Nature Notes***

#### ***A Cuckoo's Egg.***

At this season of the year you can spend a delightful day on the Berkshire Downs. During one of my visits there with a friend we found many nests, including that of the chaffinch, linnet, yellow-hammer, meadow pipit, white-throat, lark, wheatear, partridge and pheasant. The meadow pipits' nests were cunningly concealed in tufts of grass. In one of the lark's nests we noticed that one of the eggs was coloured differently from the others, and on closer examination it proved to be a cuckoo's. The wheatears' nests were in disused rabbits' holes.

#### ***Luncheon by the Dewpond.***

It was a glorious day and after strolling about for several hours we were more than ready for luncheon which we enjoyed sitting by the side of a dew pond, where numerous birds came to quench their thirst. We quenched our thirst, too—but not with dew drops! Our presence excited the curiosity of several hares which came quite close, stared at us, and then made

off. In the dew pond there were many newts.

#### ***Not at Home.***

We looked in vain for the stone curlew, sometimes called the thicknee. They were not at home on this occasion, though they have been known to nest in the locality where we were searching. I used the word "nest" advisedly, for the stone curlew sometimes uses a few bits of grass and at other times it has no building material at all. Their eggs harmonise so closely with the surroundings that they are very difficult to find. There is something rather weird about the loud shrill of this bird as I have often heard it uttered at dusk.

#### ***Very Beautiful Now.***

The countryside is looking very beautiful now. The rich green of the fields and meadows, the marvellous display of flowers, and the sweet singing of the bird choir, composed of hundreds of voices, all add to the log of a day in the open air in this very beautiful world. C.H.P.

# People and Places



## **Windsor Forest.**

*William the Conqueror had not been in England long before he heard about the beauty of the Forest of Windsor, its lush glades abounding with game of every description, its placid deep-flowing river stocked with fish, and its famous mound where, they said, King Arthur had sat with his Knights of the Round Table. He went there and was captivated, but it was the property of the Monks of the Abbey of Westminster. William, a faithful son of the Church, disdained the use of force against its clerics so he negotiated and exchanged two Manors in Essex for the coveted forest.*

William pulled down a wooden fortification surmounting the hill and built instead a circuit wall of granite; other Kings built and improved what William had started, and the Castle at Windsor became, as it is today, the chief residence of England's Sovereigns. In olden days the thickly wooded forest stretched over a wide area and was carefully preserved. Little of it is left today, but on the green outside our house, "The Stag and Hounds." at Binfield stands an ancient hollow elm which used to be known as "the centre elm." It stood in the centre of the forest. Five men can

stand within the tree; not long ago two malefactors fleeing from the police slept within it, and, it is locally averred, it serves also as a comfortable and discreet bower for the more gentle and law abiding purposes of young lovers. They have to be young because it is quite an athletic feat to climb inside!

*The "centre elm" of Windsor Forest on the green outside "The Stag and Hounds."*



***“Good Queen Bess” was there***

In the days of “Good Queen Bess” the Forest Rangers and their families used the green at Binfield for carnivals and sports meetings, and the Queen herself sat in the window of the inn and watched the sport and the maypole dancing. The “Stag and Hounds” is a huge old coaching house that used to be a hive of activity when coaching was the method of transport ; it is not so busy today, but at eventime and at the week-end it springs to life again, and in the long summer evenings it becomes the mecca of the cyclist and the tourist who like to drink good beer in pleasant sylvan surroundings. It is a place where inspiration comes easily—it was in this inn that Terence Rattigan wrote many of his famous plays, and it is the meeting place for the Garth Hounds on three or four occasions a year. The present landlord is Mr. F. T. Newport, who has been there 17 years.

***Have you an old Hatchet ?***

There are many ancient inns in the Forest area : one of them, “The Old Hatchet,” at Winkfield, is well over 400

years old. If Dick Turpin used all the inns it is claimed he used, he must have had very little time for highwayman activities and, indeed, would never have been sober enough to sit on Black Bess or hold a steady pistol, but it is very likely that he did use “The Old Hatchet.” It stands beside the old main road to Ascot which was then a busy thoroughfare, used by many of Dick’s potential victims. Mr. J. K. Harman, the licensee, who before he entered the licensing business worked with the oldest firm of shirt-makers in Great Britain—they were established in 1689—is a keen stamp collector and has one of the largest collections in England. However, he is very anxious just now to collect a very different object—an old hatchet. He wants to display it deeply embedded in a log of wood so that customers may themselves be induced to “bury the hatchet.” Mr. Harman’s charming house has another interesting feature—a grocery shop through a curtain from the bar. When he is not selling Hop Leaf products he is busy selling sugar and tea.



*Mr. Harman shows some of his stamps to customer-collector, Mr. Jack Pither.*



*“The Horse and Groom,” once a hunting lodge.*

***The Ringing Glass***

The Hunting Lodges of the ancient days are things of the past, but one of them remains, remodelled, and added to—“The Horse and Groom” at Bracknell. It, too, was a coaching house beside the old Roman road that runs from Silchester to London, not far from the spot still called Caesar’s Camp. This very attractive

house with its roomy bars and blackened rafters has preserved one special feature of the old coaching days. When the saloon bar was added some years ago a ringing glass panel in the old outer wall was not disturbed and it is still there today. A “ringing glass” was a window pane let into the wall ; inside was a large cupboard where a watcher could wait in

comfort for the arrival of the night coaches. On arrival the coachman could wake the ostler, if he were asleep, by ringing on the glass with his whip. Opposite the "Horse and Groom" is another interesting object, a telegraph pole with a weather vane on top—there is only one other in Great Britain, they say. For good measure on interesting facts about the house, there is an old lady of 101 living close by, enjoying perfect health. Her late father, a blacksmith, forged his own sword which he wielded at the Battle of Waterloo. Mr. Gerald E. Leader, the landlord, has been at the house for five years.

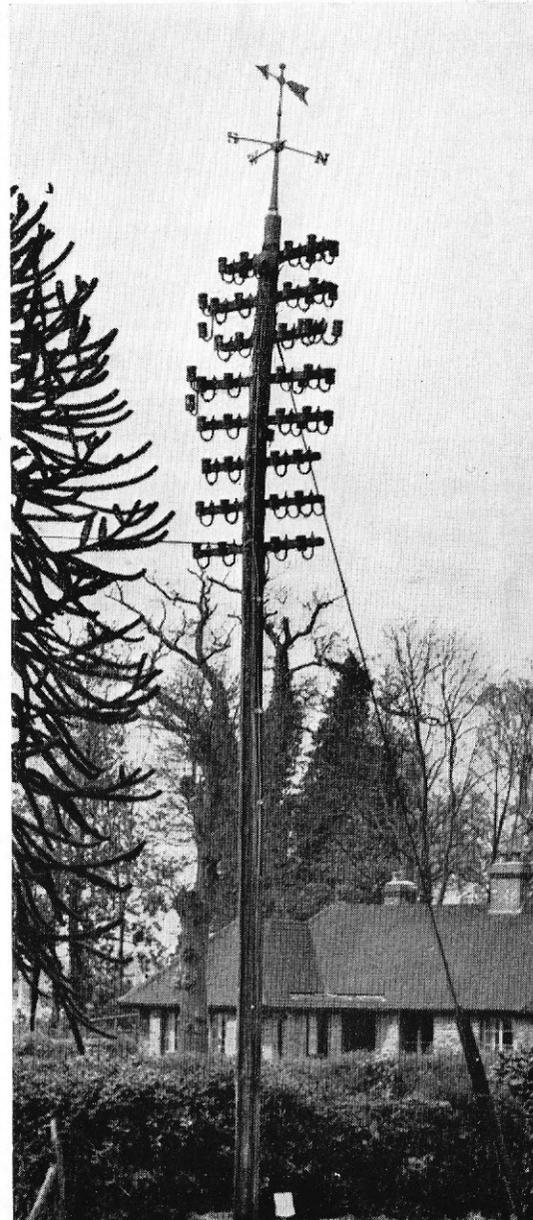
The weekly market was on in the grounds of the "Hind's Head" at Bracknell when we arrived there. The bars were packed with farmers and their men, and the staff were hard put to keep up with their demands. This is still another ancient hostelry where that old highwayman toss-pot, Dick Turpin, used to spend his ill-gotten gains; there is actually the remains of an old secret passage leading from underneath the inn to an exit on the other side of the road. The market was also bustling with activity; every type of domestic animal, even rabbits and guinea pigs, were for sale, all types of fowls, ducks and geese, shrubs, plants and farming implements—all littered the extensive market place about the inn.

#### **The Queen's Bouquet**

Queen Victoria called at the "Red Lion," Bracknell, on June 20th, 1845. She was on a visit with Prince Albert to the Duke of Wellington, and horses were changed at the inn which was then a prosperous stabling house. It is recorded that Mrs. Croft, presumably the licensee, presented a bouquet of flowers to Her Majesty. This old house with its extensive gardens and garaging accommodation is at present managed by Mr. M.

Watkins, who was a boxer of note, and who is considering installing a gymnasium and providing training opportunities for local boxers. In 1946 he won the British Army heavy weight championship, and has represented England against Switzerland and Ireland.

*The unique telegraph pole with the weather vane on top.*



*A group of fair day customers at the "Hind's Head."*

The appetising aroma of fried eggs and bacon greeted us at the "Three Legged Cross" at Warfield, near Bracknell. It is a familiar aroma there because the house has a wide and excellent reputation for this nourishing tit-bit. Mr. J. A. Nichol, the licensee, has been five years at the house, but his wife has been there for twenty-two years: her father used to be the landlord.

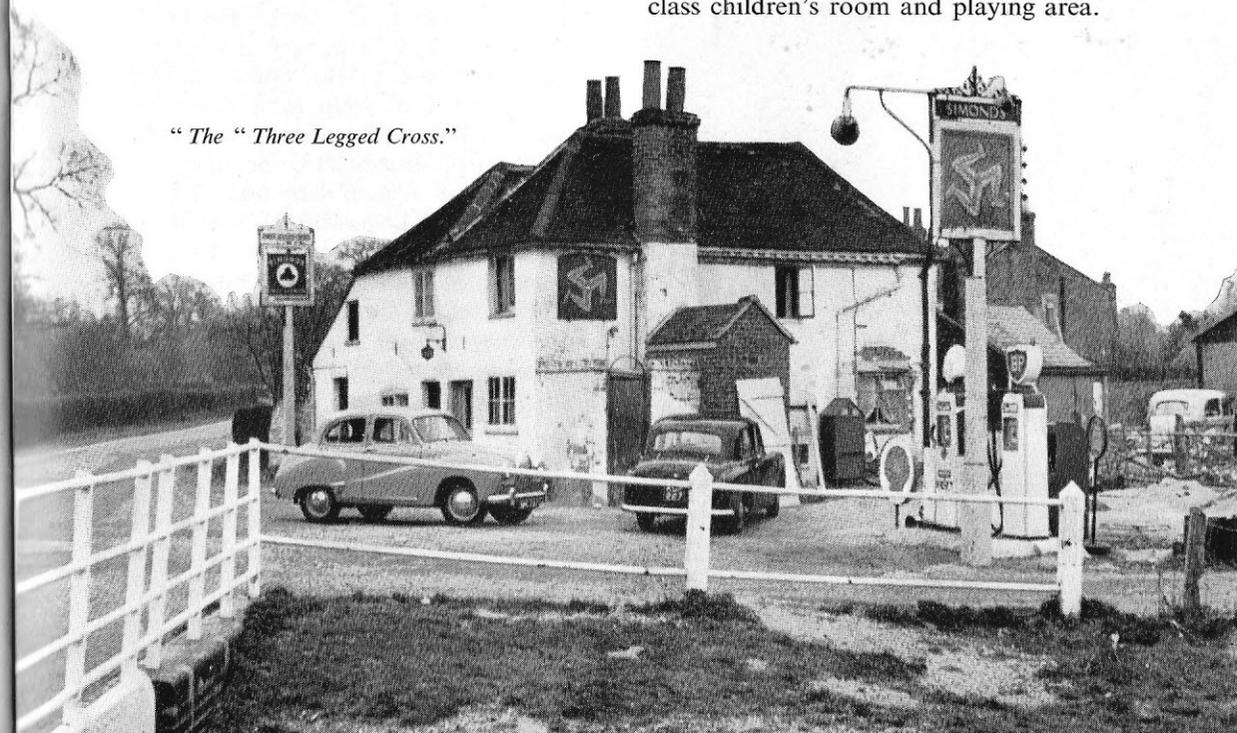
The long, low carpeted lounge of this house is one of its most pleasing features, and Mr. Nichol's unusual sideline, for a publican, is his petrol filling station alongside the inn.

Windsor town used to be famous for the number of licensed houses within its area: there were 70 in 1560. There are not so many today, but those that are left are interesting and comfortable houses.

#### **The Pekin Man**

"The Duke of Cambridge" in Peascod Street, near the town centre, is a pleasant modern house where the landlord, Mr. A. W. Wren, takes every possible step to serve the needs of his varying types of customers. Windsor in the summer season is packed with tourists who need snacks and good beer. At this house they can obtain such delicacies as luscious prawns from the Mediterranean or hot pies and sausages, all fresh and palatable. At other times of the year the house is popular with the local townspeople, and to cater for the children, Mr. Wren has, in spite of limited space, provided a first class children's room and playing area.

*"The "Three Legged Cross."*



Some people coming face to face with the showpiece of Mr. Wren's house are momentarily shaken and apt to blame the strength of the liquor. "The Pekin Man" holding an enormous willow pattern clock dial and works is of solid teak, and an authentic Chinese object of art. He stands in a corner of the saloon bar.

**The Cosmopolitan House**

"The Criterion," also in Peascod Street, is a bustling house with a steady all-the-



*Mr. Fred Edwards and one of his Irish customers.*

*The "Old Man of Pekin" and Mr. A. W. Wren.*



year-round trade. Its popular and energetic landlord is Mr. Fred Edwards, whose motto as printed in a leaflet of the house, is "You die if you worry. You die if you don't—so why worry." One-time sparring partner to Kid Berg, the famous boxer, Mr. Edwards, who now weighs 16 stone, firmly believes in pandering to his customers' tastes. His boast is that at any time a hungry customer can obtain a snack in the house—anything from a bowl of soup to a porterhouse steak. "I have a cosmopolitan trade, about 70% Irish, 20% Scottish, 10% English and 1% Welsh, and they mix pleasantly and peacefully," said Mr. Edwards. Another excerpt from the leaflet of the house reads, "Our Chucker-out has won 75 cups for boxing and is an excellent revolver shot." Mr. Edwards is still interested in boxing and recently established a record by promoting a boxing tournament which he also refereed, and also boxed a few exhibition rounds himself. He is the treasurer of the local Licensed Victuallers' Benevolent Association.



*Mr. E. S. Lunn with one of his darts trophies.*

**"The Globe"**

One of our smaller and more intimate houses in the old town is "The Globe" in Oxford Road. It is also one of the oldest houses in the Royal Borough.

Week-ends are busy and jolly at "The Globe"; not only is there a piano available for talented customers anxious to entertain their friends, but for those who can sing a "mike" has been installed and has proven to be a very popular addition.

There is also a very successful and enthusiastic darts team, and Mr. E. S. Lunn, the landlord, has a distinguished darts record himself—particularly in the Landlord's Cup and Secretary's Cup Competitions.

One of the brightest and neatest little inns we have ever visited is "The Criterion" in Clewer Hill Road, Windsor. The landlord, Mr. H. N. Matchwick, explained the spotless appearance of his inn by saying, "I was in the butchering business before I became a publican, so I was born with a scrubbing brush in my hand." He has not much space, but he

has cleverly and painstakingly brightened up every little corner of his bars so that you forget its size in admiring its brightness. He has not even wasted his window space, where he has put up shelves, and the attractive window display of beers and

*Mr. Matchwick dressing his windows.*





*"The Man of Kent."  
Driver T. Thorpe  
and mate,  
P. Mockford  
delivering the beer.*

spirits, Mr. Matchwick states, pays big dividends. He has been there four years; his father used to keep the "Fox and Horn" at Three Mile Cross, near Reading, and was 37 years in the house. The amount of the inventory when he bought it was £7 10s. 0d.

**"The Man of Kent"**

An unusually named public house to come across in Berkshire is the "Man of Kent," Green Lane, Clewer, and nobody knows how it became so named. The landlord is Mr. Reginald Scarbrow, who has been there four years. Situated in a quiet road it is likely to become a much busier house in the future as it is in the

centre of an area which is rapidly being built up. The popularity of the host and hostess of this roomy inn is without question, and for their silver wedding anniversary last April the customers organised an evening's outing for Mrs. Scarbrow.

"The Three Jays," previously the "New Inn," at Sunninghill, near Windsor, is a fine house, being further improved by the new host and hostess, Mr. Jeff and Mrs. Joyce Jeffery, who have just taken over. Mr. Jeffery was a concert pianist of note, who played with many famous bands. He is justly proud of his collection of brass which he claims is one of the most interesting in the country,



*Mr. and Mrs. Jeffery  
with "Jumbo," one of  
their most valuable  
brass ornaments which  
is usually chained to  
the counter.*

and his wife's great interest is in the preparation of luscious snacks—there is a yard long list of sandwiches and snacks, including even tuna fish ones. The other features are the great range of sherries available and the coffee which is obtainable in the bars at all times. Mr. Jeffery's favourite drink at the moment is "S.B." because in picking a horse to back in the Grand National he chose "E.S.B." because of the similarity of names.

"The Nag's Head," also at Sunninghill, is an attractive, well laid-out house which attracts a great deal of local and passing trade. Mr. T. Williams, the

landlord, today a healthy and cheerful man, was unfortunate enough to be captured in Singapore, and spent 3½ years as a prisoner of the Japanese, working on the famous Burma Railway project. He weighed six-and-a-half stone when liberated.

The area of Windsor Forest is one which makes a particular appeal to tourists who throng there, thirsting for information as well as for beverages during the season. They also develop healthy appetites in the area and a most commendable feature of most of the inns we visited was the wide variety of snacks and meals available—at any time.



*Mr. and Mrs.  
T. Williams.*

## Sports

"Le Fevre Arms," Sheffield, won the Championship of the Basingstoke "Hop Leaf" Darts League. "The Bell," Odiham, were runners-up. The pairs competition was won by "The Cricketers," who beat "The Rose" in the finals. Mr. S. H. Spurling who was present on the evening presented the prizes.

### Newbury

Finals of the Newbury "Hop Leaf" Darts League were held at The Plaza, Newbury, on April 1.

League winners were the "Adam and Eve": "The Star" were runners-up.

The six-a-side competition was won by "The Swan," who beat "The Falkland" in the final.

Trophies were presented by Mr. E. D. Simonds.

The "A" team from "The Swan," Shefford, covered themselves in glory when they reached the finals of the Hungerford Football Club Darts Tournament: 76 teams competed. They were beaten very close in the finals by the "Fleur-de-Lys" team, who are the All-England Champions.

Mr. J. Dixon, representing "The White Lion," Cricklade, won the Singles Championship of Wiltshire in the *News of the World* Individual Darts Championship at Devizes on February 16, without losing a game. He beat the Salisbury champion in the final.



Shield Winners in the Penzance and District "Hop Leaf" Darts League—"The Sportsman's Arms," Heamoor. Penzance Manager, Mr. L. C. White is on the right.



The Byfleet Comrades "A" team who won the championship of the Byfleet and District Club's Darts League.

On the left is Mr. F. W. Freeman, Home Trade Manager, who presented the trophies at the Pyrford Village Hall.

All these trophies which include the Camberley and District St. Dunstan's League Cup (the largest one) have been won by the two darts teams of the "Bee Inn," Windlesham, Surrey. These trophies have been won two years running. The landlord, Mr. R. C. Robinson, is confident that his teams will carry them off this year as well.





*The teams from the 'Hour Glass' Sands, High Wycombe, winners of the High Wycombe and District 'Hop Leaf' Darts League, and also winners of the Pairs Competition which was held at the 'Hour Glass' on Tuesday, May 8.*

**Newbury.**

The Press in force and a great number of spectators turned up at the Club Room of our "Waggon and Horses" Inn at Newbury for the inaugural meeting of the Newbury Amateur Boxing Club recently.

Lord Porchester, a keen amateur boxer, thirty-two-year-old son of the Earl of Carnarvon, and friend of the Royal Family, fought three 1½-minute rounds with ex-pugilist Jack Curtis. Mr. Curtis is former Champion of Berks, Bucks and Oxon, and runner-up for the West of England title. Amongst the visitors were Mr. Edward Terrell, Q.C., Recorder of Newbury, and the Mayor, Mr. F. P. Pirouet, who is Chairman of the Club.

**Staines.**

The "Three Tuns," Staines, won the championship of the Staines and District "Hop Leaf" Darts League, beating

the "Royal Oak," Bedford, in the final. In the semi-final the "Royal Oak" beat the "Rising Sun" and the "Three Tuns" beat the "Jolly Butcher," Staines.

The players' individual championship was won by P. Fowler, "Three Tuns," Staines, who beat S. Smith "Jolly Waggoners," Hounslow in the final. The licensees' individual championship was won by C. Kent, "Robin Hood," Egham, who beat V. Roberts, "Jolly Butcher," Staines.

**Final League Positions.**

The leaders of the five sections of the league were as follows :—

- Section 1. "The Rising Sun," Datchet.
- „ 2. "The Three Tuns," Staines.
- „ 3. "The Jolly Gardeners," Sunbury.
- „ 4. "The Three Horseshoes," Feltham.
- „ 5. "The Royal Oak," Bedford.

**Hop Leaves**

The 1st Battn. The Royal Berkshire Regt. are moving to Barracks at Tidworth.

It is very long since there was a Regular Battalion of the Berkshire Regiment stationed on the Plain, and Ludgershall Branch are looking forward very much to meeting members of the Regiment.



When Mr. D. J. Searle, of "The Royal Oak," Knaphill, this year collected his Justices' Certificate from the Woking

Bench, it was the fiftieth occasion on which a member of his family had had the licence of "The Royal Oak" renewed.



Mrs. G. M. Powell, the Manageress of the "Royal Castle Hotel," Dartmouth, has been elected a Town Councillor there.

Councillor Mrs. Powell is a very energetic lady, who is much interested in tourism, the major industry of Dartmouth.

*It was in bright sunshine that the Dartmoor Foxhounds met at the "Lyneham Inn," Plympton. On horseback are Charlie Pengelly, the Whipper-in, and the Master, Mr. John Dix.*





*An Andalusian drinking vessel went round at the Christening Party of Nicholas, son of Mr. and Mrs. J. H. Rogers, of the "Hope and Anchor," Midford.*

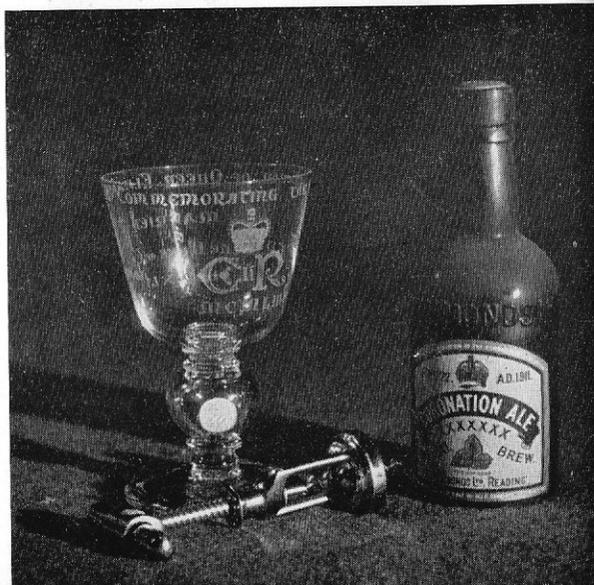
*This is Miss Barbara Rogers sampling it.*

Congratulations to Mr. and Mrs. Leslie Gruitt, of "The Hole in the Wall," Torquay, who recently celebrated their Silver Wedding. More than 80 regulars gathered at the Inn on the evening of the day to extend their good wishes and partake of a huge iced celebration cake.

The oldest landlord in Great Britain in 1899 was Mr. Thomas Webster, of "The Royal Oak," Chinnor, Oxfordshire, according to an extract in the *Harmsworth Magazine* of 1899. Mr. Webster was 87 years old.

"It would appear," states the magazine, "that Mr. Webster is an ideal innkeeper, for he has been the tenant of the Royal Oak for sixty-four years, during which time not a single complaint has been laid against him as to the conduct of his house."

*An excellent photograph, by Mr. John Preswich, which appeared in "The Tatler," of a bottle of our Coronation Ale brewed to celebrate the Coronation of the late King George V in 1911, with a glass made to celebrate the Coronation of our present Queen.*



## ALE BY THE YARD

The latest record time for drinking a yard of ale at "The Bath Arms Hotel," Warminster, is 1 minute 7 seconds—by a fit and well-trained young soldier.

For those who are not acquainted with a Yard of Ale it is a yard long glass container with a bulb at the bottom. When it is filled with beer it contains  $2\frac{1}{4}$  pints.

It is customary to drink the contents in one "go"—a rather difficult feat, as the bulb at the bottom causes a vacuum and allows the beer to gush out in jerks.

### Latest News :

The previous record was shattered more recently by a tall stalwart of the Innskilling Fusilers—he did it in 55 seconds. Every time the record is broken Mr. L. R. Welch, the manager, pays for the beer—he doesn't expect now to have to pay for much more !



## AUTOMATION 1830 FASHION

The recent interest in Automation and the reaction from the workers recalls the much more violent action by farm labourers and tradesmen in 1830 against the introduction of threshing machines.

The headquarters of the ringleaders of the riots was at our "Blue Ball," Inkpen, where they were captured by Dragoons. Fifteen of them were sentenced to death, but in all except one case the death sentence was commuted to transportation. The ringleader, Winterbourne, was hanged at Reading.

Mobs of workers had previously roamed the countryside smashing threshing machines and forcing Clergymen to give them money.

## A MATE FOR THE DRIVER !

The following letter was received by the Bristol Area Manager in reply to an advertisement in a local paper for a Lorry Driver's Mate :

Dear Sir or Madam,

I am answering your advertisement for corset modelling. I am free at any time, and would be pleased if you would like to contact me.

I had better add that my waist is 25ins. and height 5ft.,  $5\frac{1}{2}$  in shoes. Other measurements as you required.

I am,  
Yours faithfully,

The courteous reply was :

Dear Madam,

We are returning to you herewith your letter dated the 23rd inst., as we think it has been addressed to the wrong Box Number.

We feel certain that your qualifications are well fitted for the position for which you have applied, but unfortunately we are in need of a Lorry Driver's Mate. You will appreciate, therefore, that the measurements of the applicants are not quite so important.

With Compliments,  
Yours faithfully,

## AMONGST THE TREASURES

A hotel register containing the signature of King George VI is among the treasures stored for safe keeping in the Chief Accountant's Department's strong room.

The register is that of the "Bath Arms," Cheddar, and was handed over to this department for safe keeping.

The entry reads "April 2, 1941, George R.I."

The late King visited the hotel while attending manoeuvres in the area on that day.



E. D. PENLERICK,  
Swindon Branch Manager.



B. E. SMITH,  
Swindon Representative.

## SALES REPRESENTATIVES



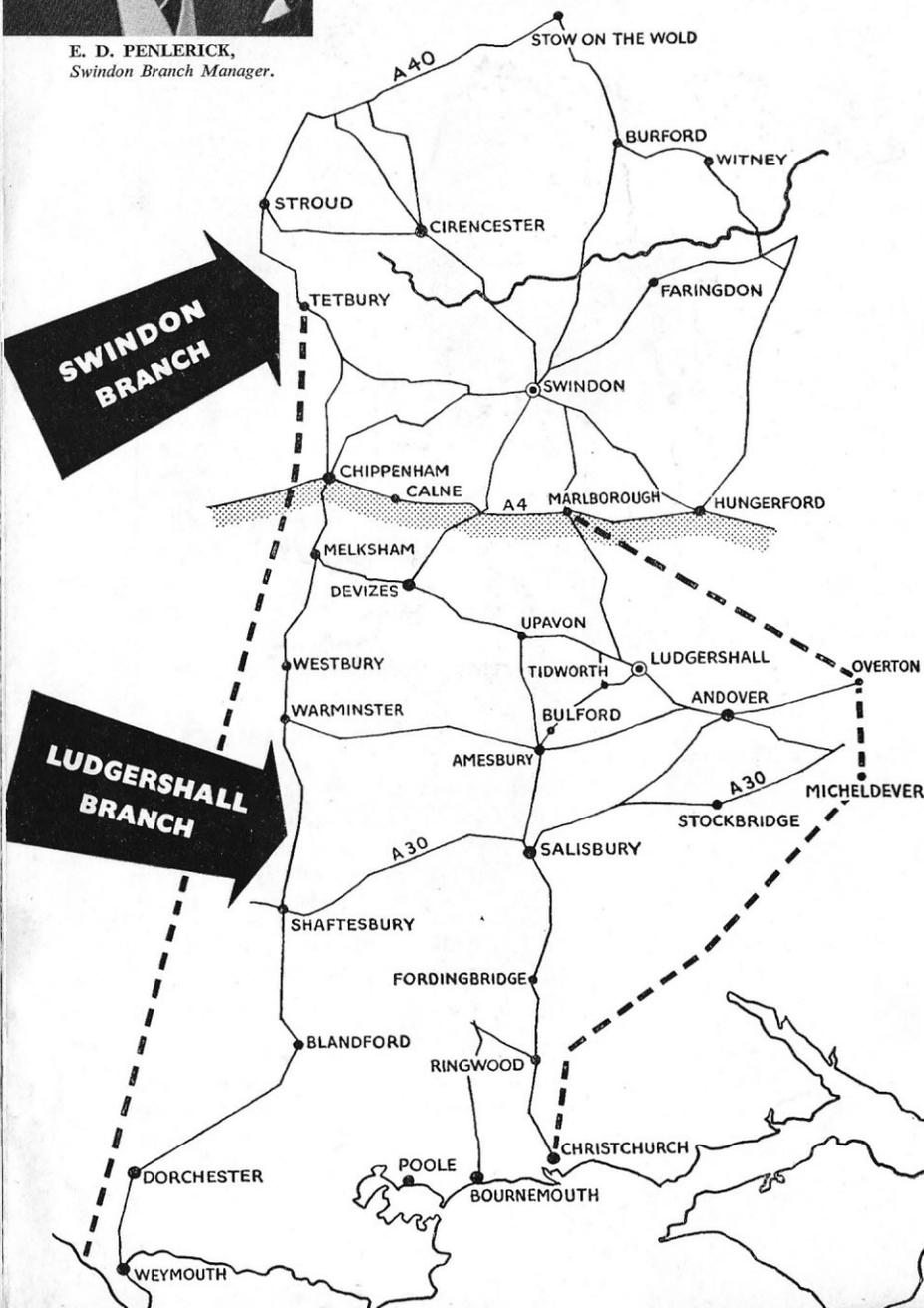
R. PAICE,  
Ludgershall Branch Manager.



R. PENTON,  
Ludgershall Free Wholesale  
Representative.



R. BARTON,  
Ludgershall Military  
Representative.



## The Weaker Sex

“The increase of women in the pub since before the war amounts to a minor social revolution. Women who went out to work during the war found an independence they are not prepared to lose. (One married woman in three between 25 and 55 is now at paid work.) Women at work by day are hardly likely to see their husbands go out at night, to leave them minding the children. No wonder pubs are finding that more and more their customers come in pairs. And probably in many, if not most cases, it is the woman who says which pub it shall be. No wonder then that we see furniture, furnishing and decoration that appeal to women, new beers intended primarily for women, elegant stemmed goblets and small bottles to attract the female eye.

### Antediluvian Laws

“Those who study the brewing industry must not forget that it is like no other in the degree to which it is controlled by law. It is subject not only to the commercial law of the land, but also to a law, now over 400 years old, which

patching up, additions and marginal alleviations has left far behind the times and long overdue for revision if it is not to collapse through evasion and ridicule. The licensing laws are in many respects superfluous restraints on an industry that is controlled by competition; some no longer lend themselves to decentralised administration by licensing benches because mobility makes nonsense of local autonomy; and in general they are self-frustrating because the more strictly they are applied the more they stimulate evasion through registered clubs. They are coming under criticism from all sides: it is a sign of the times that during the debate on the Licensing (Airports) Bill, the temperance critics of the Bill were themselves criticised far more than they would have been ten or even five years ago. Reform of licensing can be only a matter of time. And more civilised licensing laws will enable the industry to accelerate the supply of social centres providing food, drink and relaxation for men and women of all classes and ages.”

(The above are extracts from the “Investor’s Chronicle.”)

## Obituary

We deeply regret to record the deaths of the following:

Mr. P. Wells (ex Reading Branch Office). He left for National Service in October, 1954—killed in a motor-cycle accident on the 12th April, 1956.

Mr. A. E. Payne, pensioner, died on 21st April, 1956.

Mr. C. Perry, who was formerly a drayman at Ludgershall Branch. Mr. Perry joined the Firm in the days of the First World War, when he was a driver of one of our horse-drawn drays.

Courtesy of the  
Simonds family archives



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