

Wompo!

THIS enthusiastic noise was once a word; in the East End of London it meant 'ale'. Many picturesque words and phrases for different beers are still in use up and down the country. Ask for a 'mother-in-law' and you should get a stout-and-bitter. Ask for 'nuts and bolts' in East Anglia and you'll be served with mild-and-bitter.

The results of a philological survey of this order often prove most refreshing. Why not conduct some research yourself?

Beer

the best long drink in the world!

ISSUED BY THE BREWERS' SOCIETY, 42 PORTMAN SQUARE, LONDON, W.1.

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PRICE SIXPENCE

Hop



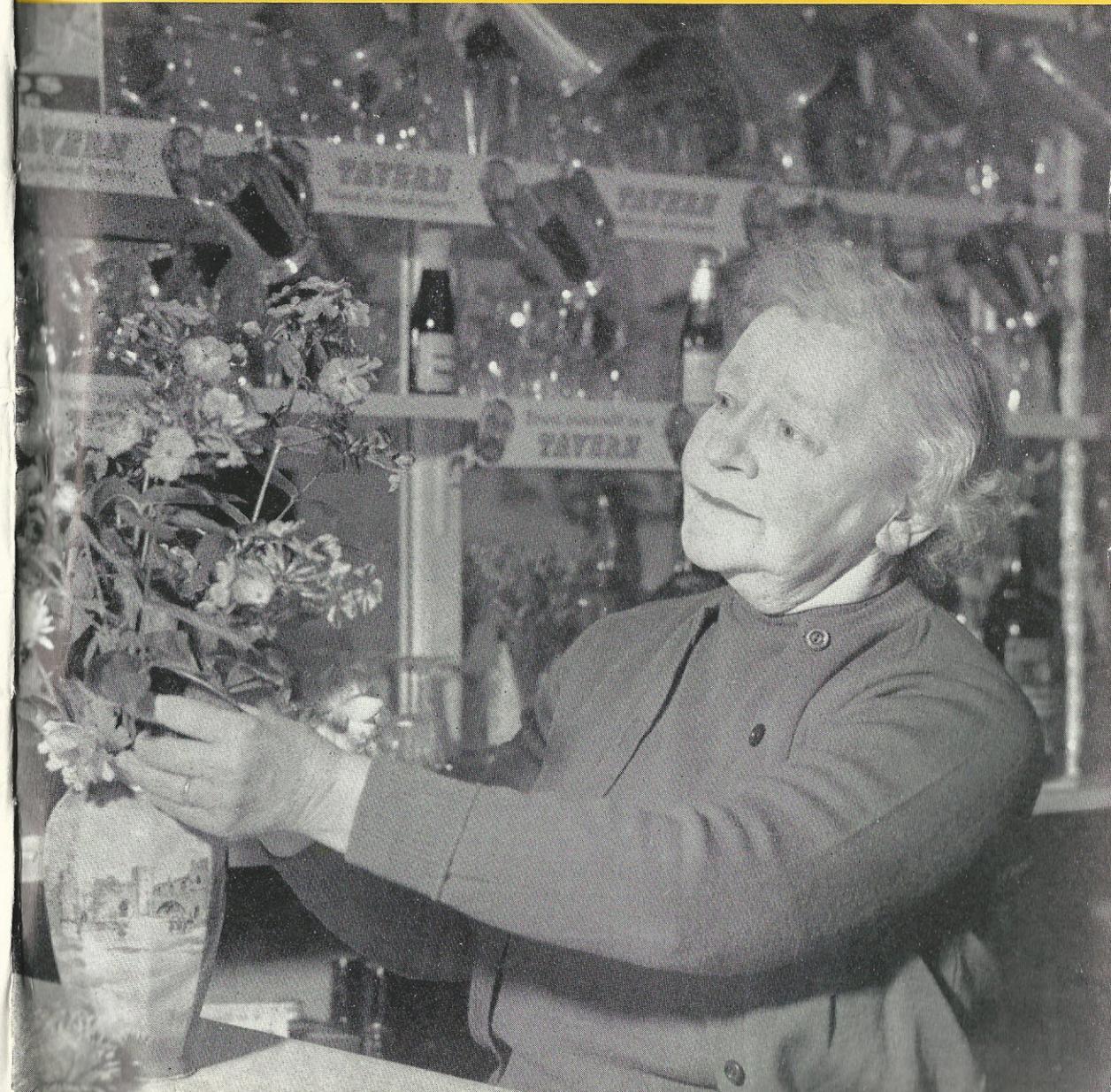
THE HOP LEAF

Leaf

Gazette

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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

S P R I N G · 1 9 5 9

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FRONT COVER PICTURE

*Mrs. Kunkler, "Greyhound," Pewsey, has lived in this house
47 years, her husband having taken it over in 1911.*

Editorial

MANY things combine to sell our products successfully—in addition to their wonderfully high quality. Selling is indeed a team job—and we are fortunate in having a splendid team with every place well filled.

Consider some of the members of our team and their qualities. Our tenants are enthusiastic, up-to-date, and hard-working; our salesmen skilful, industrious and persistent. They are supported by courteous and tactful telephone operators, an efficient, accurate and intelligent Order Office staff, and by draymen who are polite, punctual and helpful.

All these, and many others, play their several parts in our success, but after a sale has been made there is yet another important service to be rendered to a satisfied customer—namely, the submission of a prompt, correct and intelligible account. In this important matter we are happily well served. Recently our accounts have come in for much praise—and since no one likes getting bills, they really must be good! And we are regularly told how much better we are than our competitors in this respect.

Our special Editorial congratulations for this quarter go to our Hollerith Staff, and all associated with them. They do a fine job in rounding off efficiently that service which is our constant endeavour.

Watchdogs of the Brewery

Maintaining a high standard of purity of all the ingredients that go into beer is the job of the laboratory

Immersed among test tubes, balances, microscopes and other paraphernalia of modern analytical chemistry you will find the “watchdogs” of The Brewery, Reading—our staff chemists who check and maintain the high standards of purity demanded of all the ingredients that go into our wide variety of beers.

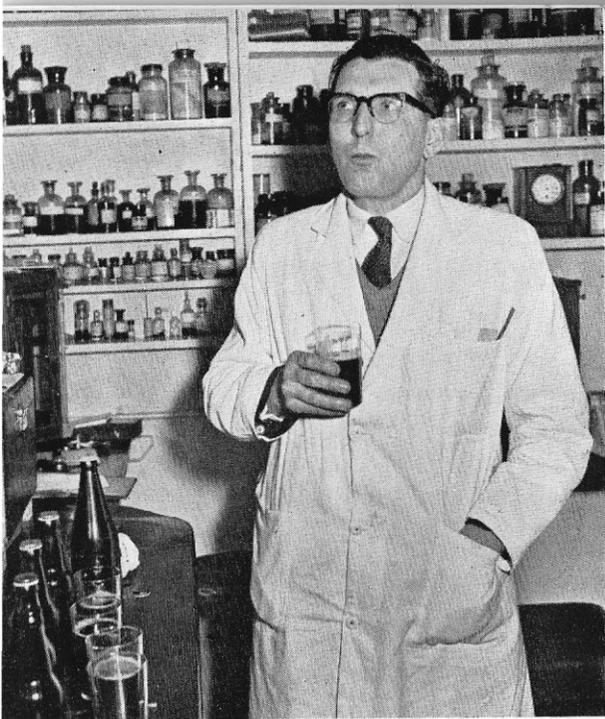
“A brewery is essentially and basically a food factory,” says Mr. L. E. Harrison, B.Sc., A.R.I.C., head of our laboratory.

Rigid control at every step of brewing is essential to produce the uniform high standard of quality that attracts—and keeps—Simonds customers. Checks start with the raw materials, are carried on through all the brewing processes, and cover a systematic sampling of every kind of brew and bottling.

A “quality control laboratory” is the correct description for this important department, which is run by Mr. Harrison

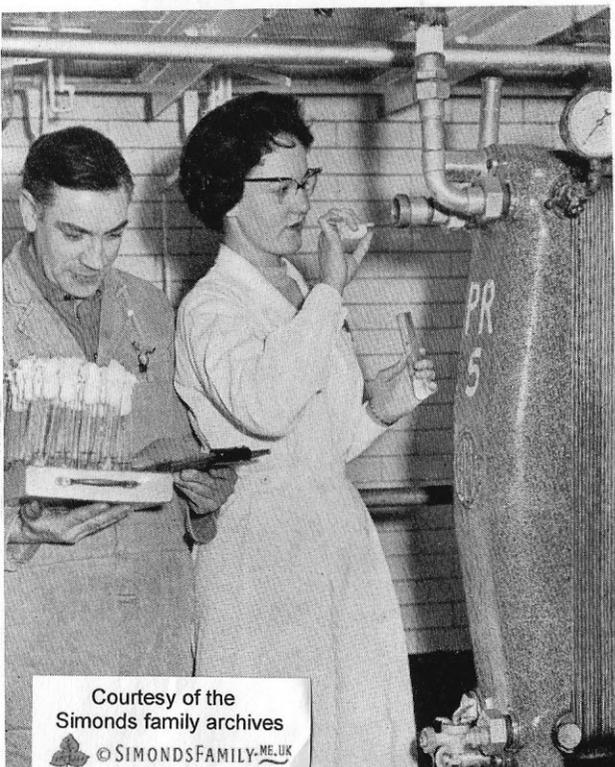


General view of the main laboratory. To the layman a confused mass of apparatus; each piece means one more guarantee of the fitness of the final brew.



Tests by the palate as well as by chemical means are part of the laboratory technician's job. Here Mr. Harrison savours a "forced" sample.

(BELOW) Miss Watts, assisted by Mr. Bain, of the copper stage staff, takes one of a series of swabs in the sugar dissolving room.



and his second-in-command, Mr. W. G. R. McCune. There are six other laboratory technicians.

Following the sequence of brewing operations, the duties start with testing of raw materials.

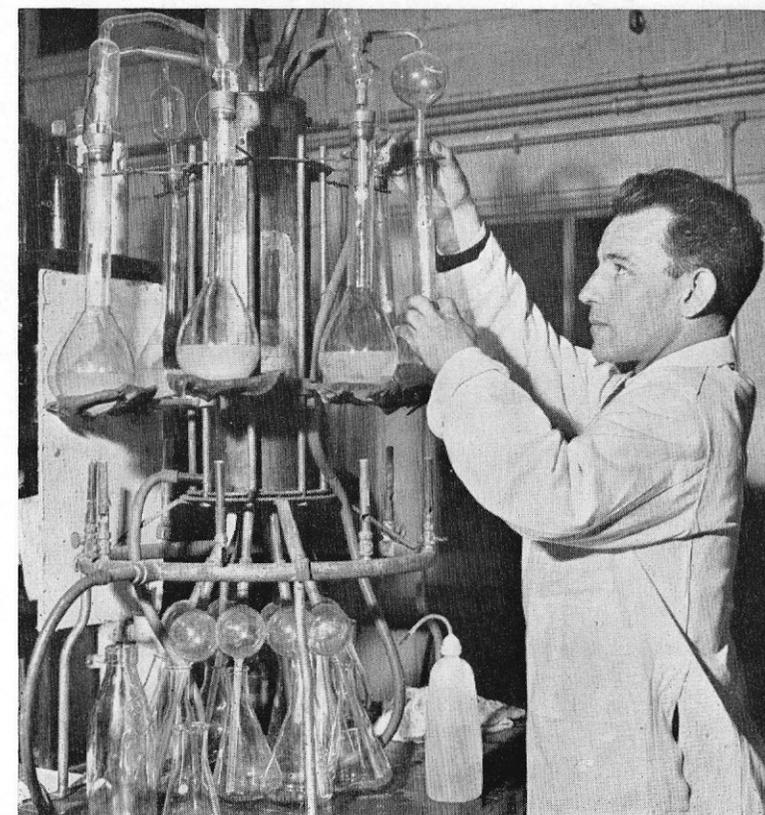
First the barley, about which, in its raw state, must be known the moisture content, general quality and the grain's ability to germinate. This analysis keeps the staff busiest in the autumn when the barley harvest comes in, and every sample must be checked both before it is bought and when it is delivered to the brewery. At this time of the year it is common for the staff to test about 300 samples. The same tests must be applied to the grain when eventually it is used for malting.

An electric moisture meter is first used to test each delivery of the barley. Then, in the laboratory, a second test is given by grinding down a known weight of the grain, dehydrating it, and reweighing it to find the exact moisture content.

It is demanded of brewing barley that at least 97 per cent. of the grain will germinate. To test this the staff "sows" the grain in dilute hydrogen peroxide and counts the number that sprout in a given time.

The malting quality of the barley is assessed, and a third series of tests determines the protein content of each sample by chemical analysis.

By the time all these tests are completed the laboratory technicians have prepared a complete picture and record of every consignment of barley that goes into the malting. And while each malting is in process their work of sampling and analysis goes on, to ensure that the germination and kilning processes have been carried out satisfactorily and that the malt will give good-flavoured and haze-free beer.



This apparatus, employed here by Mr. McCune, is used for the final stage of the determination of the protein content of barley.

The water used in brewing must also be kept under rigid control, not only from the point of view of health standards but from that of its suitability for brewing.

Samples are regularly taken from the brewery wells—Reading brewery has its own complete water supply—and analysis can determine any treatment it may need to make it the ideal type of hardness for brewing the best beer.

Yeast—the life blood of the brewery—is checked daily to ensure that it is free from infection and generally healthy.

And when the diverse brewing processes have been followed through there comes the stringent testing of the final

product. This takes several forms. One of the major checks is that the beer has been brewed at the correct strength. Colour of each brew must be uniform, too, and to determine this the sample is compared with graded colour slides.

What about its keeping powers—in appearance as well as in goodness?

Bottled beer must stay bright and have a good shelf life—the occasion for another check of each batch produced. Samples are stored for several weeks in warm "forced" temperatures to determine their general stability. Regular checks of carbonation are made to ensure uniform condition.



Laboratory assistant, Miss Johns, checks a sample on an analytical balance that is accurate to a quarter millionth of an ounce.

All this may be described as the chemical side of controlled analysis, and keeps the chemists busy with their bottles and test tubes. There is another side that goes hand-in-hand with this work—that

of microbiology, the control of the tiny living organisms that could affect the purity of the beer. And here out come the swabs, the cultures and the microscope.

Microbiologist at the Brewery is Miss Pauline Watts. To a large extent she is responsible for checking the cleanliness of all plant used in brewing and delivery of the beer.

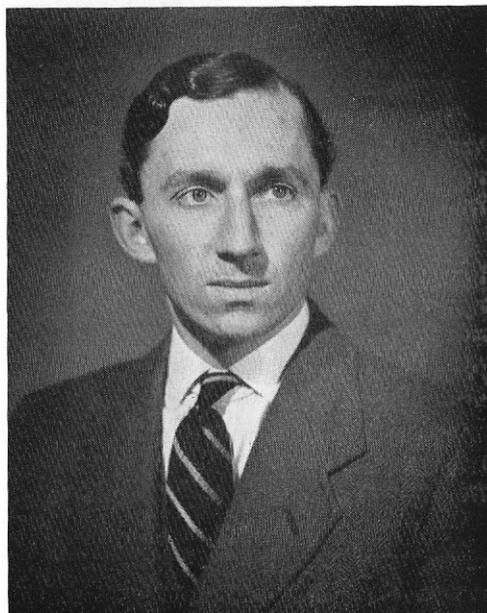
Yeast-collecting plant, racking plant, tanks, vats, bottle fillers, washed bottles and—yes—screw stoppers—all these and many others besides must be sampled by swab at regular intervals; any deposit is examined under the microscope and a count taken of the type and number of organisms present.

Constant purity demands unceasing vigilance and a wide specialist knowledge.

Our chemists' constant, impartial vigilance in no small measure accounts for the high consistent quality of Simonds beers. Remember them next time you pull a glass of beer.

APPOINTMENT OF MR. D. J. SIMONDS TO THE BOARD

We are glad to announce the appointment of Mr. D. J. Simonds to the Board. Mr. "David," as he is known throughout the Company, has been closely connected with the recent development of our trade in the West Country. The son of Major Maurice Simonds, he joined the Company in 1948 and was made a local director at our Plymouth Branch in 1955.



At the opening of Butts Bar, "The White Hart," Reading: Mr. G. E. Dyer (Chief Assistant Surveyor), Mrs. M. E. Eagle, Mr. H. C. Davis and Mrs. Davis.

THE BUTTS BAR AT THE WHITE HART, READING

Turning an old Victorian-style dining-room into this smart modern bar and lounge has been a source of pride for our Building Department at Reading. For it was all their own work.

It is the first major job of reconstruction for the Hotels and Catering Department that the Building Department has done by its own labour since the war.

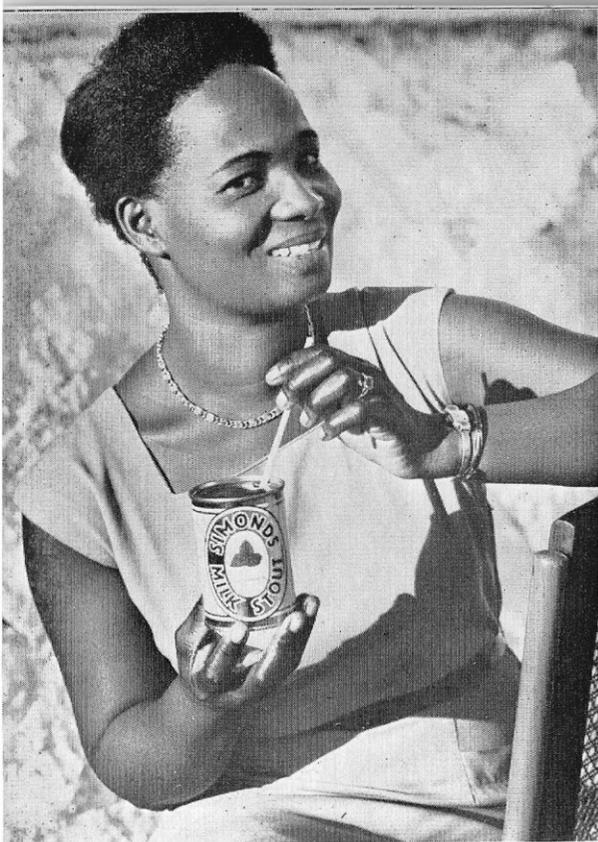
The Butts Bar at the *White Hart*, Reading, is only the first stage of a major renovation scheme of this establishment.

Main feature of the scheme, which was devised by Mr. R. Howie, our furnishing adviser, is a boomerang-shaped bar with flying canopy, inset with light ports and

bearing a dark star patterned paper. Another outstanding feature is the wall-paper, which is of plastic impregnated linen and is washable. It is believed to be one of the first occasions when such material has been used for hotel decoration in this country.

The spacious lounge around the bar is further decorated with a series of cartoons selected by Mr. Howie.

The new Grill Bar will have been opened by the time this magazine appears in print, and future developments of the *White Hart* include an Italian style cocktail bar adjoining the entirely redesigned Restaurant on the first floor.



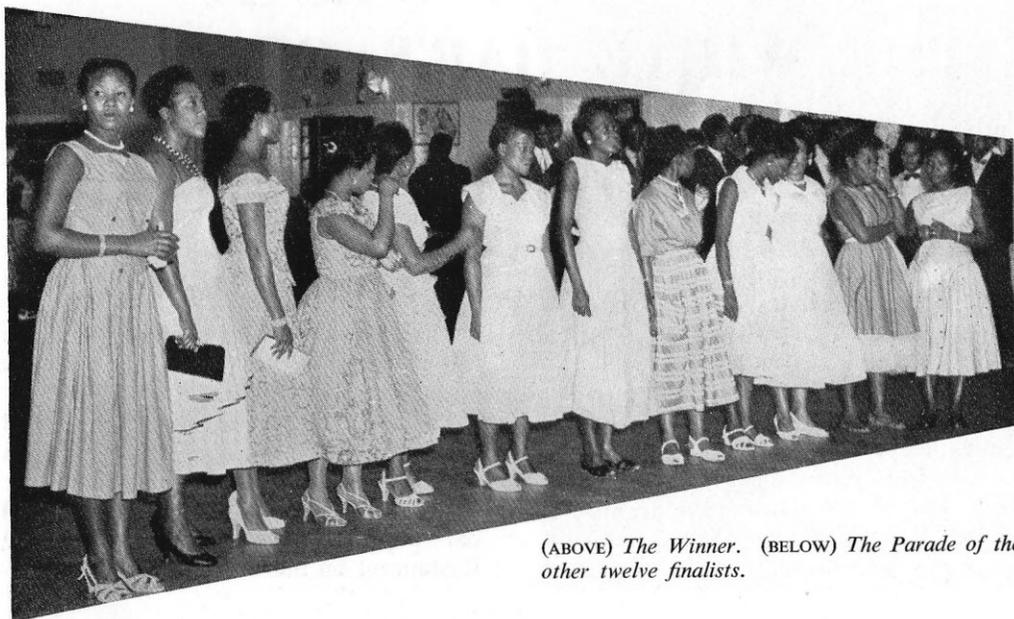
DARK LADY of Simonds Milk Stout

She's 19... her name is Miss Flo Namusoke... and she's Miss Simonds Milk Stout of Uganda.

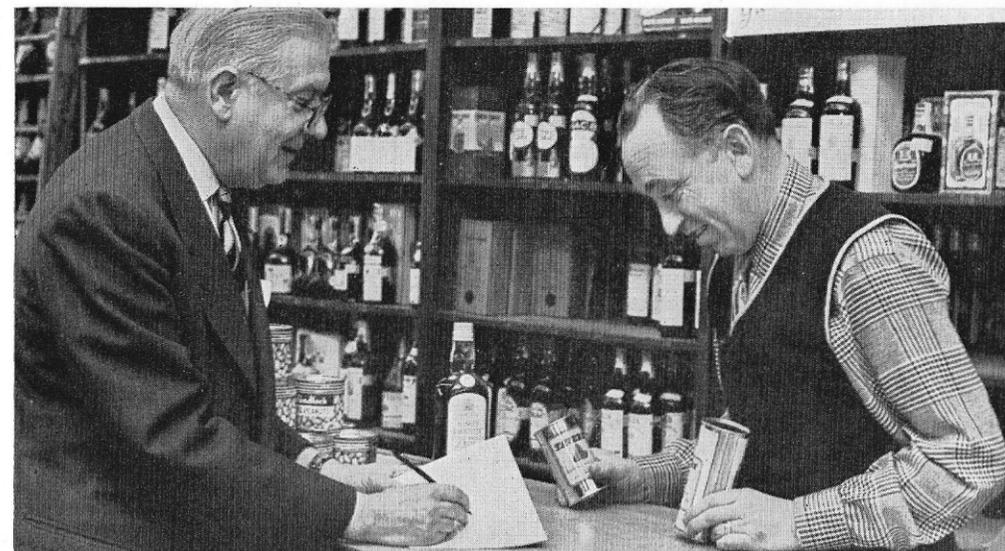
There were great goings on at the Hollywood Social Club, Mango, Kampala, when our Uganda agent, Saccone and Speed, staged a beauty contest among the local ladies to elect the first-ever "Miss Simonds" of the Protectorate.

There were 44 entries and 13 finalists. The contest was a great novelty for Kampala citizens, and was extensively reported in the Uganda newspapers.

Mr. Peter Fleming, Uganda manager of Saccone and Speed, judged the contest with the support of two local editors. There were prizes for all the finalists—cans of milk stout. As you can see, the fashionable way for ladies to drink it out there is through a straw.



(ABOVE) The Winner. (BELOW) The Parade of the other twelve finalists.

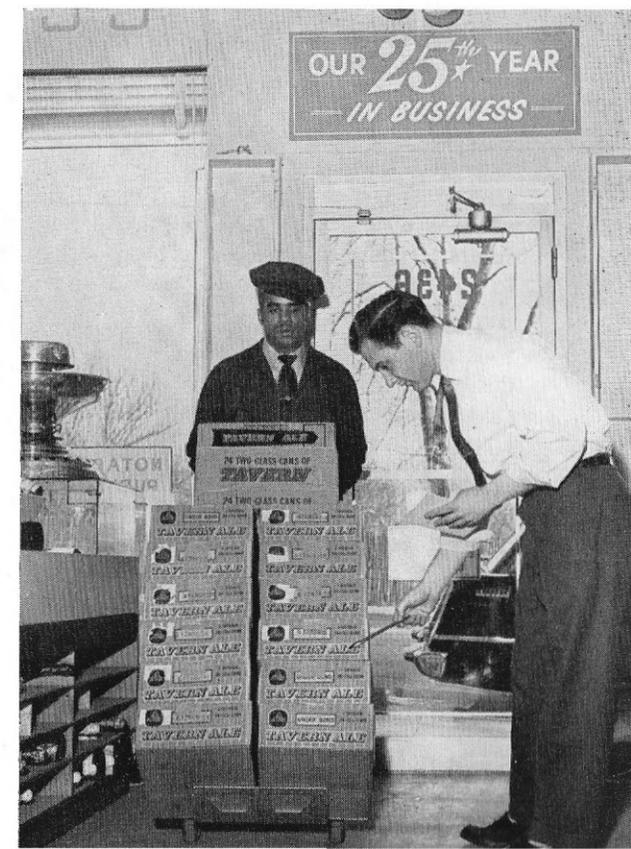


Tavern Comes to Washington

Tavern Export Ale is now on sale in the heart of the U.S.A.'s administrative centre—Washington D.C.

Above you see an early order being taken by Mr. J. Andrew-Speed, Vice-President of Marvin and Snead Sales Corporation of Washington, who are the distributors. Examining the cans with obvious approval is Mr. Samuel Eisenberg, proprietor of Pearson's Liquor Store in Georgetown, Washington. And on the right the first consignment arrives at the store, wheeled in by delivery man, Arthur Coleman, and checked by Mr. Marvin Walter Eisenberg.

Among Washington inhabitants who appreciate the benefits of Tavern are members of the British Embassy, who were invited by Marvin and Snead to a "sampling" party along with members of the American Press.





Rolling down to Bristol

Our photograph depicts two very fine vehicles which, with two additional and similar trailers, have recently been added to our fleet of lorries.

These articulated trailer outfits of 16/17 tons capacity were specially ordered and designed with the object of operating a shuttle service for supplying our Bristol Depot with bottled beers from Reading.

They also are suitable and were designed for transport of export beers by cross-Channel ferry steamers to the Continent.

The tractor units were built by E.R.F. Ltd., of Sandbach, Cheshire, and are powered by the latest Gardner six-cylinder oil engine, Type 6LX, developing 150 h.p.,

and famous for its reliability and economy in operation.

The 16-ton articulated and quickly detachable trailers are by Messrs. Dyson, of Liverpool, and are noteworthy in that air suspension is used in place of conventional steel road springs.

This gives great stability and an "easy" ride free from jolt and shocks.

From the driver's point of view the cabs are extremely comfortable. Designed to lessen driving strain they provide very good visibility. Heaters and ventilators are fitted and the handling and braking (dual line compressed air) characteristics are excellent.

Bournemouth Depot gets into its stride

Established and opened last June to develop our business in a prosperous and growing area, our new Bournemouth depot has now got well into its stride.

Of completely new construction, designed to provide the quick and efficient service that an all-season resort like Bournemouth demands, the depot is ideally placed at Parkstone, about one mile west of Bournemouth, to serve the string of coastal resorts from Milford-on-Sea to Swanage and camps such as Bovington and Blandford.

Bournemouth is a town of comparatively few public houses, but there are many important and progressive clubs, and since the depot has been established



Mr. J. W. Chandler.



A call on Mr. Dan Vincent, twenty-eight years steward at the Christchurch Sailing Club, and his wife. The club bar is clinker-built and curved like the hull of a yacht.



the demand for our products has steadily increased in the area.

In charge of the Bournemouth depot is Mr. J. W. Chandler, who has been with the Company since January, 1951, whose wife, formerly Miss P. Baigent, used to be with us at our Staines depot. Mr. Chandler has been at Parkstone since January, 1958, before the depot was opened, and has made many firm friends in the trade.

"Tailor-made" with a view to providing the most efficient service possible, the depot premises, designed by the Architect's Department, are laid out so that supplies from Reading can be driven straight up to a loading ramp at the front of the premises, off loaded directly into

the main store without change of level, and reloaded on to the Branch's own lorry from a loading bay inside the store itself. This bay also serves as a garage for the vehicle.

Adjacent to the main storage floor, which runs straight through from front to rear of the premises, is a wine and spirits store and offices. At the rear of the building is a spacious empties yard which at a later date will provide room and foundations for a covered store extension.

Bournemouth depot clerk/storekeeper, Mr. A. F. C. Goodall, joined us after 22 years with the Royal Armoured Corps and his training in the services has enabled him to take over his new responsibilities with ease.

Farewell to Bill and Reg

Friday, 27 February 1959 was a sad day at Tamar Brewery, Devonport, when we said farewell to two old stalwarts, Bill Spriddle and Reg Tamblin, who retired after 40 years and 36½ years' service respectively.

Prior to presentations, Mr. C. R. Holman, Devon and Cornwall area manager, spoke of the affection with which both Mr. Spriddle and Mr. Tamblin were regarded. Recalling his early days with the Brewery, he said he had always found them both very willing to assist him in whatsoever manner was required, and in more relaxed moments could be guaranteed to provide the cheerful *camaraderie* with which growth of the Company had been marked.

Presenting Mr. Spriddle with a pressure cooker and a chiming clock, suitably inscribed, and Mr. Tamblin with an electric fire, electric toaster and gardening fork, Mr. Holman wished both these old

friends and colleagues a very long and happy retirement.

The head brewer at Devonport, Mr. John Rowland, added his own tribute to that of Mr. Holman, and spoke of the loyalty which both Mr. Spriddle and Mr. Tamblin had always shown for the Company.

Tribute was paid by Mr. H. E. Bevan, transport manager. He ended his remarks with a call for three cheers for "Bill" and "Reg".

Mr. D. Webb, assistant chief clerk, Tamar general office, recalled that he had the distinction of making the first journey to our Penzance area with Mr. Spriddle as driver of the lorry.

Both Mr. Tamblin and Mr. Spriddle replied to the presentations, thanking all concerned, and were both visibly affected by the reception received in the presence of a very large gathering of management and fellow employees.

WITH PONTYPOOL LICENSED VICTUALLERS



Lieutenant-General Sir Charles Allfrey presides at the Annual Banquet and Ball of the Pontypool Licensed Victuallers' Association, and supporting him are Mr. S. C. Saunders and Mr. S. B. Farmer respectively Manager and Assistant Manager of our Newport Branch. A hundred licensees, their wives and guests, attended the function at the "Clarence Hotel," Pontypool.



One of this year's Tavern Ale window displays is set up by an expert window dresser in a dummy shop window in the Advertising Department at Reading. This is photographed and copies are sent to Area window dressers, who duplicate the display in the off-licensee's own window.



SHOP WINDOWS —by the Experts

Window displays designed by experts and installed in shop windows by professional window dressers are a very important part of the service we offer to retailers to help them to boost their sales of Tavern ale. Many thousands of displays are installed during the course of the year and represent yet another little-known aspect of the work of our Advertising Department.

Window dressing is an art, as any retailer who has tried to crepe a window-back will know. And so it is not surprising that requests for our service come in daily from all over our territory.

Behind this service is a great deal of patient planning by the staff of the Advertising Department. Basically, four separate displays, with minor variations, are produced each year. Which means that the designing, printing and forward planning of the display side of our business is more or less continuous. By the time that the Christmas displays, for instance, are being installed in the windows, the Spring design is in the printing shop and the first rough "visuals", as the artist calls his preliminary sketches, are being prepared for the design to be issued in July.

The first step in the preparation of a design is the "briefing" of an artist by the Advertising Department, who will already have worked out the theme, size, number of colours to be used in the printing, and so on. From this, alternative rough

The clock display kit—as installed in hundreds of windows this year. Note the legibility of the wording, an essential part of any window display which has to catch the fleeting glance of passers-by.

sketches in colour are prepared. Discussed, revised and often produced in model form, the chosen design is worked up into a practical display job.

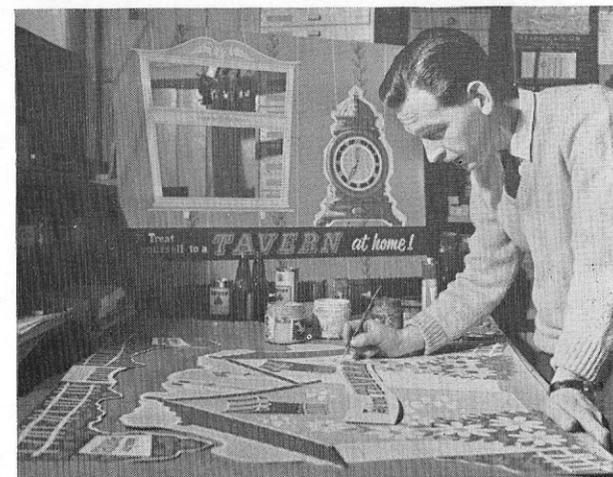
Full-size prototypes of the centre-pieces, showcards, price-tickets and the many different items required for each display are produced. The new Spring display, for instance, is made up of no less than nineteen different items.

The prototypes are checked, tried out as a dummy display, arranged and rearranged to ensure that they will suit the wide variety of window-sizes found in our trade. Only when they are proved to be a practical display are they finally approved and instructions issued for them to be printed.

The first copies received from the printer are installed as a specimen window display by a top-line display man in a dummy off-licence window built in the Advertising Department store at Reading. Photographs of this display are sent to each window dresser and used by them as a guide to ensure that, as far as is possible, our displays are standard throughout our trading area. No two displays, obviously, can ever be the same. Windows vary so much in shape, size and convenience that there are bound to be slight variations from the original.

The Tavern display service is available throughout the country and is for the convenience of all our friends in the tied and the free trade. Bookings can be made through any of our representatives or direct with the Advertising Department.

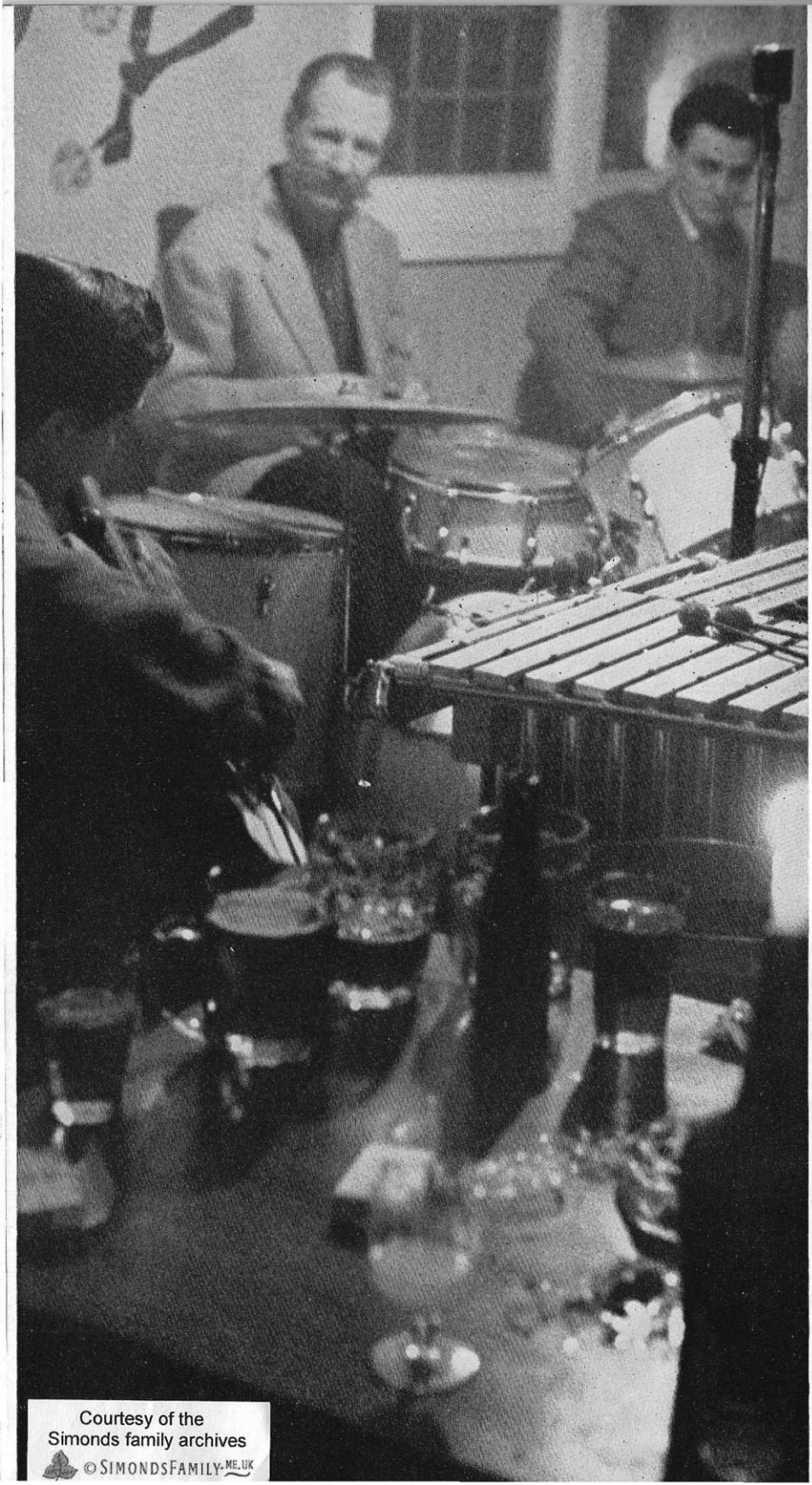
A Tavern Service that gives the retailer a professional window display without cost or effort.



Behind the scenes in the Advertising Department. An artist prepares the original design for the Spring display (above).

Here the "Balancing Act" centre-piece is being reproduced by the silk-screen method (below).

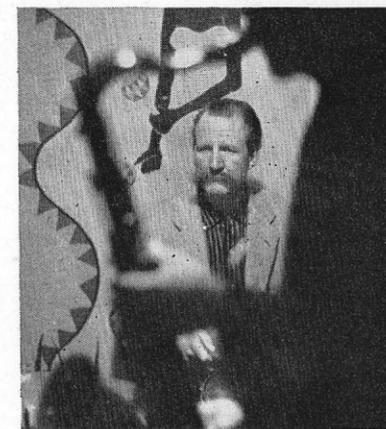




Ken Lowe, a water board inspector, plays bass.



Vocalist Gerry Grant from London's Colony Restaurant takes the mike during the session.



Drummer Pete Harris seen through the saxophone of Norman Hunt.

JAZZ takes a HOLIDAY

Let us take you to a club where Simonds beer and jazz go hand in hand and boy—they're cool!

Many big names in British jazz go to it for informal leisure-time sessions.

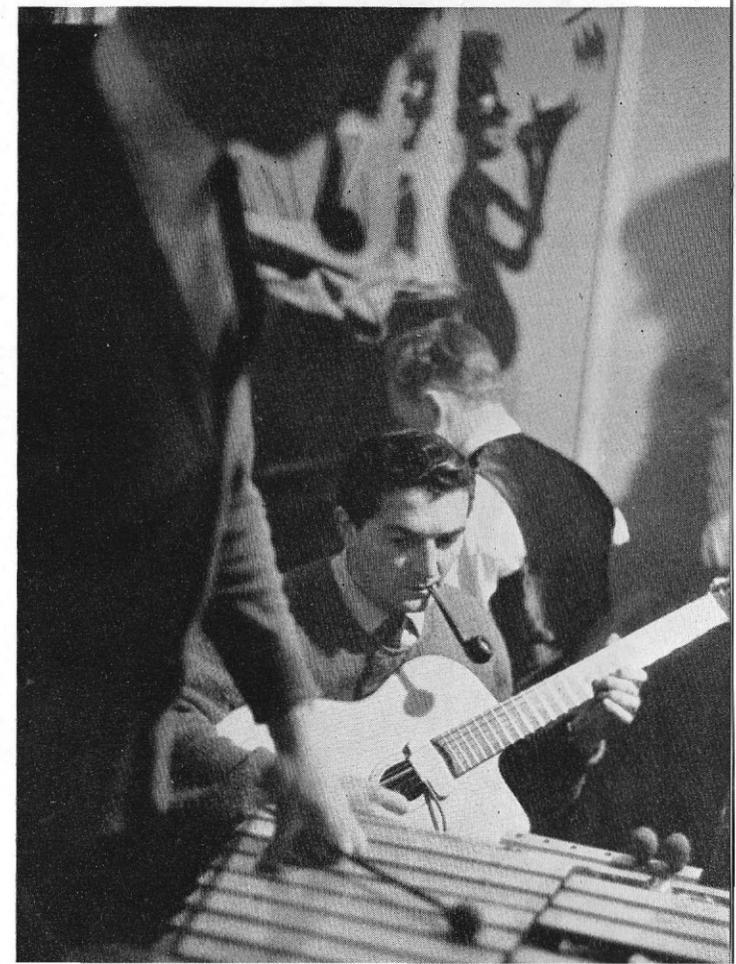
Les Mason, of the Robinson Crusoe Club at Finchampstead never knows who is going to turn up at weekends. And the combination is a mystery until the moment the musicians settle down to play. But they always knock out a number whether there are more brass men than string men or two pianists and nobody for the "vibes."

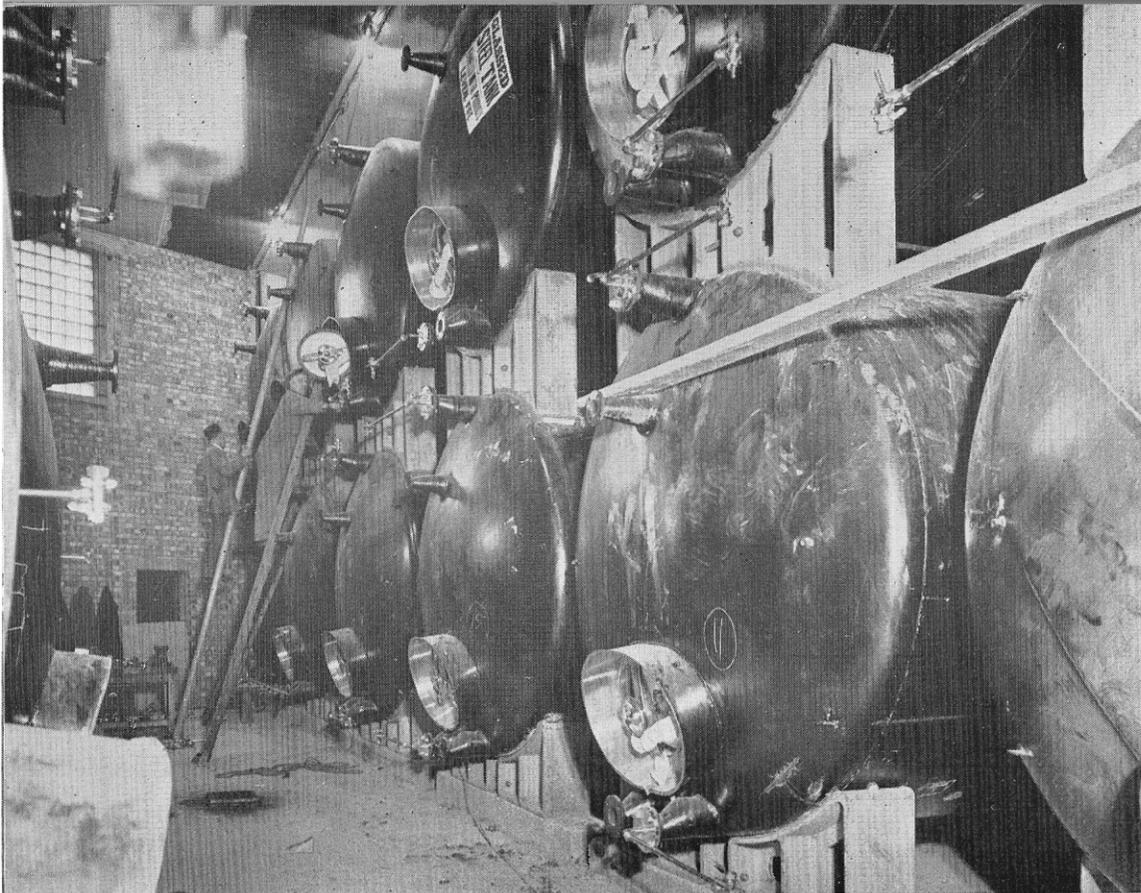
Dates of visits are kept quiet. "No fans by request." But whoever is there by coincidence gets an earful of jazz through the full range of New Orleans, traditional and modern.

Beer glasses vibrate on top of the piano in the bar. The guitarist adds his pipe smoke to the slowly thickening smog. The small audience is quiet. And the bar lights blaze into the night.

Candlelight atmosphere at the Jazz Club. In the foreground is Ken Sykora—voted Number One Guitarist this year. On drums in background is Pete Harris.

Guitarist Ken Sykora is framed by Reading eye surgeon, Jimmy McMillan, on the "vibes".





At work on installing the two-tier bank of 144-gallon tanks before an insulated wall is built in front of them.

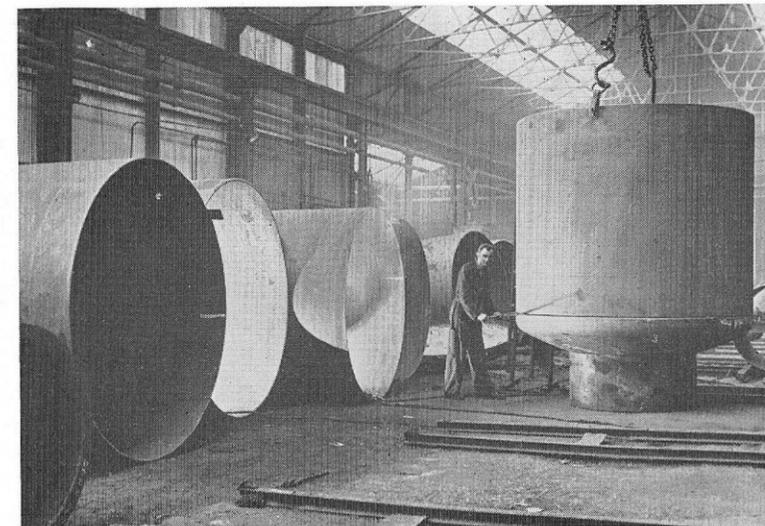
READING GETS MAMMOTH NEW COLD STORAGE PLANT

Cold storage plant being installed in a new cold room attached to the bottling stores of the Reading Brewery to increase the Brewery's storage capacity by about 25 per cent. to cope with the increased demand for Tavern Ale will enable the beer to be stored for longer periods and enhance its condition.

Thirty-six glass-lined storage tanks are built into two fully-insulated cold chambers. Each tank holds about 144 barrels of beer—a total capacity of 180,000 gallons.

The cold room is raised on reinforced concrete piles so that the area below is free for use as a handling area for empty bottles. The combined weight of the tanks—nearly 1,000 tons when full, has

Welding sections of the 3½-ton tanks together at the works of the Enamelled Metal Products Corporation.

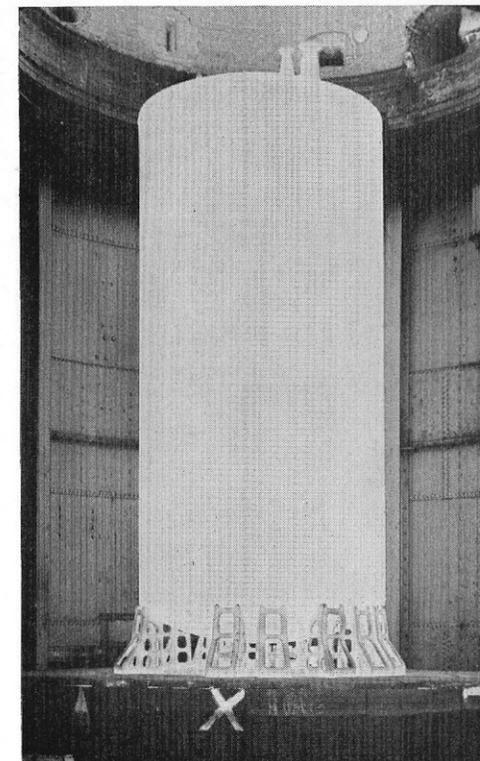
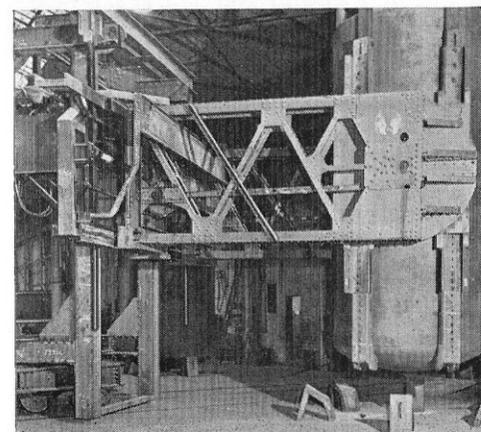


necessitated driving the piles 40 feet into the ground.

This mammoth installation will come into use later in the year. Meanwhile, the job of preparing the tanks, installing them and fitting them has called for skill of the highest order.

The tanks themselves have been fabricated by the Enamelled Metal Products

(Below) The special grab used for moving the 3½-ton tanks about the works. (Right) The white-hot shell of a tank after fusing in the furnace above.

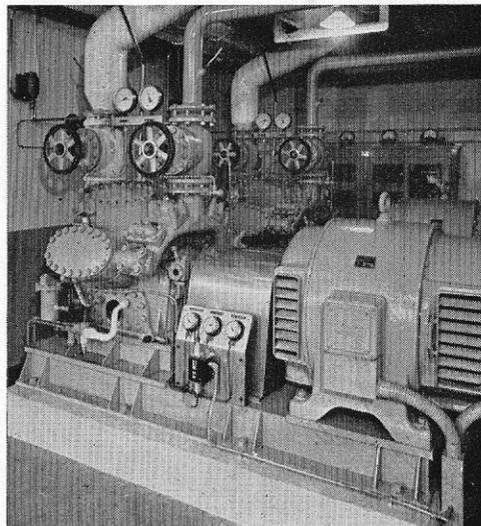




A free advertisement for Tavern—all the way from Scotland down to Reading.

Corporation, of Leven, Fifeshire. Each tank was built of mild steel sections welded together and prepared for the most important process, fusing the glass lining that ensures perfect keeping of the beer in cold storage.

First, the interior of the tank is coated with a special preparation, then it must be



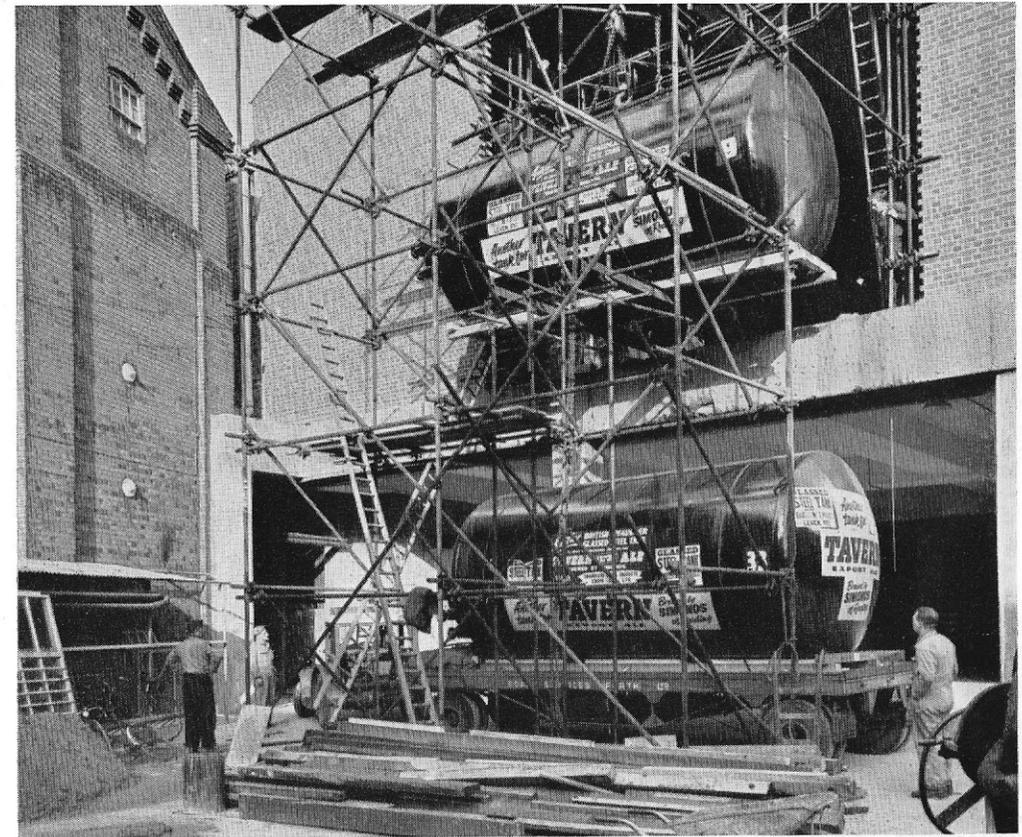
Up-to-date refrigeration plant in the power house will control the cold room temperature.

fired until white-hot so that fusion to the metal takes place. The process is repeated several times until the desired thickness of glass wall is attained.

To handle the huge 3½-ton tanks Enamelled Metal Products devised an enormous grab—two strong metal arms that could clamp on to the side of the tank, lift it, turn it from horizontal to vertical and run it across the workshop floor on to a hydraulic lift directly under the special furnace.

Then the hydraulic lift raises the tank vertically up into the white-hot furnace chamber and returns it to ground level when fusing is completed.

Transporting the finished tanks from Leven down to Reading was no mean task in itself. They were delivered by lorry and trailer, two at a time, each trip taking two days. Then came the job of raising them into the room that is their final resting place. For this operation one wall of the building was left open and the tanks were lifted 18 feet up from the lorries to the floor of the cold room. A ticklish task calling for much skill with



A ticklish task—hoisting the new tanks off their lorries to the floor of the cold room 18 feet above

block and tackle, and further skill to site them in position in the room itself.

The tanks range in two tiers—one tank above another—along both sides of the room. Once they have been finally fixed in position the outer wall of the cold section is being built in front of the tanks, leaving a corridor into which the valves of the tanks protrude.

Installation of the refrigeration is in the hands of J. & E. Hall, Ltd., the well-known refrigeration experts.

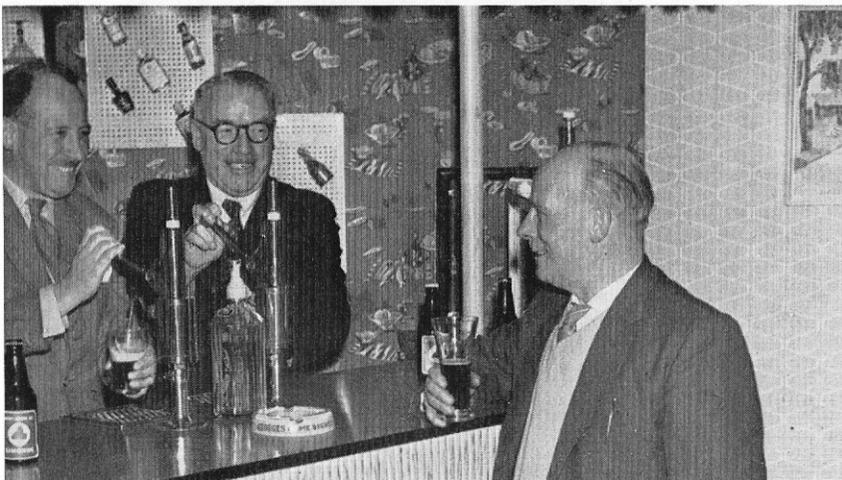
Inside the cold chambers the temperature will be kept at 32° F. by circulation of

cold air which is brine cooled by the plant in the main power house of the Brewery.

Nearly all the departments in the Brewery have been involved in the construction of this new cold storage, and the way the task has been tackled reflects credit on the whole organisation.



New look for the restaurant at the "Queen's Hotel," Farnborough, which has been redecorated and refurnished. The "Queen's Hotel" is under the control of our Hotels and Catering Department



They've both got a NEW LOOK

First drink at the new cocktail and lounge bar of Bedminster Down Ex-Servicemen's Club is pulled by Mr. A. F. Green, a representative of our Bristol Branch. Mr. F. E. Marilton, Secretary of the Club, looks on approvingly.

The Areas We Serve

AROUND LUDGERSHALL

A cheery welcome from Mr. Reg. Paice, manager of our Salisbury Plain area, greeted our arrival in Ludgershall and was the start of a pleasant tour of houses which operate down there under the sign of the Hop Leaf.

In and around Andover warm welcomes contrasted sharply with the chilliness of our first night of visiting.

On historic Salisbury Plain we found there was an ancient connection with one Hop Leaf house—the *Bishop Blaize* in New Street, where Bob Bryden was drawing a pint. Mr. Bryden took time off to tell us of how Bishop Blaize—or St. Blasius as he was often called, the patron saint of wool merchants—was tortured to death with woolcomber's irons

in 314. Historians say that there is no doubt that in its early days the Bishop Blaize hostelry was—and was probably built to be—the gathering place for woollen merchants of the town.

Back in the present day, Mr. Bryden told us of his boxing days, particularly when he fought ex-British middleweight champion Alex Buxton in Melbourne during the war.

Mr. Bryden, who was serving with the Marines, later became Royal Navy champion twice in succession, for which his shelves hold two miniatures.

Being a modest man, he transferred conversation from himself to the *Bishop Blaize* darts club—and to a peculiarity



Bob Bryden, of the "Bishop Blaize," New Street, holds the tin can trophy of the darts club.

of an annual competition. Each Boxing Day the "Over 40s" and the "Under 40s" play against each other. The trophy awarded is one of the most unique ever seen on any trophy shelf. It is half a large sweet tin mounted on a funnel. This trophy remains in the hands of the winning team for one year, while miniatures of Tavern Ale tins with handles specially fitted are presented to team members.

A jovial, hard-working landlord, Leslie Payne, greeted us on our arrival at the *Junction Hotel* which lies in the shadow of the Andover Junction railway station. Ex-sapper Captain, Mr. Payne has been meeting his regulars there every night for the last two years, since he and his wife took over the house.

On the shelves of the bar are a handful of Cribbage League trophies, including the Andover and District Singles Championship which was won by one of the *Junction's* regulars—Mr. Bill Dowling. Also there is the House Cribbage Cup



which was won by a local identity known as "Old Father Time"—Mr. Sid Cole. A plaque for the highest individual score in the Andover Cribbage League, won by Mr. Nobby Gore, is also on the shelves for customers to see.

While Mr. Payne scored a quick bull's eye in a darts game with his bar customers, Mrs. Payne took us into the newly-decorated saloon bar which was formerly an old Victorian parlour.

Fitted out anew a year ago, the saloon bar carries an old fire engine bell with which Mr. Payne nightly signals "Time—!" It had been mounted on a fire engine blitzed in Southampton during the war. The bell was the only part of the equipment which was not destroyed. Removed to the Army Hospital at Chandlersford, the story of the bell reached Mr. Payne's ears, and he bought it from a friend.

On the A.303 road from Andover, we looked in at the *Bell*, where Mr. and Mrs. C. L. "Sam" Small nightly entertain their customers. Floodlit by night, the attractive building we learned was built in 1938, the original thatched building having been demolished. Through the french windows of the oak-panelled lounge we could see the old well which had served the original building.

The decorations of the lounge are very striking. Breast plates, helmets, swords, post horns, pistols, rifles, an old Mongolian firearm of tremendous weight, and arm pieces dating from Henry VIII are carefully displayed on shelves around the top of the panelling.

At the "Junction Hotel," Andover, the cheery face of Mrs. Payne looks out as she rings the fire engine bell that signals "Time . . . !"



Prominent landmark on the A 303 near Andover—"The Bell"

Above the fireplace there is a pipe rack brought from The Hague in 1946 by Mr. Small, each pipe holder being the face of one of the seven deadly sins.

R.A.F. shields also form part of the decoration, each one bearing the arms of the various squadrons in Sq.-Ldr. Small's wartime Wing.

A perfect set of handbells is to be seen in the *Eagle* at Abbots Ann, near Andover. There, Mr. and Mrs. Ernest Annetts hold daily campanology sessions with their customers. The biggest of the handbells rings for "Time—!"

Mr. Annett's mother, the late Mrs. Florence Ross, had the *Eagle* from 1932 until Mr. Annetts took it over in 1937. Before that Mr. Ross had the hotel from 1921.

Mr. Annetts, a youthful looking 53, tapped the handbells to sound out a full scale—which nearly brought a protest from 68-year-old Mr. Fred Kite, who has been a customer for 43 years.

During alterations last year a "Coolie" cut plug tobacco advertisement was discovered behind a built-in seat. The date cannot be determined, but the price at the time was only 3d. an ounce.



Busy evening for Mr. and Mrs. L. R. Ayres at the "Coach and Horses," Sutton Scotney.

A run by car out to Sutton Scotney brought us to the *Coach and Horses*, where we found Mr. and Mrs. L. R. Ayres.

Mrs. Ayres had just returned from the Victoria Hall where she had been coaching and rehearsing villagers taking part in this season's production of the local pantomime—*Aladdin*. A pantomime has become an annual event in the village now. Mrs. Ayres explained she felt the village needed some entertainment, since when she has produced eleven pantomimes following her and her husband's arrival in Sutton Scotney after the war.

"*Aladdin*" was presented in the last week of February with costumes lent by Pinewood Studios. Lord Rank, who lives at the Manor, takes an interest in the entertainment of his neighbours and the efforts of Mrs. Ayres, and has kindly lent costumes on many occasions.

In the 17th century, when the Lords of the Manor were the Smyth family, the *Coach and Horses* was a coaching inn.

Travelling towards Pewsey from Ludgershall, we passed the *Three Horse Shoes* at Milton Lilbourne, which is run by Mr. and Mrs. A. M. McGlashan.

One of the most unusual and attractive

houses we found on our tour was the *Barge Inn* at Honey Street.

Built on the banks of the Kennet and Avon Canal, the present building was put up a century ago. A set stone high in the wall reads :

Burnt December 12, 1858. Rebuilt in six months by Samuel Robbins and Ben Briggs, architect".

But no one knows the cause of the fire.



Mr. and Mrs. John Tasker, the "Barge Inn," Honey Street, entertain 92-years-old Mr. Herbert Jackman—still a regular.

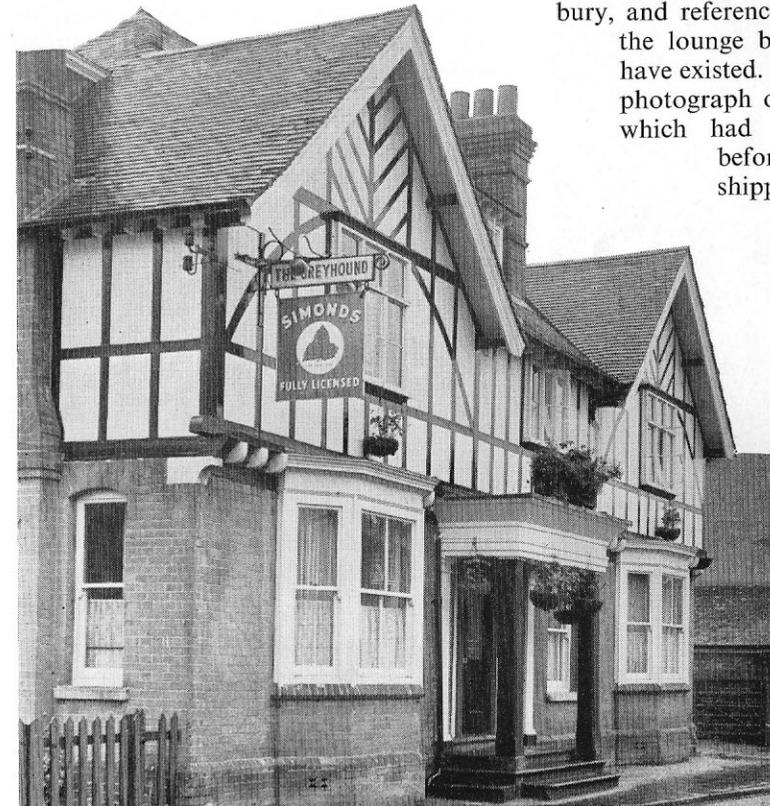
Inside, the landlord, Mr. John Tasker and his wife were chatting with Mr. Herbert Jackman, now 92, and still a regular. Mr. Jackman was telling Mrs. Tasker that his brother, the late Walter Jackman, had the house at the beginning of the century before his brother-in-law took it over. Mr. Jackman well remembers the day when beer deliveries were made by barge from Bristol.

We stopped at the *Greyhound* at Pewsey to see Mrs. A. H. M. Kunkler, who, strangely enough, was serving Mr. McGlashan with a S.B., and telling him that she had lived in the house for 47 years, her husband having taken it over in 1911.

Mrs. Kunkler's son, Jack, who is a member of the local fire brigade, looked in before setting off to the races to tell us how the redecorating was progressing. The new mushroom and off-white colour scheme is now completed.

The colourful sign of the *Green Dragon* at Alderbury, on the Salisbury-Southampton road, brought us to a halt at the house where Mr. and Mrs. Tom Lees have been in residence for over five years. It was in this building that Charles Dickens is believed to have written the "*Life and Adventures of Martin Chuzzlewit*", an 1852 copy of which Mrs. Lees produced.

As we looked through the copy in the heavily-timbered lounge bar we found reference to a "*Blue Dragon*" in Alderbury, and reference to the staircase from the lounge bar which is known to have existed. Mrs. Lees showed us a photograph of the original fireplace which had been in the lounge before, unfortunately, it was shipped to America.



The "Greyhound," Pewsey, is kept by Mrs. A. H. M. Kunkler, who has lived in the house for 47 years.

The house was built in the 14th century and is believed to have had underground passages connecting it with a refectory. One part of the cellar is supposed to have been a priest hole during the Reformation.

In the lovely cathedral city of Salisbury we found the *Fisherton Arms*, and we looked in to see Mr. Stan Plank, who unfortunately was out. We discussed shove ha'penny with two of his regulars,



Mr. T. C. Craig, and an old character who preferred to be known as "Dad".

Just celebrating their 24th wedding anniversary were Mr. and Mrs. C. W. "Buck" Buckingham, who have been at the *New Inn* at Fordingbridge for two years. Cheery 22-stone Mr. Buckingham pointed out the bouquet he had bought for his wife, and invited us to join them in a glass of Tavern.

An engineer in the R.A.F. for 34 years, Mr. Buckingham came out of the Force in 1956. During the war he served with Bomber Command.

Last call we made on this visit was to *The Compasses* at Damerham, but the landlord, Mr. Walter Ings, was out. His housekeeper, Mrs. Dorothy Walkey, explained that the house used to brew its own beer, and showed us the brew house with its giant copper.

A popular house in the summer, *The Compasses* is always booked out, giving the village a new and annual influx of faces.

And there our little tour of Simonds houses had to end. Mrs. Walkey drew some "halves" from the wood, and we discussed local hospitality and kindness, and of our desire to revisit the area while sipping the very best in "Ones for the road".

In the inspiring lounge of the "Green Dragon," Alderbury, Mr. Paice and Mrs. Tom Lees pore over an 1851 copy of Charles Dickens's "Martin Chuzzlewit".

Hop Leaves

Mr. C. R. Holman, Plymouth area manager, recently presented, on our behalf, an account book for the period from 1834-5 of the Tamar Brewery to the archives department of the Plymouth City Library.

The volumes are the first city business records to be given to the library.

At that time the owners of the Brewery were Messrs. T. and T. W. Liscombe. Among the list of prices paid for malt, barley and other commodities is an eye-striking inscription: "One quart of gin—3s"

Jotted down in the fly-leaf of one of the books are cures for "the influenza and bruises".

The cure for "influenza," probably recorded by some suffering clerk from a remedy offered by a traveller, read: "Take a double spoonfull of sweet spirits of nitre and two tea spoons full of pariegoric elixir in a wine glass full of hot water successively for two or three nights. On the following morning take a quarter of an ounce of Ebson's Salts dissolved in a half tumbler of water."

At that time the company received its water from the old Devonport leat and several newspaper cuttings were made on the best way of treating water for brewery purposes.

On one occasion the brewery had to go out of the town to fetch water as the leat was frozen over for two or three months of the winter. The water was brought from the Plymouth Dock (Devonport) Water Company.

Among the letters of complaint was one from a local clergyman, who would not acknowledge he was responsible for a bill for beer run up by his servants. He explained they had an allowance for beer.

The company also offered, according to its records, to supply beer to Devonport convicts at a cost of 12s. 4d. per 36-gallon barrel! "We are quite aware of the sort of beer required. . . ."



Old notices, old catalogues, old prices—they seem to fascinate our readers.

Add these to your collection of such miscellanea if you're that way inclined.

First, a note from Mr. Arthur N. Cordrey, of Lynton House School, Maidenhead, who tells us he has a directory of Reading that contains an advertisement for Simonds beer. Prices quoted in it include India Pale Ale at 56s. the barrel or 28s. the kilderkin, and family ales and porter at 1s. the gallon "as usual". It must be an old directory.

An interesting document that has come into the Simonds museum is a 1928 catalogue for Ashby's "Charter" ales. Ashby's Staines Brewery, later taken over by our present Company, lay hard by the meadow of Runnymede. Hence a rhyme in the front of the brochure:

There was a bad Monarch named John,
Who sat on his throne for too long,
So the Barons rebelled and he met
them to barter,
They decided in future to bottle the
"Charter".

How many licensees in the Staines area remember that old jingle ?

Third relic of the past—writing uncovered on the wall of a cottage adjoining the *Coach and Horses*, High Wycombe. It was discovered when old canvas was removed a few weeks ago—with fourteen different wallpapers stuck under it ! It reads :

“ T. Reves, Carpenter canvassed this room June 26th 1838.

“ John Beale assisted in canvassing this room two days before the Coronation of Queen Victoria, Queen of England June 26 1838

“ John Beale wrote this June 26th 1838”.

Change of name at the *Black Boy*, Church Street, Basingstoke—and one very dear to our heart. It is now known as the *Hop Leaf*. Good luck to Mr. and Mrs. R. W. White, who continue to run it under its new name.

It's not every day that a well-known movie star rides up to your hotel and stays for the night.

This happened recently at the *Royal Castle Hotel*, Dartmouth, when who should stroll in but Bristol-born film star Cary Grant. He was inspecting the area for film location sites.

Mr. Grant was introduced to the manageress, Mrs. G. M. Powell, and then he and his friend were shown some of Dartmouth's beauty spots by assistant manageress Miss Valerie Barnett.

He stayed the night. Let's hope he has found a suitable location near the *Royal*

Castle so that Mrs. Powell may have him as a more regular guest.

The *St. Julian's Inn*, Newport, has been enhanced by a reconstructed and newly-furnished lounge.

It was formally opened by Mr. S. C. Saunders, Newport branch manager. He paid tribute to our Area Surveyor, Mr. A. W. Bold, for the excellent manner in which he had planned the alterations to lounge and public bars ; to our staff carpenter, and Messrs. Noel T. James, Ltd., who carried out the work, and to Mr. Hamblin of the furnishing department who, with the tenant, Mr. C. H. Ferguson, was responsible for the decor.

Mr. and Mrs. Ferguson were previously at the *Cross Hands* and *Isca Hotels* in Newport, and we wish them every success and happiness in their latest venture at the *St. Julian's Inn*.

Our tenants are noted for their good works in many spheres, many of which must go unnoticed and unpublicised. It was gratifying for us to hear that Mr. and Mrs. M. E. Guilford, of the *New Inn*, Penyfai, near Bridgend, have performed at least one act of kindness that has not gone unrecognised.

Opening their copy of the *Glamorgan Gazette* recently they found a letter of appreciation from representatives of the old age pensioners of Penyfai. It paid tribute to the kindness of Mrs. and Mrs. Guilford and the members of the darts club of the *New Inn* for the good cheer that was distributed to the old folk at Christmas time.

A sentiment we heartily endorse.

The postcard was addressed :

To the Lady Hostess,
A Public House (Simmonds) (*sic*)
on the left of the road (140) on
entering the village from London,
STOKENCHURCH
nr High Wycombe (Bucks).

It read :

‘ Dear madam—You may remember my calling at your public house last Friday, when you provided me in the saloon bar with a pint of mild and an excellent cheese sandwich. I think I may have left my petrol lighter and with it maybe a tin of tobacco. . . . I was motor-cycling and called about 6.45 p.m. and we commented on an exceptionally cold evening. I was wearing a clergyman's suit underneath my heavy coat, which I took off in your saloon bar to put on a leather jacket underneath. If you find the lighter (and Tobacco), could you keep them for me so that I can pick them up next time I come through ? I would be very grateful. Yours sincerely

(Rev) _____

The vicar got his baccy back—and his lighter.

Congratulations to Mr. F. R. Harris, of the *Carpenters' Arms*, Maindee, Newport, and to Mr. R. J. Whitfield, son of Mrs. D. Whitfield, of the *Old Globe Hotel*, Rogerstone, both of whom obtained diplomas after taking part in the recent licensed house training course arranged by the National Trade Development Association.

You can always be sure of a bright bar at the *Horns Inn*, Nursling, near Southampton. And now the efforts of host Andrew Bell and his wife in this direction



have been recognised by a trophy as runners-up in the annual bar display competition organised by the People's Refreshment House Association. They received the award from Mr. A. C. Scaramanga, assistant general manager of the P.R.H.A.

Pleasant task for Mr. A. E. Andrews, representative in charge of the Southampton sub-depot, was to present the H. & G. Simonds Challenge Cup to 1959



Southampton Rag Queen, Sally Nash. The contest for this title is a traditional battle between Southampton University students and girls living in the town. Sally, an hair stylist, brings the title to the town this year.

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Looking Ahead !

Work has started on building a new OXFORD public house, the *Fairview Inn*. It will be ready late in the summer.

In READING is rising *The Tavern*, a new public house on the Whitley Estate, also scheduled for a late summer opening.

A large public house on the Walcot Estate, SWINDON—to be called the *Bulldog*—will be opened by Christmas this year.

On BRISTOL'S new Lawrence Watson Estate a new public house is to be built this year known as the *Giant Goram*.

In course of remodelling are the *Pheasant*, Southampton Street, READING, the *Crown* public house, BURCHETT'S GREEN.



Two interesting mementos of the good old days found their ways to the editorial desk recently.

The first was an "Inventory of the Stock in Trade at the *Oxford Arms*, Silver Street, Reading, valued from Mr. C. J. Chapman to Mr. G. Rose, January 22nd, 1909." Neatly catalogued under the headings "In Bar", "In Jar" and "Cellar" the inventory records that the total value (including seven barrels of beer, two

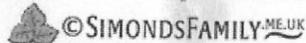
firkins of stout, various bottles of rum, gin and brandy and seven gallons of waste in a firkin) reached the magnificent total of £20 9s. 6d. !

Shortly afterwards there arrived a small account book which appears to be the record of purchases made by Mr. Henry Castle of the *Beaconsfield Arms*, High Wycombe, from Thomas Wheeler & Co. It opens on 23rd April, 1872, with an entry to the value of £1 14s. 0d. for beer. At intervals of a fortnight similar entries were made indicating that the price of beer and consumption remained steady until late 1884. In that fateful year it apparently rose dramatically (on the other hand, so might have consumption) for the fortnightly entry averages about £4 until the account inexplicably closes on 3rd January, 1896, leaving two virgin pages at the end of the book.

We grieve to report that Mr. Castle appeared then to possess a "Dr" balance to the tune of £27 16s. 0d.—a considerable sum in those days. It is our pious hope that things were settled amicably in another book.

Scattered throughout—a schoolboy's dream—are receipts bearing penny Victorian stamps which, over the years depict a somewhat unflattering development of plumpness in the Royal Countenance.

Courtesy of the
Simonds family archives



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