

Meet the new
TAVERN

Party Packs!

Here's a *real* invitation to enjoyment . . . that thousands are already accepting with pleasure. These bright, cheerful 'take home' packs make a grand display in the bar and are perfect for home entertaining. Two handy sizes — for 6 half-pint or 3 'two-glass' cans of TAVERN. One wonderful flavour — TAVERN! TAVERN Ale in cans has already proved tremendously popular. Now the cheerful new Party Packs make this fine Gold Medal Ale a greater pleasure than ever to take home.



Good ale - and hearty

Brewed to Perfection by SIMONDS

PRICE SIXPENCE

Hop



THE HOP LEAF

Leaf

Gazette

WINTER 1958 · VOL. XXXII · NUMBER 4

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

Last month it was "Penny for the guy, mister?" Now, magically changed into little angels, they sing of "Holy Night" and watching shepherds. They are just as irresistible!

W I N T E R · 1 9 5 8

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The Chairman Speaks

I think some of the factors which go towards making our reputation are these : the first is the quality of the goods we sell, the quality and the constant quality of them ; second is the excellence of the service we render, and the willingness with which we render it. The third point—the avoidance of slick methods : I don't have to tell you what I mean by that. Good for to-day but bad for the future, that is what I call " slick." You might gain a point for to-day to your detriment later on. Then there is the complete reliability of our word ; if we say " Yes " we mean " Yes." If we say we will do it, then you can trust us to the end of the earth. Finally, I put the quality of our men, which means you and me and the staff under us.

I am going to pay you a compliment, if I may, and tell you that to-day we are in the fortunate position of having the right man in the right job.

Extract from the address of our Chairman, General Sir Miles Dempsey, to our Managers' Conference, Reading, on 24th October, 1958.

FULL STEAM AHEAD!

Our Company enters 1959 with many new flags flying after a splendid year of expansion and progress



The Mayor of Newport (Councillor Herbert R. Nock) and General Sir Charles Allfrey watch the licensee, Mr. G. W. Bird, pull the first pint at the " Centurion," Newport.

The second half of 1958 has been a period of great expansion. No less than five new houses have been opened, and all have received immediate approval from the residents of the areas in which they have been built. Certainly it is true to say that in design, decor and furnishing, these houses are unsurpassed in the country.

The programme began with the opening, on 10th July, of the *Centurion* at Newport.

In introducing the Mayor of Newport, Councillor Herbert R. Nock, General Sir Charles Allfrey, our local Director, described it as a pleasant medium-sized house and praised all those who had had any part in its design and building.

"There are three main points," said Sir Charles to the guests at the opening ceremony, "which I should like you to notice. First is the copper roof which, with special internal insulation, we hope will give temperate conditions at all times inside the building.

"Secondly, please note the skittles alley which has been embodied in the bar. This will enable the tenants to make full

use of the space when the bar is crowded and the skittles alley is not being played in.

Finally, we have introduced apparatus into our cellars so that the beer will always be kept at the proper temperature, irrespective of conditions outside."

Sir Charles welcomed Mr. and Mrs. G. W. Bird as tenants from the *Ivy Bush Hotel* and said he was sure they would get the *Centurion* off to a good start.

In declaring the house officially open, the Mayor (who drank the traditional first pint) said that the *Centurion* was the first completely new public house to be opened in the County Borough since the War.

"The residents of St. Julians are going to be proud of the *Centurion*," he concluded.

First impressions left no doubt that this house was a triumph of co-operation between the Borough Architect, Mr. Johnson Blackett, the builders, Messrs. William Cowlin & Son Ltd., our own Mr. R. E. Southall and Mr. R. Howie,

our Furnishing Adviser, who was responsible for the decor.

Fifteen days later the "Simonds Attack" switched to the West Country.

On 25th July, a General adjusted his peaked cap after inspecting the "battle positions," cleared his throat—and gave this judgment: "It has been a most successful operation and I find myself in a very strong position."

"Battle positions," as Major-General R. W. Madoc called them, were the bars of our fine new inn, the *Royal Marine*, at Torrridge-Way, Efford, Plymouth.

Earlier, General Madoc, Commanding Plymouth Group, Royal Marines, stood in the driving rain to unveil the inn sign which was designed by an ex-Lieutenant-Colonel of the Corps.

It was quite a military occasion for, as our Local Director, Mr. David Simonds, said, thanks to the builders they had managed to open the house on a day close to one of the great anniversaries of the

Corps—that of the capture of Gibraltar on 24th July, 1704.

But it was also a jolly occasion, particularly for that delightful couple, Jack and Ruth Sorrell. It was 14 years to the day that they took over their previous pub (and first Simonds house) the *Royal Standard* at Devonport. Incidentally, for the first four years Jack was in opposition to his father, who ran the *Swan* round the corner. Naturally they were always called Sorrell and Son!

More than 100 guests, welcomed by our Plymouth Branch Manager, Mr. C. R. Holman, braved the weather for the unveiling ceremony. Afterwards, General Madoc, who was in uniform, went behind the public bar to say how pleased he was that Simonds had chosen the name *Royal Marine*. To his knowledge there were only three other houses similarly named in the country. This was the first time there had been one in Plymouth. His Corps and Simonds, "had had a long and happy association in many parts of the world."

Mr. and Mrs. Bird in the tastefully appointed lounge of the "Centurion."



Major-General R. W. Madoc unveils the pictorial sign of the "Royal Marine." With him are Lieut. M. M. Phillips, R.M., and Messrs. D. J. Simonds, C. R. Holman, J. E. G. Rowland, R. E. Southall, A. J. Sorrell and H. S. Staveley.



As this picture shows, the "Royal Marine" is a first class example of modern public house design.

Just as the General finished the 'phone rang. It was Mr. Duncan Simonds himself with a message of good wishes.

The new house is certainly a credit to our Company. Decor throughout is unusually attractive and the cellars have the latest water-cooling equipment which keeps the temperature constant at 57 degrees.

But what also caught the General's eye—and produced loud chuckles—were paintings of comely and buxom ladies on the walls of the public bar.

Each has a most appropriate title : The Officer's Opportunity, The Drum Major's Doubt, The Major's Memory, The Captain's Cuddle and The Sergeant's Success.

Wednesday, 24th September, was official opening day for the *Nag's Head*, Elliman Avenue, Slough.

The house was opened by Mr. E. Duncan Simonds, who said : "It is modern, contemporary . . . but it is not very large. I don't believe everybody likes large houses. This will be snug and comfortable at every time of the year."

(continued on next page)

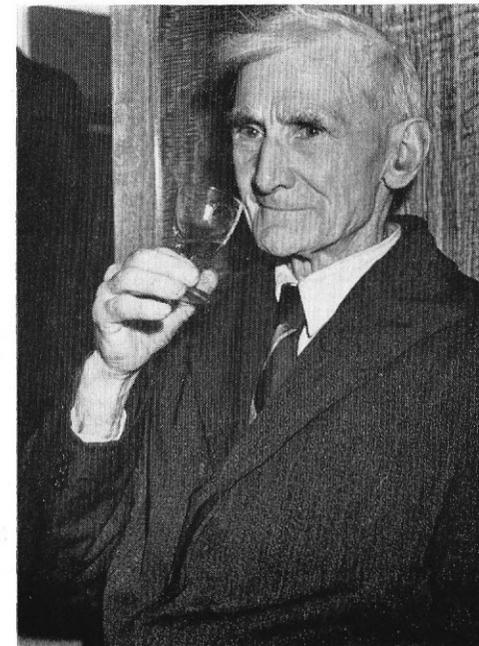


Carefully planned lighting enhances the attractive decor of the "Royal Marine" lounge.



The "Nag's Head," Elliman Avenue, Slough. "The last word" is the verdict of the new licensees.

A welcome guest at the opening of the "Nag's Head." Mr. Arthur Beach, who retired from Staines Branch in 1946, tries a Tavern Ale.



The first pints were pulled by the Mayor of Slough, Alderman Mrs. Mary Morgan, and Major Bill Littlewood, 63-year-old licensee of the *Railway Arms*, Wraysbury, the licence of which house has been transferred to the *Nag's Head*.

Before the opening, Mrs. Morgan inspected the cellars which are, like all the recently opened houses, equipped with modern cooling apparatus. The *Nag's Head* is the first Simonds house in Slough to have this apparatus.

The house has been ingeniously designed to make full use of the small site available on the corner of Elliman Avenue and Stoke Road. Two bars are provided, separated from each other by a centrally placed fireplace—an unconventional feature.

Eighty-two-year-old Mr. Arthur Beach was one of the guests at the opening. He worked at Staines Branch for 60 years, mostly in the checking office, until retiring in 1946.

Mr. and Mrs. Thomas Emerson are the licensees. They have been in the trade for ten years and were previously at a small village public house in Wisbech. Of the *Nag's Head* they said: "This is really the last word."

Our architect, Mr. R. E. Southall, designed the house, and Mr. R. Howie was, of course, responsible for furnishing and decorations.

On 1st October the first pint was pulled at the *Bull and Bush* which serves the Ernesettle Estate, Plymouth.

Alderman Mr. W. Harry Taylor, introduced by Mr. David Simonds, unveiled the pictorial sign, and afterwards made a

short speech at a small party held to celebrate the occasion.

"It is an unusually attractive sign," he said, "and I am delighted to be asked to officiate, for the very first time in my life, at such an occasion." He drew attention to the great changes in public house design and amenities which have taken place in the last fifty years. "The great firm of Simonds is to be congratulated for providing such attractive establishments as the *Bull and Bush*," he stated.

Both Mr. David Simonds and our Area Manager, Mr. C. R. Holman, made humorously apt speeches—and the *Bull and Bush* was off to a really happy start.

Major Bill Littlewood pulls the first pint at the "Nag's Head," while the Mayor of Slough and Mr. E. Duncan Simonds watch approvingly.



Alderman W. Harry Taylor unveils the sign of the "Bull and Bush" at Ernesettle, Plymouth.

The interior styling of the "Bull and Bush" is a particularly happy compromise between the modern "movement" and honest-to-goodness comfort.



Many of those present remarked on the almost Victorian comfort of the new house, and all were agreed that this had been achieved without any trace of "stiffness." Certainly it bears comparison with the best of the contemporary styles (and will probably stay the course of public favour a good deal longer).

As with other houses mentioned in this report, modern cooling apparatus is installed in the cellar.

Mr. and Mrs. L. E. Hayes are in charge of this homely house and seemed very happy indeed at the prospect of a long stay.

Readers will be interested to learn that the name of the house is more subtle than appears at first sight. Nearby stand *Bull Point* and the factory of the *Bush Radio Company*—hence the *Bull and Bush* (new style). Mr. Holman was the man who advanced this novel idea.



Area Manager Mr. C. R. Holman presents Alderman Taylor with a bottle of champagne. Mr. D. J. Simonds is seen at the right of the picture.

Serving the newly-developed housing estate of Southcote, Reading, the *Happy Prospect* was officially opened by our Chairman, General Sir Miles C. Dempsey on 17th October.

"The house had been well prepared," he said, "and should do well. In time those who used it will give it a character of its own." He then ceremoniously drew the first pint with, as a member of the gathering remarked approvingly, a very steady hand.

The opening reception was attended by a large gathering which included Directors of the Company and representatives of the Southcote Community Centre.

Aided by a staff greatly augmented for the occasion, the new manager, Mr. Ray Randall, and his charming wife, Rose, were kept busily occupied ensuring that everyone was looked after. Mr. Randall, who was formerly manager of the *College Arms*, was assisted for the occasion by his fellow manager from the *Boar's Head*,

Mr. Jim Pooley, and his wife.

The house has a number of striking new and ingenious design features for which all concerned (and particularly Mr. R. E. Southall and Mr. R. Howie) are to be congratulated.

The cellar has a refrigeration system by Heat Pumps & Installation Ltd. This apparatus not only blows cool air to maintain the room at a constant 58 degrees Fahrenheit, but also extracts and utilises unwanted heat to provide the rest of the building with hot water. It is believed to be the first installation of its type in the area.

The designers have estimated that this house will attain its peak trade at the week-ends. Accordingly the public bar has been made large enough to deal with it. But for midweek activity the "L"-shaped room can be divided by a neat partition leaving a self-contained smaller public bar, while the other portion (also



Despite the poem, not every prospect pleases, but there can be no possible shadow of doubt about this one !

with a service counter) can be used for private meetings or other functions. The main part of the public bar is recessed for darts devotees to perform without being in the way of, or inconvenienced by, customers placing or carrying away their orders.

A gaily decorated room has been provided especially for children. Here they can be left in comfort while their parents are in the bars. A large part of one wall has been made into a blackboard on which potential Picassos can "express" themselves without necessitating expensive cleaning and redecoration. (A happy idea which might be extended into adult life perhaps ?)

Luxuriousness in the lounge is emphasised by the attractive carpet and brightly coloured seating. Sliding glass doors comprise one end of the room, and

open, through a covered loggia, into the garden ; a feature with a high summer-appeal. The fireplace is a very handsome piece with a stone surround and a copper canopy. Hanging from the ceiling are chandeliers which gracefully augment the concealed lighting in the corners of the room.

Interesting murals over the bar counters in both the lounge and public bars will attract much approval.

The exterior has been treated in a restrained contemporary style which, while blending pleasantly with surrounding buildings, proclaims effectively that here is the "local."

There is ample parking space in the forecourt. All of it will be needed, we forecast, before very long.



Our Chairman, General Sir Miles Dempsey, drinks the traditional first pint at the "Happy Prospect."



The handsome fireplace, with its copper canopy, is one of the attractions of the luxurious lounge of the "Happy Prospect."



For many visitors to this country the "West Hoe Hotel" will be the first English "pub" they have ever seen.

RE-BUILDING AND EXTENSIONS



The saloon bar is very inviting and has an attractive fireplace.

Situated near the Ocean Terminal Docks at Millbay, Plymouth, the new *West Hoe Hotel* is the first English pub that many visitors to Britain will see as they leave their ships.

The original *West Hoe Hotel* was a victim, in 1941, of Goering's Luftwaffe. Luckily the Octagon Brewery was successful in obtaining temporary premises some 50 yards away from the ruins and a thriving trade was carried on until the new premises were opened in May of this year.

Attractively built in red brick, the new hotel is a striking building and is beautifully furnished to the best modern standards. Already it is acquiring

“character.” Not a little of this latter commodity is supplied by the jovial Manager, Mr. W. Willis, a former Manager of the local Palace Theatre. He has a great fund of Show Business anecdotes and is a personal friend of many of the stars of the theatre.

Patrons are already accustomed to rubbing elbows with the famous and we are sure that the renown of the *West Hoe* and its Manager will quickly spread to all parts of the world, carried there by the seafarers and travellers who have sampled its hospitality.



The two photographs on this page were taken at the “Ship Inn,” Cofton, near Plymouth.

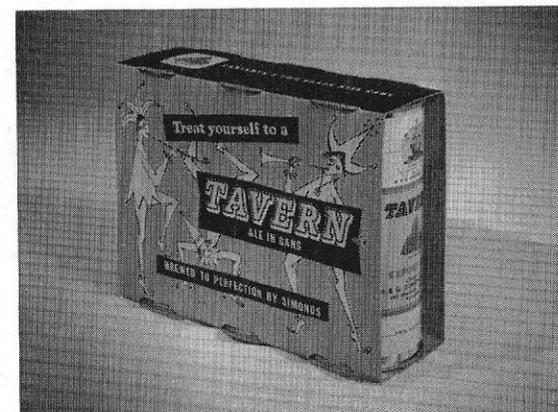
Above is the original public bar which is noted for its warmth and friendliness.

On the right is the new extension to the public bar and aptly named “The Cosy Cabin.” Every effort has been made to preserve the “period” atmosphere.

Now that these alterations have been completed the *Ship Inn* is, by common consent, a house of considerable character.



THE NEW LOOK



There's always something new from Simonds! During recent months new designs have given a fresh, modern look to many of the most popular Simonds lines.

New labels have been produced for many of our beers—giving the bottles an instantly recognisable “family” likeness, and making them far easier to pick out on crowded shelves.

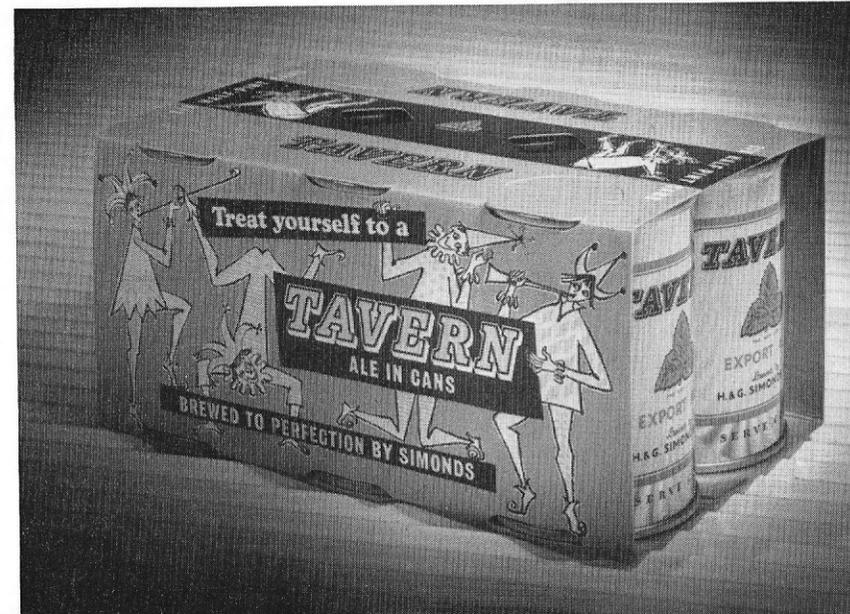
Attractive new designs for half-pint and “two glass” cans have been introduced for Tavern Ale, and two eye-catching

“take home” packs have been specially designed—one for six half-pint cans, and one for three “two glass” cans.

ARTHUR COOPER, not to be outdone, have prepared a delightful set of new wine labels, and an effective display piece for six miniatures, which closes up to form a most unusual six-sided gift carton.

New designs, new displays, new ideas—all are playing their part in giving the House of Simonds a new look that will bring better business for many years to come.

Above is the neat “Party Pack,” introduced for the festive season. It holds three “two glass” cans. On the right is the larger edition for six half-pint Taverns.



There's a Tavern made of Tinsplate

We are indebted to the Publicity Division of the Metal Box Company Ltd., for this article showing how they produce the cans for our famous ale.

Every year millions of beer cans are made by The Metal Box Company out of sheets of steel coated with tin. The tinned surface is printed externally and is also coated internally with tasteless and odourless lacquer; therefore there is no contact at all between the metal and the beer. The sheets of tinsplate are slit by a machine into oblongs and the ends of each of these oblong can bodies are bent into a hook shape—one up and the other down. The tinsplate is then formed into a cylinder over a round former, the two hooked edges are hooked together and then soldered. This enables them to withstand a high internal pressure which arises during the pasteurising of the beer. Beer cans are produced in three sizes of the same diameter. Two of these, the 10-oz. (or $\frac{1}{2}$ -pt.) and the 16-oz. sizes, are mainly for the home trade; the 12-oz. size for export holds a third of a litre. All have the same diameter.

When the body has been formed, it is again sprayed inside with lacquer. The next process is to curl out slightly its two ends, so that each looks like a bell mouth. Meanwhile, other machines have been stamping out discs of tinsplate for the tops and bottoms of the cans. Each disc is slightly larger than the end of the can body, it is lacquered on both surfaces

before being stamped out, and it is also lined around the inside of the rim with a sealing compound. The bottom is fixed on by curling the edges of the disc round the curled-out end of the body, to make what is known as a double seam. Here no soldering is needed, thanks to the sealing material. Like the side seam, this makes an hermetic seal. Next, each can is individually tested by compressed air, and automatically packed into a carton. The cans are then sent to us, to put in the beer and seal on the tops by the same process of double seaming.

To go back a little way, the cans are decorated by printing. How is this achieved? It is done on the flat sheets and is part of the process of protecting the tinsplate. As has been said, the tinsplate is coated with a special lacquer. This is applied by a roller-coater, which is very like a printing machine. Then the beer-can body is litho printed with its well-known design. This means that no label is needed, but the steady drinker of Tavern beer sees at once that he is getting his favourite brew.

The printing is almost indestructible and this was shown in a very striking way. Out of half a million cans of beer sent to the Task Force on Christmas Island in January, 1956, a few were left over. For



(Photograph by courtesy of N.A.A.F.I.)
Servicemen of the Christmas Island Task Force enjoying Tavern in cans.

eighteen months they lay dumped out of doors in a very hot, damp climate near the Equator. They were stacked in ordinary cardboard containers under a tarpaulin. Yet, when they were brought back to England two years after having been filled, not only was the printing still almost as good as new, with no signs of rust, but the beer inside was also pronounced to be excellent. Experts even said that it would never have kept as well as that in any other container except a barrel.

Tavern Ale was one of the brews sent to Christmas Island. The colour printing

was done by offset lithography. Lithography is a method of printing which uses the natural antipathy between grease and water, and was at first worked from a flat bed of stone on which an image was drawn in a greasy medium such as a crayon. The stone was then dampened and coated with a greasy ink, which only stuck to and printed from the greasy portion, for the damp parts did not take up the ink. A cylinder with cardboard round it transferred, or "offset" the printing on to the metal plates. This was a flat-bed process. Later, a grained zinc or aluminium plate was used instead of a flat stone, and clamped round a cylinder on a rotary

press. This was suitable for printing on paper, but could not be used for metal, as you cannot transfer a *perfect* image from one hard surface to another. The printing was therefore done first from the metal printing plate on to a metal cylinder with rubber fitted round it, and it was offset from the rubber to the sheet of metal. This process was patented in 1875 by Robert Barclay, a London printer, whose firm helped to found the Metal Box Company in 1921.

Metal does not absorb ink, so the printed sheets have to be heated up in an oven after each printing to harden the inks printed upon them—this is called stoving.

A recent advance in litho printing is the use of plates made of different metals, since some metals have an affinity for water and some an affinity for grease. For instance, bi-metal plates have made the printer's job more simple and efficient, particularly those with a copper printing image (which attracts grease and does not have to be grained) which is deposited on a stainless steel base (which only attracts water). These plates give more accurate reproduction and have a longer life than the original plates made of zinc.

At the end of the 19th century it was found that printing plates could take a photographic image by being given a special coating which was sensitive to light. When colour is to be reproduced a separate negative is made for each colour. These are re-touched by hand to give the right effect in combination with the other colours used. Recently photographic reproduction has been improved by the deep etch process, and by better methods of colour separation. The deep etch uses a recessed image on the printing plate. When the plate is being made, a positive is prepared from the negative of the photographed image, and light is

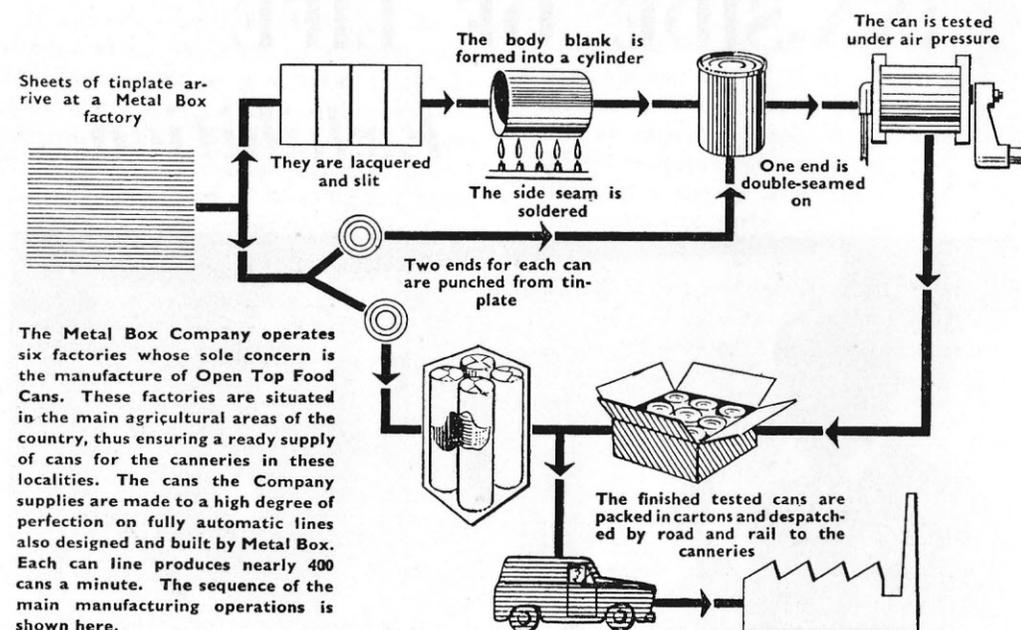
passed through the positive on to the sensitized plate. In the reproduction of colour separation negative there is today less re-touching, because "masking" is now used rather more. It consists of making a positive from one colour and superimposing it over the negative of another, so as to reduce the amount of light transmitted to areas where not much light is needed.

Modern decoration is also much improved. The introduction of pigmented roller coatings has helped this forward. They are applied as a base for later printing with an ordinary varnishing machine. They have a greater opacity of colour, and good effects can be obtained by combining a light coloured coating with a printing in dark coloured inks. The inks themselves are no longer the old linseed-oil based inks, because today their place has been taken by synthetic inks which are far more suitable for high speed manufacture, and provide a harder finish to the job when it is done.

Finally, the beer can is given a coat of mar-proof finishing varnish with a synthetic resin base, for this protects the decoration both when the can is being made and when it is in the public-house or off-licence. These mar-proof, water-white varnishes were formulated just after the war and have been improved since then.

Thus the beer can is made in much the same way as the hundreds of millions of food cans produced every year in Great Britain. However, it has a special varnish on the inside, a specially strong side seam and rather tougher ends than the ordinary food can. You can easily test this by trying to open a can of beer with an ordinary tin opener. You will find you only make a very small hole, from which the beer may tend to spurt. If you value

HOW A CAN IS MADE



There's a Tavern made of Tinplate (continued)

the upholstery of your dining-room, you should have a proper can piercer. This produces a fair-sized hole in the top, and no accidents are likely to occur. It is always a mistake to waste good beer like Tavern !

Our ancestors used to go and drink

their beer in a tavern which was made of lath and plaster. Today we are luckier in some ways, for we can take our Tavern home with us in our shopping bag, and drink the beer which is just as good as it ever was, out of the can. But do not get too excited ; don't shake the can just before you pierce it !

NEW SIMONDS TIE

The new Simonds tie is now on sale to members of the staff, our tenants and to the Managers of our houses AND TO NO ONE ELSE !

Of heavy texture, non-iron, navy-blue Terylene, with the Hop Leaf motif, it is reasonably priced at 9s. 6d., and can be obtained direct from the Advertising Department or from any of our Branches.

INN-SIDE OF LIFE

Exhibition



The Lord Mayor of Bristol takes a drink from a rummer, an old-fashioned copper drinking vessel. Mr. B. H. Quelch, Bristol Area Manager, is second from the right.

There are many busybodies-at-large whose main occupation appears to be the suppression of individuality and character.

They could hardly have derived much comfort from the Inn-Side of Life Exhibition, held at Bristol from October 6th to 9th!

For here was something indestructibly

English; a characteristic that has already survived a thousand years and looks fair to endure at least as long again—despite the Latterday Levellers.

As you must have guessed, it was all about the English pub.

This, the first-ever Trade Exhibition, was held in Bristol's Grand Hotel, and was opened by the Lord Mayor of Bristol,

Alderman F. G. W. Chamberlain.

It was a unique trade exhibition, for no attempt at all was made to *sell* anything! The object was to give what might be called a *précis* of a great tradition. It was organised by the Western District of the National Trade Development Association, under the direction of Mrs. Irene Grand. Chairman of the Exhibition was Mr. John Hall, and the Secretary was Mr. A. C. Harford.

The Hop Leaf was most ably represented on the Committee by our Bristol Area Manager, Mr. B. H. Quelch.

In a most successful endeavour to show the value to the community of the "local" the Exhibition spotlighted three main services:—

1. To the neighbourhood, as the focal point and meeting place
2. To the customer, as an open house where regular and stranger alike can be certain of a welcome
3. To the nation, as an employer, directly and indirectly, of 500,000 people and a vast contributor to the Exchequer.

Hundreds of trophies, inn signs, drinking mugs, ale warmers and old documents from West Country inns were on view. It is interesting to note that the display of inn signs was only the third to be held

since Hogarth helped to organise one in 1762.

Many of the ancient crafts of the Trade were shown, among them cooperage (at least some of the quieter phases of it, for it is an extremely noisy *metier*!) and two Bristol coopers of great experience demonstrated the use of tools which have not changed for centuries.

The story of the inn, told by means of attractive and unusual panels on the walls of the hotel's ballroom, was divided into three sections: The Inside of the Neighbourhood, You're Welcome and The Inside of the Welfare State.

Film shows were given every day. Among those shown, which were all connected with the Trade, was 'What's in a Name?' This put the visitor in the right frame of mind to tackle a competition for naming a new inn in the Bristol area. Three prizes were awarded each day by foremost brewers—our own Company prizes being distributed on the 8th October.

About 4,000 people attended during the four days of the Exhibition, and the organisers received hundreds of congratulatory letters.

As we go to press we hear that the next place the Exhibition will visit is almost certain to be Reading. Unfortunately, we cannot tell you when.



The coopers' shop, one of the most instructive features of the exhibition.



"They are the epitome of Mine Host and Hostess," said Mr. E. Duncan Simonds.

A PENSION FOR MINE HOST

First to retire under the new Pensions Scheme were Mr. and Mrs. Norman L. H. Groves, who managed the *Queen's Hotel*, Newbury, for ten years.

Before taking over the *Queen's*, Mr. Groves was at the *Crown*, Bowness-on-Windermere, and altogether he served the Trade for 38 years.

On 10th October, at the *Ship Hotel*, Reading, Mr. E. Duncan Simonds presented Mr. and Mrs. Groves with a china dinner and tea service from fellow managers. Mrs. Groves also received a bouquet.

Commenting that it was a unique occasion in the history of the Hotel Department, Mr. Simonds referred to Mr. and Mrs. Groves' cheerful courtesy. "They are the epitome of Mine Host and Hostess. If we could turn them all out like this, how happy we should be!" he said.

We know all readers join us in wishing them great happiness in their well-deserved retirement. It is particularly pleasing to know that many of the financial worries which so beset retired folk have in this case been alleviated by the new Pension Scheme.

IN THE TRADE

A photo-miscellany of news connected with the Hop Leaf



The Hop Leaf is well to the fore in the bar of the British Electricity Authority Staff Training Centre at Horsley Towers, Horsley, Surrey.



Mr. and Mrs. D. Oxlade, tenants of the "World Turned Upside Down," Reading, and their patrons, arranged a September outing for twenty-eight Old Age Pensioners. A heart-warming gesture.



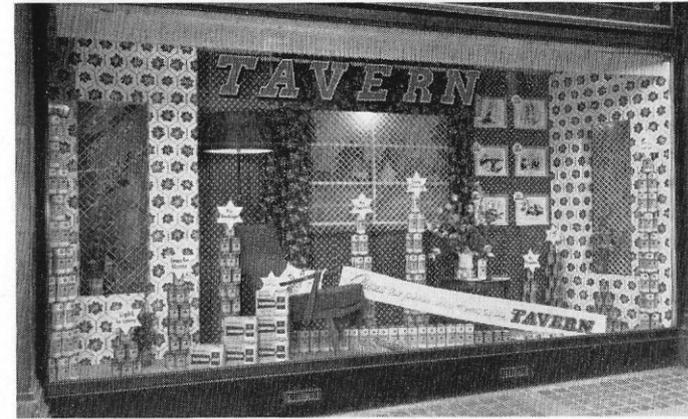
The new Grill Room at the "Stag and Hounds," Binfield, is a feature of the house. Few will know that the tenant, Mr. H. G. Yarrow, did most of the decoration himself. Here is proof of his talents.

IN THE TRADE

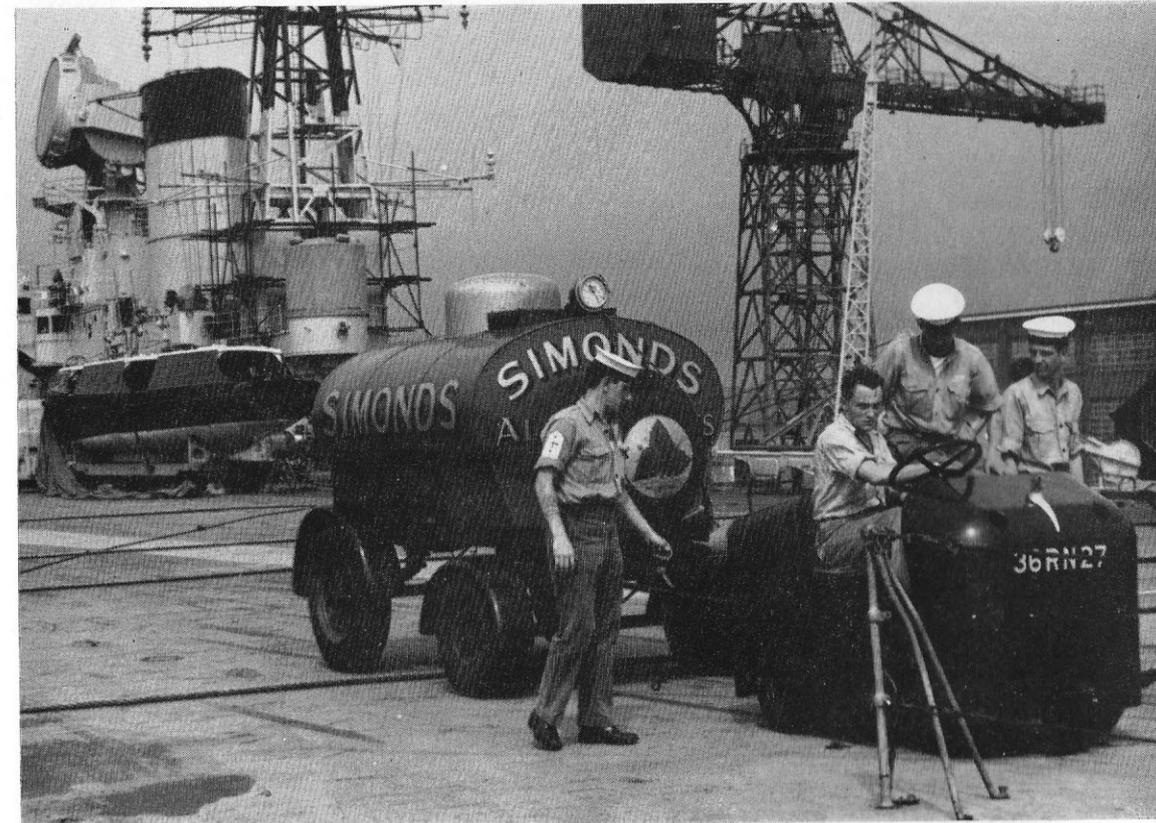
(CONTINUED)



Mr. and Mrs. Roberts, good customers of the Teign Brewery Inn, Teignmouth, Devon, took Tavern in cans on their holiday tour of France. We are delighted by the compliment and hope our product increased the holiday pleasures, Mr. and Mrs. Robinson.



A splendid Tavern window by the display staff of the well-known Nottingham Grocers and Wine and Spirit Merchants, Messrs. Burtons, of Smithy Row.



Our mobile tanker on the flight deck of H.M.S. Victorious at Portsmouth. It was bringing up "supplies" for the Ship's Company Dance.



A lunch-time picture at the "Grosvenor House Hotel," Caversham, during the Sales Conference in October. It was attended by Branch Managers and Assistant Branch Managers from all over our territory.



IN THE TRADE (CONTINUED)

A Harvest Thanksgiving was held for the second year running in the public bar of the "Swan Inn," Kimble. The Rector, the Rev. J. E. James, conducted the service. The picture shows our tenants, Mr. and Mrs. J. D. Palmer, with the produce.



The Committee of the Reading "Hop Leaf" Darts League. With them is the Mayor of Reading, who attended the Finals at Olympia, Reading.



The East Cornwall Team, winners of the Simonds Challenge Knock-Out Cup in the West Country.

RELUCTANT HERO

*Illustrating once again that if
you meet a brave man he rarely
has the nerve to tell you about it!*

The *New Inn* on the busy Oxford Road, Reading, was our last port of call for the day. (We were compiling the "Areas We Serve" feature.) A light ale seemed an utterly desirable thing.

Our genial host, Mr. "Wally" Wood, obliged, as they say, and we fell to talking. We learned (what we had already guessed from his bearing) that he had been a policeman. He had, it transpired, served in the Metropolitan Force for 23 years.

So much, most of his associates and patrons already know. What follows is, we believe known to very few.

News-gathering develops in one a sort of sixth sense: people "with a story" have something about them. So we let Wally talk on—which was hardly fair because we had an ulterior motive and he was unsuspecting.

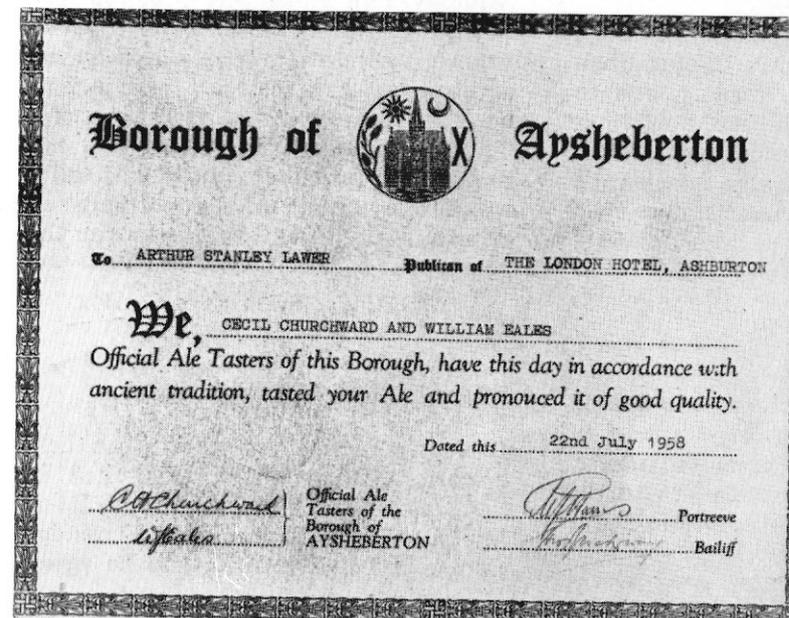
Simply and without boast he told us that he had earned many decorations for service. Then he went farther than he had intended. *He had also won the King's Police Medal for outstanding bravery.* Appalled at this confession, he excused himself and went off to serve an entirely imaginary customer in another bar. But we were not to be so easily brooked. We got our story by employing a certain amount of underhand cunning. It was not easy, for this man is indeed a Reluctant Hero, in a special sense.

"The customers don't know about this, you know," he demurred, as though that were some sort of sanction operating against publication. "Then it's high time they did," we replied, and made our escape before he could alter his mind.

Here is the story, in the flat phrases of the official citation, of the gallantry of P.C. 552, Bedford Section of the Metropolitan Police:

"On the evening of October 26th, 1926, Constable Wood received information that two men had been overcome by gas whilst working in a water main at Feltham. . . . The constable and two other men at once descended a ventilating shaft, 20 feet deep, leading to the main, lighted only by a bicycle lamp. Wood and one of the other men crawled along the main for about 100 yards, where they found one of the workmen in a . . . helpless condition. They dragged him to the foot of the ladder . . . and he was carried to the surface. The constable, although suffering from the effects of gas, made a determined attempt to reach the second man, but was compelled to return . . . four soldiers equipped with gas masks and electric torches had arrived . . . and the constable, wearing one of the masks, again entered the main and, with the aid of three of the soldiers, rescued the second man who was found unconscious 250 yards farther on. Where the rescues took place the main is only 52 inches in diameter."

HOP LEAVES



The Certificate of good quality ale presented to Mr. A. S. Lawer, tenant of the "London Hotel," Ashburton.

Readers will perhaps remember the short historical essay on the ancient craft of ale-conning which appeared in a previous issue.

A modern version of the testimonial mentioned therein is this certificate received by Mr. A. S. Lawer, of the *London Hotel*, Ashburton, on the occasion of an ale-tasting ceremony.

We are quite sure it was not lightly bestowed and we are proud of Mr. Lawer's success (envious, too, of the redoubtable Messrs. Eales and Churchward, "Ale Tasters to the Borough of Aysheberton").

Ashburton, incidentally, is one of the

few towns to retain the old office of Portreeve, or Chief Officer. The present holder of the office is Major T. W. Gracey, R.A. (Retd.).

Export, they tell us, is the lifeblood of this tight little island, so it tends to become a serious business.

Nevertheless, the members of our own Export Department occasionally have fun to judge by the following: "Please send to me the name of my nearest TERVERN STOCKINGS without Obligation. (Signed) Solomon Kamalu, Owerri, Nigeria."

HOP LEAVES

(CONTINUED)

Congratulations to Mrs. Embrey, Manageress of the Arthur Cooper Shop at 466, Oxford Road, Reading, and to Mr. Venn, Manager of the Branch at 6, Park Terrace, Farnborough Road, Farnborough, on passing the examination of the Wine and Spirit Association.



We hear that the Licensed Victuallers' Race in the Dartmouth Regatta, held in September, aroused tremendous interest, and we offer our congratulations to the *Dartmouth Arms* and the *Ship-in-Dock*, second and fourth, respectively.



We are proud to reproduce the following letter, written by the Chief Constable of Southampton to Mr. G. Neale, of our Southampton Sub-Depot :—

“I have received a report that on Saturday, 13th September, 1958, you very kindly went to the assistance of a young woman who had been involved in an accident and had sustained an injury to her right arm which lacerated an artery. Your promptness in rendering first aid prevented a serious loss of blood, and I would like to take this opportunity of expressing my sincere thanks to you for your public-spirited action.

(Signed) CHARLES G. BOX.”



Perhaps some of our readers can help a correspondent who is interested in the history of beer labels. He is Mr. Peter Dawson, Ellern Mede, Totteridge Common, London, N.20, and he writes as follows :—

“For some years I have been collecting beer bottle labels and have at the moment 11,200, all different.

Though I have labels back to 1856 I can find no record of the early history of beer labels. Can any of your readers enlighten me ?

I have many spares and should be pleased to exchange labels with anyone interested.”

All replies to Mr. Dawson : please NOT to the Editor !

The Duke of Edinburgh shakes hands with Mrs. G. M. Powell, Manageress of the “Royal Castle Hotel” on the occasion of His Royal Highness's visit to Dartmouth in July.

Obituaries

We deeply regret to announce the deaths of the following friends of the Company. Our sympathy is extended to all who have been bereaved :

Mr. H. Balkwill, Chief Engineer at Tamar from 1926 until his retirement in September, 1945. He was 81.

Mr. T. Bartholomew, at the age of 80. A pensioner of the Company since 1944. He joined in 1891, and retired as Service Coopers' Foreman, Reading.

Mrs. Bertha J. Booth, tenant of the *Dolphin Hotel*, Newbury. She was the oldest licensee in Newbury, having succeeded to the tenancy on the death of her husband in 1915.

Mr. A. ('Pewterer') Brown, at the age of 70. For 46 years, from 1907 to 1953, he was employed as Foreman Pewterer and Plumber.

Mr. A. J. Hall, a former Service Stable Foreman, he served from 1905 until retiring in 1947. He was 80.

Mr. Barry Johns, at the tragically early age of 18. He was employed in the cellars at Plymouth, and was very popular with all his workmates.

Mr. Harry Price, pensioner of the Company. He retired in 1954, after 32 years of loyal service at Reading.

Mr. J. H. Wadhams, a short while after his retirement. He was Assistant Secretary to the Company (*see HOP LEAF GAZETTE*, Summer Issue, page 10).

Mr. William G. Smith, aged 74, a pensioner, who had 25 years' service in the Stables and Loading Stage at Reading.

Mr. Reginald H. Dickinson, on 12th October, aged 65 years, a pensioner, who had 21 years' service in the Engineers' and Plant Maintenance Department at Reading.

Mr. C. Marshall, on 11th November, aged 76, a pensioner, with 42 years' service with the Company.

Mr. W. Starsmore, aged 59, tenant of *The District Arms*, Ashford. Mr. Starsmore was a native of Peterborough, and had been our tenant at *The District Arms* for over 30 years.

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