

# SIMONDS

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# Hop



THE HOP LEAF

# Leaf

## Gazette

AUTUMN 1959 • VOL. XXXIII • NUMBER 2

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



# Hop



# Leaf

G A Z E T T E

THE JOURNAL of H. & G. SIMONDS LIMITED

A U T U M N · 1 9 5 9

## Contents

Page 3. New Look at Plymouth

Page 22. Developments in Reading

6. Furnishing Trends

23. Exeter Branch Opens

10. New Bottling Unit at Reading

24. Topping Out

12. Areas we Serve—Newbury

25. Hop Leaves

18. The Licensed Victuallers' School

30. Darts Round Up

20. Gloucester Branch

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### FRONT COVER PICTURE

*Our cover photograph shows a group of students in the grounds of the Licensed Victuallers' School at Slough*

## *Partnership*

**E**VEN the B.B.C. Brains Trust would be hard put to answer the question, "What is the connection between Dr. Johnson, a Hop Leaf, and a Cockerel?" But everyone in our trade will know the answer; these are the world-renowned trade marks of the three great brewing firms who are proposing to merge their interests.

Courage's Cockerel and Barclay's Doctor came together some four years ago; now they are to be joined by our Hop Leaf—and your Editor, not being a technical man, may be pardoned for expressing his belief that the addition of Hop in any form can only make good beer better.

There will be some who will sigh over the loss of our traditional "independence", but time does not stand still for them—or for us. These are the days of the big battalions, and together with our new friends we will be very big indeed. The name of Simonds and the Hop Leaf will fly higher and be known wider than ever before.

We raise our glasses in a bumper toast to the great new partnership.

## **NEW LOOK AT PLYMOUTH**

The closing of the Octagon Brewery at Plymouth and the concentration of production at Tamar Brewery has resulted in much planning, a good many headaches, and a lot of rebuilding during the last few months.

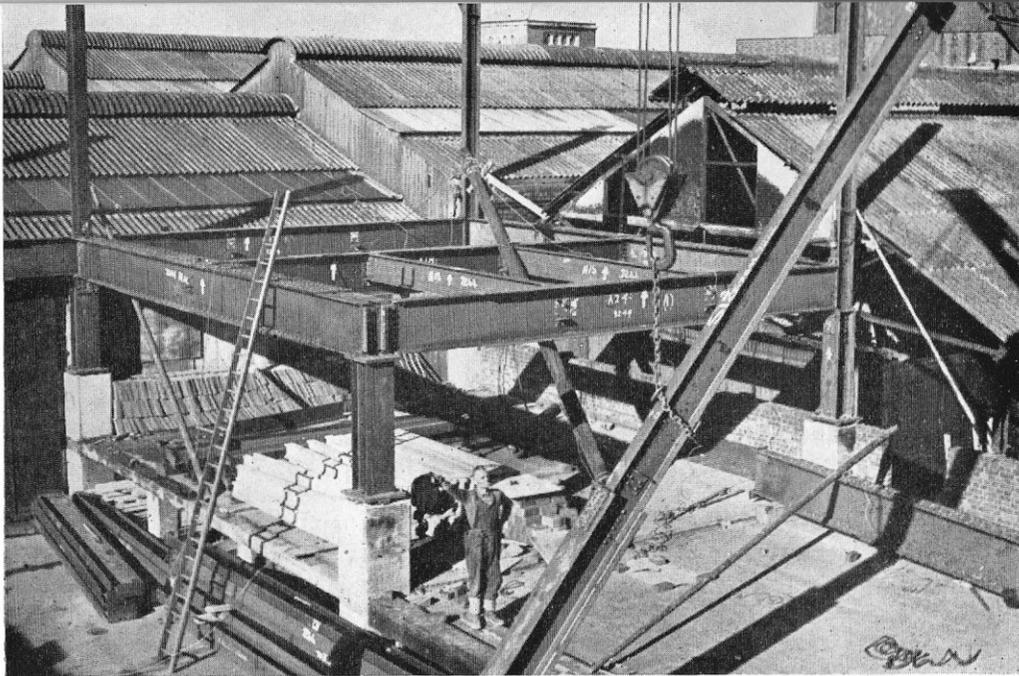
The problem has been to increase production and storage space at Tamar to make up for the closing of the Octagon Brewery and also to allow for future expansion in sales. Other points which

required detailed study were the need to avoid the man-handling of crates by means of the increased use of pallets and fork-lift trucks, and the logical routing of bottles, cases and casks from empties yard to loading stage, so that an even production flow could be achieved with the minimum of physical effort.

During the planning stage, Production Engineering Ltd. were called in to study the project, and it was as a result of their

*An attractive view of the new building at Tamar.*





*An early stage during the rebuilding.*

ideas, allied to the practical suggestions of our own staff, that a final rebuilding and re-equipping plan was agreed.

Now that these alterations are nearing completion, it can be seen from the photograph which we publish that the frontage of the Tamar Brewery presents a very different appearance to that known to many employees through the years. This has been brought about by extending the loading stage and building a large stock room above it. At one end of the loading stage some pleasantly light and airy transport offices have been built, with below them a new women's Mess Room and cloakroom, having direct access to the bottling hall. The whole building has been given an attractive contemporary finish, the exterior being constructed of Reformite, a new composite material made from China clay waste, which is proving a very popular building material in the West Country.

The new stock room is built on piles driven to a depth of some twenty-five feet

and has an aluminium roof to reflect the heat, with asbestos lining to provide insulation. An interesting innovation is the fitting of Colt Ventilators which, in the event of fire, open automatically by means of a fusible link. This prevents a build-up of heat immediately under the roof, which is believed to have been the reason in the past why many fires in industrial premises have reached the uncontrollable stage in a matter of seconds.

Stock is palletised as it arrives by conveyor into the stock room, and is later broken down into loads as required, and taken by lift on a pallet to the loading stage. The stockroom is presided over by Chargehand F. G. Harris, and it certainly gives an impression of size and ceaseless activity as the forklift trucks carry their loads to and fro.

To increase the bottling potential, it has been necessary to build an extension to the present bottling hall, into which a new unit is being installed. This unit

will be capable of bottling 750 dozen half pints per hour, a figure which could be increased up to 1,000 dozen, at comparatively little expense, if the need arose. Until the new unit is in production the existing two units will remain where they are, but eventually they will be dismantled and replaced by a further new unit similar to the one already described. Space will be left in the hall for a third new unit, in case future expansion requires it.

All this reorganisation has presented Bottling Foreman F. J. Luscombe with a multitude of problems to work out in order to keep production flowing without a hitch.

Cold storage capacity has been increased by the introduction of a new cold room in the old draught beer cellar. Six tanks were moved there from the Octagon Brewery and ten new ones installed by Enamelled Metal Products Ltd., which together will give an additional capacity

of a thousand barrels. Refrigeration has been carried out by J. & E. Hall Ltd., and takes the form of brine circulating through the jacketing of the tanks so that they can be chilled individually.

Draught beer has not been neglected, and as a result of careful study the casks now take a direct route through the scalds to the Racking Machine, and thence by conveyor to the cellars situated immediately behind the loading stage. The conveyor is a new design by Messrs. Hopkins & Sons.

Building alterations have been carried out by Richard Costain Ltd., whose foreman, Mr. Cyril White, has worked hand-in-glove with our own Clerk of Works, Mr. Rundle.

All in all, a visit to Tamar provides an encouraging example of the way our Company is ploughing back profits into improved plant and buildings in order to remain one of the leaders in a highly competitive industry.

*The new Stock Room.*



## FURNISHING TRENDS

By R. Howie

Recent publicity in the newspapers has focused attention on Brewery properties, and the extent to which they are being brought up to date to meet modern requirements. It is therefore of topical interest to study what those requirements are, and how they have affected our furnishing department in particular.

Years ago the average inn was simply a convivial drinking place mainly frequented by the male portion of the population, who were little interested in interior decor, so long as the beer was good. Since the war, however, there has been a revolution in taste, an upsurge in

the standard of living and a tremendous building programme. This has meant that people have more money to spend on entertainment, and are well versed in the latest advances in building construction and interior decoration. As a result, the inn, in order to compete with other forms of entertainment, has had to convert itself into a family meeting place, often with a special room or garden set aside for children, with an entirely new standard of comfort and decor designed to please the womenfolk as much as the men.

Before the last war designers were mainly concerned with problems of shape



Similar chairs in a more sophisticated and expensive setting—the Tyrolean Bar at the “Bear,” Maidenhead.

and construction of furniture and variations in patterns and weave of fabric. There was little spirit of adventure with regard to colour and seldom any real attempt to blend furnishings into the right setting so that a room presented a harmonious whole.

Such is the skill of post-war technical production that problems of shape and construction as applied to furniture now no longer exist. Present day furniture can nearly all be said to be comfortable, easy of use, lasting, relatively inexpensive and colourful. This has left the interior decorator free to concentrate on producing settings to match the excellence of the furnishings at his disposal, with the result that the now well established and virile contemporary movement came into being.

The main tendencies of this movement are towards open planning, small areas of strong colour, and light but durable forms of construction. Furniture has become much more closely related to decor than ever before.

When redecorating a room there is always a basic decision to be made. Is it

to be antique, or contemporary? The genuine antique or high quality reproduction is usually too costly, while a full scale contemporary scheme may well entail considerable alterations which will again lead to heavy expense. The answer probably lies in a compromise. Fortunately the contemporary style has its origins in pre-Victorian days, and much present day furniture springs from the classic designs of the past such as the wheelback chair, Regency table, or the Sheraton sideboard. Even the modern use of veneers and the vogue for mahogany combines well with the antique. In fact, this compromise is one which lends itself to the calm and peaceful, or the colourful and stimulating, and it can quite well be fitted to an interior where the features are of doubtful origin.

Having made the basic decision as to the style of decoration that one is going to adopt, the next consideration will be space and layout. There must be a carefully devised seating plan which offers comfort at all times, with ease of movement at peak periods. It is better to have too little furniture to start with than too much.



Traditional wheelback chairs in a simple and economical setting at the “Bull and Bush,” Plymouth.



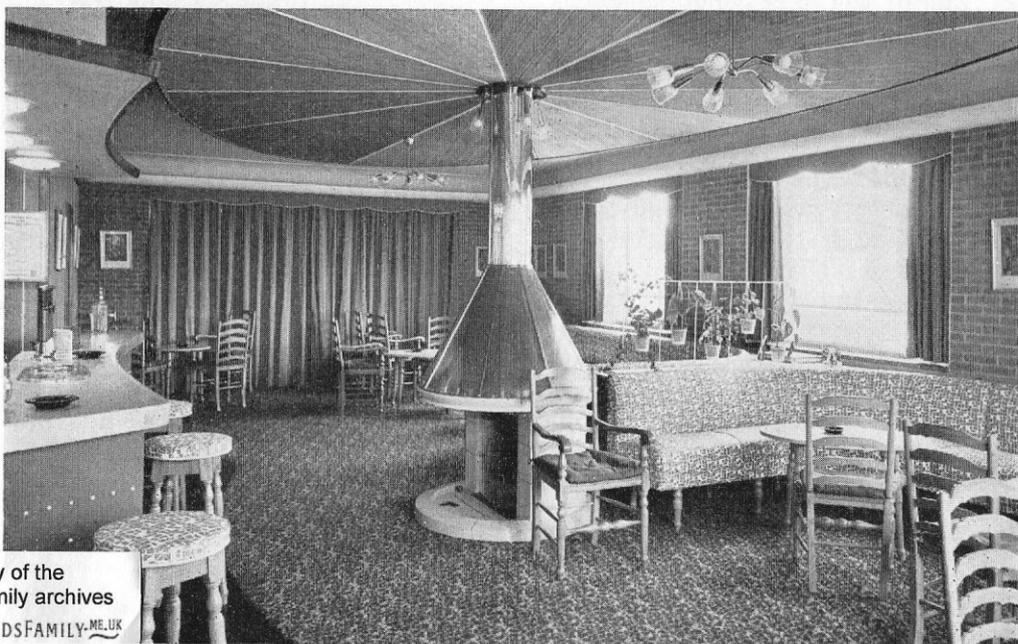
*A straightforward functional scheme—the entrance hall at the “Bear.”*

Next is the colour scheme. This is largely a matter of individual taste, but a major consideration is the type of customer it is desired to attract. In the main, restful in the country and something rather more adventurous in the town is not a bad generalisation. As far as actual colours themselves are concerned it is advisable to have walls in neutral shades, certain areas being emphasised, if need be, by means of rich dark colours. However, it is a mistake to go in for this kind of emphasis simply because it is a

contemporary tendency. Plain black and white is often overlooked ; white can give a dramatic effect, as it defines shape strongly yet gracefully, while black used on a floor can also give definition. Texture has a great part to play, the difference in effect between a matt finish and a shiny high gloss surface being considerable.

It is useful to group patterns of the colours chosen, in roughly the proportion that they will be used in a room, to see how they stand up to the test of proximity.

*Ladder back chairs shown at the “Happy Prospect,” Reading.*



Now for the details of style. This is almost certain to be governed by either the character of the room, and any existing features, such as counter, window or fireplace or simply by considerations of cash. Chairs will be the main items of furniture, and it will probably be found that the Windsor, or the wheelback in its many variations, will offer the most character at an acceptable price, or for very little more a fully upholstered chair of some luxury can be obtained. Loose or tie-on cushions on chairs should be avoided, and upholstery material, if patterned, should be bold. Windows should also be treated boldly but simply ; fussy net curtains are usually a mistake, and venetian blinds do not fit into every scheme.

Quality often presents a problem, particularly as the suppliers will almost invariably allege that only the best will stand up to public use. However, it is well to reflect that an expensive carpet, guaranteed to last twelve or fifteen years, may prove an embarrassment in six years' time, when it is decided to redecorate and bring a room up to date.

As regards lighting, beware the lighting engineer who thinks mainly in terms of watts, volts and ohms. The aim should be to distribute light where it is required, for example in the servery or games section of a bar, and to have a subdued effect where it is desired to create atmosphere. If there are to be separate bars, then, as a general rule, it is best to have a well-lit effect for the public bar, and a rather more subdued scheme in the lounge bar. Fluorescent lighting should never be used unless it is concealed, and even then some ordinary tungsten lights should be used with it. The range of fittings is tremendous and can be highly controversial, but again the principle should be to have a definite idea and carry it out. If it

causes controversy, then so much the better, within limits, for it will probably fill the bar.

Finally, all that is left is to add a few personal touches, which can be most important, but which should not be overdone. A simple, well sited mirror. A clock



*Contemporary treatment of a Victorian building—“The Queen’s Hotel,” Farnborough.*

where it can be seen, with a face that can be read. A picture, well chosen, but not with an excess of conservative caution, mounted and framed with care. “Gimmicks” should be treated like precious stones, they must be good, well presented, and interesting.

The most difficult part of the whole operation is probably the choice of a colour scheme, and here the key to success may well lie in the initial selection of a fabric, carpet, or wallpaper which one particularly likes, the basic colours of which can be used as a guide to an overall scheme.

# NEW BOTTLING UNIT AT READING

Friday, May the 15th marked another milestone in the history of our firm, for it was on this day that the Mayor of Reading, Councillor E. A. Busby, opened the new bottling plant which has replaced three older units in the Bottling Hall at Reading. The ceremony took place in the presence of our Directors, senior representatives of the various outside contractors involved, and a number of newspaper reporters.

The plant, which is one of the best examples of automation in the brewing industry, has an output of four hundred filled bottles per minute ; which means

that one day's output, placed standing in line, would stretch for seven-and-three-quarter miles !

Although there are several units in this country of comparable output, the Simonds' plant is unique in being one of the largest in the world to operate the newly developed principle of bulk pasteurisation. In conventional units the beer is pasteurised in bottle, but by doing so in bulk a considerable saving in space and complicated machinery is effected.

The Mayor put the plant into operation by pressing a button, and afterwards was shown round by Mr. Duncan Simonds.

*The Mayor starts the new plant while the Directors look on. (Left to right) Mr. K. P. Chapman, Mr. E. M. Downes, Councillor E. A. Busby and Mr. Duncan Simonds.*



*The Mayor chats to Foremen E. Barrett and R. Skidmore.*

He saw the empty bottles being automatically removed from their cases, washed, filled, crowned, labelled and repacked into the cases, which, in the meantime, had been washed in another section of the unit. All this being achieved without a bottle or a case being touched by hand.

Later the Mayor and other distinguished

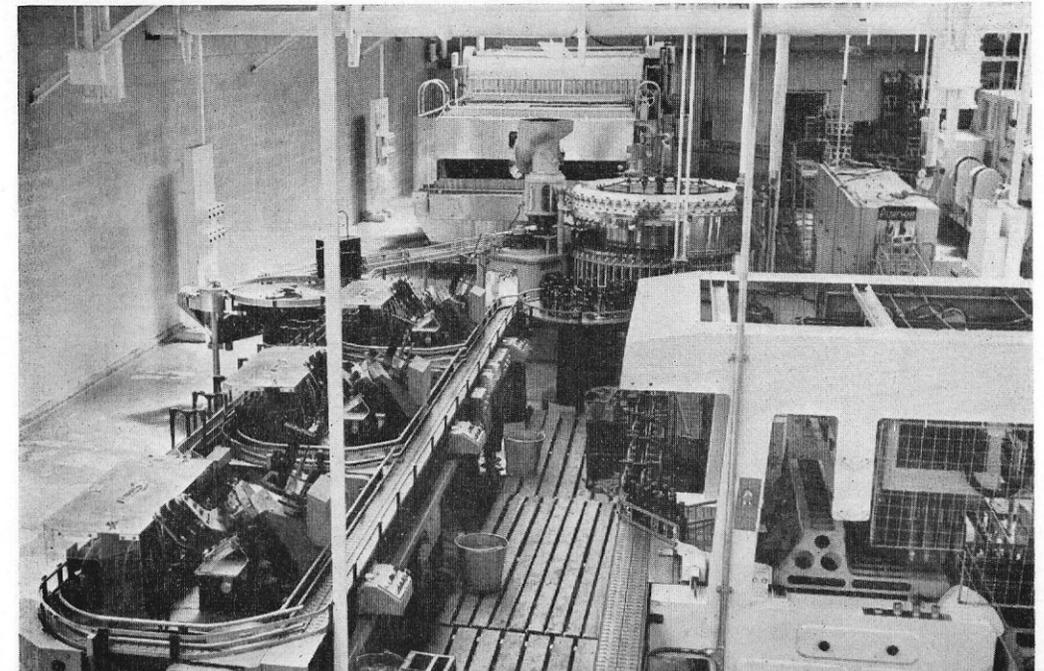


*Mrs. W. Ford, Bottling Forewoman, presents the Mayor with the first case of S.B. to come off the line.*

visitors were entertained in the Board Room. In the course of a short speech the Mayor said that the new unit was one of the finest pieces of brewing machinery in the country, and drew attention to the way in which the history of our firm is bound up with the story of Reading itself.

Mr. Duncan Simonds thanked the Mayor for his tribute.

*A general view of the new installation.*



## Areas We Serve—

# NEWBURY

Anyone visiting Newbury on a market day will find it a cheerful bustling place, and the houses in the town carrying the sign of the Hop Leaf pleasant and convivial meeting places once the bargaining is over.

Our first call in this area was the *Adam and Eve* in Greenham Road where Mr. and Mrs. R. C. Bennett are kept busy entertaining racegoers whenever there is a meeting at nearby Newbury racecourse.

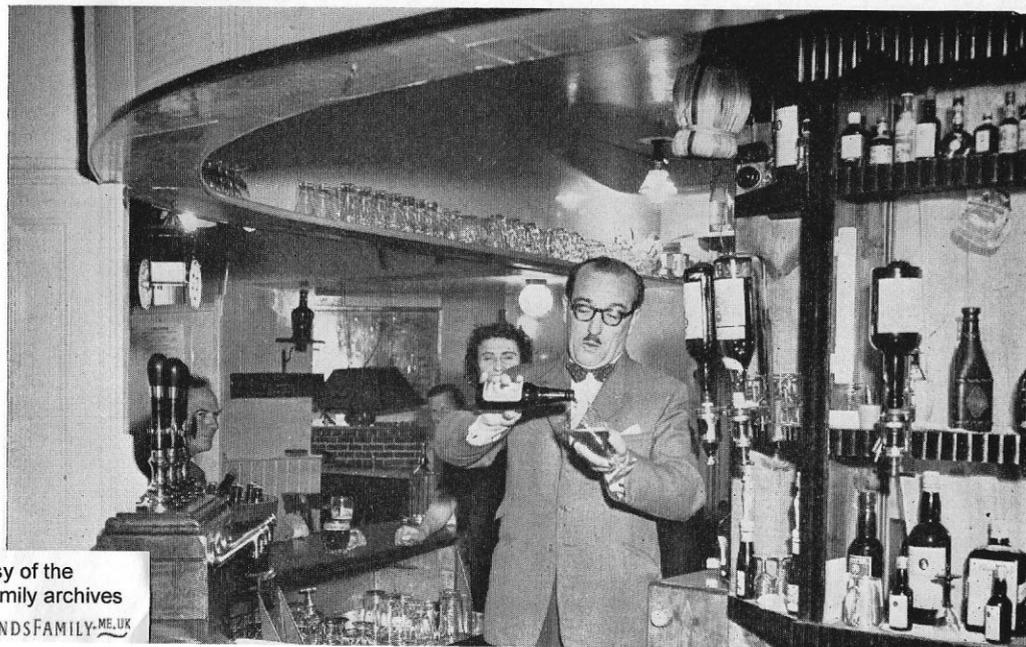
The *Rokeby Arms* on the Winchester road was the "Headquarters" of the Newbury Rugby Football Club until they just recently built a club house of their own. Mr. and Mrs. J. W. Coleman take a great interest in Licensed Victuallers affairs, and Mrs. Coleman is currently chairman of the Newbury and District Ladies' Auxiliary.

Originally the *Coopers Arms* was a well-known coaching inn, and it was perhaps appropriate that we met Mr. Bert Symes there, who has used the pub for 40 years, and was once a coachman himself. Parts of the building probably date back to the reign of Charles II, and on one wall is a sign which still reads "Ostler's Bell." Mr. and Mrs. Allsop entertain a steady family trade, ably assisted by their budgerigar Joey—whose name, Mr. Allsop says, should really be Josephine!

Leaving, our ideas of gardening were thoroughly put to shame by the size of the chrysanthemums and lettuces in pots growing in Mr. Allsop's backyard "garden."

It was something of a struggle to reach the *Waggon and Horses* in the market place, one of the oldest inns in Newbury,

*Mr. Allsop of the "Coopers Arms" pours out an "S.B." with studied care.*



*Mr. and Mrs. Bennett serve a customer at the "Adam and Eve."*

and, once inside, the crowd seemed, if anything, somewhat thicker! Mr. Leon Hopkinson presides over the happy throng with an imperturbable air born of long experience. He has been at the *Waggon and Horses* for eight years, and before that was at the *Adelaide Hotel* at Windsor. He takes a great interest in local affairs, and is Chairman of the Newbury and District Amateur Boxing Association, having built a gymnasium some years ago on the floor above the bar. His other main interest is the Newbury and District Licensed Victuallers Association, of which he was founder chairman, and for whose charities he is active in raising funds. The Boxing Day meet of the Craven Hunt takes place at the *Waggon and Horses*, and an attractive sight it must be.

Mr. and Mrs. C. H. House have been at the *Bricklayers' Arms* for eleven years. The attractive lounge bar used to be a

*"House full" at the "Waggon and Horses" on Market Day.*





Chatting with a customer in the new bar at the "Bricklayers Arms" are Mr. and Mrs. House.

cycle and radio shop, and was only incorporated into the house as a result of the complete rebuilding completed in October, 1958. A faithful customer, Mr.

Mrs. Wilson of the "King's Head" shows a Kukri and one of the first Verrey pistols ever made—part of her husband's collection.



Alan Gale, remembers being sworn in and receiving the Queen's Shilling from the local magistrate in the *Bricklayer's Arms* at the time of the Boer War.

Another old coaching inn is the *King's Head* at Thatcham, and an illustration of it can be found in "Coaching Days and Coaching Ways." Mrs. C. G. Wilson's family have diverse interests, her daughter is making a name for herself showing her



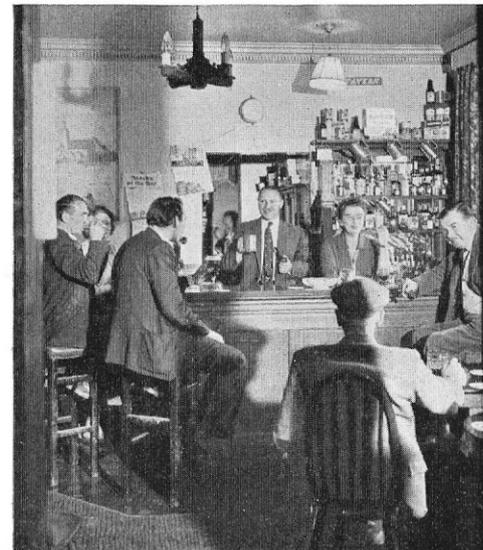
The "Swan" with the River Lambourn in the foreground.

own pony at local shows, while her husband is a collector of antiques and old weapons. Mr. and Mrs. Wilson have been at the *King's Head* for five years, and during this time their darts team has been runner-up four times in the Newbury and District Hop Leaf League, and this year won the six-a-side open and the pairs competition.

The *Swan* on the outskirts of Newbury has a pleasant garden which borders on

the river Lambourn. A trout of seven-and-a-half pounds weight was taken there last year. Not so long ago, too, there used to be a ford over the river where the bridge now stands, and the old steam wagons stopped there to recharge with water. Mrs. I. S. Cowles who, with her husband has been at the *Swan* for five years, has been a tenant for thirty-four years, all told. She was at the *Merry Maidens* at Shinfield before, and her son, Dennis Oxlade, is currently mine host at the *World Turned Upside Down*. Both Mr. and Mrs. Cowles take a very live interest in Licensed Victuallers affairs in Reading and Newbury.

The *Hare and Hounds* at Speen has an unusual history. In about 1760 the main Bath Road was altered so that instead of passing in front of the *Hare and Hounds* it was routed round the back, where the stables stood. This was not much good for trade, and so the inn itself had to be turned back to front too! The stables were adapted, and a Regency front put



Mr. and Mrs. "Roddy" de Steiger entertain at the "Hare and Hounds."



Politics or beer? Mr. Gooch (left) has an absorbing discussion outside the "Castle" at Cold Ash.

on them, which accounts for the strange mixture of architectural styles to be found on the various floors of the present building, going back to the original Jacobean portions which remained unaltered. The *Hare and Hounds* stands strategically halfway between London and Bristol or Bath, and Mr. and Mrs. "Roddy" de Steiger have made the most of this opportunity by building up a name for really excellent snacks. Mr. de Steiger, who was in the Special Air Service during the war, is by rights a Swiss baron, for he comes of an old Swiss family and numbers a good many soldiers of fortune among his forebears.

Your correspondent and his colleagues were fortunate in electing to arrive at the *Swan* at Shefford at lunchtime, for Mrs. Crawshaw is famous for her grilled steaks. Size is optional, and each is cooked exactly to the customer's taste. Mr. Crawshaw, who was in the Navy for twenty-five years, and in submarines during the war, used to play Rugby for Berkshire and is an extremely keen shot. The *Swan* was once a coaching inn, and had a lot of stabling which now exists no longer; however



*Mr. Crawshaw draws one from the wood at the "Swan."*

there is a close connection with the racing fraternity as there are many training establishments in the locality.

The *Gun* at Wash Common has its niche in history for it is shown on maps of the First Battle of Newbury as the

*Mr. and Mrs. Watson's flower arrangements are a feature of the attractive Lounge Bar at the "Gun."*



*Mr. and Mrs. Cliff Richards and "Roger" at the "Royal Oak."*

Royalist Headquarters, and their heavy guns were positioned immediately adjacent to it. The battle took place in 1643, and was won by the Parliamentarians. A memorial to Lord Falkland, who was killed, still stands on the green opposite the inn. Mr. and Mrs. Watson have made their flower arrangements a feature of their very attractive lounge bar, and the place was a delight to the eye when we saw it.

Our last call was at the *Royal Oak* at Echinswell, tenanted by Mr. and Mrs. Cliff Richards. This is a charming village pub, and Mrs. Richards' flair for interior decoration has resulted in an interesting contrast as between the simple friendliness of the public bar and the comfortable sophistication of the lounge bar. Cliff, who held a licence to ride until a few months ago was for many years first

jockey to Lord Astor. Apart from his long association with Joe Lawson at Manton, he held retainers to ride for several other trainers, among them Captain Cecil Boyd Rochfort. He reckons Court Martial, on which he won the Two Thousand Guineas to be the best horse he ever rode, and Amber Flash, which carried him to victory in the Jockey Club Cup, the best filly. Apart from the Two Thousand, Cliff also won the Irish Oaks and Irish Guineas, but could never quite pull off the Derby in which he was third twice on Court Martial and Ujiji. The *Royal Oak* has an attractive garden with a stream running alongside it, and before we left we had a look at some of Cliff's livestock, which included a hen sitting on a nice clutch of pheasant eggs and some handsome young ornamental geese.

# The Licensed Victuallers School

Perhaps some of our readers will know a good deal about the Licensed Victuallers School at Slough, but since, this year, our Joint Managing Director, Mr. Duncan Simonds, has been invited to become President of the school, we felt that no better moment could be chosen to say something of its aims and needs.

The school was founded as long ago as 1803, not far from Kennington Oval, and moved to Slough in 1921. It exists for the purpose of educating, maintaining and clothing children of deceased or distressed licensed victuallers, and it provides not only a first class education, but also a happy home and a sound start in life.

During its first few years the school was supported from the funds of the Society of Licensed Victuallers, but soon the number of pupils had so increased that it became necessary to launch an annual appeal for funds. The first appeal produced £405. Now the size and scope of the school has increased to the extent that £50,000 is required to run it efficiently each year.

The age for admission is between seven and twelve years, and the children remain until they are sixteen. No eligible child has ever been refused entry.

The normal way for children to become eligible is for the parent to pay a single life subscription of five guineas to the school and thereafter to hold an "on" licence for at least twelve months. For this one subscription all the children in a family, if need be, can attend the school

—surely no sounder insurance policy could be devised!

Throughout its history the watchword of the school has been "progress" and a series of modernisations have taken place, culminating, as a result of an appeal to the trade, with the opening of the present fine building in 1937.

Now, 22 years later, in an era of nuclear physics and jet propulsion, the whole concept of education has changed from an academic to a scientific basis, and to meet this challenge the school must extend its activities.

New buildings are required, and £100,000 is the cost of them. It is a tradition that the members of the Licensed Trade "look after their own" better than any other trade, and so the committee of management of the school are confident that the trade will lend its full support to this investment in its youth.

Here are some suggestions as to how you can help the Building Fund or contribute to the running expenses of the school:—

1. Become a Life Subscriber.
2. Send a subscription, however small, to Mr. S. H. Spurling at the Brewery, Reading.
3. Secure members for the Dog House Club. Membership is open to any man who has ever been "in the Dog House" and is denoted by wearing the Club tie, which costs one guinea, of which 7/6d. goes direct to the school.

4. Build a brick for the school. Put an ordinary brick on your counter, and get your customers to build another brick on it made of pennies. A "brick" of pennies is worth about £5, and all the proceeds that you can send to Mr. Spurling will be credited to the School New Building Fund.

5. Organise parties or functions in aid of the school.

Those who feel that there must be an "institutional" air about the place are advised to pay the school a visit. They will receive a welcome from the staff, and the happy atmosphere and pleasant grounds will make the occasion a heart-warming experience.

Further details of the school can be obtained from the Secretary, 18-20 St. Andrew Street, London, E.C.4.

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## SPORTS DAY AT THE LICENSED VICTUALLERS SCHOOL

Although St. Swithin's Day was chosen for the Annual Sports at the Licensed

Victuallers School not a drop of rain marred the proceedings!

The Taplow ground was crowded with hundreds of School supporters and parents, many of whom carried their cups of tea and sandwiches out of the refreshment tent to enjoy them sitting on the grass in the sun.

Among the earliest arrivals were this year's President, Mr. Duncan Simonds and Mrs. Simonds and the Governor, Mr. H. Spencer and Mrs. Spencer. Also present were many past Governors, members of the Committee of Management, and representatives of breweries and other wholesale organisations.

An interesting exhibit was the selection of the children's work which was offered for sale in a marquee pitched on the ground.

A number of records were broken, with Woolavington House beating Whitbread for the Championship.

The prizes were presented by Mrs. Simonds, and the President thanked the Headmaster, Mr. C. C. Hart, and the school staff and officials, who had all helped to make such an outstanding success of the Sports Day.

*All together, heave! An exciting event at the L. V. School Sports.*



# GLOUCESTER BRANCH

Our Gloucester Sub-Branch, which is administered by Bristol Branch, was opened on March the 10th, 1958, and so we thought it high time to go down and see what happens there.

Mr. S. R. Gray was appointed Manager at Gloucester early this year, after completing the 18-month managerial course at Reading. He joined the firm in 1937, and has held appointments in recent years at both Newport and Bristol.

Under him, in charge of office work, is Mr. H. Bland, who is a comparative newcomer to the firm, after over 28 years' service in the Army. Driver A. Goodwin and his mate, R. Smith, both local men, deal with deliveries.

One could hardly choose a more attractive part of England than that covered by the branch. It is bounded by Worcester and Hereford to the north-

west, and takes in Ross, Symonds Yat and the Forest of Dean to the west. Stroud marks the southern boundary, and Cheltenham the eastern,

There are three tied houses in the area, the *Royal Foresters* at Cheltenham, the *Royal Oak* at Tetbury and the *Prince Albert* at Gloucester.

We first visited the *Royal Oak*, a typical Cotswold inn, where Mr. and Mrs. Walter Baker have been tenants for seven years. Mr. Baker started the Tetbury Darts and Skittles League after the war, and has built a skittles alley of his own in a barn next to the inn itself. He is also on the committee of the Tetbury Hospital League of Friends, which has been instrumental in raising a great deal of money for new hospital equipment and buildings.

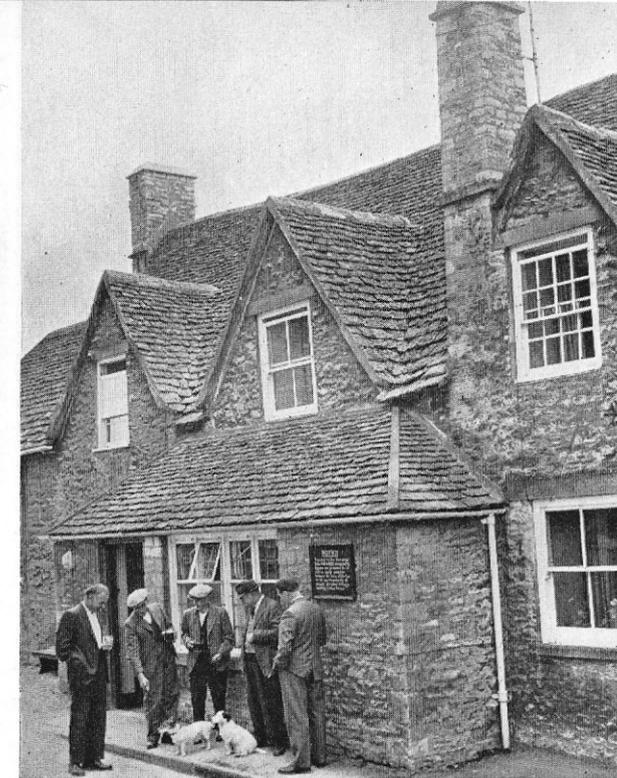
There is a steady Services trade at the

*The staff at Gloucester. (Left to right) Messrs. R. Smith, A. Goodwin, H. Bland and S. R. Gray.*



*Prince Albert*, for there are no less than three barracks in the vicinity. Mr. and Mrs. Bob Livesey also run an expert darts team, who were runners-up this year in the Gloucestershire Licensed Trade Association Men's Darts League.

The free trade provides the greater part of the business done by the branch, and it was one of our free trade friends whom we visited at lunch-time. This was Mr. Power, who manages the *New Inn*, in the centre of Gloucester itself. We found something of a celebration in progress there since the new Chicken Bar had only just been opened a few minutes before. The *New Inn*, with its galleried courtyard, was built in the fifteenth century, and is of course one of the most historic and best preserved inns in England. It has been very much modernised in recent years, and now offers every comfort to the



*A spirited discussion on the points of a terrier takes place outside the "Royal Oak."*



*Mr. S. R. Gray, Manager at Gloucester, chats to Mr. and Mrs. Power and Mr. J. Langelier at the Stirrup Bar of the "New Inn."*

visitor, but this modernisation has been carried out with such care that the air of antiquity has been completely retained. There are innumerable bars, each with a character of its own, and the excellence of the cuisine is appreciated by both tourists and locals alike.

After lunch we went round to see Mr. and Mrs. "Sid" Medcroft, who run the R.A.F. Association Club in Gloucester. Skittles is again a popular pastime here, and the members have constructed their own alley in a building adjacent to the club house.

This visit concluded our brief tour of the area covered by Gloucester Sub-Branch, and it had been interesting to see how, from small beginnings, a taste for Simonds' products is gradually being built up throughout this very pleasant part of England.

## Developments in Reading

Broad Street, Reading, has seen improvements in the last two or three months at two of the establishments controlled by the Hotels and Catering Department of the Company. These are the *Cheddar Cheese*, and the *White Hart*.

At the *Cheddar Cheese* an entirely new innovation has been introduced in the form of charcoal grills on both the ground floor and the first floor.

On the first floor the charcoal grill has been built into a Dutch-style bar, the decor of which was evolved by Mr. Howie, the Company's Furnishing Adviser.

Customers have responded very favourably to the delicious flavour of meat cooked on charcoal, and there is no doubt that these grills will be the forerunners of other similar installations in the future.

In both bars an extensive food service is now operating in addition to liquor sales,

and there are signs of rapidly increasing popularity at this house.

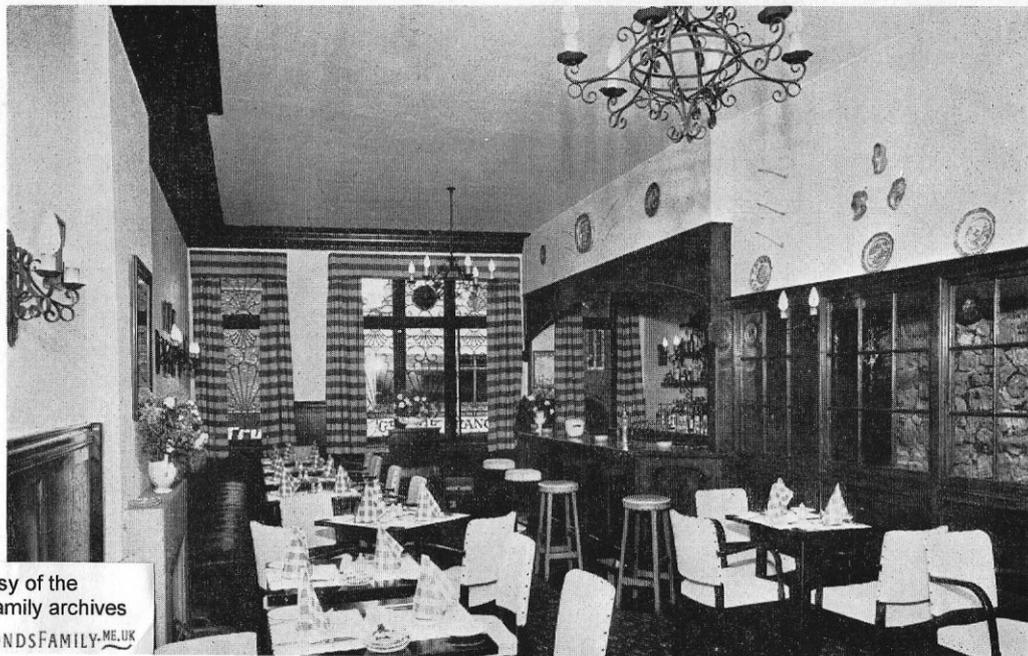
At the *White Hart*, on the corner of The Butts, which is an important site in Reading, the entire premises have been redecorated and improved; the main feature being the magnificent "Long bar" on the corner. One end of this bar is devoted to grill service, and, in addition, on the first floor there is now a restaurant to seat 60—70 persons in comfort, adjoined by a pretty little Italian bar.

The restaurant is specialising in inexpensive luncheons, and is closed to regular trade in the evenings, the emphasis being placed on functions and meetings.

Readers will recall that the new Butts bar at this establishment was reported upon in our last issue.

A party to celebrate the reopening of the *Pheasant* in Southampton Street was

*The Dutch bar and charcoal grill at the "Cheddar Cheese."*



*A corner of the Italian bar at the "White Hart."*

held on June 4th, and among those attending were Mr. Duncan Simonds, the Chief Constable and the Magistrates. This inn has been completely reconstructed



*The "Pheasant" gets off to a good start.*

and now has two most attractive bars which were the subject of much favourable comment at the reopening.

## EXETER BRANCH OPENS

A new Sub-Branch at Exeter, which comes under the direct control of Plymouth Branch, opened for business on June 29th. Our photograph was taken at the pre-opening party held on Friday, June 26th.

Mr. C. R. Strong, who has covered this area for some years as a representative, has been appointed Manager, and we hope to pay him a visit before long in order to give our readers a description of the area covered by the Branch and the activities which go on there.



*Mr. and Mrs. C. R. Strong talking to Mr. J. F. Hounsell at the Exeter party.*

## “Topping-Out”

Until a short time ago the ancient custom of “Topping-Out” had nearly disappeared. Little building was done during the war, and afterwards there were those who said that such sentimental traditions were out of harmony with modern times and methods. Now, however, there has been a revival of interest and the custom is being given a new lease of life.

The ceremony consists of hoisting the Union Jack when the topmost point of a building is reached, the owner then being given forty-eight hours to produce some beer for the workmen, or else risk having a black flag hoisted in place of the original one! The architect usually acts as master of ceremonies, and introduces the owner to the foreman and his men, before the beer is handed round.

Our own architects’ department has been contributing to the revival of this



Mr. R. E. Southall, Chief Architect, acts as a host at the “Tavern” at Whitley.

convivial custom, and the flag was duly raised in the Oxford area for the first time for many years, when “Topping-Out” took place at the *Fairview Inn* at Headington on May the 8th. Reading had its chance to see the ceremony when the highest point of the *Tavern* at Whitley was reached on May the 29th.

Mr. G. L. Hardwick, Manager at Oxford, deals with the thirsty throng at the “Fairview Inn.”



## Hop Leaves

For the benefit of the members of the Wine and Food Society of Great Britain our Hotels and Catering Department undertook a “Russian Dinner” at the *Pack Horse Hotel*, Staines, on Thursday, May the 28th.

Every effort was made to produce the various dishes exactly in accordance with the classical Russian recipes. The feature of the evening was the *Zakouska* served before the meal, this being a gigantic *hors d’œuvre*, consisting partly of hot dishes and partly of cold, which is eaten with iced vodka.

The evening proved to be a great success and 125 people attended.

The menu and wines served were as follows:—

<i>On arrival:</i>	
Zakouska	Vodka Stolichnaya
<i>At table:</i>	
Rossolnick	Mori Ezerjo 1935
Coulibiac of Salmon	
Beef Strogonoff	Ch. Margaux 1947
Aubergines	
Green Salad	
Pineapple Laika	Tokay Aszu 1953 (4 putts)
Coffee	
Hot or Cold Russian tea.	

Television viewers may have seen a charity cricket match which was played in Andover on Whit-Monday between teams raised by Mr. R. Bryden of the *Bishop Blaize* and Mr. R. C. Penton of our Ludgershall Branch.

The average age of the players was 71, and the grand total of their ages amounted to no less than 1,560 years!

The match, which was watched by the Mayor and Mayoress of Andover, ended in a narrow win for the Ludgershall team captained by 88-year-old Mr. R. Bowers. Rules were conspicuous by their absence, and 89-year-old Mr. George Studd, Captain of the Andover veterans, in an effort to save his team from defeat, arrived at the crease with a special bat ten inches wide. The Ludgershall team, equal to the occasion, bowled him with a football!

A pin of I.P.A. was strategically placed between the wickets for those in need of “first aid.”



At 11.30 a.m. on Budget Day, Mr. Eric Greenfield, the chief photographer of the *South Wales Argus*, called at the *William IV Hotel*, Newport, and was just in time to record the first cheaper pint about to be consumed by old age pensioner Mr. Sidney Jefferys.

Mr. Jefferys, a retired Bristol Channel pilot, is a regular daily customer at the “King Billy” and the photograph has faithfully recorded his appreciation of the Chancellor’s gesture and the fine qualities of Simonds “A.K.”

A Budget Day pint for Mr. Jefferys.  
(“South Wales Argus” photo.)



Early this year about 70 Roman Catholics attended Sunday Mass at the historic *Ostrich Inn* at Colnbrook.

The service was taken by the Reverend Anthony Hulme, who for the last ten years has preached over a wide area with the Northampton Travelling Mission.

Colnbrook is one of the districts in the Slough area farthest from a Catholic Church, and the *Ostrich* was chosen as a suitable meeting place for the service.

The moving spirit behind the campaign to raise £50,000 to build a live theatre in Swindon is Miss Peggy Miles, who is an invoice clerk in our Branch there.

Peggy has planned her campaign on the lines of that run by her namesake Bernard Miles when successfully launching the Mermaid Theatre in London. She has already called two public meetings, written articles for the press, and appeared on I.T.V.'s "Friday Special" with the Deputy Mayor of Swindon.

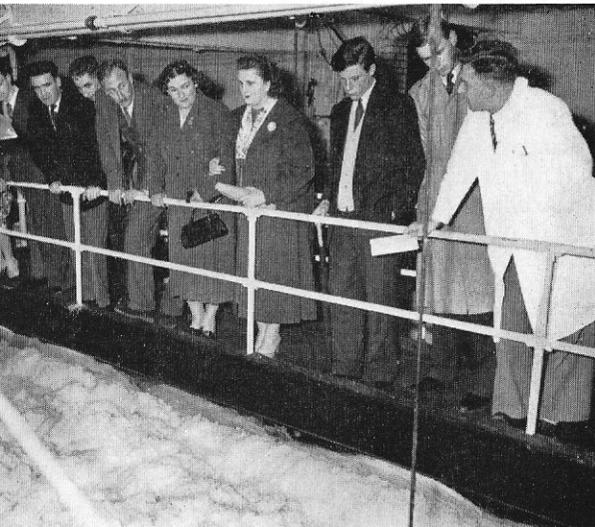


("Wiltshire Newspaper" photo.)  
Miss Peggy Miles.

Peggy says that she has no theatrical aspirations herself, but is deeply interested in the live theatre and is determined to prove that not only can the necessary money to build be raised in Swindon, but that thereafter the new theatre can be made to pay.

An interesting course run in Reading by the National Trade Development Association in conjunction with Reading Technical College was completed on July the 9th. The fourth of a series, the course took place on Monday and Wednesday afternoons, and was designed to teach the students, all licensees from various breweries, the principles of brewing, how to handle beer, wines and spirits, catering including hygiene, and licensing law.

The course ended with a written examination consisting of three papers, each lasting one-and-a-quarter hours. Successful candidates were awarded a diploma.



Mr. D. Beckford, statistics brewer at Reading, lectures to a group of students taking the N.T.D.A. course.

Our firm had a particular interest in the course since no less than eleven of our licensees attended it, and we were also called upon to provide several lecturers and to run conducted tours of the brewery, maltings, bottling plant and cooperage.

Mr. F. Hall, landlord of *The Ship*, Wokingham was referee at the recent boxing tournament of the National Sporting Club when the unbeaten Welsh featherweight, Phil Jones, beat Phil McGarth of Halifax.

This is the third time Mr. Hall has been selected to referee the top of the bill at the National Sporting Club since he came to Wokingham. He has on many occasions refereed on Jack Solomon's bills and at Harry Levene promotions.

He has also done some boxing himself in the past, and in 1942, while serving with the Royal Engineers, won the welter weight championship of the Northern Command.

On July 5th, Mrs. M. Clarke and her husband visited the *London Inn*, Penzance. Mrs. Clarke, when offered a drink by her husband, hesitated momentarily while deciding between a gin and tonic and a can of Tavern, before finally choosing the latter. As it happened, this particular can proved to be the 10,000th sold by Mr. J. A. Chadwick, landlord of the *London Inn*, and, as a result, the astonished Mrs. Clarke found herself the winner of a set of Worcester Ware, presented by the Metal Box Company Ltd., while her husband received a Tavern Trophy Mug given by our firm.

Our photograph (right) shows Mr. and Mrs. Clarke being presented with their prizes by Councillor S. T. Peake, the Mayor of Penzance, on July 7th.

Mr. W. J. Poulter, head chef at the *Chevalier Tavern* in Exeter, was awarded a Certificate of Merit at the International Gastronomic Festival held at Torquay in April.

On June 17th a party of 46 members of the Newport Association of Club Stewards arrived by train at Reading and were entertained to drinks at the Simonds Social Club before departing by bus, complete with picnic lunch, for Ascot races.

On their return they were entertained to dinner at the *Grosvenor House Hotel*, Caversham. In the course of an after dinner speech Mr. Jack Hughes, the Association Chairman, welcomed Mr. B. H. Quelch as manager at Newport. He also said how very much the members of the Association would miss Mr. S. C. Saunders, shortly to transfer to Bristol, and Mr. T. Antill, our local representative, who retired this year. As a mark of their appreciation, Mr. David Jones, Secretary, then presented Mr. Saunders with a silver tankard for himself, and a silver cigarette box for his wife from the members of the Association.





Mr. H. C. Davis makes a friend at the Zoological Gardens.

The June Dinner of the Reunion des Gastronomes was held in the Fellows Restaurant at the Zoological Gardens, London. Mr. H. C. Davis, manager of our Hotels and Catering Department, attended the dinner and is seen in our photograph with a young orang-outang on his lap, which was one of a number of interesting animals brought on to the lawns where cocktails were being served.

Two members of the Arthur Cooper organisation, Mr. W. C. Mileham and Mr. W. C. Maskell, distinguished themselves early this year by passing the examination held at the conclusion of a series of lectures organised by the Wine and Spirit Association of Great Britain.

Since our last issue two interesting additions have been made to the list of tied houses. These are the *Summerhill Hotel*, Falmouth, and the *Golden Lion Inn*, Southwick, near Portsmouth.

The *Summerhill* was acquired in May this year from Mrs. F. Thomas, whose family have owned the hotel for many years. It is situated on a promontory 150 feet high at the head of the famous Jacob's Ladder, and enjoys a splendid view of Falmouth harbour, the fishing village of Flushing, the River Fal and Carrick Roads.

The *Summerhill*, which is the first Simonds house in Falmouth, was placed under the management of Mr. and Mrs. C. Reeves initially, but Mr. and Mrs. Blight have since assumed control as tenants. It has several letting bedrooms, and is well known both to holiday makers and to seafarers round the world.

The *Golden Lion Inn* belongs to the Southwick Estate, and the tenancy was taken over recently from Mr. Henry Hunt, whose family had held it for an unbroken period of 150 years. The inn itself is historic and is mentioned in the village records going back to the Domesday Book. It is also famous for the brewery housed in the backyard where, until two years ago, beer was brewed on the premises. Mr. Dick Holding, now 84 years old, was the brewer at the inn for 70 years, and it was only when he retired that "home brewed" beer was no longer produced.

Mr. and Mrs. Poultney have taken on the management, and for them it is a first venture into the trade, as Mr. Poultney has only just left the Navy.

A food and wine day was held on June 11th as part of the Paignton, 1959, Holiday Festival.

At the Paignton Hydro Hotel, recently acquired by Mr. Harry Mogford, various breweries, including our own, participated in a Beer and Cider Tasting, followed by a "Ploughman's Lunch," arranged by the Cheese Division, Milk Marketing Board. This was one of many events presided over by Mr. Jack Train of "Colonel Chinstrap" fame.



At the Food and Wine Day at Paignton.  
(Left to right) Mr. D. Hicks, Mrs. Harry Mogford, Mr. Jack Train and Mr. M. F. Ridler.

Mr. Edmund King, well known in Oxford sporting circles, retired recently after sixty-four years as groundsman at Brasenose College. His father was groundsman to the University for forty years, and his three brothers each had well over forty years' service as groundsmen to Balliol, New College and Merton.

Our firm has had the pleasure of supplying Brasenose College Pavilion throughout Mr. King's tenure in office.

Quite a few of our staff at Headquarters and also our tenants and managers in the area are now permanently in "The Dog House"—by this we do not imply that they are permanently at variance with their spouses, but simply that they are all now fully fledged members of the International Dog House Club. The symbol of membership of the Club is a claret necktie with a silver Dog House motif, the ties being on sale to assist that very worthy cause, the Licensed Victuallers School.

Whenever anyone sells fifty of the Dog House ties he becomes a "Golden Retriever" with a golden dog house motif on his tie. In our picture Mr. C. R. Wyatt, the Chief Inspector, is presenting Mr. A. Wood, a Licensed House Inspector, with his "Golden Retriever" tie. Watching, from left to right, are Messrs. B. Atkins, W. Plant, A. Morgan, J. Lush and H. White, all Inspectors who have qualified as "Golden Retrievers"—between them these seven have already sold well over 800 ties, and report sales as being steady and the demand constant!



A group of "Golden Retrievers."

# DARTS ROUND-UP

The past darts season must surely have been one of the most successful for many years, and it is pleasing to be able to put on record that all areas report that tremendous interest was maintained right up to the finals.

## Reading

In the Reading area The Hop Leaf Darts League held its final matches and presentation of prizes at the Olympia Ballroom on May 28th, 1959. Prior to the matches the committee, guests and friends sat down to a dinner attended by the Mayor of Reading, Alderman A. Haslam, the Acting Chief Constable of Reading, and Mr. S. H. Spurling.

### Results :

- LANDLADIES' CHAMPIONSHIP—Mrs. B. Higgs, of the *Brunswick Arms*.
- LANDLORDS' CHAMPIONSHIP—Mr. W. A. Swatland, of the *Horncastle*.
- MEN'S PAIRS CHAMPIONSHIP—Messrs. L. Hatt and R. Boore, of the *Crown*, Caversham.

### Team Results :

- DIVISION I—*Crown Hotel*.
- DIVISION II—*Bird in Hand*, Tilehurst.
- DIVISION III—*World Turned Upside Down*.
- DIVISION IV—*Jolly Brewer*.

### Ladies' League :

- DIVISION "A"—*Crown Hotel*.
- DIVISION "B"—*Wellington Arms*.

Before the presentation of prizes by Mr. S. H. Spurling, the Chairman of the League, Mr. F. Clayson, called on the Mayor of Reading to make a surprise presentation to Mr. W. A. Swatland of an inscribed Grandmother Clock, to mark his fourteen years of service to the Hop Leaf Darts League, the last six of which were spent in the position of Chairman.

## Newbury

The conclusion of the darts season in the Newbury area was marked by the Finals Night and presentation of prizes at the British Legion Hall, Newbury, on Wednesday, May 13th.

Prizewinners received their awards from the Mayoress of Newbury, who was introduced to the company by Mr. S. H. Spurling.

### Results :

- LEAGUE CHAMPIONS—*Red House*, Newbury.
- TEAMS OF SIX—*King's Head*, Thatcham.
- PAIRS CHAMPIONSHIP—Messrs. P. Davis and G. Lover, of the *King's Head*, Thatcham.
- INDIVIDUAL CHAMPION—J. Hill, *Old London Apprentice*.
- LADIES' INDIVIDUAL CHAMPION—Mrs. Whelan, *Clock Tower Tavern*.

## High Wycombe

High Wycombe and District Finals Night and presentation of prizes took place at the Town Hall, High Wycombe, and was followed by a dance.

This annual event is now so popular in the area that the numbers attending are restricted to the maximum capacity of the Town Hall—500 !

### Results :

- LADIES' SINGLES CHAMPIONSHIP—Mrs. L. Wood, the wife of our tenant at the *King George V*, for the third year in succession.
- LADIES' PAIRS CHAMPIONSHIP—Mrs. Riddle and Mrs. Dean.
- MEN'S SINGLES CHAMPIONSHIP—Mr. J. Bowler.
- MEN'S PAIRS CHAMPIONSHIP—Messrs. Bowler and Thorne.
- "DARBY AND JOAN" COMPETITION—Mr. and Mrs. Gumb.
- LADIES' LEAGUE CHAMPIONSHIP—The *Nag's Head*.



Mr. W. Spicer, of the "Newfound Inn," Basingstoke, receiving a cup from Mr. S. H. Spurling.



Mr. and Mrs. Hicks, of the "Rising Sun" with their successful team. ("Hampshire Chronicle" photo.)



Mr. W. A. Swatland receives his Grandmother Clock from the Mayor of Reading.

MEN'S LEAGUE CHAMPIONSHIP :

DIVISION I—The *Three Horseshoes*.

DIVISION II—The *Chairmakers*.

FRIDAY LEAGUE—The *Hour Glass*.

**Winchester**

Congratulations to our friends at the *Rising Sun*, Winchester, on winning both the Pairs and the League Team Championship of the Winchester City Darts League—a very handsome effort.

**Staines**

The Staines and District Hop Leaf Darts League held their Finals Night at the *Pack Horse* Ballroom, Staines, on Tuesday, June 16th.

*Results :*

TAYLOR CUP (LEAGUE CHAMPIONS)—*Rising Sun*, Datchet.

H. & G. SIMONDS LTD. CHALLENGE SHIELD : (Runners-up)—*Jolly Butcher*, Staines.

H. & G. SIMONDS LTD. CHALLENGE CUP : (Section 3 Winners)—*Three Horseshoes*, Feltham.

H. & G. SIMONDS LTD. CHALLENGE CUP : (Players' Individual Championship)—L. Fletcher (*Rising Sun*, Datchet).

H. & G. SIMONDS LTD. CHALLENGE CUP : (Knock-Out Fours Championship)—*Three Tuns*, Staines "A".

LICENSEES' INDIVIDUAL CHAMPIONSHIP—V. Roberts (*Jolly Butcher*, Staines).

**Basingstoke**

Finals Night of the Basingstoke and District Hop Leaf Darts League was held on Friday, April 10th, 1959, and was preceded by a Dinner—the principal guests at which were the Mayor of Basingstoke, Councillor Walter Evans, and Mr. S. H. Spurling.

*Results :*

PAIRS CHAMPIONSHIP—*Rose and Crown*.

TENANTS' CUP—F. Neale, *Barley Mow*, Oakley.

DIVISION I—*Purefoy Arms*, Preston Candover.

DIVISION II—*Old House at Home*.

CHALLENGE SHIELD—*Purefoy Arms*.

**Plymouth**

Mr. D. J. Simonds presented the prizes at the Finals of the 1958-59 Season of the Plymouth and District Hop Leaf Darts League at the Exmouth Ballroom, Devonport, on Tuesday, June 16th, 1959.

The Finals and End of the Season Ball were attended by at least 700 people, who, before enjoying a memorable dance, witnessed some excellent dart throwing.

*Results :*

DOUBLES CHAMPIONSHIP—Messrs. R. Williams and R. Harris, of the *Camel's Head*.

INDIVIDUAL CHAMPIONSHIP—Mr. A. Hyne, of the *Royal Marine*, Efford.

SIMONDS CHALLENGE CUP—The *Royal Marine*, Efford.

*League :*

SECTION "A"—*Abbey Hotel*.

SECTION "B"—*Ford Ramblers*.

SECTION "C"—*Royal Marine*.

During the season five dart players scored maximums of 180 during match play, and these gentlemen were each presented with a prize.

W. Phipps (*Rising Sun*).

E. Tarr (*Dolphin Hotel*).

D. Chapman (*Abbey Hotel*).

W. Angove (*Shipwrights' Arms*).

E. White (*Blue Monkey*).

The Finals of the Ladies' Section were held at the Exmouth Ballroom on June 29th, and were followed by a dance attended by some 600 people.

Prizes were presented by Mrs. C. R. Holman.

*Results :*

INDIVIDUAL CHAMPIONSHIP—Mrs. N. Wilson (*Ford Hotel*).

SIMONDS CHALLENGE CUP—*Royal Albert Bridge Inn*.

*League :—*

SECTION "A"—*No Place Inn*.

SECTION "B"—*Royal Albert Bridge*.

## Obituaries

It is with great regret that we report the death of **Mrs. Dorothy Wright**, on Saturday, August 1st, at The Freedom Fields Hospital, Plymouth.

Mrs. Wright, wife of Mr. R. E. Wright, Assistant Manager (Tied Trade), Plymouth Branch, had suffered a long illness over a period of some five years.

She will always be remembered by her many friends outside and within our Trade, for her unfailing cheerfulness and infectious good spirits. A lady of charm and distinction, her passing is mourned by many.

A funeral service was held at The Church of Ascension, Crownhill, Plymouth, on Thursday, August 6th, prior to cremation at Efford Crematorium, Plymouth, the great number of floral tributes bearing eloquent witness to the esteem in which Mrs. Wright was held. We express our sincere sympathy and condolences to Mr. Wright, her husband, and Douglas, her son, who at present is teaching at a University in New Zealand.

We also deeply regret to record the death of **Mr. L. G. Goodreid**, on Sunday, April 5th, following an operation. Mr. Goodreid was tenant of the *King Edward VII* in Neath. His death was totally unexpected and was a great shock to all who knew him.

Courtesy of the  
Simonds family archives

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