

The ale for Christmas cheer ...



What a wonderful drink
Tavern is all the year round—
and how *specially* good it
seems at Christmas-time! You'll
really appreciate the flavour and
smoothness in every glass. So treat yourself
to a Tavern when you're out. Send Tavern to
your friends and take plenty home. (There's
a very special new pack this year, which
holds *half-a-yard* of Tavern!) You can't
have too much of a good thing.

TAVERN

Brewed to perfection by SIMONDS

HOP LEAF Gazette

THE HOUSE JOURNAL OF H. & G. SIMONDS, LTD., OF READING



THE HOUSE JOURNAL OF
H. & G. SIMONDS LIMITED
OF READING

OUR COVER PICTURE

THE PICTURE on our cover is of one of the tankers which regularly makes the run from Reading to Southampton, with its driver, Bert Mason, in the cab. The photograph was taken in Southampton Docks when the *Queen Elizabeth* was alongside.



CONTENTS

All set for a Record?	1
Tavern Afloat	2
Exeter Branch	6
The Table Wines of Europe	10
Simonds Golf Tournament	16
Areas we serve—Bristol	18
Retirement of Mr. H. C. Davis	24
Managerial Change	25
New Houses	26
Hopleaves	28
Obituary	

HOP LEAF GAZETTE

WINTER . . . 1959
VOL. 33
NO. 3

All set for a Record ?

IN the House of Simonds we like to do things well, but support for the President's Fund for the Licensed Victuallers' School is more than well done—it is magnificent! Money is flowing in from many sources—personal donations, darts tournaments, draws, social functions, a bucketful of halfpennies, bricks of pennies—ingenuity is being stretched in many ways and in many districts to provide the much needed funds.

The Winter is the traditional time for holding big fund-raising efforts; let us hope that the opportunity will be seized by many who would still like to help build up a record Simonds' contribution before the year ends in March.

In the meanwhile, Mr. Duncan Simonds asks us to extend his grateful thanks to all those who have contributed so splendidly up till now, and to send a special reminder that all organisers of functions which raise more than £50 for the School are entitled to 2 FREE TICKETS for the Festival Banquet and Ball at the Connaught Rooms, London, on March 15th, 1960. We hope that many friends will take advantage of this wonderful opportunity.

Courtesy of the
Simonds family archives
 ©SIMONDSFAMILY.ME.UK

Not for reproduction without permission

Tavern afloat ...



UNTIL THE INVENTION of the steam engine, the motive power of all ships was derived from the wind which blew into their sails. The wind being more fickle than a floating voter, ships had to be prepared to be at sea for considerable periods, and to victual accordingly. There was no such thing as refrigeration, and so fresh foods and vegetables quickly went bad and even supplies of water became undrinkable. For this reason most ships carried large quantities of beer for use on the voyage. The beer remained drinkable for longer periods than water, and it also had the inestimable advantage that it contained the vitamins necessary to prevent scurvy. Indeed, in Nelson's day British seamen were supplied with a free ration of two gallons of ale a day in order to keep them fit and healthy.

In 1767 our old friends, C. G. Hibbert & Co. Ltd., of Southampton, began trading as suppliers of beer in bottle or cask to ships, and today, nearly two hundred years later, they are one of the last remaining, and the largest independent suppliers of ships' stores

in the United Kingdom. Unfortunately, the seaman's ration of beer no longer stands at two gallons; in fact it is nearer two pints, but, even so, Hibberts are today selling more beer to the ships' stores trade than ever before.

For the past fifty years or more Hibberts have acted as agents for Simonds beers, buying it in bulk, and bottling, racking, and more recently canning it, before supplying it to ships of every kind, which travel to all parts of the world. Some twenty-five shipping companies are dealt with, and at any given time our beers will be found aboard over two hundred vessels, ranging from such giants as the *Queen Mary* or *Queen Elizabeth* down to the smallest cargo boats. Shipping companies carrying our beers include, amongst others, Cunard, P. & O., British India Line, Union Castle, Clan Line, New Zealand Shipping Co. and last, but by no means least, the British Railway Steamers travelling to Jersey. Many of the oil tanker fleets also carry Simonds beers, and deliveries are made almost daily to Fawley, the Isle of

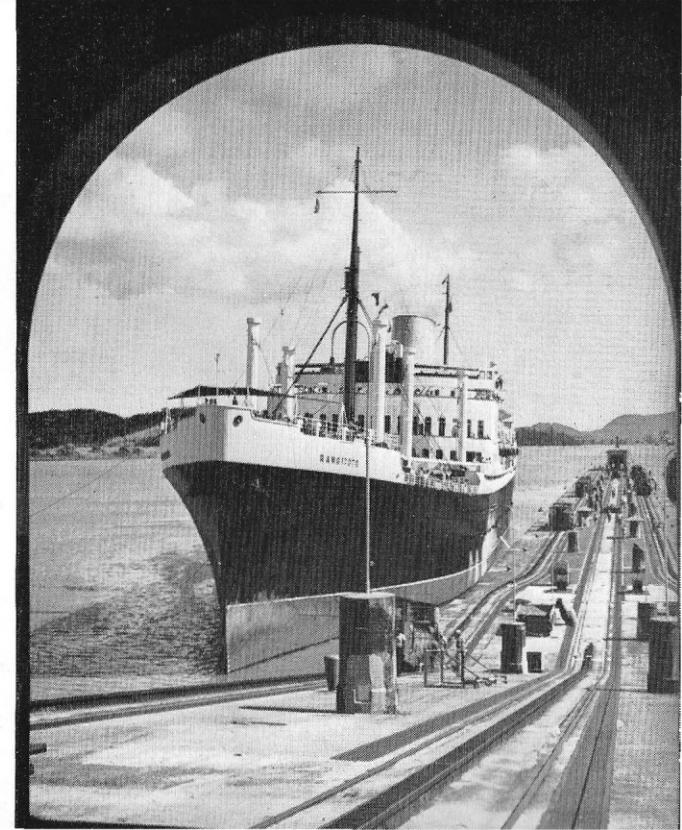


The "Himalaya" passes beneath the Golden Gate Bridge at San Francisco. 'Tavern' is a popular drink aboard many of the P. and O. ships such as this.



Harbour scene at Hong Kong—an example of one of the distant ports to which 'Tavern' travels.

The S.S. "Rangitoto" passes through the Panama Canal en route to New Zealand.

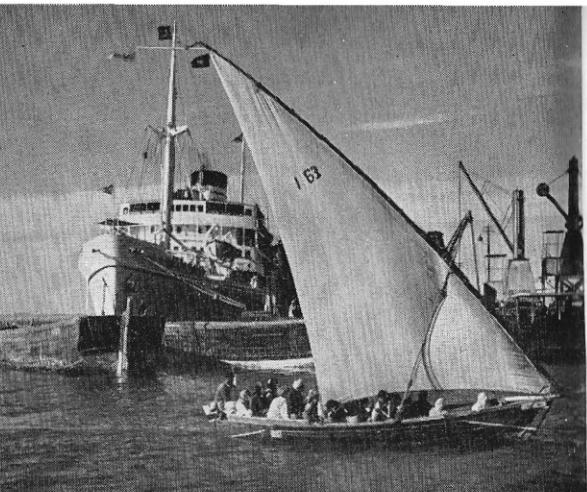


Grain, and elsewhere. Ships' chandlers all over the country are other ready customers, mainly in order to maintain a stock in bond for delivery at short notice to smaller ships.

Quantities supplied may vary from four or five cartons for a coastal tramp to several hundred five-gallon drums for a troopship, or perhaps three or four thousand dozen bottles of Tavern for a liner. For long sea voyages, only Tavern Export Ale, Berry Brown and Milk Stout are made available to the ships' stores trade, and these are sold in twelve and ten ounce bottles and cans, the Tavern also being available in five-gallon stainless steel drums. For shorter voyages, S.B. and Light Ale are sold in large quantities too. In some weeks nearly five hundred barrels of beer are delivered to Southampton by road tankers from Reading to keep up with this demand.

There are a number of quite individual problems which confront the ships' stores supplier, and perhaps the most difficult of these is the question of shelf life. Some of the storage rooms afloat are situated next to the ship's boilers, and it is by no means uncommon for the temperature to remain at 100°F. for weeks on end; in addition, the beer is submitted to a continual rocking motion. However, despite these difficulties, Hibberts guarantee all their beers for a nine-month shelf life. They are the only ships' stores suppliers who do give this guarantee, which incidentally says much for the brewers at Reading, and there is no doubt that trouble with Tavern afloat is very rare, and that this "Rolls Royce" service is much appreciated by customers.

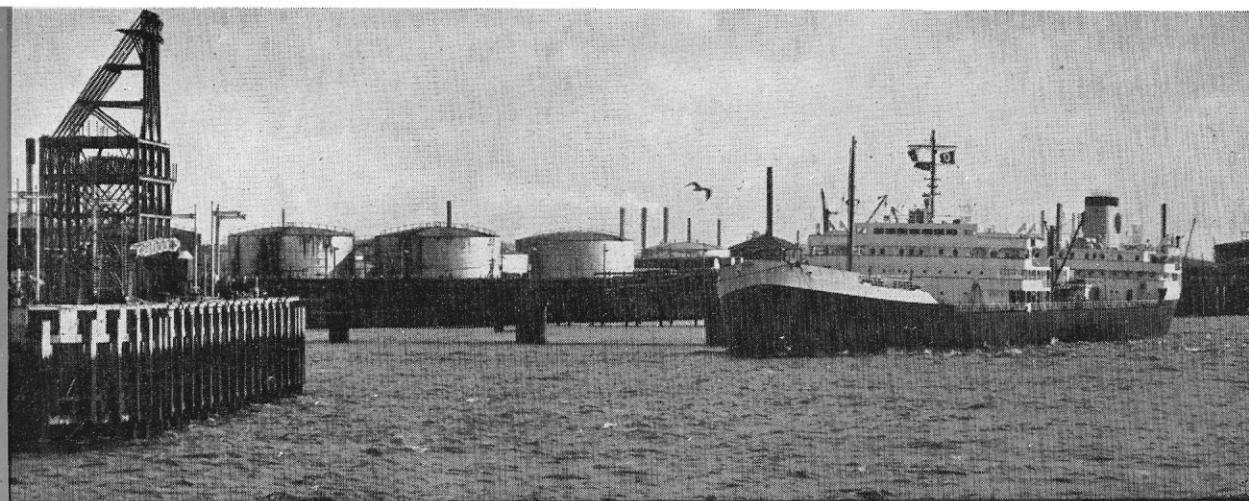
Another serious problem is that of accurate forecasting and exact and prompt delivery. As we have noted, the quantities involved may be very large and sometimes during the cruising season the turn round of a ship may take as little time as three or four hours. It is in these circumstances that experience tells. A detailed knowledge of ship's movements, the knack of estimating in advance



Ancient and modern—a native sailing boat passes the B.I.S.N. ship "Dwarka" in Karachi Harbour.

the needs of a particular vessel and a good transport and delivery organisation are essential requirements, if the correct quantity of beer is to be sent to the right place within the short time limit available. It is a measure of Hibberts' excellent organisation and experience that they never fail to deliver to a ship on time.

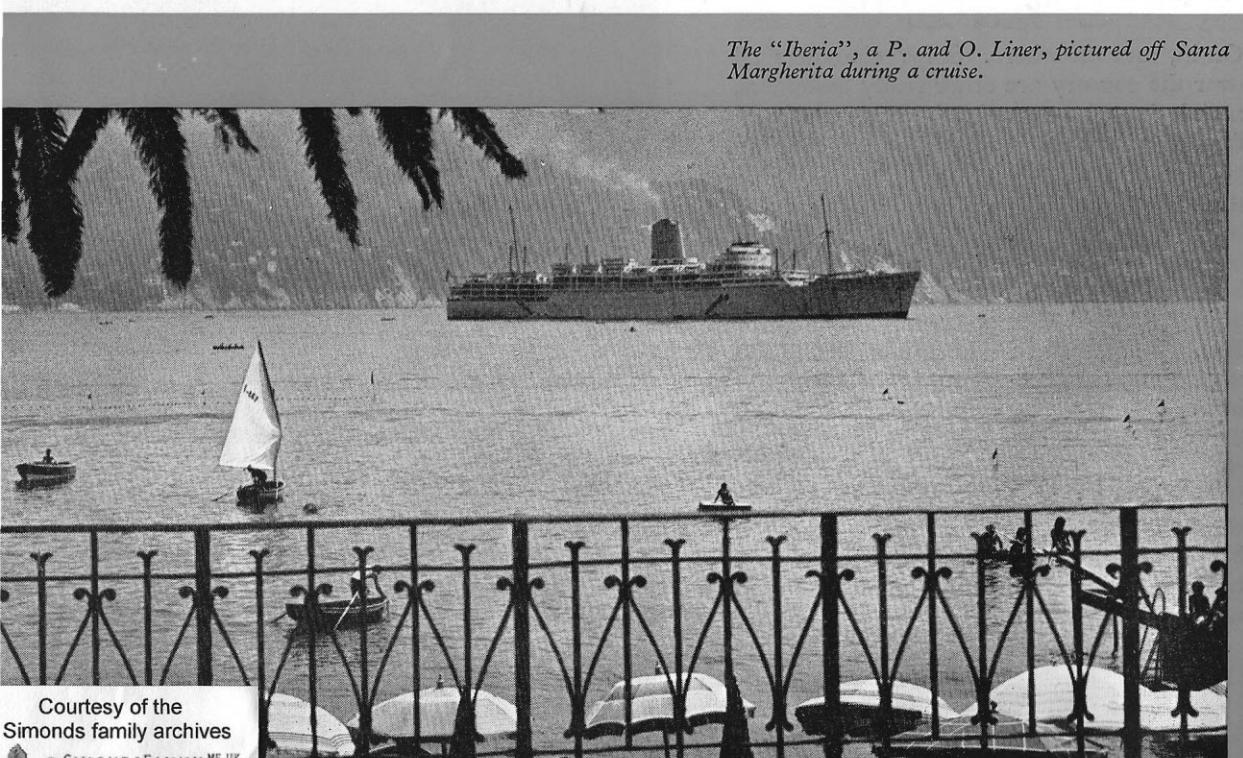
Like any other trade, the ship's stores trade is affected by current trends and



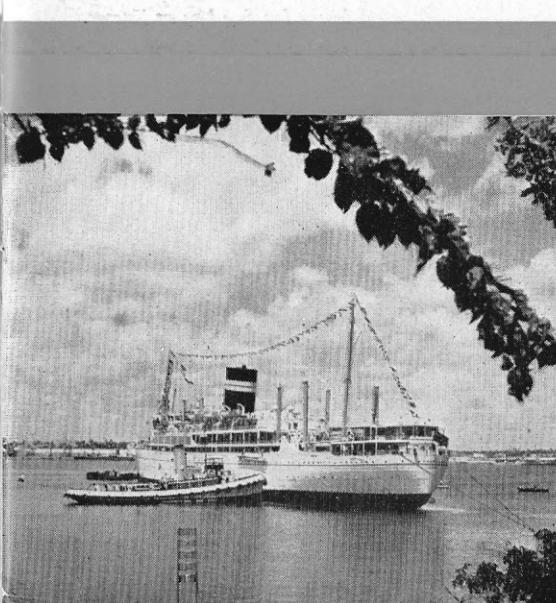
The S.S. "Zaphon", a Shell tanker, discharges oil for the Shell Haven Refinery. Many tankers carry our beers often to some of the hottest parts of the world.

possible future developments. Growing competition from the air is affecting passenger traffic on the sea, and in recent years there has been a strong move towards Lager and Light Ale at the expense of the stronger and heavier beers. Bottled beer continues to be the biggest seller, although there has been a considerable increase in the sale of filtered beers in drum and can. As regards the future, it seems that canned beer, so

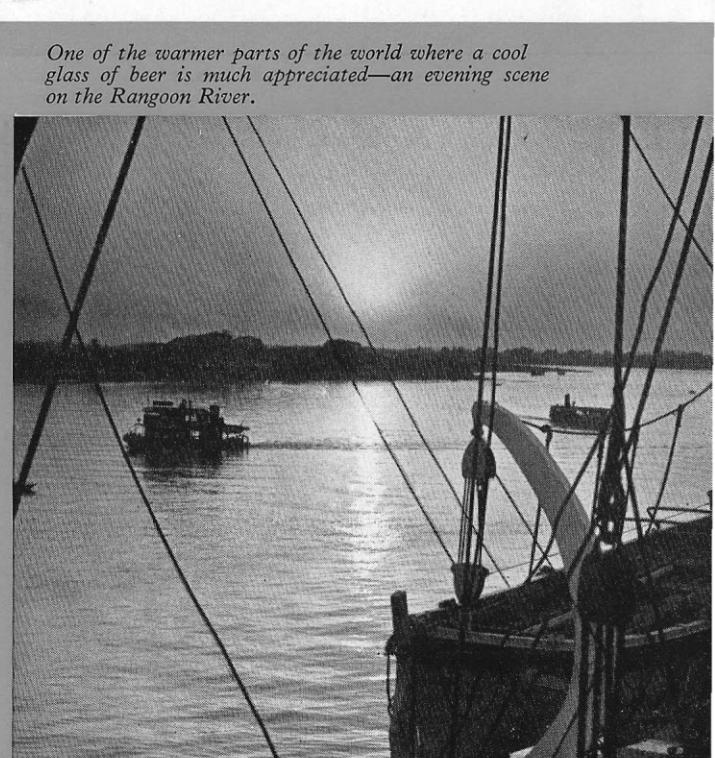
economical in space and manpower, is likely to come out on top. There has been talk of laboratory work on the production of a concentrated or dehydrated beer, but whatever the future may hold, it is likely that Hibbert will remain a name to conjure with in the ships' stores trade, and that Tavern will continue to be enjoyed afloat in Calcutta, Honolulu, Durban and New York—indeed, wherever a ship can sail.



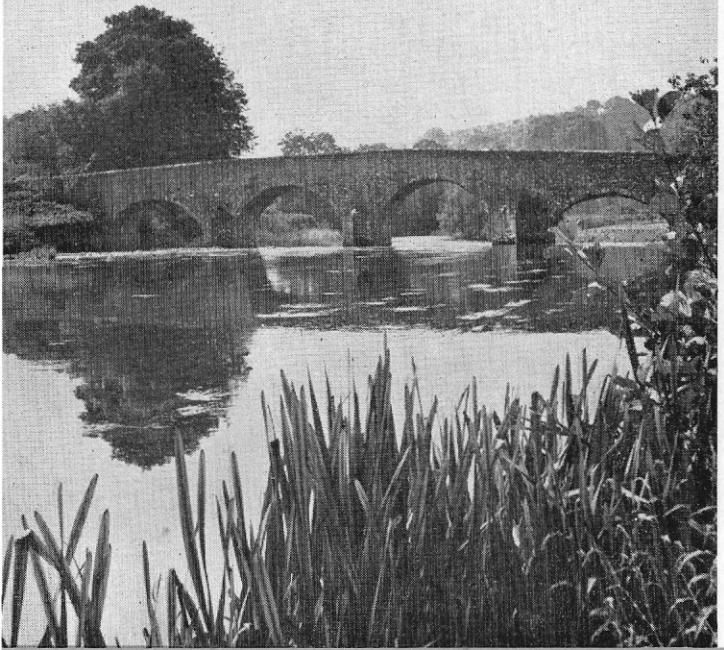
The "Iberia", a P. and O. Liner, pictured off Santa Margherita during a cruise.



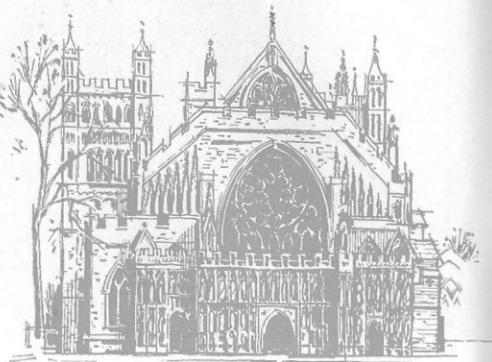
The S.S. "Uganda", belonging to British India, another line which uses our products, enters Dar-es-Salaam.



One of the warmer parts of the world where a cool glass of beer is much appreciated—an evening scene on the Rangoon River.



The haunted bridge across the River Exe at Bickleigh.



EXETER BRANCH

Mr. C. H. Strong pictured with his staff in the loading bay at Exeter.

AS RELATED in the last number of the GAZETTE a new Sub-Branch was opened in Exeter on July 29th, and, having given the Manager, Mr. C. H. Strong, a breathing space in which to settle down, we went along towards the end of August to see how things were shaping and to have a look at the territory covered.

The Sub-Branch comes under the administration of our Plymouth Branch, and in fact deals only with the Free Trade, such tied houses as there are in the area remaining under the direct control of Plymouth.

The new building containing the Sub-Branch is well situated in the rapidly expanding Marsh Barton Trading Estate which lies on the outskirts of Exeter City and the territory which Mr. Strong has to cover from this headquarters, apart from Exeter itself,



A delightful corner of the "Trout Inn".



lies north-east of the Exeter to Barnstaple road up to the Devon County border.

Mr. Strong spent his early years in the United States, mainly in Washington D.C., and joined our Company in 1938. Apart from the war years, he has remained in the Plymouth area all the time, latterly as a representative. His right-hand man is Mr. R. C. Charles, clerk storeman, who recently left the Royal Marines after twenty-three years' service, most of which was spent with the Commandos. In charge of deliveries are Driver L. J. Weston and Drayman K. C. H. Hooper, both local men.

After a look round the premises we set out to visit some of Mr. Strong's friends in the trade. Our first call was at the *Devon Farmers' Club* which is situated in a



Mr. F. Ward's prize—the "Prospect" at Exeter.

pleasant, spacious house overlooking some gardens in Exeter. The Club is open to anyone, although it is run by the Farmers' Union mainly for local farmers, and the membership of 600 to 800 is drawn from all over Devon and Cornwall. Mr. and Mrs. G. Ward run the bar and catering between them, this being a comparatively new line for Mr. Ward who is an ex-sergeant major of the Royal Artillery with some thirty years' service behind him.

An attractive drive through unspoilt countryside brought us to the *Trout Inn* at Bickleigh, a real old-fashioned thatched country inn, delightfully situated on the River Exe. It is difficult to date the present building exactly, the first authentic record of it being about 1630 when the stone pack horse bridge was built nearby, however it is

probable that an inn of sorts has existed on the site from time immemorial. In King Edward the III's reign a fight took place on the original wooden bridge between Sir Alexander Cruwys and a member of the local Carew family which resulted in the latter's death. Since then, it is said, the bridge has been haunted by a knight in full armour riding a grey charger and carrying his head beneath his left arm.

Through the years a series of careful renovations have been carried out inside the inn which have been designed to provide modern comfort without altering the mediaeval charm of the place. Quite recently Mr. and Mrs. W. H. Rooke, who have been at the *Trout Inn* for some eighteen months, have completed the renovation of the lounge bar. At one time part of the bar was a blacksmith's forge where in the old days oxen were shod, and the ancient beams still show traces of the nails upon which the shoes were hung.

Mr. and Mrs. Baker, whom we visited next, came to the *Three Horse Shoes* at Cowley three years ago and, finding it in poor condition, completely rebuilt the whole place from top to bottom. Now it is a thoroughly modern building with an extremely attractive and unusual interior decor.

The *Digger's Rest* at Woodbury Salterton is another village inn with a thatched roof and beams and panelling inside. The East Devon Hunt meets there twice a year and, apart from the cars, the scene must be very much as it always was through the centuries. Mr. F. J. Williams took over the *Digger's Rest* about two years ago as a change from his motor engineering business in Frome. He says, tongue in cheek no doubt, that beer is now his only hobby!

As a contrast we next went to the newly opened *East India House* in Exmouth. The premises, which are well sited in the centre of the town, were just a grocer's shop when Mr. R. L. Lennard took them over. Since then, however, he has wrought wonders, and now a gay and spacious bar greets the customer, and Mr. Lennard also has plans for a snack bar and grill.

On a hill overlooking the bay near Exmouth we found the *Fox Holes Club*, surrounded by some 250 caravans. Mr. T. H. B. Davey, who manages the Club, tries to supply everything that a caravanner could possibly want during a holiday, and the Club is really a mixture of shop, post office, snack bar and advice bureau. The site is a lovely one and the sea looked tempting in the sun.

Returning to Exeter, we went along to the Quay, an old part of the city beside the river where there are warehouses built by French prisoners in the seventeenth century.

Here stands the *Prospect* which was the haunt of smugglers in the days when the river was less silted up, and there was quite a busy port at Exeter. Mr. F. Ward rather surprisingly found himself the owner of this attractive inn about three years ago as a result of winning a competition run by the *Daily Sketch*.

This visit concluded our brief tour of Mr. Strong's domain and the impression left was of a varied and delightful part of the country which should provide an interesting opportunity of increasing further the number of those addicted to Simonds products.



A real old-fashioned English Inn—the "Diggers Rest".



This picture gives a good idea of the stony ground which suits the vine. The bloom on the grapes and the copper sulphate spray on the leaves can also be discerned.

The table wines of Europe

by P. H. Manners-Wood



SINCE the war opportunities for travel to Europe have increased a hundredfold, and, as a result, an ever-widening circle of people are cultivating a taste for wine, and are anxious to know what to buy in England and what to drink when visiting various parts of the Continent.

For this reason, it is proposed to publish a series of articles on the Table Wines to be found in Europe and, by way of introduction in this issue of the GAZETTE, to briefly summarise the factors affecting the production of wine, and methods of cultivation and processing.

Definition

From the outset one must be clear what wine is. It may sound obvious to say that it is made from grapes, but, in fact, a good many other products made from such things as Cowslip, Parsnip and Elderberry are quite erroneously described as wine. Wine, then, is a pleasant alcoholic beverage made from the fermented juice of grapes, and, as grapes grow almost everywhere in the temperate zone, except at very high altitudes, it is possible to produce wine almost anywhere between the Polar Zones and the Tropics. However, it is not produced in England or Canada for example, because of the short summers which do not give grapes a chance to reach full maturity, which means that the resulting product would be deficient in alcohol and sugar and would not have any lasting qualities when bottled.

Cultivation

Climate, soil and the variety of grape planted are the factors that determine the quality of wine. The best vineyards are usually facing South to South-East, preferably on gently sloping ground, although many vineyards are found on precipitous slopes, which entails endless toil and trouble in cultivation.

Two interesting points worth noting are, firstly, that wine grapes are small, firm and juicy, and that the large fleshy table variety does not produce good wine. Secondly, that the best type of soil for growing grapes is often rather arid and stony. Good wine

"umbrella" wines, meaning that they are excellent to enjoy in some pleasant sunny spot on holiday, but that they tend to taste rough and acid when taken home to England.

Wine Making

The vineyard after being planted with carefully selected vines, is ready to bear fruit in three to four years. At intervals, the vines have to be sprayed with copper sulphate and other chemicals to keep down plant diseases and insect pests. Finally, in late September or October, all being well, the grapes are ready for harvesting.

The choice of the time when the gathering of grapes is to begin is a matter which

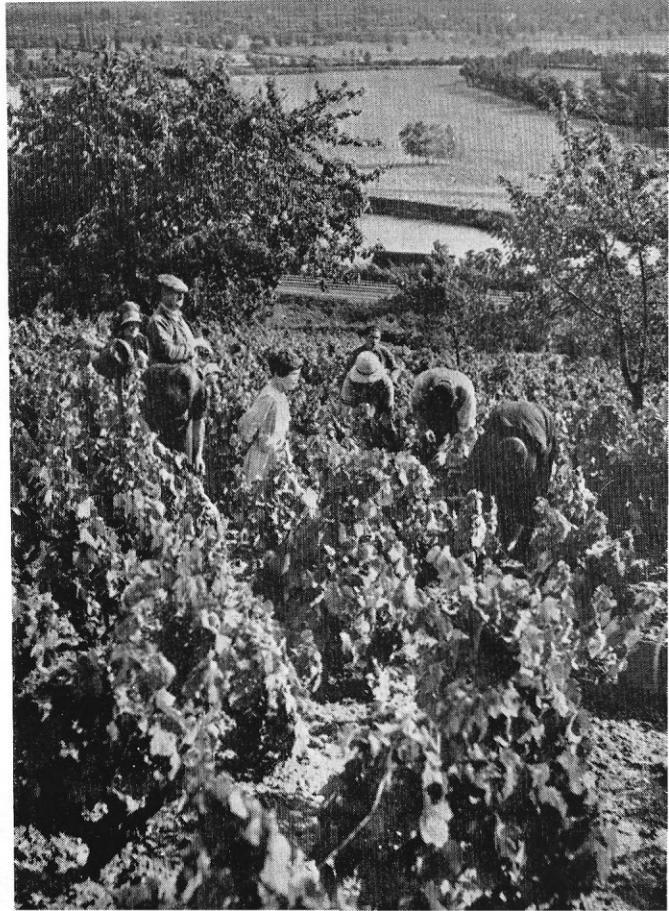


grapes are rarely found growing on rich farmland. This is a complicated question related to the chemical composition of soils, which there is not space to go into here.

Normally Europe produces many millions of gallons of wine annually. The bulk of this is ordinary table wine which is consumed in the region where it is grown. Most of it, especially the wines grown in the southern areas of France and Italy, is consumed by workmen and their families. Even the poorest drink wine rather than water and the carafe of "vin ordinaire" is just as much a part of their meal as the loaf of bread.

There are many "local" wines to delight the traveller who goes off the beaten path, and although this type of wine is too light to travel well, it can be much enjoyed in the region where it is produced. There is a saying in the Trade that these are "striped

Whole families muster in the vineyards at harvest time.



requires good judgement and a close study of weather conditions. The fact is that each additional day of sunshine increases the sugar content of the grapes and will make the crop more valuable; on the other hand, if picking is delayed too long, sudden rain, hail or frost may ruin everything.

When the call for harvester goes out, villagers from nearby flock to the vineyard, and men, women and children of all ages clip the clusters and fill their individual baskets. These are emptied into large panniers which in turn are loaded into lorries, and taken away to the press house. Before pressing, the stems are separated from the grapes either by manual or mechanical means. The grapes are then shovelled into the press or into enormous vats.



Courtesy of the
Simonds family archives
© SIMONDSFAMILY.ME.UK

At this juncture it must be explained that black grapes can be used to produce both red and white wine, whereas white grapes will only produce white wine. This is due to the pigment in the black grape skins, which the alcohol dissolves and so colours the wine. Therefore, if one wants to produce white wine from black grapes, the juice must be run off without contact with the skins; and if one wants pink or rosé, the contact must be of very short duration—say, only twenty-four hours. If on the other hand red wine is wanted, then the juice and black skins are allowed to ferment together and the weight of the grapes provide enough pressure to extract the juice. In the case of white wine the juice is usually pressed out in powerful hydraulic presses.

A picture which seems to suggest that harvesting is not all hard work.



Clos Vougeot, a typical vineyard scene in the Burgundy country.

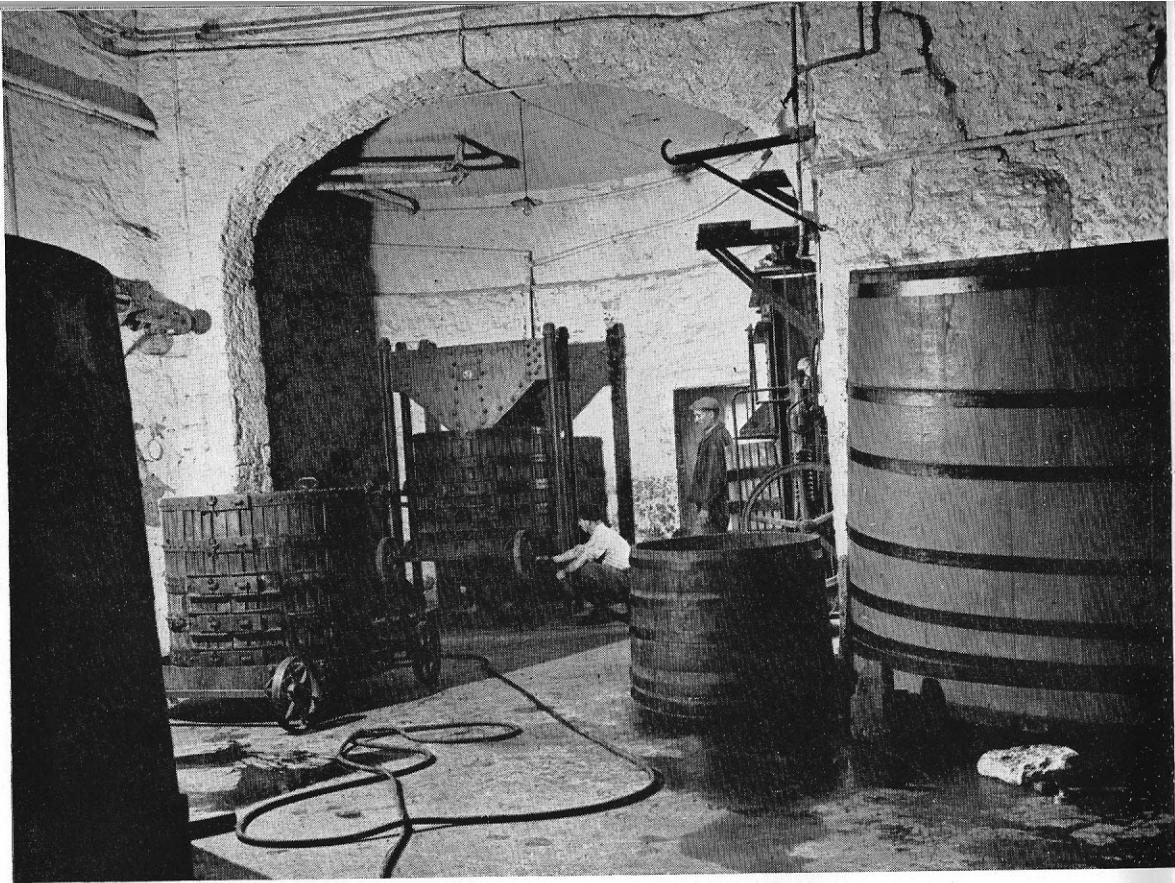


Fermentation

The process of fermentation takes place quite naturally and can be described as a form of birth. Anyone who has bought a bunch of grapes will probably have noticed that the skin of the grape is covered with a whiteish bloom, which is actually composed of millions of tiny spores or microbes. When the grapes are crushed, these microbes, together with wild yeasts, feed on the sugar in the juice and, in doing so, cause it to be transformed into alcohol and carbonic acid gas. This gas is liberated into the air and consequently the fermenting wine will bubble

and froth for some time until finally just a still wine is left. Thus wine is a simple beverage produced as a result of a completely natural process. Sometimes fermentation is stopped either naturally or artificially before all the sugar has been converted into alcohol and gas, and this means a residue of sugar is left in the wine. Certain wines are fermented right out and become very dry, but the degree of sweetness can be varied by killing off the ferments at different stages, and it is in this way that sweet and dry wines are obtained.

An interesting point to note is that nature produces its own thermostat by stopping



A newly bottled wine is still not ready for consumption. Some of the very light wines require only a year to mature in bottle, at which time they are at their best, being crisp and fresh on the palate and having a pronounced aroma. However, some of the great red wines, such as Claret and Burgundy, require a much longer time in bottle, and in exceptional years some Clarets of the Medoc district of Bordeaux have been ready for drinking only after a lapse of some 40 to 50 years. This is, of course, unusual, but almost any Chateau bottled Medoc requires at least six to ten years in bottle to be at its best.

In the process of ageing, a constant, very subtle chemical change goes on in the wine. The tannin which acts as a preservative

element, but which imparts a disagreeable tartness, is gradually thrown down as sediment while at the same time the alcohol and acids combine and are changed into esters, which give the wine its aroma.

Wine which starts out dark red with a purplish tinge will eventually turn to clear bright red and become a delight to the palate instead of being harsh.

Fundamentally, all table wines are made by the same method although there are differences according to local tradition and practice in the districts of the various countries of origin. In a subsequent series of articles it is proposed to examine the individual wine growing areas of Europe in detail.

*A wine press in use at
Pommard in the Côte d'Or district
of France.*

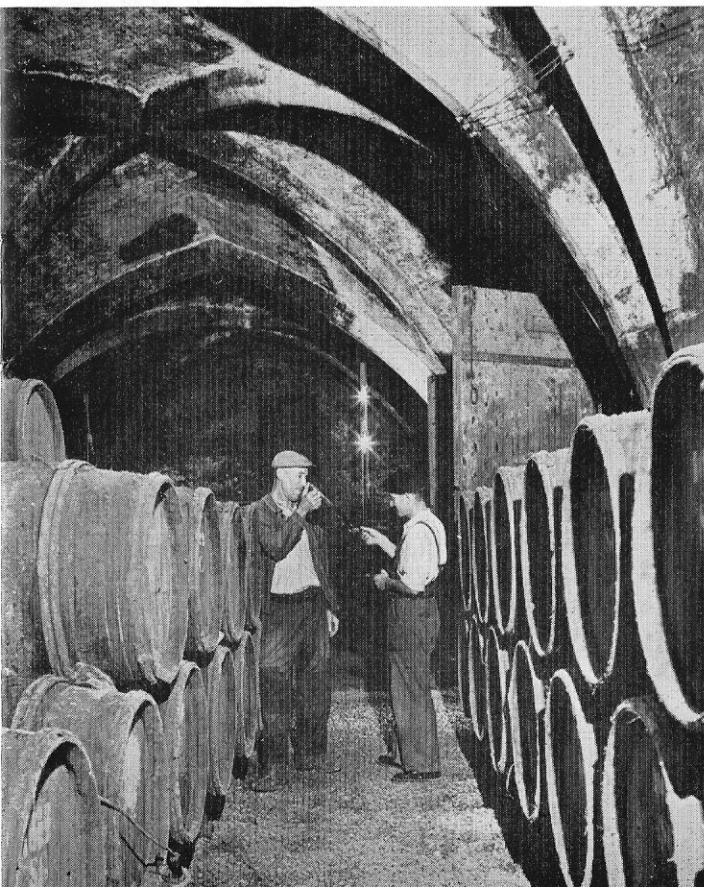


fermentation at a maximum strength corresponding to about 27% proof spirit. At this strength the alcohol prevents the ferments from breeding further and consuming more sugar.

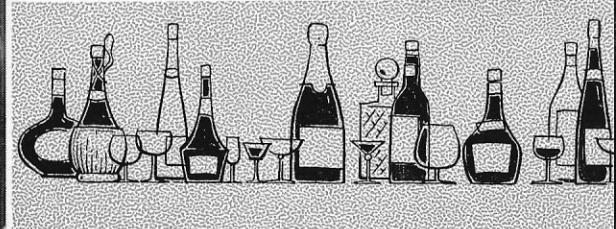
After fermentation is judged complete, a process which takes from a week to a fortnight, the juice or must is run off into casks or barrels. Here secondary fermentation sets up and each barrel is fitted with a breather cap to allow excess gases to escape. Racking from cask to cask takes place, especially in the spring, until the wine is bright and clear.

Maturing

As already mentioned, red wine is made from black grapes and because of the absorption of various elements from the skins, a red wine, as a general rule, requires a longer settling down period than a white before it is ready for sale. Normally a red wine needs two to three years in cask before its secondary fermentations have finished and the sediment has been deposited at the bottom of the cask. White wine does not react in quite the same way and consequently can be bottled and consumed much younger.



*Wine maturing in cask in one of the oldest
wine cellars at Pommard.*





SIMONDS GOLF TOURNAMENT

THE first meeting of the Simonds Golf Society took place at Sonning Golf Club in glorious sunshine on the 29th of September.

There were thirty-two entrants, of whom seventeen were licensees, and fifteen members of the staff from Reading and the Branches. The licensees competing came from as far afield as Bridgend, Bristol, Cirencester, High Wycombe, Basingstoke, Ashford and Staines.

The morning event was a Fourball Stableford Competition which was won by M. Baldwin (*Lamb and Flag*, Cribbs Causeway) and K. P. Chapman, who, with a total of 41 points, tied with E. I. Monks (*York Tavern*, Bridgend) and C. R. Holman, but qualified as winners due to their better score over the last nine holes.

Other pairs who finished close up were W. M. Ceaton (*District Arms*, Ashford) and F. L. Abbott, G. E. Bennett (*Dolphin*, Slough) and P. Manners-Wood, each with 40 points, and J. H. Gibbons (*Golden Lion*, Basingstoke) and S. H. Spurling who scored 39.

Mr. P. H. Manners-Wood driving from the first tee.



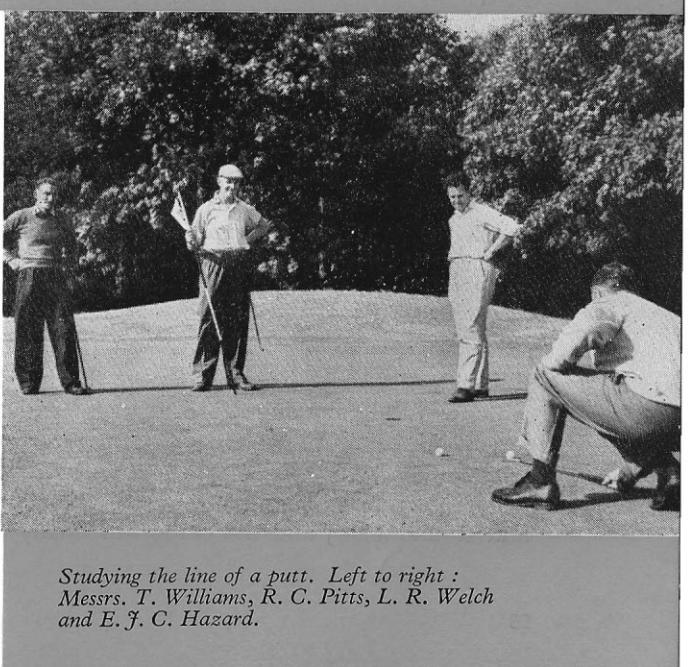
Mr. C. R. Holman well out of a bunker.



Down in the forest something stirred—in this case Mr. E. J. C. Hazard, who was by no means the only one to visit the woods.

After a convivial luncheon in the Clubhouse, the players embarked on the afternoon competition which was a Foursome Stableford. This was won decisively by M. Baldwin and L. R. Welch (*Pack Horse*, Staines) with 32 points. Runners-up were K. J. Micah (*Ship Hotel*, Reading) and W. Simmons (Clerk of Works, Staines) who scored 30 points.

General Sir Miles Dempsey arrived in time to see the players finishing, and, after tea, made the presentations. He remarked that although the players seemed to make "fairly heavy weather of it", all had obviously enjoyed themselves, and he hoped that the occasion would become an annual one, and that the number of entrants would increase steadily year by year.



Studying the line of a putt. Left to right : Messrs. T. Williams, R. C. Pitts, L. R. Welch and E. J. C. Hazard.



THE ORIGIN of the City of Bristol is lost in the mists of the past. Although Roman and Saxon settlements are known to have existed thereabouts, the first real record of a town in the area occurs in the tenth century, when it appears that there was quite a prosperous community, with a coinage of its own, living on a peninsula surrounded on three sides by the rivers Avon and Frome. With the Norman Conquest a castle was built, which added strategic importance, and already eight hundred years ago Bristol had become the key to the west.

By the time that Edward III granted the town its Great Charter in 1373, Bristol based merchant ships were plying as far afield as Ireland, Spain, France, Portugal and Iceland. In 1497, John Cabot, armed with a Royal Charter, sailed westwards from Bristol in his ship, the *Mathew*, and after fifty-two days afloat sighted a new land which proved to be North America. He arrived there a year before Columbus, who usually gets the credit for the discovery, and was rewarded by King Henry VII with a gift of £10 and a pension of £20. Today his burial place is unknown.

Cabot's discovery laid the foundation of the trade with America and the West Indies, which quickly made Bristol the second largest seaport in the country.

Despite a setback during the Civil War when the city was besieged by both Cavaliers and Roundheads, and the castle was finally

razed by Cromwell, Bristol continued to prosper and expand. In Georgian times the city became a fashionable watering place and one of the original centres of Methodism. In 1838 the first Atlantic steamer, the *Great Western*, was launched at Bristol. It was

A glimpse of the crowded bar at the "Gaiety" showing Mrs. Cannon chatting to Mr. J. C. Vickery, of our Bristol Branch, and a customer.



Mr. and Mrs. Harvey share a joke at the "Colston Arms".

designed by Brunel, who is perhaps even better known as the engineer responsible for the Clifton Suspension Bridge which was opened in 1864, five years after his death.

Today, Bristol, almost recovered from the bombings of the last war, continues to thrive and presents an unusual mixture of the traditional and the modern. The mediaeval Cathedral standing opposite the controversial new Council House, the modern plastics and aviation industries alongside the old established tobacco warehouses and the wine cellars, the Atomic Station being built almost in the shade of nearby Berkeley Castle.

This is the background into which the houses controlled by our Bristol Branch fit,

some as modern as the new housing estates they serve, others an integral part of old Bristol or the still sleepy market towns around it.

As a start to our tour of some of the houses in the Bristol area, we went to the *Prince of Wales*, Tower Hill. This is an unremarkable house from the outside, but Mr. and Mrs. F. Tanner have given it an atmosphere of its own inside. Most of their holidays are spent abroad, usually in Germany, and they decided to give the *Prince of Wales* a Continental air by bringing back from their travels items of every kind ranging from unusual drinking vessels to peasant costumes for themselves. This, combined with the decor of the bar itself, has been so successful that on entering the door one feels suddenly transported into another world.

The *Gaiety*, whose foundations may well

Mr. F. Tanner, of the "Prince of Wales" sinks a pint from a boot-shaped glass while his wife looks on.



go back to A.D. 1200 is reached on foot by descending Christmas Steps, in one of the oldest parts of Bristol. Inside, the decor is Chinese, to which Mr. and Mrs. M. G. Cannon's son, who is in the P. & O. Liner *Iberia*, has made many contributions in the course of his voyages. The *Gaiety* is in the theatrical area of Bristol, and it is possible that this accounts for its name, although the Press now provides a higher proportion of the clientèle than the Stage.

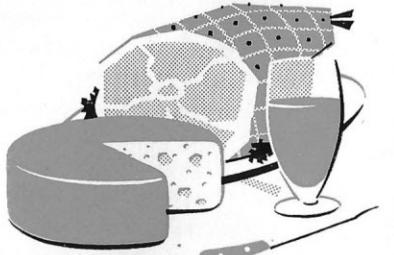
The *Colston Arms* in St. Michael's Hill, presided over by Ted and Eileen Harvey, reputedly contains the best-dressed landlady in Bristol. Eileen was a London model for many years, and her daughter is a dancer making a reputation on T.V. as well as the Stage. St. Michael's Hill is another old part of Bristol, and next to the *Colston Arms* are some attractive almshouses. The public gallows used to stand at the top of the hill, and in the reign of "Bloody" Queen Mary a number of Protestant martyrs were dragged up there and burned.

A famous place for snacks is the *White Lion*, Colston Avenue. Bill Hurford, the convivial host, is a cheese specialist who knows exactly how every cheese is made, how long it should be kept and how it should be handled. The shelves behind the bar burgeon with a mouth-watering display of Cheddar, Stilton, Cheshire, Gorgonzola, Dunlop, Double Gloucester and a host of others. Many English cheeses are bought direct from the farms where they are produced, and hams are always cooked on the premises. Bill's interest in antiques and flair for flower arrangement also contribute much to the warm and friendly atmosphere at the *White Lion*.

One of the oldest taverns in the town is the *White Hart* in Maudlin Street. The cellars date back to 1100, and it is probable that it was originally a rest house for people caught outside the city gates after curfew. A beam taken from the bar was estimated to be 900 years old and there is a collection of pewter mugs hanging there which were unearthed



Bill Hurford shows a customer what a real Cheddar cheese should look like.



Mr. and Mrs. Westleigh pose behind the bar of the "Bridge Inn" at Yatton.



Mr. Vickery pictured with Mr. and Mrs. J. A. Whitehead at the "Swan".

in the cellar when alterations were made some years ago. An underground passage, now sealed off, connects the inn to St. James's Church, the finest example of Norman architecture in the city. There is also a collection of antique firearms, many of which have been given by customers. Mr. and Mrs. E. J. Skirton, ably assisted by their son, Richard, have been tenants of this interesting inn for the last six years.

A short drive out into the country brought us next to the *Swan*, a coaching inn situated in the centre of the attractive market town of Thornbury. Mr. and Mrs. J. A. Whitehead have a number of rooms to let and also go in for catering, particularly lunches. The *Swan* is a well-known meeting place for local organisations such as the National Farmers' Union and the British Legion.

Mr. and Mrs. W. J. Pringle had only been at the *Ship Inn*, Oldbury-on-Severn, for just over two months when we went there, for inn-keeping is an entirely new venture for Mr. Pringle, who not long ago was in the Fleet Air Arm. The River Severn runs immediately behind the *Ship*, and salmon

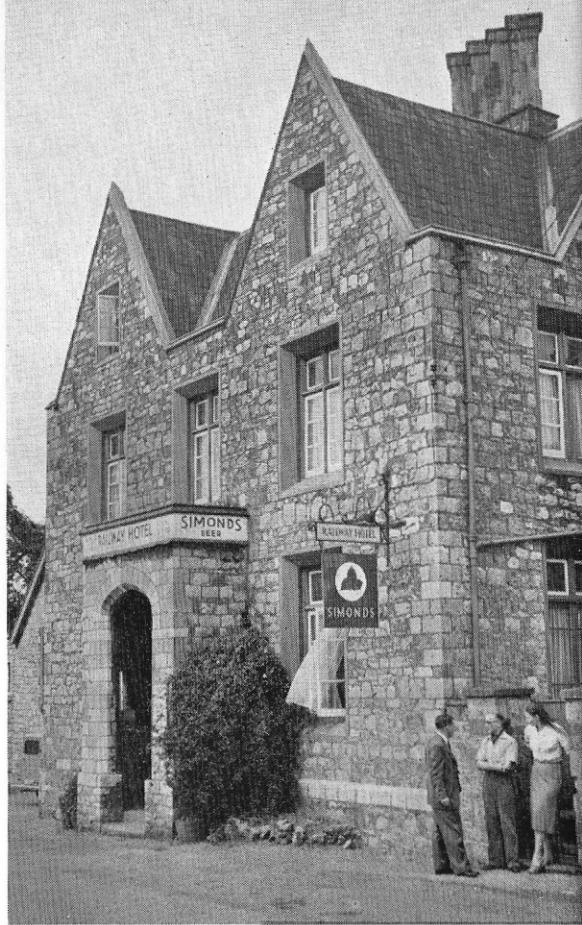
and shrimp are still caught there in lave nets and kypes or basket traps. How long the salmon will survive the establishment of two atomic power stations near Oldbury and increasing industrialisation on the Welsh bank of the river is a matter which causes a good deal of discussion locally.

Returning towards Bristol we called in at the *Britannia Inn* at Patchway, which is managed by Mr. and Mrs. J. Whitehead. This ultra modern house was only opened in November, 1957; attractively decorated inside, it is designed to cater for the adjacent housing estates and among its amenities is a special children's room.

Well known among Bristolians as a gay rendezvous in the evening is "Pat's Bar" at the *Lamb and Flag*, Cribbs Causeway. Originally a charming private house with a big garden, there is a cosy atmosphere inside which, combined with soft music in the bar and the cheerful personalities of Matt and Pat Baldwin, proves an irresistible attraction.

Next day we went to Clevedon, a pleasant seaside resort with a relaxed atmosphere about it, where Mr. and Mrs. N. Radnor have catered for local and Midlands holiday trade at the *Reading House* since 1948.

After 26 years in the R.A.F. and a further period with the Bristol Aeroplane Company in England and South Africa, Mr. J. H. C. Wake has recently taken over the *Railway Hotel* at Yatton. He and his wife lead a busy



Mr. and Mrs. Wake talking to Mr. N. J. Dursley from our Bristol Branch outside the "Railway Hotel".



Mr. 'Dave' Salisbury at the "Beaufort Hunt".

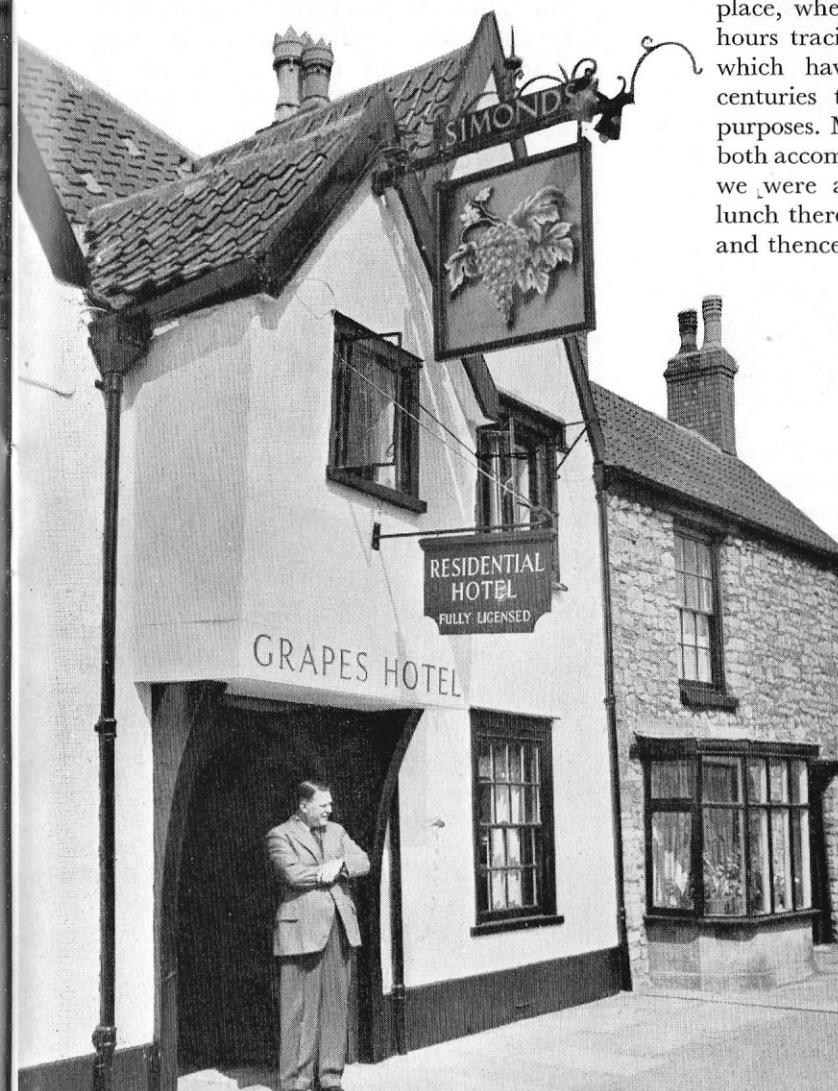
life as they have accommodation for twenty persons and run a good many functions for local organisations and parties from Bristol.

Chipping Sodbury is another of the charming old market towns in the vicinity of Bristol, and it contains two particularly attractive Simonds taverns, the *Beaufort Hunt* and the *Grapes*. The *Beaufort Hunt*, a coaching inn with a history going back to the fourteenth century, used to be the terminus for the horse buses from Bristol, the driver spending the night there. In 1955, when the house was renamed, the Duke of Beaufort himself unveiled the sign outside it, which depicts a hunting scene with the Duke in the fore-

ground. Mr. and Mrs. "Dave" Salisbury, who have been at the *Beaufort Hunt* for four years, have a trained labrador "Prince" and a budgerigar which divide their time between collecting for charity and entertaining the customers.

The *Grapes Hotel* has only been an inn since the early nineteenth century, although the building itself is probably eight hundred years old. Originally the property belonged to the Monastery nearby, and there is still an Elizabethan resting chapel at the bottom of the garden and the ghost of a nun in No. 8 bedroom! One of the most ancient parts of the building containing a Priests' Hole or hiding-place is marked on the deeds as the Witches' Kitchen. Altogether, an intriguing

place, where one could spend several hours tracing out the various alterations which have been made through the centuries to suit changing times and purposes. Mr. and Mrs. H. Spink provide both accommodation and meals; indeed, we were able to try out the excellent lunch there before returning to Bristol, and thence to Reading.



Mr. H. Spink surveys the busy scene outside the "Grapes" at Chipping Sodbury.



RETIREMENT OF MR. H. C. DAVIS

ON December the 31st, Mr. H. C. Davis, Manager of the Hotels and Catering Department, is due to retire after twenty-four years with the Company.

It was in 1935 that the Board decided to place the hotels and catering establishments owned by the Company under centralised control and, as a result, Mr. Davis found himself appointed Manager of the infant department. He was given a small bare office and a brief "to offer to the public all possible comfort and amenity at the lowest possible price." That the department has grown and flourished from that moment on is largely due to Mr. Davis' energy, enthusiasm and practical skill.

Before joining H. & G. Simonds Ltd., Mr. Davis had spent many years in the catering industry in the West End and elsewhere. He also served in the Queen's Westminster Rifles during the First World War, and was twice wounded.

Starting with the *Bush Hotel* at Wokingham, Mr. Davis had seven hotels or taverns under his wing by the time that the Hotels and Catering Department had been going for three months.

In 1936 the Company embarked upon an extensive building programme, and many of their new licensed properties were expressly designed as hotels and were placed under the jurisdiction of the department.

To keep pace with this expansion the headquarters of the department had to expand too, and steps had to be taken to establish proper accounting and control systems and a stores and purchasing organisation. In addition, an outside catering service was developed.

The war brought countless frustrations with which Mr. Davis contrived to cope, and in addition he took on the job of Emergency Feeding Officer for the County of Berkshire.

Since 1945 the number of hotels and taverns has increased to 44, a training scheme for Managers has been started, and a separate stocktaking and audit department has been set up.

Apart from his achievements with H. & G. Simonds, Ltd., Mr. Davis holds a distinguished position in the Catering Industry as a whole; he is a founder Fellow of the Hotels and Catering Institute; a member of the Council of the British Hotels and Restaurants Association; a member of the Council of the British Travel and Holidays Association; and he has also been nominated by the N.T.D.A. as a member of the National Wages Board. He is a member of the Food and Cookery Association, Wine and Food Society, and an Associate Member of the Guild of Sommeliers. He is also a Freeman of the City of London and a Liveryman of the Worshipful Company of Fletchers.

Mr. Davis and his wife will be starting on a world cruise on January 4th. All his friends and associates in Simonds and throughout the Catering Industry will wish him a wonderful trip and many years of health and happiness thereafter.



Mr. S. C. Saunders receives a gold watch and a radio at Newport.

Managerial Change

IN PURSUANCE of the Company's policy of moving Managers to a new area every few years, Mr. S. C. Saunders, Manager at Newport, exchanged appointments with Mr. B. H. Quelch, Manager at Bristol, on September 1st.

Mr. Saunders had been at Newport for ten years and Mr. Quelch had spent the last seven years at Bristol, so that, each having a large circle of friends, the farewell parties tended to fall thick and fast during the last weeks of August.

On August 18th, tenants and managers presented Mr. Saunders with a cocktail cabinet at a function at the *Queen's Hotel*, Newport, and this was followed on August 21st by the staff at the Brewery giving an informal dinner which was preceded by the presentation of a gold wrist watch and a portable radio; this presentation being made to Mr. Saunders by Mr. T. H. Antill on behalf of the entire staff.

Mr. Quelch was entertained by the Gloucester Area Committee at the *Royal Hotel*, Gloucester, where he received a gold pen presented by the retail members of the Committee, and on August 10th, Bristol Licensed Trades Association, Off Licence Holders' Association, tenants and managers gave him a clock and an electric shaver at a dinner party held at the *Alma Tavern*.

Mr. B. H. Quelch being presented with a clock and an electric shaver at the "Alma Tavern".



NEW HOUSES



FAIRVIEW INN

PLANNED to meet the needs of Oxford's Fairview Estate at Cowley, the *Fairview Inn*, opened by Mr. R. St. J. Quarry on Friday, September 4th, is a compact house with two bars and an off sales department.

The site was purchased before the war at the same time that the surrounding estate was built, but the war intervened before development could take place. The house which has now been built is of traditional

appearance, and is designed to blend with the estate which surrounds it.

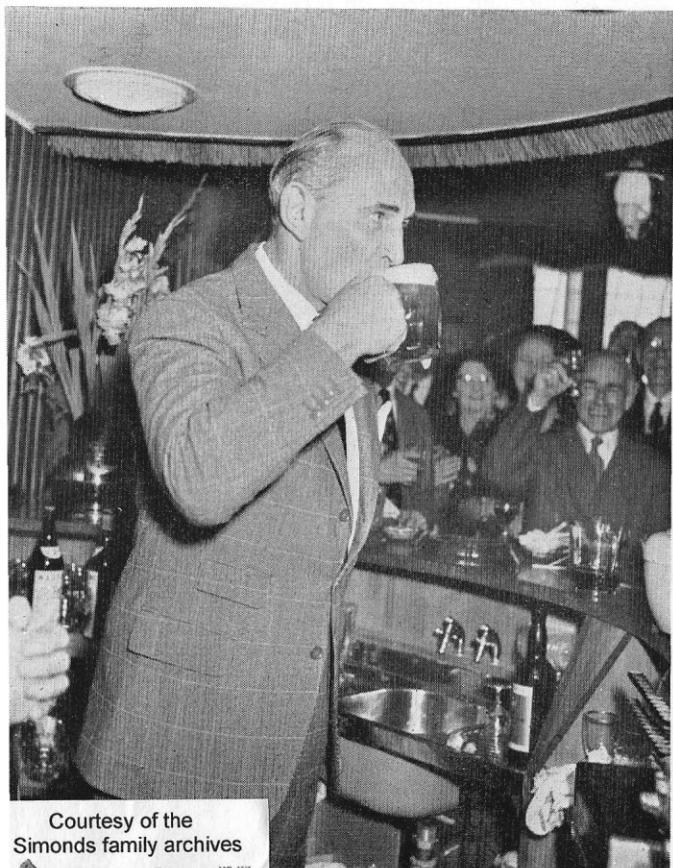
A special feature of the interior is the Cotswold Lounge, with its big circular bay window and limestone chimney breast. The panelling in this room is of particular interest as it is an entirely new form, consisting of moulded hardwood laths threaded together on wire to form continuous lengths. When fixed to the wall this produces an attractive and novel effect. There is also a thatched over-bar which adds a further rural touch.

The cellar is refrigerated, and the accommodation for the licensee is both spacious and comfortable.

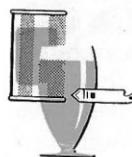
Mr. and Mrs. A. V. Salvetti, already well known for some years past at the *White Hart*, Didcot, are the tenants.

Mr. R. B. St. J. Quarry enjoys the first pint which he drew after opening the "Fairview".

The attractive Cotswold Lounge at the "Fairview Inn".



Courtesy of the
Simonds family archives
© SIMONDSFAMILY.ARCHIVES.UK



TAVERN

THE "TAVERN" which was opened by General Sir Miles Dempsey on October 1st, is designed to provide Reading's growing Whitley Estate with an intimate essentially "local" public house.

Two bars are provided, the lounge bar having a covered loggia at one end, so placed that it will get the full benefit of the sun for most of the day. There is also a charming room set aside for children.

A feature of the *Tavern* is the introduction of specially designed equipment to facilitate the serving of canned beer, and it is believed that it is the first public house in the country to have such equipment.

An important part of this equipment is a conveyor of revolutionary pattern designed by the Metal Box Co. Ltd., in conjunction with our own staff. The conveyor holds 836 cans in 22 stainless steel trays which are raised automatically from the cooled cellar to the bar in readiness for serving. This ensures that the canned beer is always in prime condition and at the ideal temperature when it is poured out for each customer.



General Dempsey samples the first can at "The Tavern."

Special can openers are fitted to the counter to facilitate the opening of the cans for service, the empty can afterwards entering a conveniently situated chute which leads to the automatic crushing machine which flattens it in readiness for disposal.

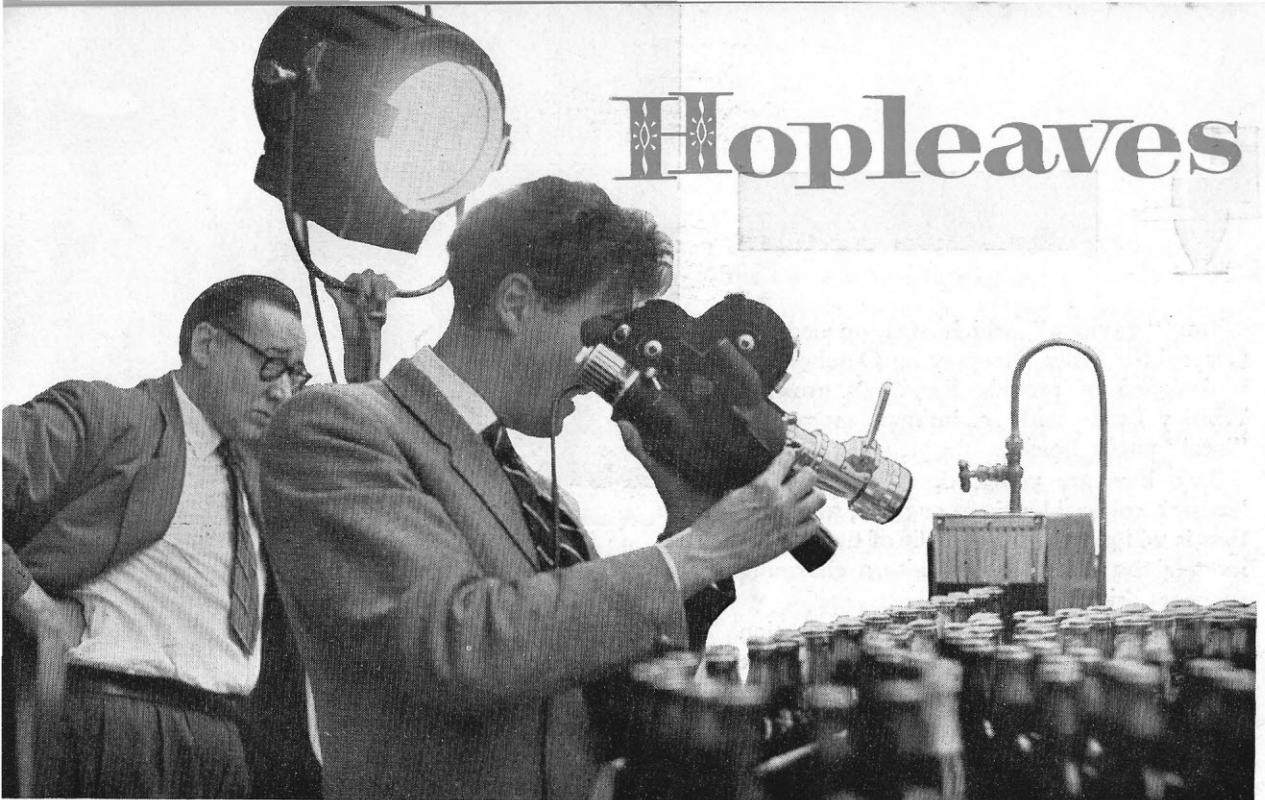
The planning of this house, with the emphasis on the sale of canned beer, may well be the beginning of a minor revolution in public house service throughout the country.

The management of the *Tavern* has been taken on by Mr. and Mrs. C. J. Colyer. Among his other accomplishments Mr. Colyer is an Olympic canoeist.



The conveyor behind the bar at the "Tavern."

Hopleaves



B.B.C. Cameramen at work in the Bottling Hall at Reading.

ON JULY 30TH a team of B.B.C. television camera men visited the Bottling Hall at Reading to take pictures of the new equipment in action there, as part of the feature "Town and About". This programme is designed to show a cross-section of the activities taking place in a selected town, and on this occasion it was Reading's turn. The actual broadcast took place on September 9th.

Another party of B.B.C. commentators and technicians was based on the *Royal Castle Hotel* at Dartmouth for a week in July, while they underwent training before making a live broadcast from the sea bed.

An interesting collection of items from various inns in Salisbury has been on exhibition recently in the local museum. The aim of the Curator, Mr. Hugh Shortt, was to illustrate the absorbing history bound up in the inns of the city.



Three Oxford Managers : left to right :
Messrs. W. T. Sanders, H. J. Timms and
G. L. Hardwick.

Our own *Haunch of Venison* is one of the oldest domestic buildings still standing in Salisbury—it dates from the 14th century—and so it naturally furnished some of the most noteworthy exhibits. These included two much-thumbed 18th century playing cards, the queen and the ten of clubs, which were found, together with a severed human hand, in a bricked-in recess in the chimney of the smoking room. The significance of this gruesome find has never been established, although it does not take a great deal of imagination to conjure up the sort of dramatic scene which must have occurred.

Other contributions from the *Haunch of Venison* were a wooden rat trap, two leather shoes found behind some panelling and a sack bottle. All these were of the period 1600–1700.



Topping Out at the "Giant Goram".

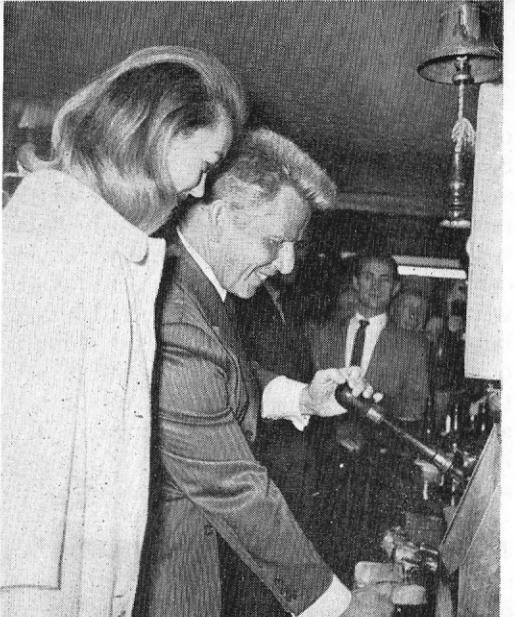
1959 has been a notable year for our Surveyors' Department, Mr. M. St. J. Howe, having already been Junior Chairman of the Berks, Bucks and Oxon Branch of the Royal Institution of Chartered Surveyors, is this year Chairman of the Senior Branch.



A toast to the "Yew Tree Inn".

Mr. F. K. Hilton is Chairman of the Junior Committee, and *ipso facto* a member of the Senior Branch Committee. Mr. S. L. Read, having been Chairman of the Junior Branch in 1957, is a member of the Senior Committee.

An unusual picture was taken at the opening of the *Fairview Inn* showing three managers of our Oxford Branch, with what we feel must be a record number of years service between them. Mr. H. J. Timms retired in 1946, by which time he had been with the Company for 54 years. Mr. W. T. Sanders completed 50 years' service this year, and the present manager, Mr. G. L. Hardwick has so far run up a mere 21 years.



Jackie Rae tries his hand behind the bar, while his wife, Janette Scott, admires his skill.

An interesting little bit of history connected with the *King's Head* at Thatcham came to light the other day. It appears that in the coaching era the inn was run by one of the very few women coach proprietors, a Miss Maria Fromont. Hers was a very unusual profession for a woman in those days, and only two others are recorded as having been in the business, both of whom were married. Miss Fromont is described as being "just the tiniest bit unscrupulous," and no doubt she had to be !

An outing for the Pensioners at Coytrahen.



Mr. E. D. Simonds receives a cheque at the "Castle" for the L.V. School.



"Topping-out" ceremonies seem to follow each other in bewildering succession this year. One took place at the *Giant Goram* on the Lawrence Weston Estate, Bristol, on August 11th, and was followed closely by another on September 3rd at the *Yew Tree Inn* at West Pontnewydd. It is planned to open both these new houses before the end of the year.

The Thirty Club, Tooting, formed as a Home Guard Old Comrades' Association, continues to go from strength to strength, with no fewer than 88 of the original members still on its roll. Mr. George King, the steward, started as Sergeant in charge of the canteen in 1942. The Club boasts a large collection of regimental badges, all of which have been worn by members, and also runs a Benevolent Fund of its own.

Sheik Mohamed Bir Sir Salmun Al Khalifa, son of the Sultan of Bahrain, recently spent a night at the *Bath Arms Hotel* in Warminster. He had flown over from Washington, at the invitation of the War Office, in order to see a parachute drop on Salisbury Plain.

Mr. W. H. Court, who has been with the Company since 1930, has been appointed Assistant Manager of the 29, Market Place Branch of Arthur Cooper. The Manager is Mr. A. W. Moss, who is a member of Reading Council.

Two well-known stars, Jackie Rae and Janette Scott, visited the *Black Lion*, Naphill, on September 18th, to receive the money raised by the landlord, Mr. G. Hawkins, in aid of the National Spastics Society. This amounted to no less than £141. Jackie was a fighter pilot with the R.C.A.F., and won a D.F.C. during the war.

Members of the Reading and District Hop Leaf Darts League recently handed a cheque for £100 to Mr. E. D. Simonds at the *Castle*, Hurst. This was the proceeds of a sweep on the St. Leger run in aid of the Licensed Victuallers School.

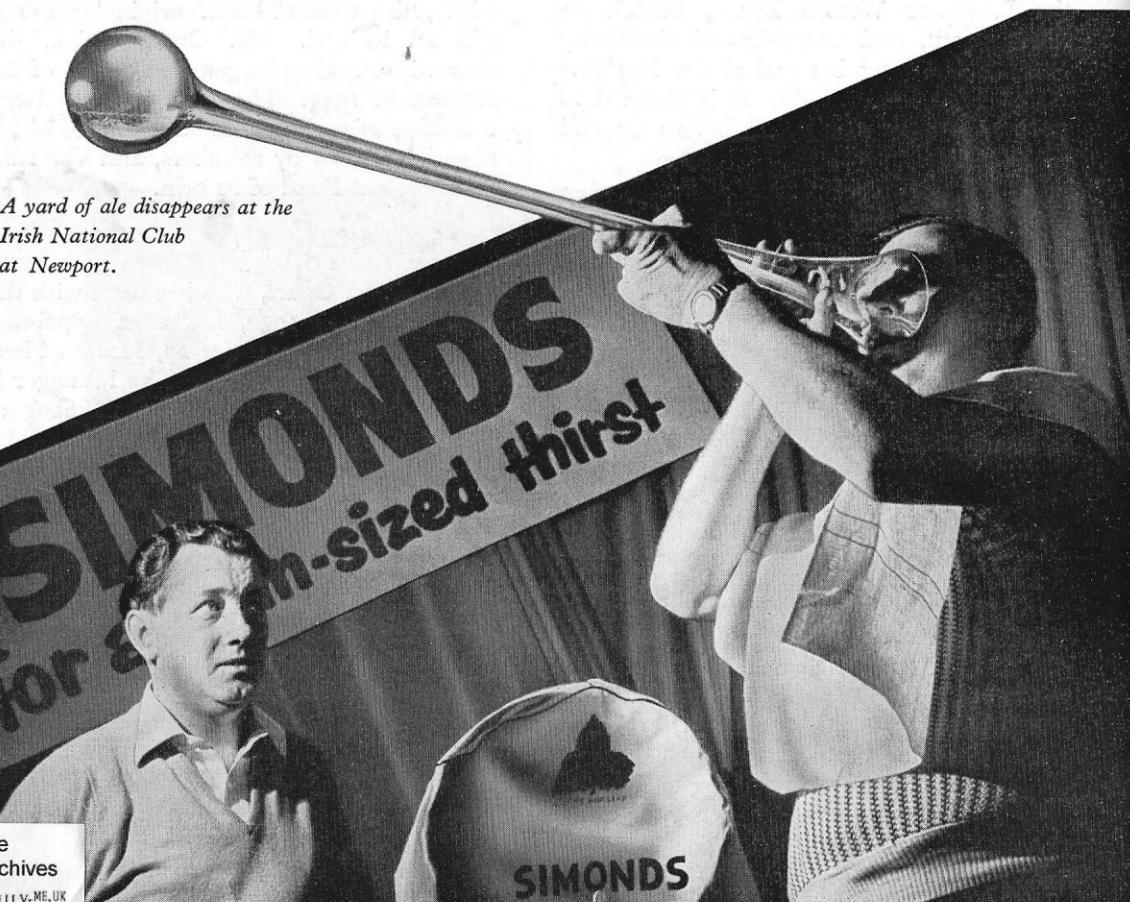
Two more additions to the list of Arthur Cooper shops are the *Which You Please*, St. Levan Gate, Devonport, and No. 259, Fleet Road, Fleet.

The *Which You Please*, which stands opposite the entrance to Devonport Dockyard, incorporates a substantial confectioners' and tobacconists' trade.

The shop in Fleet was purchased from Mr. F. C. Edwards, an old friend of our firm.

The winner was Mr. Richard Stone, who consumed two-and-a-half pints of ale in 47·9 seconds. He received a trophy presented by Councillor Reg Ley, Deputy Mayor of Newport, and an engraved tankard from our Area Manager, Mr. B. H. Quelch.

Mr. Bernard O'Sullivan, steward of the Irish National Club at Newport, organised a "Yard of Ale" Drinking Competition a short time ago which resulted in £50 being raised for charity.



*A yard of ale disappears at the
Irish National Club
at Newport.*

Courtesy of the
Simonds family archives
©SIMONDSFAMILY.ME.UK
Not for reproduction without permission

OBITUARY

It is with great regret that we record the deaths of :

MR. W. B. ADAMS, on August 21st, who for 28 years, apart from a break during the war, had held the licence of the *Swan* at Pangbourne. About eighteen months before his death he moved to the *Bird in Hand*, Sonning Common. Originally in the Merchant Navy, until he married and took over the *Swan*, Mr. Adams volunteered for service in the Royal Navy during the last war, his wife taking charge of the *Swan* while he was away.

MR. A. LUSCOMBE, on August 23rd, who started as a junior clerk in our firm in 1899, at what was then our Octagon Branch at Plymouth. Moving from there to Ludgershall and thence to London, he was eventually appointed assistant manager of our London Branch. In 1919 he was transferred to the travelling staff and covered the military trade in the London, Colchester and Woolwich area. His last appointment was as manager of our Brighton Branch from which he retired in 1947.

MR. W. PITHOUSE, on August 1st, who was tenant at the *Queen's Head*, Windsor, for 24 years. He was in the Machine Gun Corps during the First World War, and was awarded the Military Cross in 1916. Among his interests in the Windsor area was cricket, and he was a well-known member of Slough Cricket Club, for whom he made a number of centuries.

ACKNOWLEDGMENTS

We wish to express our thanks to the following for the use of photographs :
*Union Castle Line, page 2, page 5 (bottom, right); P. & O. Steam Navigation Co., page 3,
(top, left), page 4, (bottom); New Zealand Shipping Co., page 3, (bottom, right); British
India Lines, page 4 (top), page 5 (bottom, left); A Shell Photograph, page 5 (top); French
Government Tourist Office, pages 10, 11 and 12; South Wales Argus, page 25 (top), page 29
(bottom), page 31; Bucks Examiner, page 30.*