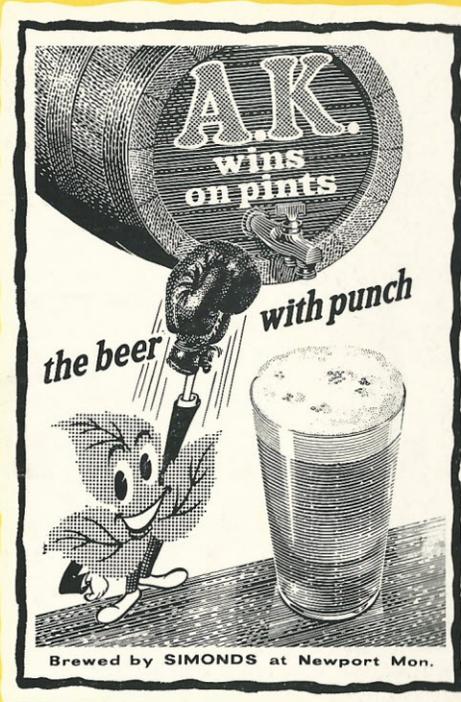
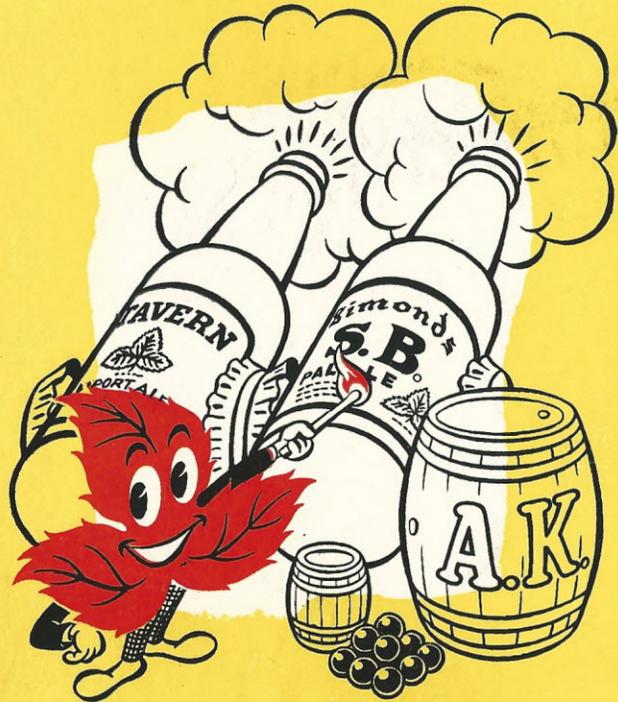
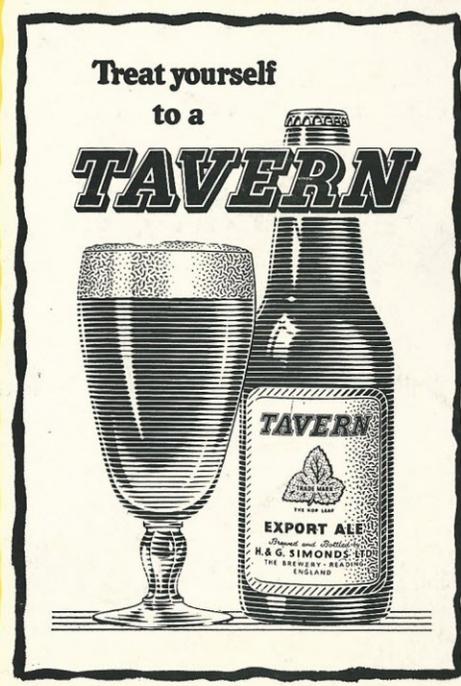


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SPRING 1957 • VOL. XXXI • NUMBER 2

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

SPRING · 1957

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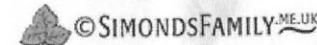
Cover iii Burden on Beer

FRONT COVER PICTURE

This is the month of blossoming trees—when Spring is really here. Typical of the countryside at present is this picture of the cherry orchards near Weston-sub-Edge, Gloucestershire.



Courtesy of the
Simonds family archives



Not for reproduction without permission

Quarterly Comment

SALESMANSHIP

OUR Advertising Manager decided to try an experiment. Whenever he went into a Simonds house where he was not known he would ask for a Light Ale. Invariably he was given an S.B.

His immediate reaction was to enquire why he had not been offered the choice between an S.B. and a Tavern. He argued that if the seller were to point out the difference in the quality of the two beers it might easily be possible to sell a larger number of Taverns to those people who merely asked for "a Light Ale." Thus the landlord could increase his turnover and win a convert to "Tavern."

One day he entered a very remote inn and asked for his inevitable Light Ale. He was delighted when the landlady asked, "Would you care for an S.B. or a Tavern?" He took a Tavern and then enquired why he had been offered an alternative as this had rarely happened to him before. Imagine his feelings when he was told, "I don't serve in the bar as a rule, but my husband has gone to the Bank and I was just helping out."

Seriously, though, this idea might be worth trying. All too often a customer's request for a Light Ale is a safety order made because he isn't sure exactly what he wants—particularly if he is a stranger to the neighbourhood.

It's your job to make his mind up for him—that's salesmanship.



Mr. Peter Masefield (right) unveils the striking sign of the newly-built "Britannia Inn."

The opening of the "Britannia Inn" in Rodway Road, Patchway, Bristol, was almost exclusively an aeronautical affair. Performing the official opening ceremony was Mr. Peter Masefield, Managing Director of Bristol Aircraft Ltd., after whose famous airliner the inn is named; the first house manager is Mr. Peter James, a former R.A.F. Flying Officer; the Britannia aircraft appears on the inn-sign and a model stands in the bar; the

Appropriately pulling the first pint, Mr. Masefield was supported by General Sir Charles Allfrey, Mr. W. P. Cripps, Mr. B. H. Quelch, and Mr. and Mrs. P. James.



A New Britannia is Launched

(Photographs by courtesy of Evening World, Bristol.)

inn serves an estate housing many B.A.C. employees, and is situated in sight of the R.A.F. Station at Filton. And just to be sure that the site chosen was the correct one it was first surveyed from the air by Mr. B. H. Quelch, our Bristol Branch Manager.

In the inn itself can be found all those amenities associated with the up-to-date Simonds house. There is a skittles alley designed to be part of the bar instead of being completely separated as is so often the case. The children of those parents who want to sit in one of the two comfortable bars can be accommodated in a children's room which includes a black-board running the length of one wall.

A fluted canopy over the saloon bar and first-rate parking facilities are other attractions.



The old lounge bar and hotel bar have been combined to make this spacious Tyrolean bar.

Out of the Ashes

The re-opened Bear Hotel at Maidenhead offers all that is best in the tradition of English Innkeeping

When our Hotels and Catering Department planned the rebuilding of Maidenhead's new "Bear Hotel" they must surely have had in mind the possibility of renaming the hotel "Phoenix." For out of the ashes, the debris and the flame-blackened girders of the previously fire-gutted premises has arisen a new building that incorporates every up-to-the-minute feature that modern hotel planning allows.

The familiar external appearance remains basically unchanged, but inside the architects and designers have affected a

miracle of transformation. Rebuilding gave Mr. R. E. Southall, A.R.I.B.A., our chief architect, the opportunity of completely redesigning the amenities of the hotel, whilst the decor of Mr. R. Howie, the Company's furnishing and decorative advisor has succeeded brilliantly in creating an atmosphere of comfort and spaciousness.

For example, the old public bar and the hotel bar have been combined to make a striking Tyrolean bar reflecting the atmosphere of the Austrian Tyrol.

The lounge bar and the restaurant remain very much as they were in the old hotel, but a new oak staircase of imposing design now rises from the reception lounge to the upper floors where fourteen completely new bedrooms have been accommodated. Each of these bedrooms is fitted with radio and a thermostatically controlled shower, while a special "baby-listening" service is installed for the convenience of parents with young children.

The old Bear was renowned for its restaurant service. The new Bear will offer an even more efficient service of good food and fine wines and the re-equipped kitchens are a chef's paradise.

Ample car parking facilities are available in the hotel yard and in the large public car park close by.

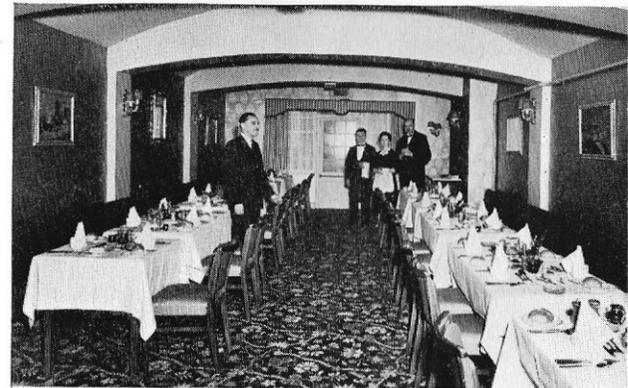
The Manager of the new Bear is Mr. Frank Fox, who, with his wife, has had considerable experience in large hotels. In the trade since 1929, Mr. Fox was trained in kitchen work for three years in Switzerland and, before coming to Maidenhead, was previously Assistant Manager of the Normandie Hotel, Knightsbridge, and Manager of the George Hotel, Edinburgh. He is a member of the Guild of Someliers and is the Regional Officer of the Epicurean Circle.

Mr. H. C. Davis, F.H.C.I., who is Manager of our Hotels and Catering Department, which controls the Bear, describes the hotel thus, "I believe that, in the Bear, we are offering residents and visitors all that is best in the tradition of English Innkeeping together with modern convenience and comfort of the highest order."

The entrance hall, very modern in decor, creates an immediately favourable impression upon all new arrivals.



The lounge bar in which the new modern furnishings are a striking feature.



The Manager, Mr. Frank Fox, inspecting the redecorated dining-room.



Among the Colleges

Mr. D. Clothier and Mr. C. H. Stewart have 57 years' service at the Oxford Branch between them.



Oxford's claim that its High Street is one of the most beautiful streets in the world, and certainly the loveliest in Great Britain, is likely to be disputed only by those who have a great love of Edinburgh's Princes Street. Among those who have ample opportunity of studying not only the architectural beauties of the Oxford street, but of reflecting less pleasantly upon its traffic problem are those people employed in the office of our Oxford Depot.

This is situated at the lower end of "The High" opposite a particularly busy junction where the Manager, Mr. G. T. Hardwick, says: "We are right in the middle of things." And indeed that is the right place for them to be, for much of

the free trade carried on by this Branch springs from the colleges of the University. Every college has its Buttery where its undergraduate members can be served, and its senior common room for the senior members. There are playing fields with well-equipped clubhouses complete with bars and a considerable amount of business is done through these channels.

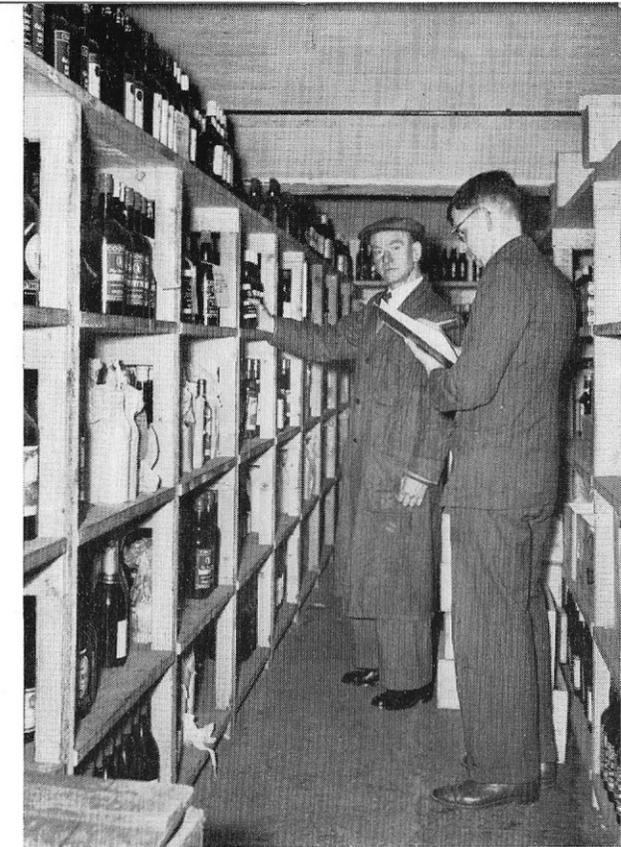
But the Oxford staff cover an area much greater than this, stretching from Banbury in the north to Wantage in the south, and embracing Northampton and Cheltenham.

Outstanding feature of this Branch is the length of service of many of its members. The Chief Clerk, for example,



Checking deliveries with Mr. H. Beesley, the foreman, is Mr. S. W. J. Fowler, who joined the Company 42 years ago.

Mr. A. Siggery, has been with the Company for forty years, and Mr. L. J. Lardner for thirty-one years. In the depot, Driver S. W. J. Fowler joined the firm in 1914, Mr. H. Beesley, the foreman, in 1920, Mr. D. Clothier in 1921, and Mr. C. H. Stewart in 1934. These men and their colleagues have unrivalled experience accumulated over so many years of service to the varied community of Oxford.



Two busy men in the Wine Stores are Mr. A. V. Simmons and Mr. D. Jones.

LETTER TO THE EDITOR

I do hope that you will publish in the next issue a paragraph stating that although the picture on the cover of the Winter issue is a very pretty one, there should have been a caption on it stating: "For the safety of yourself and the ponies do not do this sort of thing." Quite seriously the *Hop Leaf Gazette* must be seen by many hundreds of people who come down here on holiday and who are the most ignorant sinners in the way they entice these ponies on to the roads. I have seen many accidents which this has caused, such as ponies being mutilated by cars, motorists and motor-cyclists injured through being involved in collision with

ponies and also people, particularly children, being injured by ponies kicking and biting when food is not forthcoming. I think you would be doing a good turn to all concerned if you could find space in the next issue to issue a warning of these dangers.

PLYMOUTH.

W. E. F. Leest.

(Our Winter issue cover showed a Dartmoor pony being fed from a car, and we gladly publish Mr. Leest's comments about it.)

Readers are reminded that the Editor is always pleased to receive letters for publication, even though they may only be of criticism.

Letters may be addressed to The Editor, "Hop Leaf Gazette," H. & G. Simonds, Ltd., Reading).



The Oldest Regular?

Every day, except Sundays, he enters the bar of the "Sailor's Home" in West Street and orders himself a pint. And he has done that for 56 years! Only illness has caused him to miss making his daily visit during that time. Bad weather does not keep him away, although he admits that sometimes this makes him catch a trolley-bus to his home, just one-and-a-half miles away. On normal days he walks—both ways.

As he enlisted in 1893 he can also claim, without much fear of contradiction, to be the oldest living ex-Guardsman in Reading. And when he talks about his Army days he will point out a scar in his forehead where a Boer bullet entered his head before leaving via his temple!

Maybe it was that bullet which has given him his remarkable agility and longevity, but neither that nor age has impaired his liking for his daily pint or two. Today he likes to go into the "Sailor's Home" during the daytime, arriving at one o'clock and leaving at closing time.

Whatever the time of his visit, though, Charlie Clark must surely be the most regular "regular" of them all. He may not be the oldest, but we challenge any landlord to produce a customer who has been using the same house for longer or with more regularity.

"I can't jump up and down like I did outside Buckingham Palace," he said, carefully putting his pint glass on the table beside him. "But then," he added, "that was sixty years ago."

The speaker had "old soldier" written on every line of his face; his movements and bearing stamped him indelibly as a companion of those pensioners to be seen in their red coats around Chelsea.

But this was Reading, and Charlie Clark, ex-guardsman and Boer War veteran, had no desire to live anywhere else. Now eighty-one years old, Charlie—no-one ever calls him anything else—is one of those people to whom the expression "a character," too often used without justification, can be applied in all accuracy. Not that he makes any claims for himself.

New Arthur Cooper Shops

During the last few months the name of Arthur Cooper has appeared upon the facias of four more shops at Slough, Aldershot, Bridgend and Reading, while the Tamar shop at Crownhill has been redesigned and redecorated. First to be completed was the branch at Wyndham Street, Bridgend, the first in South Wales.

It is next door to the York Tavern and Restaurant and glass double doors connect it with the entrance hall of the Tavern so that customers can enter direct



The way into the new premises at Bridgend from the entrance hall of the "York Tavern."

from the street or from the Tavern.

Features are the modern decor, the bright, cheerful appearance of the shop,



At Bridgend this display is calculated to take the eye of any would-be purchaser.



Mr. C. E. Hembrow, President of the Reading Chamber of Commerce, cuts the ribbon to declare the new Wine Shop open in Broad Street, Reading. Ready to hand him the key is Mr. E. D. Simonds.



its modern open display and conveniently curved counter.

Bridgend is a market town which lies a few miles back from the sea in a mixed agricultural and industrial area. It's a busy bus centre for the area and the new branch lies right in the centre of one of the main streets.

The Manageress is Mrs. M. Mallam, who reports that the Cooper style of shop is certainly paying off in Bridgend and trade is already most satisfactory.

Another modern wine shop under the management of Arthur Cooper opened

A section of the crowd which gathered outside the Reading premises to inspect the newly-opened shop.

at 83, Broad Street, Reading, on 6th December. Features of this new wine shop, which are almost becoming the hallmark of the Arthur Cooper organisation, include wide Queen Anne windows, an open type of display, a practical but unobtrusive counter and semi-self-service types of fixtures.

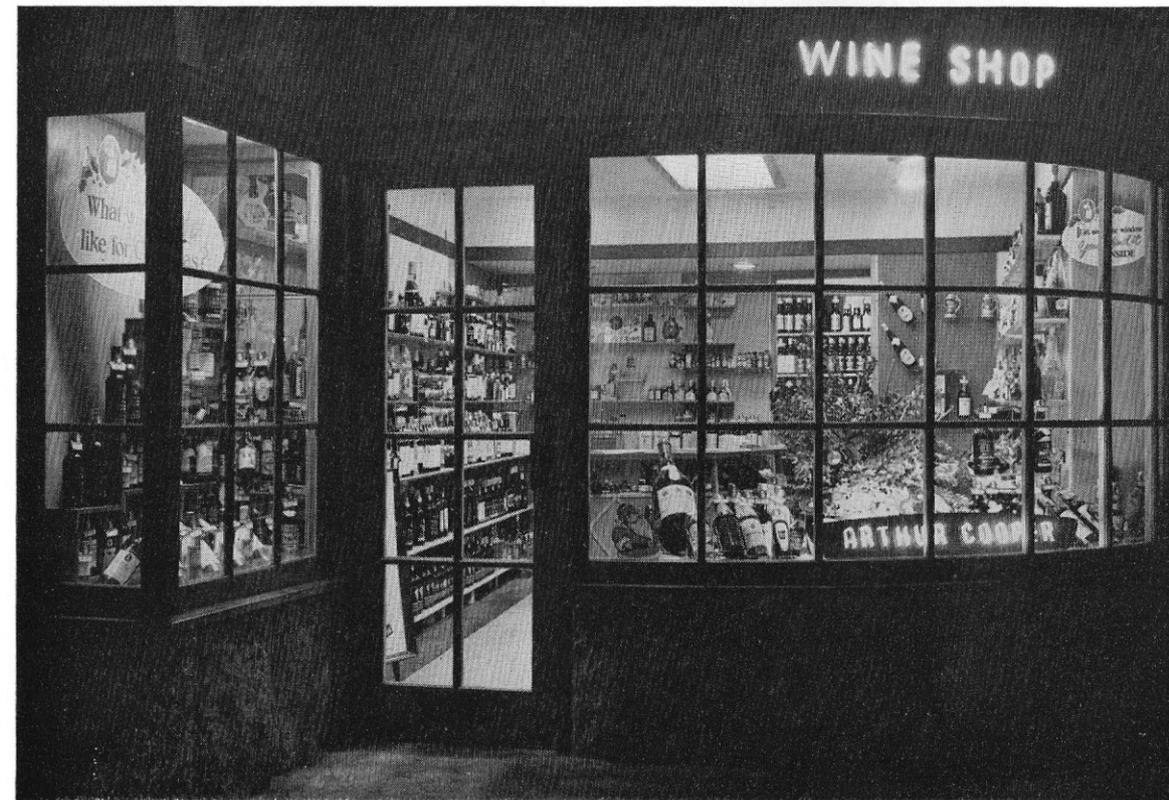
Vizusell, used here for the first time in Reading, provides a simple and very effective type of display shelving; the whole system having been erected and stocked from shell to ready-for-opening in less than 15 hours.

Mr. Philip Wadlow, General Manager

of Arthur Cooper, said, "Trade figures since we opened this wine shop have proved that this new-style establishment, with its bright colourful interior and self-selection for the convenience of the customer is just what the retail public wants."

Decorative effects were achieved in collaboration with Mr. R. Howie, our furnishing adviser.

The Arthur Cooper Shop at Tamar Wine Stores which was rejuvenated last is another example of Mr. Wadlow's sure touch. Here his problem was to give lightness, spaciousness and storage capacity to a heavy and cramped shop



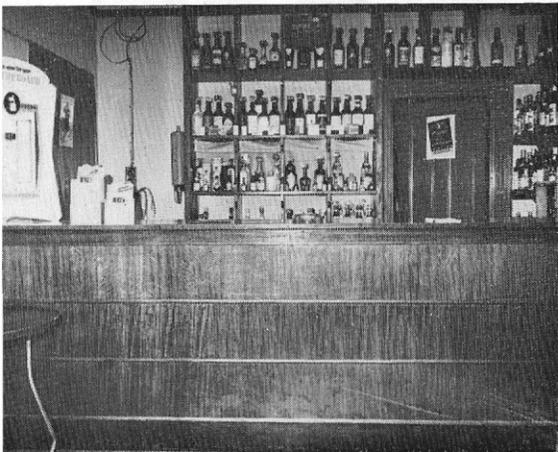
Bright lights and an attractive scheme will always attract the public eye. This night scene of the new Reading shop illustrates perfectly these two points.



An exterior view, showing the hotel entrance on the left, of the premises at Crownhill. The windows previously were of pane glass, but a new effect has been obtained by cutting the panes up into Georgian panels.

without in any way extending the premises. This has been achieved by introducing modern materials and cleanness of line. The colours of the back fitting include pearl grey, sky blue, lemon, and crimson, while the ceiling is pink ; a pink and grey

tile being used for the floor. The people of Crownhill have been quick to indicate their approval of the alterations, and much improved trade is now being conducted by the genial Manager, Mr. V. D. French.



The old and the new. On the left is the shop at Crownhill before the reconstruction. The picture on the right shows it as it is now. No further comment is necessary.

NATURE NOTES

by C.H.P.

The Birds Go to Bed

I like to watch the birds go to bed at night. And what a noise some of them make. Take up your stand by an ivy-clad withy tree. As the light begins to fail one sparrow and then another, followed by dozens more, take up their positions on the branches of the tree and, having satisfied themselves that all is well, nestle down in the ivy. Whether or not they tell bedtime stories, I do not know. Just before going to sleep, however, they create no end of a din by their chatter. But, who knows, it may not be just idle chatter. Perhaps it is a kind of thanksgiving to the Giver of all good things for such an abundance of food and such a beautiful world to live in.

All around now there are signs and sounds of Spring. And spring is not only in the air, it is in the hearts and minds of bird and beast. How significant it is, that whereas a few weeks ago coveys of partridges and many other kinds of birds were seen going about in companies, today it is a matter of "two's company." The birds have paired off, many engagements have been announced and the marriages will take place very shortly. Those concerned will live in charming houses built by themselves and, in most cases, there will be families safely reared who will grow up to gladden the heart of man by their joyous songs.

What a different world it would be without the birds ! And, only fancy, we shall soon be able, once again, to welcome the little migrants from overseas. There will be the familiar note of the chiff-chaff, the delicately sweet song of the willow warbler and the cheery twitter of the swallow. They seem ever more and more welcome as the years go by ; their music is sweeter and it goes down into the heart deeper.

WITH MANY THANKS

When Mr. H. J. Clark, Representative-in-Charge of the Taunton Branch found this letter in his post he must have felt that all his efforts had been worthwhile, particularly as on most social occasions people tend to take the bar for granted.

Taunton & Somerset Hospital,
Musgrove Park Branch,
Taunton.

12th December, 1956.

MR/TMB/HA

H. J. Clark, Esq.,
Messrs H. & G. Simonds, Ltd.,
2, Paul Street,
Taunton.

Dear Mr Clark,

I would like to place on record the thanks of the Staff of the Hospital for your considerable effort in organising the Bar on the occasion of the Dance on Friday last at the Territorial Hall, Bishops Hall.

The Mayor's Fund for Hungarian Relief benefited by £100 as a result of this Dance and it is due entirely to the voluntary help from people such as yourself that such a successful result has been achieved.

With many thanks,

Yours sincerely,

Mary Coe



The very young take part in modern-day hop picking.

BEER

MAKES HISTORY

Thousands of people professed to be astonished—even shocked—when they heard that her doctors had prescribed 1½ pints of beer a day for Princess Grace of Monaco as part of her regular post-

natal diet following the birth of Princess Caroline Marguerite Louise—heir to the throne of the Principality of Monte Carlo—or should it be even more appropriately renamed Monte Kelly?

But the dietetics value of beer has been recognised for hundreds of years, although when it was first used for medicinal purposes, it is doubtful whether the ancients knew exactly why it was so beneficial. The *Encyclopaedia Britannica*, however, contains an average analysis and declares that “Beer is a readily assimilable food beverage possessing a number of desirable nutritive attributes.”

American lager beer, says the author, when analysed, is shown to contain approximately 91% of water, 0.5% of protein matters, 4.6% of carbohydrates, 0.2% of mineral substances and 3.65% of alcohol. It also contains certain vitamins of the “B” complex.

The protein constituents are of a highly

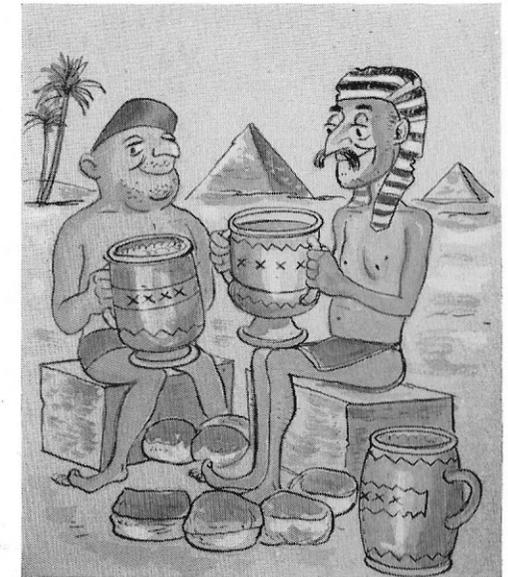
assimilable type, the carbohydrates are composed mainly of maltose and dextrin, and the mineral substances include phosphates and sulphates. Who then can doubt the tonic property of beer?

A little further research into beer in the same authority reveals that it is quite possible that the whole history of the United States might have been quite different if the Pilgrim Fathers had not landed at Plymouth.

“Its choice as a landing place,” says the *Encyclopaedia*, “was in some measure determined by the fact that the supply of beer on the *Mayflower* was prematurely exhausted. An extract from a manuscript of 1622 referring to this states, ‘For we could not now take time for further search or consideration, our victuals being much spent, especially our beer.’”

Even in the Egypt of the Pharaohs, about 3000 B.C., four types of beer were in use, the peasants receiving daily from the King four loaves of bread and two jugs of one of the brews.

They even used to consecrate it to their deities. Rameses II prides himself in his



The Pharaohs used to distribute beer and bread to the peasants.

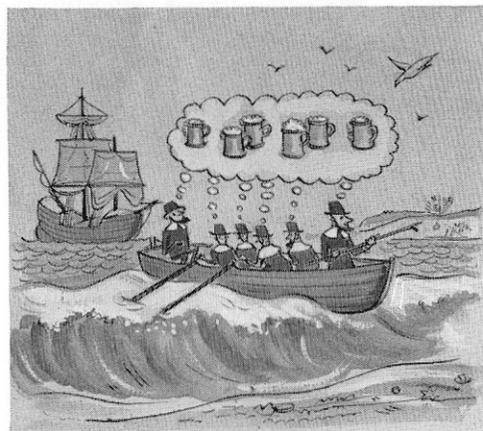
temple inscriptions upon consecrating some 466,303 jugs.

Beer is mentioned even in the Domesday Book completed in 1086, which records that the monks of St. Paul’s brewed 67,814 gallons of ale.

Another significant date in history is 1437—the year when Henry VI gave the Brewers Company its charter. The first licensing laws are believed to have been made in 1522, and were introduced to limit and control “Tippling Houses” as pubs were then called. In 1550, Queen Elizabeth I is on record as being extremely worried by the effects of a strong beer of the day called “Doble Doble.”

She issued instructions that her maids of honour were to be issued with a breakfast ration of two gallons of a weaker kind.

Royalty were well aware, too, of its uses as a source of revenue—but let’s not spoil our palates by going too deeply into that!



Lack of beer forced the Pilgrim Fathers to make a premature landing.



Breakfast ration for maids of Elizabeth I was two gallons of weak beer.

The Areas We Serve

READING — EAST OF THE BREWERY

A tour of some of the houses

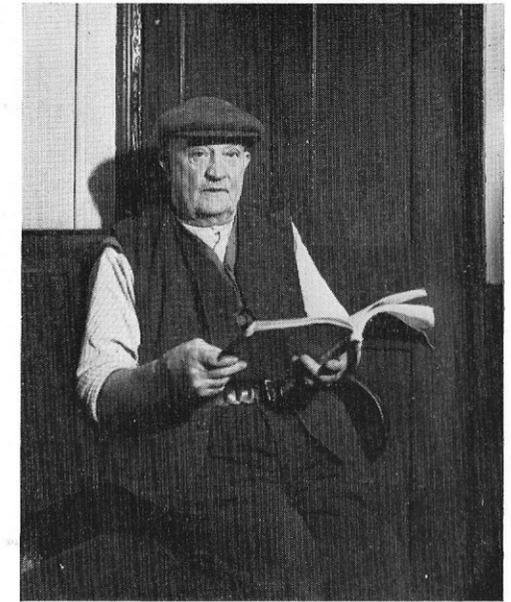
Busy, industrial, modern Reading gives no hint to the casual visitor of its long history, of its existence as a "borough" since Saxon times. To discover any of the town's historical associations the visitor must search diligently, looking in the unlikely places as well as in the more obvious centres of cultural remains.

He might, for example, visit the

Municipal Museum or the remains of Reading Abbey which was founded in 1121 by Henry I. Alternatively he could search through some of those monuments of modern civilisation—the public houses.

In the Regency bar of the "Jack of Both Sides," on the main London Road, he might well reflect that within a few yards of where he is standing one of the

Typical of the cheerfulness to be found in "The Reindeer" is this smiling group chatting to the licensee and his wife, Mr. and Mrs. C. G. F. Hawkins.

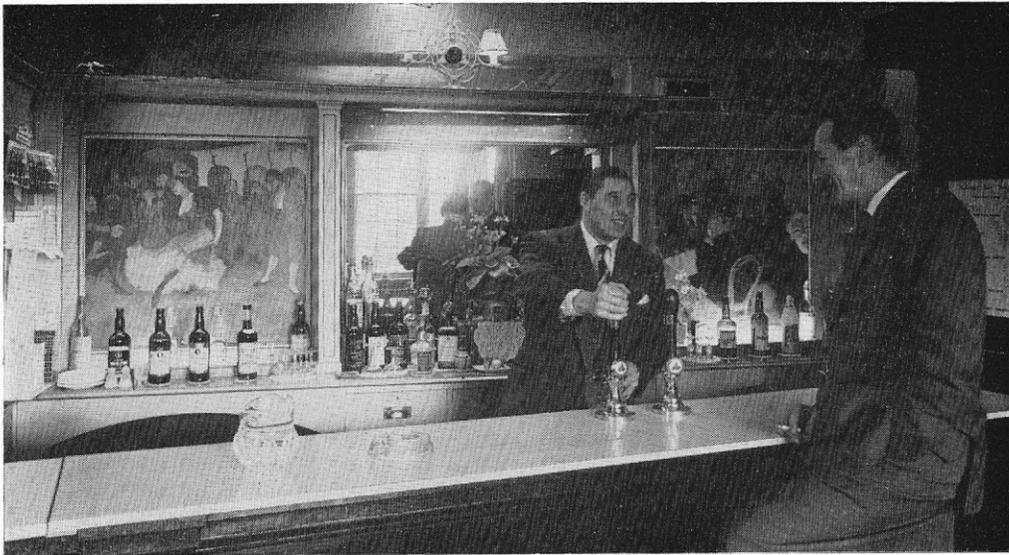


Taking it easy in the back room of the "Oxford Arms" is the landlord, 70-years-old Mr. G. Rose. Nearly a century ago a man who had just murdered seven people entered the house by the door behind him.

most interesting of all discoveries was made concerning Reading's history. In 1890, in a nearby field a Saxon Christian cemetery was excavated. Beneath that was discovered a Saxon pagan or transitional cemetery, while deeper still lay the remains of Christian Britons of the Roman period.

A visit to the "Oxford Arms" in Silver Street would reveal an association with the past of a more macabre kind. For this house was a famous last place of refreshment on earth. It was the custom for condemned men to drink with their hangman at this inn when on their way to execution. The last recorded hangman's drink was paid for in 1793.

If the visitor was still thirsty and still in



Mr. G. Taylor chats with a customer in the Continental Bar, one of four equally attractive rooms to be found in the "Jack of Both Sides" on the main London Road.

search of information he might well visit "The Shades" in Gun Street, whose very name has a link with mediæval times. This public house dates back to 1600, when it was known as The Dolphin. From even earlier times it was associated with the now ruined Reading Abbey. In

the middle nineteenth century it was perhaps more appropriately named the Shades Inn, thus for ever associating it with its earlier history. Shades, of course, is the old English name for wine vaults.

But what of modern Reading, this town of 115,000 people? Perhaps its industrial growth and character can best be summed up in the words of the town's Official Guide Book which, referring to the early established industries, describes them as the four B's—Biscuits, Bulbs, Boxes and Beer. In view of the importance of these industries to the well-being of the Reading people it is not out of place to mention them all by name. Biscuits are produced at the great factories of Huntley & Palmers and of Serpell's, whilst what gardener has

Surely one of the most interesting facades to be found in Reading. The floodlighting arrangements, simple in design, prove very effective.

not heard of Sutton's Seeds? The "Boxes" grew out of the foresight of one Joseph Huntley, who, in 1830, hit upon the idea that biscuits needed tins for long distance transport. Being a qualified tinsmith the rest was easy. And so was born the Tin Box Factory now known as Huntley, Boorne & Stevens Ltd.

Stretching back still further into Reading's history, however, are the roots of our own firm which were established in 1785 by William Blackall Simonds. Truly a case of "great oaks from little acorns grow."

Firmly based upon the expansion of these industries, Reading began to grow during the nineteenth century, slowly at first but, with the coming of Brunel's

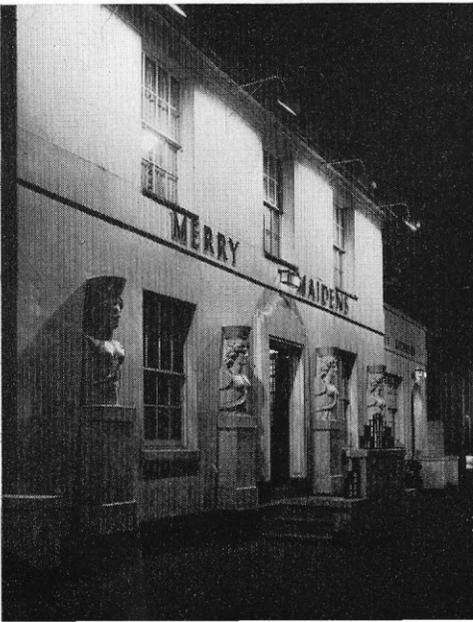
Great Western Railway in 1840, with ever-increasing acceleration as the century wore on. People flocked into the town seeking employment at such a rate that the population grew from 9,421 in 1801 to 21,456 in 1851, a figure which had more than doubled itself by the end of the century.

This growth can be expressed in another way, for "Redinges" was shown in the Domesday Book as a flourishing hamlet of some thirty houses; in 1951 it consisted of 30,754 houses!

It was against this background of history and modern industrialism that a tour of our public houses was made. But so many are there that it was necessary to divide the town into two halves and on



The Georgian Lounge of "The Peacock." Behind the bar are the licensee, Mr. J. Pickering, and Mrs. Pickering. "The Peacock" was converted into its present ultra-modern form a few months ago.





On the corner of the original Bath Road stands the imposing half-timbered, ex-coaching house, "The Horn."

this trip to concentrate on those in the eastern half of the town.

To mention them all in detail would not be possible in a review of this nature. To do so would occupy most of the available space in this whole issue of the *Hop Leaf Gazette*. But no-one could fail to notice, or to record, one outstanding impression that emerges from such a tour. It is an almost overwhelming feeling of enthusiasm. Everywhere one found the same resolute desire to give service, of confidence in the product being sold and, above all, an enthusiastic *esprit de corps* and love of the job.

In the small houses in the less prosperous quarters of Reading one found the same atmosphere behind the bar as was evident in the large palatial houses in more fashionable streets. In some cases the licensees or managers were newcomers; in others there was a history of family association with Simonds—but the spirit was the same.



Typical of the friendliness existing between landlord and customer. Mr. W. C. Howman, licensee of "The Little Crown," chats with two of his regulars.



The welcome light of the inn! The attractive "College Arms" must prove a draw to many travellers on the Wokingham Road.

Listen to Mr. C. J. Jaggard, licensee of "The Horn" in Castle Street, who has been in the house for less than twelve months, and has no previous experience in the trade. "I'm enjoying every minute of it," he said, "and now I wouldn't like to be doing anything else."

The same feelings are evident, too, in

"The Greyhound" in Mount Pleasant, whose history is traced back to 1512. It is a house better known to its customers as "Scarces" for three generations of the family of that name have served in its bars. The present licensee is Mrs. R. C. Scarce, whose husband's father and grandfather both kept the house.

No one can talk for long to Mr. R. J. Holt, licensee of "The Pheasant" in Southampton Street, without realising that he is completely wrapped up in the business of retailing beer. Perhaps it would be an exaggeration to say that "beer is in his blood," but when he can recall 45 years as landlord, having spent 65 years in the same house, it will not perhaps appear too unusual a description. Incidentally, it would be interesting to hear whether any other tenant can beat Mr. Holt's record of 65 years.

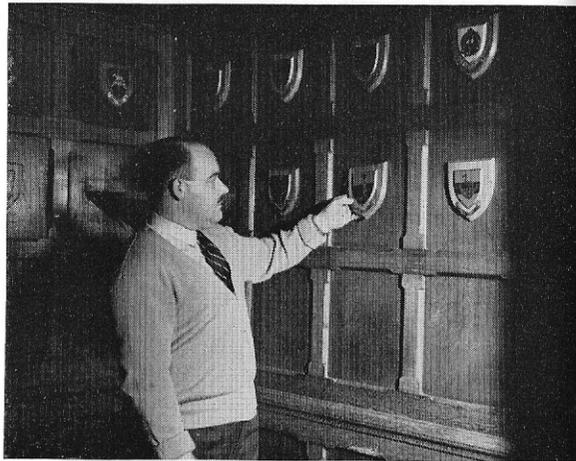
Mr. David Deamer, now licensee of "The Boar's Head," revealed a true feeling of teamwork when he described

"The Peacock," which he had only recently left, as "a pub-and-a-half" and then went on to praise the previous landlord of his own house, for his work in building up trade. Mr. Deamer's obvious popularity with his customers revealed very clearly that his own abilities had been modestly ignored.

Further afield on the new housing estates around Reading there was evidence too of the same family spirit. At the "Black Horse" and the "White Horse," which are almost opposite each other at Emmer Green, for example. In the former is Mr. H. H. Hutchings, who, having been licensee for 27 years, can recall the days



Mrs. E. Lambdin, landlady of "The Griffin," is watched at shovehalfpenny by barmaid Phyllis Taylor, who has been associated with the house since she was three.



An unusual, if not unique feature of "The World Turned Upside Down" is the display of fifty Army crests collected by Mr. D. A. D. Oxlade for his saloon bar customers.



Fred King, licensee of the "Wynford Arms," likes his game of darts. He has reason to look pleased with a score like this.



Standing at the extreme edge of Reading's trolley-bus terminus on the Wokingham Road is the imposing "The Three Tuns." Originally having a thatched roof it was one of the first houses to be developed.



Legend says that pilgrimages were made to the "Duke of Edinburgh" after an abbot died there. We suggest that Mr. and Mrs. L. Baker's bar is worth a modern pilgrimage.

when he was surrounded by green fields. Like his near neighbour, Mr. F. Clayson—with four years' experience in the house—his inn now caters for the residents of the housing estates which have grown up all around.

Such then is some of the history of Reading, a town whose industrial importance grows annually. Such, too, are some of the people who work and live there.

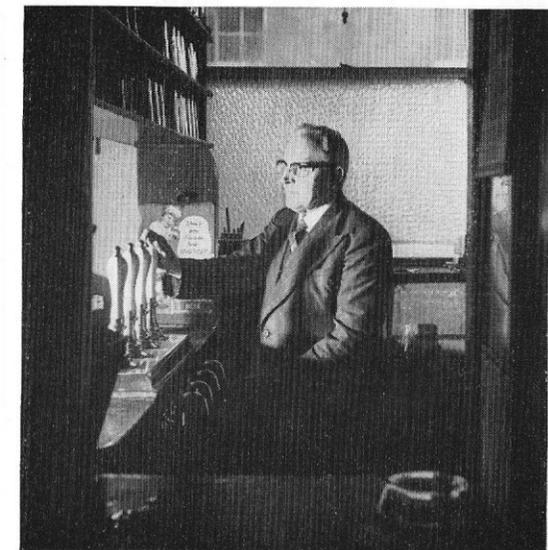
Visiting the town and meeting those people, a few of whose pictures appear in these pages, was a pleasure, which we hope will be repeated when we step across the road which separates those living on the western side from those who live east of the Brewery.



Pies for the hungry worker. With nearby factories Mr. and Mrs. P. L. Wallis, of the "Fox and Hounds," have a good lunch-time trade in beer and hot pies.



Mr. and Mrs. J. G. Bateman have an added attraction in "The Clifton" in the form of Bobbie, their friendly three-year-old parrot.



Mr. R. J. Holt, licensee of "The Pheasant," a house in which he has lived as man and boy for 65 years.



Mrs. R. R. W. Edwards, wife of the licensee of the "Blagrove Arms," produces a pint for an obviously keen darts playing customer.

Staines and District Hop Leaf Darts League

League Positions to the 28th February, 1957

SECTION 1.				Played	Won	Lost	Points
"Rising Sun"	-	-	Datchet	48	30	18	30
"Three Horseshoes"	-	-	Feltham	48	30	18	30
"Foresters Arms"	-	-	Egham	42	27	15	27
"Barleycorn"	-	-	Cippenham	42	26	16	26
"Jolly Butcher"	-	-	Staines	42	26	16	26
"Foresters Arms"	-	-	Chalvey	42	19	23	19
"White Lion"	-	-	Egham	48	19	29	19
"Prince of Wales"	-	-	Feltham	42	18	24	18
"Dog and Partridge"	-	-	Sunninghill	42	17	25	17
"Morning Star"	-	-	Datchet	42	16	26	16
"Bulldog"	-	-	Ashford	42	11	31	11

SECTION 2.				Played	Won	Lost	Points
"Three Tuns"	-	-	Staines	36	30	6	30
"North Star"	-	-	Slough	42	25	17	25
"Feathers"	-	-	Laleham	36	24	12	24
"Rising Sun"	-	-	Stanwell	42	22	20	22
"North Star"	-	-	Langley	36	19	17	19
"Beehive"	-	-	Egham	42	18	24	18
"Royal Oak"	-	-	Bedfont 'B'	36	16	20	16
"Royal Standard"	-	-	Egham	42	16	26	16
"Old Red Lion"	-	-	Leacroft	48	16	32	16
"Robin Hood"	-	-	Egham	36	12	24	12

SECTION 3.				Played	Won	Lost	Points
"Prince Arthur"	-	-	Ealing	54	44	10	44
"Jolly Waggoner"	-	-	Hounslow (S. B.)	54	40	14	40
"Royal Oak"	-	-	Bedfont 'A'	54	37	17	37
"Jolly Waggoner"	-	-	Hounslow (P. B.) 'A'	54	31	23	31
"Royal Horseguardsman"	-	-	Brentford	54	30	24	30
"Prince of Wales"	-	-	Hanwell (P. B.)	51	28	23	28
"Jolly Waggoner"	-	-	Hounslow (P. B.) 'B'	54	28	26	28
"Royal Albion"	-	-	Hounslow	54	26	28	26
"Three Pigeons"	-	-	Ealing	54	24	30	24
"Prince Albert"	-	-	Whitton	54	22	34	22
"Prince of Wales"	-	-	Hanwell (S. B.)	54	20	32	20
"North Star"	-	-	Hounslow	54	19	35	19
"Royal Tar"	-	-	Brentford	54	17	37	17
"Elm Tree"	-	-	Heston	51	9	42	9



ORIENTAL NIGHT for a Guide Dog

Over the fireplace and dominating the whole room was a painting of the goddess Lakshmi. From the ceiling hung Chinese lanterns and vividly coloured Japanese parasols. On the other side of the room opposite to the picture of Lakshmi hung a painted tapestry on which was a scene of Chinese junks setting out from harbour. In one corner stood a rickshaw. The walls of the room were hung with brocade and

brilliantly coloured silks. To the music of a band in the far corner Indian, Burmese, Chinese, Japanese and Balinese figures were dancing, most of the women wearing kimonos, their hair decorated with orchids.

The scene was such as one might expect to find in any Far Eastern cafe or night club in Singapore, Hong Kong or Tokyo. But this scene of exotic orientalism was set in a public house on the main London

road in Reading at the "Jack of Both Sides." The Mandarin controlling and organising the guests was the Manager, Mr. George Taylor. The dancers were regular users of the house, who on less glamorous occasions would be distributed among the four bars of the house, dressed in more mundane clothing.

The occasion was one of the Fancy Dress Parties for which Mr. Taylor has built up a great reputation for his house all over Berkshire. Since he took over the management of the "Jack of Both Sides," Mr. Taylor has regularly organised Fancy Dress nights, which have contributed to the popularity of the house in no small way. But his motive in organising them is twofold. During the auctioning of a bottle of sherry he announced that the proceeds would be given towards the purchase of a guide dog for a blind Reading person, and that it was his hope, as a result of further evenings he was planning, it would be possible for the customers of the house to purchase a dog by their own efforts. He subsequently auctioned a tin of genuine almond cakes obtained from Hong Kong, and finally made a collection among the people present.

Lest it be felt that this was a purely one-man effort, no praise is too high for Mrs. Taylor in providing those exciting Chinese dishes as refreshment, all of which she prepared and cooked herself, or for those customers who so generously and enthusiastically entered into the spirit of the evening.

Some people arrived in style. In this case, of course, that meant coming by rickshaw.



Even the signs looked Chinese, even though they might not have been quite accurate!



Not everyone can use chopsticks, but anything can happen in the "Jack of Both Sides."



Popular Staines Licensee Wins Prize

The winner of the Tavern sales campaign in the Staines area was jovial Vic Roberts, licensee of the "Jolly Butcher, to whom Mr. E. D. Simonds, our Joint Managing Director presented the prize—a silver condiment set.

At a ceremony held in the "Jolly Butcher," Mr. Simonds, after announcing that over 1,500 entries had been received, also presented prizes to the winning contestants in the Tavern Ale slogan contest. The outright winner was Mr. G. M. Knight, a customer of the "North Star," Kingston Road, Staines, who received a cheque value £25. Runner-up was Mr. A. E. Hill, who uses the "Duke of Wellington," Hatton, as his local, while the third prize was won by Mr. L. Kelly, a patron of "The Clarence" at Staines



Celebration for the Winners. Left to right, Mrs. I. T. Hunt, who represented Mr. Knight, Mr. E. D. Simonds, Mr. Hill, Mrs. V. H. Roberts and Mr. Roberts.

Well poured, Sir!

A man who likes his Tavern is John Arlott, the well-known B.B.C. critic and sports commentator. This he demonstrated at a Cheese and Beer-tasting held by the English Country Cheese Council at Bristol's Corn Exchange, in December.

Mr. Arlott represented the Cheese Council and in an all-too-short innings welcomed the visitors to the proceedings. He afterwards slaked his thirst in the time honoured cricketing fashion by drinking good honest beer.



Mr. Arlott watches approvingly as Mr. B. H. Quelch, the Bristol Branch Manager pours him a Tavern.

Hop Leaves

George, of the "Swan Inn," Pangbourne, has been getting into the news lately. He was photographed and written up in the *Berkshire Chronicle* in February because of his considerable interest in fish and angling. Apparently he spends most of the winter sitting on the mantelpiece above a cosy fire gazing at a large stuffed fish in a case above him! In the summer George takes to the open air and spends much of his time along the Thames-side trying to persuade anglers to part with samples of their catch.

All of which is not so surprising when one remembers that "George" is a nineteen-year-old cat.

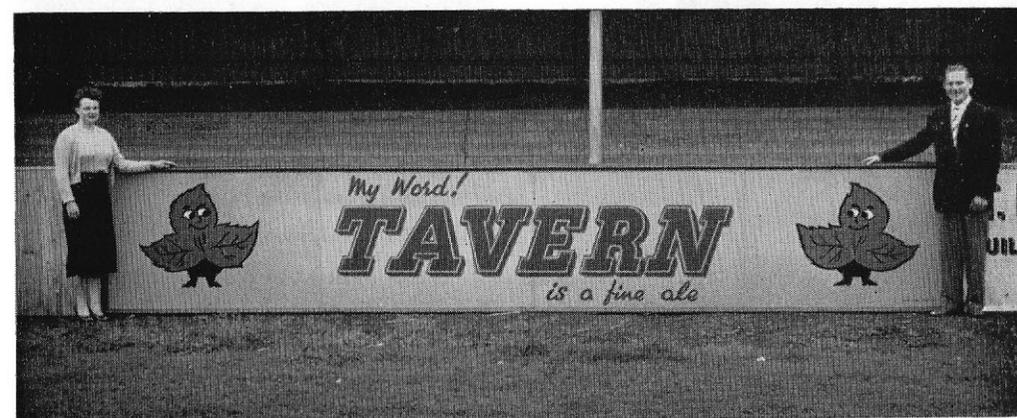
An old brochure discovered at the "Queen's Hotel," Farnborough, reveals that a hip or sponge bath *in a hot or cold bedroom* could be obtained for one shilling per time. The brochure bears no date, but it must have been printed a long,

long time ago even by our standards of good value.

A paragraph in the *Morning Advertiser* carried this story of the "Phoenix Hotel," Totterdown, Bristol :

"For the past year, customers of the Phoenix Hotel, Totterdown, Bristol, have dropped their spare pennies into a 20-pint antique sherry bottle standing on the bar counter. Now the bottle, filled to overflowing, has been emptied, showering out £27 11s. 5d., mostly in coppers—and the money will aid the city's two babies' nurseries. The two homes will share altogether a total of £34 given by Phoenix customers."

The giant bottle was emptied in front of Mrs. John Mills, a member of the Bristol and District Appeal Campaign in aid of the nurseries. It will not be used again. The weight of the pennies cracked it!



Not only is Tavern sold in large quantities in the Sports Club of the Hayes Football Club, but an excellent sign on the playing ground serves to remind supporters that it is available.



Mr. Bernard Warren, Manager of the "Queen's Hotel," Newport, Mon., signs the Visitors' Book at the annual visit to Newport Mayor's Parlour of the leading hotel managers. Looking (from left to right) are Mr. H. Rees, Mr. D. James, the Mayor (Councillor F. V. Cornford) and Mr. H. Wyatt.

(Picture by Western Mail).

The "Pontycymmer Hotel" at Pontycymmer changed its name as from the 7th February last to "The Squirrel." English visitors at least will be delighted.

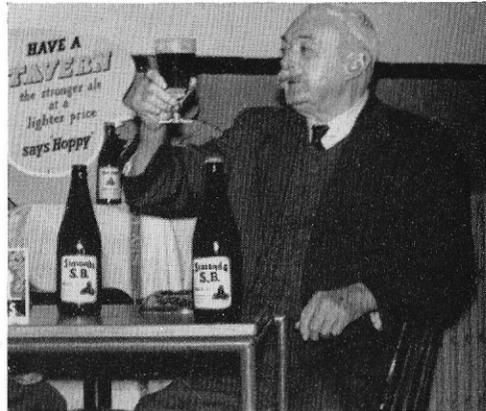


Two licensees who recently retired are Mr. J. W. T. Ayliffe and Mr. T. W. Crook. Mr. Ayliffe retired after thirty-one years as host at the "Trout Inn," Lechlade, while Mr. Crook severed his connection with the "Sherbourne Arms," Aldsworth, where he had resided since 1924.



Out of season now, but a superb scene on Boxing Day. This picture of the Vine Hunt Meet was taken at the "Red Lion" Hotel, Basingstoke.

Regulars of the "Lord Nelson Inn," Totnes, have a constant reminder of the great stage artistes of long ago in the photographs kept by the landlord and his wife, Mr. and Mrs. Parsons. In the bar



Mr. William Parry is a Clerical Officer at No. 3 M.U., R.A.F., Milton. He drinks his S.B. regularly at the Civilian Canteen there and gives credit to Simonds Beer for his energy and longevity. As he is eighty years old he should know what he is talking about!

are pictures of such great personalities as Dan Leno, Henry Ainley, Martin Harvey and the fabulous Gertie Miller.

These pictures represent souvenirs of the thirty-five years in show business Mr. and Mrs. Parsons can look back on.

Just to Remind You



If you have any stories, photographs or items of news you think suitable for inclusion in the "Hop Leaf Gazette," these are the people to whom they should be sent :

READING	- - - - -	-	All items should be submitted direct to the Advertising Department.
BRIDGEND	- - - - -	-	Mr. C. L. Carvill
BRIGHTON	- - - - -	-	Mr. C. Goddard
BRISTOL	- - - - -	-	Mr. A. W. Spear (Accounts Dept.)
CATTERICK	- - - - -	-	Mr. S. C. Goswell
FARNBOROUGH	- - - - -	-	Mr. S. G. Treacher
LONDON	- - - - -	-	Mr. G. W. Oram
LUDGERSHALL	- - - - -	-	Mr. R. Penton
NEWPORT	- - - - -	-	Mr. H. J. Thomas
OXFORD	- - - - -	-	Mr. F. J. Chandler
PENZANCE	- - - - -	-	Mr. L. C. White
PLYMOUTH :	Bottling Dept.	-	Mr. J. E. G. Rowland (Head Brewer)
	Tied Trade Dept.	-	Mr. R. E. Wright
	Free Trade Dept.	-	Mr. C. V. Churchward
	Surveyor's Dept.	-	Mr. V. Vicary
	Wine and Spirit Dept.	-	} Mr. C. Lawley
	Stores and Garage	-	
DEVONPORT :	Brewing Dept.	-	Mrs. D. Penery
	General Office	-	Mr. J. Mitchell
	Transport and Order	-	} Mr. J. Shapter
	Office Staff	-	
PORTSMOUTH	- - - - -	-	Mr. F. C. Cowlin
STAINES	- - - - -	-	Mr. J. Marshall
SWINDON	- - - - -	-	Mr. K. A. Chirgwin
TORQUAY	- - - - -	-	Mr. D. H. Hicks

Obituary

We deeply regret to record the deaths of the following :

Mr. G. W. Gosden, aged 76, landlord of "The Anchor," Cove, since 1919, on 18th December, 1956.

Mr. J. P. Hurley, of the "Mount Pleasant Inn," Cwmbran, on 25th December, 1956.

Mr. F. R. Morgan, tenant of the "Platels Hotel," at Brixham. Mr. Morgan took over the hotel in 1946, and his interest in trade and sporting matters created a large circle of friends in the district.

Mr. F. R. Josey, on the 14th December, 1956. Mr. Josey retired in September, 1946, after 50 years' service with the Company. He had been Manager of the Cask Office at Reading for 42 years prior to his retirement.

Mr. H. C. Plank, aged 65, on 5th December, 1956. Mr. Plank was employed in the Cooperage Department at Reading and had completed 37 years' service with the Company.

Mr. John Stone, who, until his retirement in 1952, was Foreman of the Wheelwrights Coach Building Department. A native of Netheravon, Wilts, Mr. Stone was very proud of being a Wiltshire man, and had many stories to tell of the days when he served his apprenticeship as a wheelwright at Devizes. During the First World War he was with the Bristol Aeroplane Co. Ltd. at Filton, Bristol, after which he came to Reading and joined our Company as Foreman Wheelwright in 1919 : in those days we had some 60 horses and consequently the Department was fully occupied repairing vans, carts, making wheels, etc. Jack Stone was essentially a countryman and his knowledge of woodcraft, timber, and its every day associations was unsurpassed.

Mr. John Wooldridge, who passed away on the 2nd of January. He joined the firm in 1915, shortly afterwards joining the Forces to serve in the First World War. Returning in 1919, he was employed as a mate on the steam wagons then in vogue as mechanical transport, and after they were superseded by petrol vehicles Mr. Wooldridge was transferred to the loading stage where he worked until he retired on pension in 1947.

BURDEN ON BEER

Condensed from an article in the Financial Times of 28th February, 1957, under the name of Mr. E. D. Simonds.

Beer output at 25.2 million barrels annually has shown little change since 1950. But this contrasts strongly with the rising consumption of wine—imports of which advanced from 9.4 million gallons in 1950 to 14.4 million last year.

It is a natural assumption that, strength for strength, the tax on wine as the imported article and the stronger, would be greater than that on beer. This is far from the case, however, as home-produced beer is now paying almost twice as much duty, in proportion to alcoholic strength, as imported light wines.

In their discussions with European countries on a common market, therefore, the Government is forced to omit liquor from its participation, not to protect the brewing industry, but to maintain its own high revenues from beer. The tax on beer is five times its 1939 figure whilst the duty on wine is little more than three times as high.

It is an anomaly—a fiscal curiosity which on this scale is probably without precedent.

Has any nation ever before built a "tariff" wall against one of its own important products higher than that against an imported article ?

Adjusting the two rates of taxation presents many difficulties and may prove to be insurmountable, but the Government should use its own discrimination against beer as a bargaining counter in any dealings over the establishment of the European common market.

In excepting liquor from the scheme the Government will not be maintaining a special barrier for the brewers' benefit. It will be continuing with a tax differential to the advantage of the Continental producer.

Courtesy of the
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