

# SIMONDS

## for a man-sized thirst



**BREWED TO PERFECTION**

*This is a reproduction of our latest poster. You will be seeing this, and other lively and topical designs in full colour, on prominent sites throughout most of Simonds' territory during the coming months.*

# HOP LEAF Gazette



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



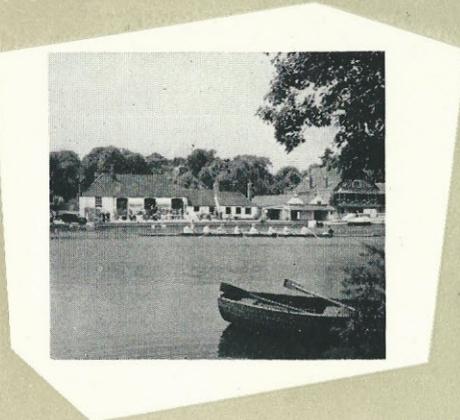
THE HOUSE JOURNAL OF  
H. & G. SIMONDS LIMITED  
OF READING

HOP LEAF  
GAZETTE

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OUR COVER PICTURE

THE PLEASANT summer scene depicted in our cover photograph was taken at Pangbourne. In the background is the *Swan*, one of the riverside inns which will form the subject of an article in our next issue.



CONTENTS

Editorial . . . . .	..	1
The Brewery in Georgian Times	..	2
A new Cold Room for Reading	..	6
The Table Wines of Europe	..	7
824 Squadron	..	11
Areas we serve—Bucks	..	13
A 'Ghost Coach' calls at two	..	19
New Houses	..	21
Hotels and Catering Department	..	23
Wine Tasting	..	24
Fund raising for the L.V. School	..	26
Canned beer at the <i>Tavern</i>	..	28
They came to Reading	..	29
Hopleaves	..	30

Merger

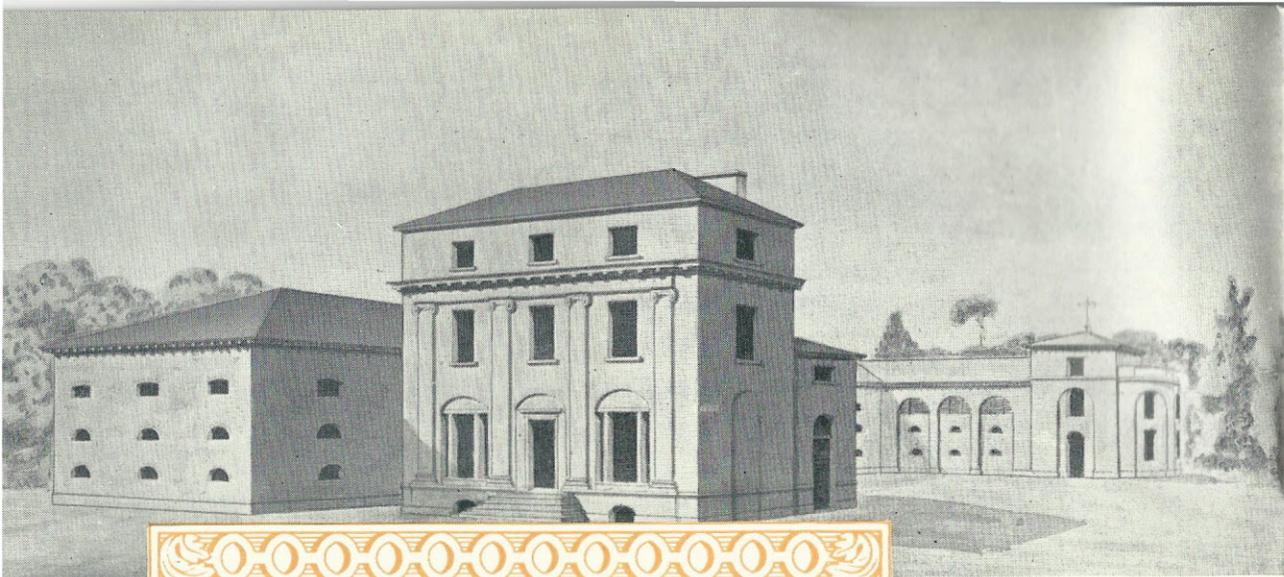
IN our Autumn number we foretold that our Firm would probably link up with our friends, Courage and Barclay, the famous London Brewers.

As we go to Press, all the necessary practical arrangements to put this into effect are in hand, and have the blessing of the Directors on both sides. Much careful work and negotiation has been carried out to ensure an absolutely fair bargain and the future now lies with the Shareholders, who will, we hope, agree to the proposals before them.

All our readers, who are so very loyal to the House of Simonds, will be delighted to learn that our identity will not be lost and all our famous brews will continue to be sold. What is proposed is essentially a merger of two great Brewery Houses who think alike, and not a "take-over", in which one side is blotted out.

We wish all success in the future to the great new Firm of Courage Barclay and Simonds, and we feel confident that we will be joined in this wish by the great British Public, who owe to mergers of this sort the privilege of drinking beer that is both the best and cheapest in the World, in pubs that are the envy of the World.

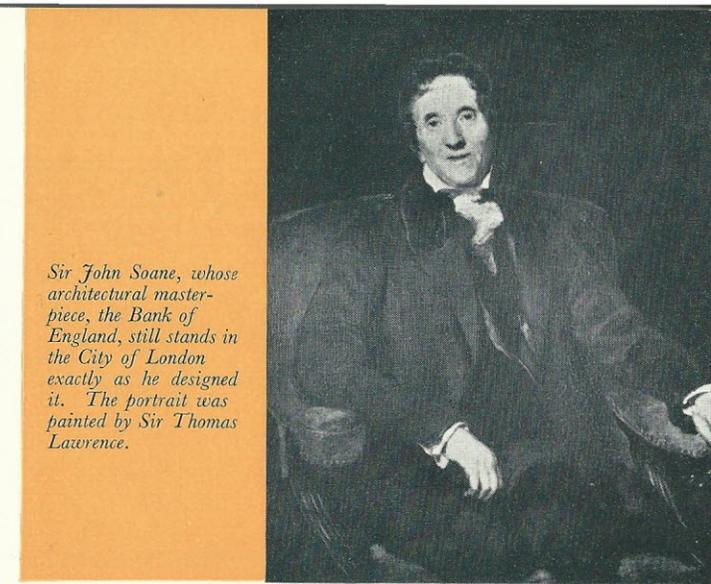
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(Left) A sketch showing the Brewer's House and Brewery as designed by Soane.

Between 1750 and 1800 production increased sixfold, and during this period a tremendous amount of building took place in order to house the new machinery and provide storage space for both raw materials and the completed product. It was fortunate perhaps that this rush into bricks and mortar coincided with the Georgian period of architecture when such as Henry Holland, Adam and Sir John Soane were at the height of their fame. As a result the breweries built then were nearly all excellent functional examples of the simple and unaffected architectural qualities fashionable at that time. Indeed, to quote one observer at the end of the eighteenth century "the sight of a great London brewhouse exhibits a magnificence unspeakable". Unfortunately very few survive.

Many brewers, as a result of their increased prosperity and the fact that quite a few of them had other commercial interests as well, became handsome patrons of archi-



Sir John Soane, whose architectural masterpiece, the Bank of England, still stands in the City of London exactly as he designed it. The portrait was painted by Sir Thomas Lawrence.

itecture, and the buildings they commissioned were often more stately and spacious than were strictly necessary. Some of the best illustrations of the type of brewery building being carried out then are the working drawings produced by Sir John Soane for his friend, Mr. W. B. Simonds, of Reading, at various times between 1789 and 1803.

# The Brewery in Georgian times

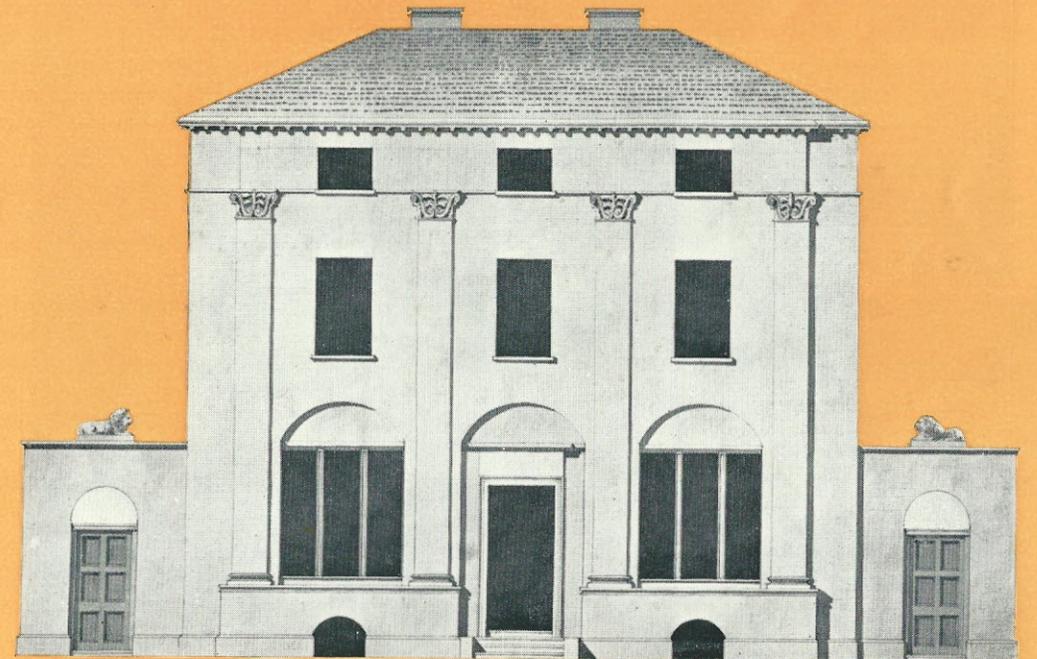


THE EIGHTEENTH CENTURY was one of great development and expansion in brewing circles. In the old days beer was simply fetched from the local brewhouse by customers themselves and paid for on the nail. Thus the brewer had few employees, little or no stock of ales or casks, and he received his payment before having to meet his bills.

In 1722, however, porter was invented as a result of a more efficient brewing process and the mounting popularity of it enabled enterprising brewers, particularly in London, to expand and take over more and more of the trade. This expansion led to a drive for increased production, preferably without adding to overheads. The size of vats, coppers and "backs" was greatly increased so that more could be brewed without

greatly increasing the labour force, and at the same time a good deal of what we would describe as Method Study went on with a view to improving the actual means of production. The principle of pumping or hoisting raw materials to the top of the building and thereafter letting gravity do the work was adopted whenever possible. Malt was ground on the floor above the mash tun and fed into it by chute instead of being carried in baskets, and wort was made to run by gravity into the cooling vessels. The horse, and later the steam engine, took over the jobs of pumping and grinding which hitherto had been manual.

There was also a demand for increased storage space for malt, porter, which took up to nine months to mature, and all the other adjuncts of large scale brewing.



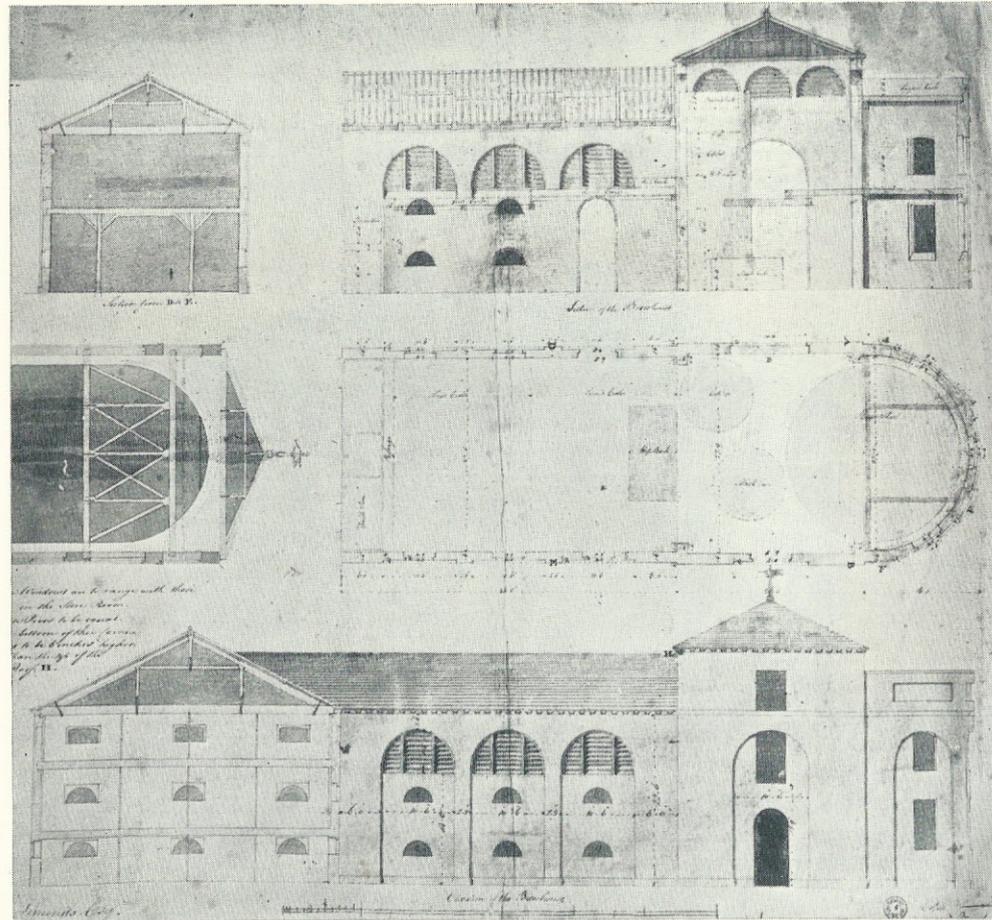
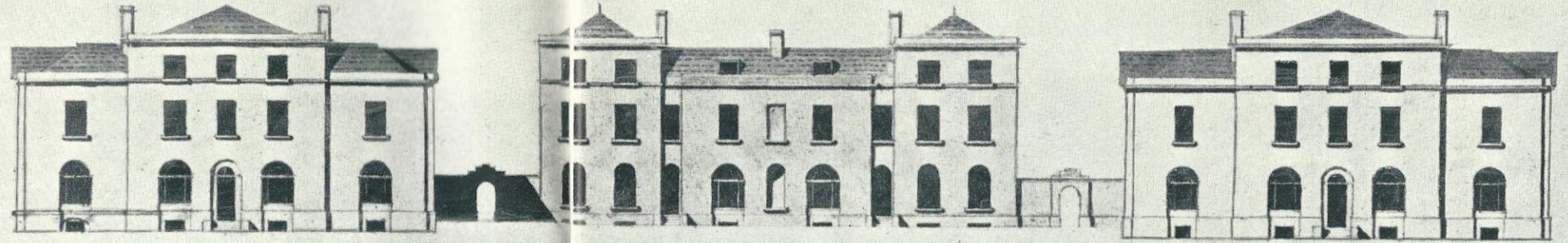
Another of Soane's charming designs for the Brewer's House.

*Design for a row of houses to be erected in London Place, Reading. In fact, the houses were never built.*

*The detailed plans and elevations for the Brewhouse built for Mr. W. B. Simonds by Sir John Soane.*

*W. B. Simonds Esq<sup>r</sup>*

*Design for London Place.*



Sir John Soane was a somewhat individualistic follower of Robert Adam. The son of a mason, he was born at Whitchurch near Reading, and despite a life filled with controversy, became the undisputed head of his profession before he retired in 1833. His intractable temper led to a lifelong feud with his younger son, and in 1810 he was temporarily suspended from Professor of Architecture at the Royal Academy as a result of his criticisms of a brother architect. His life was also clouded by a series of ill-advised libel actions arising from the publication of satirical attacks on his style and designs.

In 1790 we find Sir John busy on plans for a brewhouse and store for Mr. Simonds, which was probably erected in due course, but which has now disappeared without trace. This was the only brewery undertaken by Soane, and an interesting feature of it were the very slender columns which supported the timber beams; they were too slender, probably, to be made of anything but iron, and this would seem to be a very early example of the use of columns of this kind in an industrial building.

There appear to have been a variety of designs for a brewer's house produced from 1789 up to 1803 when, judging by the annotations which appear on one of the plans, agreement was finally reached. The house was built and must have been a

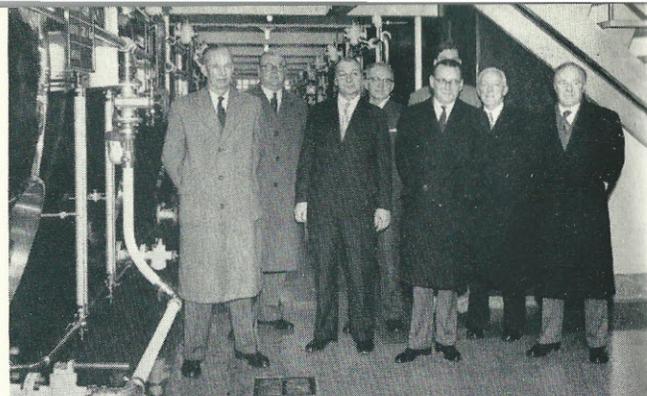
pleasant one to live in with its charmingly arranged and spacious rooms. Eventually, however, with the continued expansion of the firm, the Simonds family moved out of the house to live elsewhere, and it became the head office, finally being pulled down in 1900 when the site was incorporated into the Brewery yard.

In 1794 Sir John also produced a design for a row of houses to be erected in London Place. It is thought that this was probably a speculation which Mr. Simonds had in mind, but which, in the end, never came off, as there is no record of the houses being built, nor is there any sign of them now. A pity, for, as our illustration shows, they would have made a pleasant addition to the town of Reading, which is not perhaps most noted for its architecture.

*The house which Sir John Soane built for himself in Lincoln's Inn Fields is now a museum containing his own designs, models, books and works of art.*



# A NEW COLD ROOM FOR READING



(L. to R.) General Dempsey, and Messrs. H. R. Collier, R. E. Southall, W. J. Watkins, I. M. O. Hutchinson, W. F. Ball and F. C. Day pictured at the opening.

JANUARY 22ND saw the fulfilment of another step in the development of our Company when the new 6,000 sq. ft. Cold Room at Reading was opened by General Sir Miles Dempsey.

It had taken workmen two months to drive large concrete piles fifty feet into the ground to support the weight of the new building, which has been erected above the bottling stores empties yard. It is of reinforced concrete frame construction and contains thirty-six new glass lined tanks, each with a capacity of 143 barrels of beer, giving a total added storage capacity of nearly a million-and-a-half pints.

The Cold Room was planned to cater for the increasing demand for high quality

bottling beers for our home and export trade, and is one of the largest installations put into operation by a British brewery since the war.

The glass lined tanks are arranged in two tiers, on either side of a hundred feet long working gangway running the whole length of the Cold Room. This layout made it possible to install the tanks in two insulated chambers, each with asphalt faced cork outer walls, which line the gangway and working space. Tank fittings project through these walls, so as to allow operating work to be carried out in clean hygienic conditions and at normal room temperature. All the most modern cold store techniques have been incorporated in the new installation.

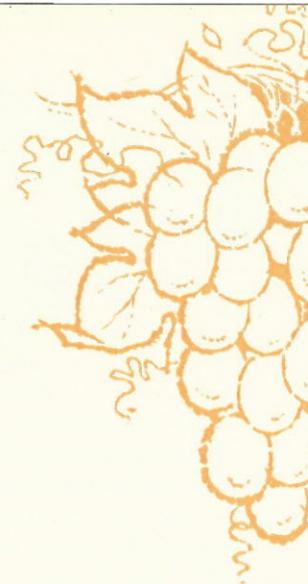


*A view of the bottom tiers of tanks in the Cold Room. General Sir Miles Dempsey is shown filling the first tank at the opening ceremony.*

Courtesy of the Simonds family archives

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# The table wines of Europe



# Champagne

by P. H. Manners-Wood



*Steps leading down to the underground champagne cellars.*

ALTHOUGH CHAMPAGNE is not strictly a Table Wine it is also not a fortified wine such as Port and Sherry. The French call it "the wine for every occasion", and so, in this first article on the individual wines of Europe, it is proposed to describe some of the interesting details of its production.

Genuine Champagne is made from grapes grown in the officially delineated region of Champagne, situated about one hundred miles east of Paris and spread over the Aisne, Marne and Aube Departments. The most important region is the Marne, particularly the area round the towns of Reims, Epernay and Chalons.

Champagne is a wine of such exact

properties that only certain vineyards are considered to possess the right soil, geographical position and exposure to the sunlight to ensure the bearing of grapes of the particular quality required for blending. When vintage Champagne is made, wines of different vineyards of the same year are blended together and it is for this reason that the finished wine is not known under a local name, but by the name of the Shipper. Therefore a vintage Champagne is not really a vintage wine in the ordinary sense, as it is not made solely from grapes from one vineyard. Non-Vintage Champagne is also a blend, but the wines used are not all of the

same year, which does not necessarily mean that it is an inferior product.

Although still wines have been made in the Champagne area since pre-Roman times, it was not until about three centuries ago, in the reign of Louis XIVth, that a sparkling beverage first appeared. This discovery was due to the experiments carried out by a monk called Dom Perignon, who was in charge of the wine cellars at the Abbey of Hautvillers. It was he who tried out various blends and discovered that if a bottle was properly stoppered and the wine was allowed to go on "working" in it, the result was a delicious sparkling wine—provided the bottle did not burst! It took years of further experiment before fermentation could be controlled sufficiently so that there was not too much waste through this bursting of the bottles. Nowadays, however, the 'méthode champenoise' process is carried out so scientifically that accidental losses are negligible.

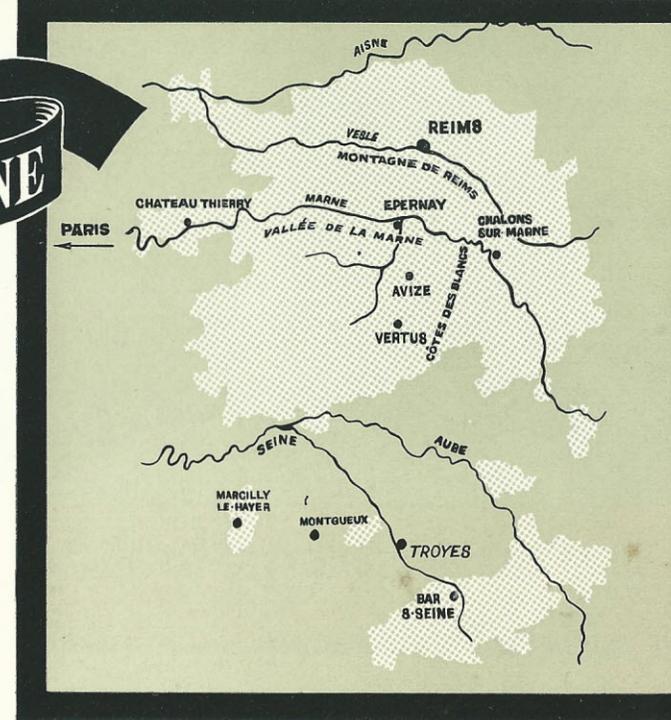
As already explained the best Champagnes are blended, using wines from different strains of grapes and choosing certain proportions of grapes from various parts of the Champagne region. An interest-

ing point here is that the bulk of champagne is obtained from black grapes, or from a mixture of black and white, with black preponderating. As in the case of all genuine Table Wines there is no artificial constituent introduced and fermentation is absolutely spontaneous. It is quite wrong to imagine, as many people do, that Champagne is a wine made from white grapes into which carbonic acid gas, or what is called aeration, is artificially introduced.

As to the soil in the Champagne area, this is mainly composed of sand and lime with a rich iron content which is particularly propitious for the growth of the Pinot black grapes. The climate in this most northerly of the French wine areas gives, in good years, just the right amount of warmth to yield a dry, light wine.

The Champagne grapes are harvested in October and firms usually have vineyards in various districts, so that the correct mixture of growths and vineyards can be attained. After picking, the grapes are taken to the press houses and pressed straight away, the juice being put into Shipper's casks and carried to their cellars. Natural fermentation

*The vendage near Reims.*



takes place in these casks and gradually by the following Spring the wine becomes clear and bright.

Many Champagne cellars originally were ancient Roman stone quarries and those at Epernay and Reims are well worth seeing. They are virtually underground towns covering hundreds of square miles, and housing many millions of bottles of Champagne.

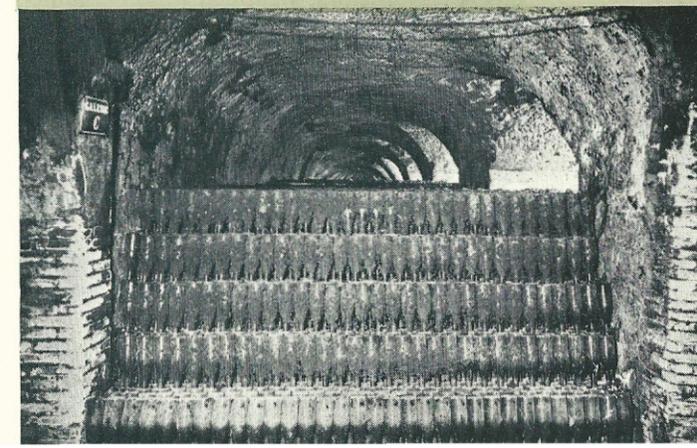
The time has now come for the wine to be assessed and made up into blends or cuvées in vast vats, containing thousands of gallons, where the wine has to "marry" together. When the time for bottling comes, a small amount of "liqueur de tirage" is added, consisting of cane sugar dissolved in wine of the same quality. The interesting thing here is that the small amount of sugar added sets up a second fermentation in the bottle and the temporary corks have to be secured firmly in place with steel wire in order to prevent them from exploding.

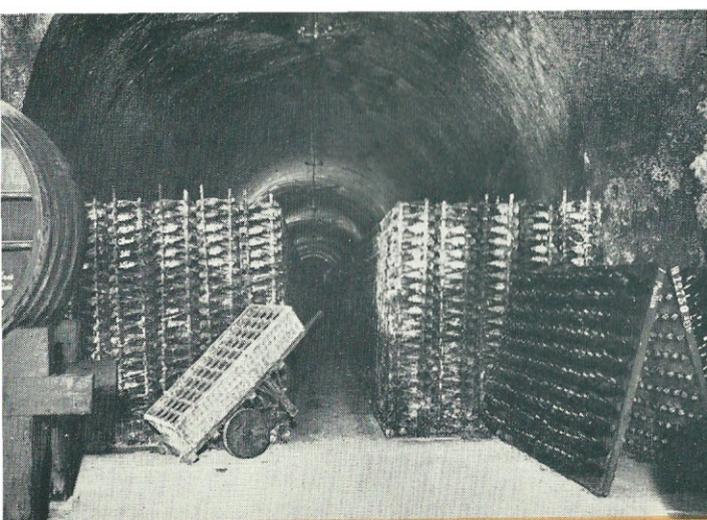
Next, the bottles are placed in "pupitres", special racks, which hold the bottles with their necks slanting downward. A splash of whitewash is placed on the upper side of each bottle to indicate its original position in the rack. Owing to the action of the added sugar, which causes re-fermentation, the wine grows cloudy and throws down a fine deposit. During this time a gang of specially skilled workers go along the miles of "pupitres" giving each bottle a small turn, and leaving it with the chalk mark a quarter of a turn to the side. This operation is repeated at intervals until the chalk splash has made a full circle.

The rotation of the bottle eventually

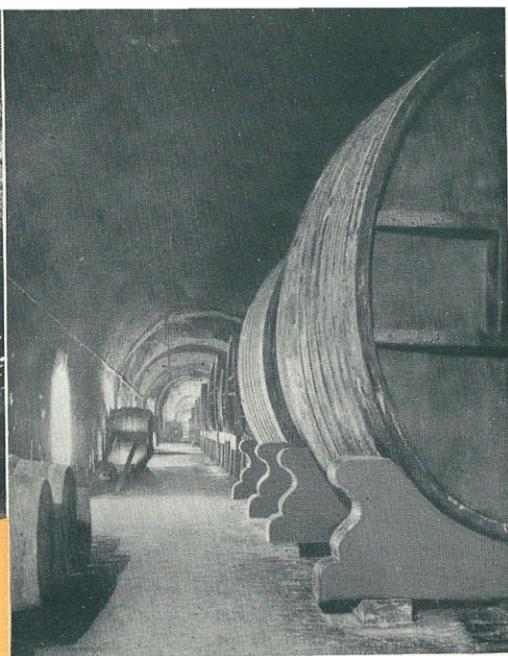
causes all the sediment to settle on the cork and when the secondary fermentation is finished the wine is ready for "disgorging". This means, in effect, uncorking and removing the sediment collected in the neck. In modern practice the necks of the bottles are frozen in a special machine, causing a plug of ice, containing all the sediment, to form on the inner end of the cork; thus when the steel wire is taken off, the plug of ice is exploded from the bottle. This leaves the bottle not quite full, and in order to make up the deficiency a "liqueur d'expédition" is added,

*Bottles of wine with the sediment in the necks awaiting "disgorging".*





(Top) A "Pupitre" or rack can be seen on the right of this picture of the cellars.



(Right) Blending vats for the making up of Cuvees of Champagne.

which is composed of a little cane sugar dissolved in old wine. A new cork, bearing the name and brand of the Shipper, is inserted and wired on, and the bottles are then binned in a horizontal position where they usually remain for five or six years until they are ready for the market.

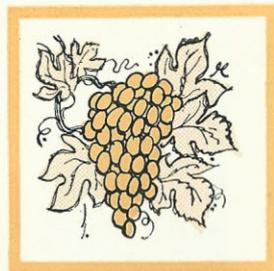
The composition of the "liqueur" varies according to the characteristics of the wine and the market to which it will eventually be shipped. Some countries such as the U.S.A. and Scandinavia prefer sweeter wines, while others prefer something drier; this is particularly so in Great Britain, which has always been a traditional market for "Brut" or natural champagne.

When the wine is ready for shipping to the various world markets, the bottles are wiped clean of dust, "dressed" in their labels and gilt foil, wrapped in tissue paper, covered in straw jackets, and packed in the traditional wooden cases. These cases usually contain twelve bottles, but sometimes twenty-five or thirty according to the market. The normal bottle of Champagne contains about one-fifth of a gallon. Half-bottles are popular and some firms market wine in quarter bottles, especially for serving as apéritifs in bars. There appears to be a growing demand for Magnums which contain two bottles, and

there are also Jeroboams (four bottles), Rehoboams (six bottles) and Methuselahs (eight bottles).

The corks used for Champagne are rather expensive because they are made of several layers of different kinds of cork bonded together. By doing this the loss of wine through imperfections in the cork is considerably reduced.

It is evident that the making of Champagne is a long, complicated and expensive process, and therefore that it will never be a cheap drink because so much money goes into the processes of making, bottling and packaging it. Nevertheless, its versatility and the fact that no celebration is complete without this gay and sparkling wine ensure its ever-increasing popularity.



A close-up of a helicopter in flight. The Hopleaf emblem can be seen painted on the side.

# 824 SQUADRON

OUR READERS will no doubt welcome the news that the firm has "adopted" 824 Squadron Royal Navy, and that the squadron's aircraft carry the Hop Leaf emblem.

The squadron was formed originally in 1933 for duty on the China Station, and was in action throughout the last war in such widely separated places as Ceylon, Alexandria, Tripoli, Freetown, Norway, the North Atlantic and Russia. Due to the vicissitudes of the service it has been disbanded and reformed on various occasions, the last disbandment being on April 20th, 1959. However, the squadron was commissioned once more on November 3rd, 1959, being equipped shortly afterwards with six Westland Whirlwind helicopters. Since then they have been busily "working up" at Culdrose and Portland, and have recently embarked in *Ark Royal* for service in the

Mediterranean until the late summer, when they will return to home waters.

The complement of the squadron is about fifteen officers and seventy-five men, which includes an American Naval Officer, who is attached for two years.

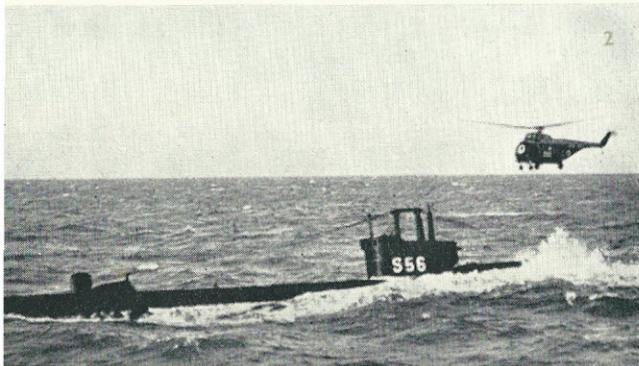
The Westland helicopter is British built, but the design is based on the American Sikorsky S.55 machine. The normal crew consists of a pilot, observer and asdic operator; the pilots and observers being officers and the asdic operators sailors loaned from their parent branch of the Navy for aircrew duties.

The helicopter is extremely versatile and can be used to perform many roles, but its primary tasks in the Navy are the detection and destruction of submarines and search and rescue duty.

When functioning in an anti-submarine role, the helicopter hovers about fifteen feet



above the sea and then lowers its asdic "aerial" into the water. Asdic is really a form of underwater supersonic radar, so that when a submarine is picked up in the asdic beam the instruments in the aircraft tell the operator the range and bearing of the target. The helicopter carries a homing torpedo, which, if dropped in the vicinity of the submarine, will search for it, lock on and chase it until eventually a hit is scored.



When used for search and rescue the helicopter is fitted with an electric hydraulic winch with a strop or loop attached to the end of the winch cable. This allows the helicopter to hover above a man in the sea, for example, let down the strop and then hoist him up into the helicopter cabin.



In days gone by each aircraft carrier normally had a destroyer attached to it to act as "plane guard". This task entailed the rescue of aircrew from the sea if they got into difficulties when landing on or taking off, or if they had engine trouble in the air and had to bale out. This role has now been taken over more efficiently by the helicopter and with a great saving in manpower.

Other tasks undertaken by the squadron include airborne taxi rides for V.I.P.'s, the delivery of mail and supplies to ships at sea and the conveyance of the sick or injured from ships to shore hospitals.

Altogether, an interesting and varied life, and we wish Lt.-Commander Frank Steel and his flying sailors the best of luck. We shall hope to meet them socially and on the sports field whenever they find themselves within reach of the Simonds' "parish".



- 1 *One of 824 Squadron's Helicopters comes in to land.*
- 2 *Hovering above a submarine.*
- 3 *A helicopter carrying out its anti-submarine task.*
- 4 *A flight of helicopters in the air.*



*A charming country pub—the "Harrow" at Hughenden.*

## Areas we serve ...BUCKS

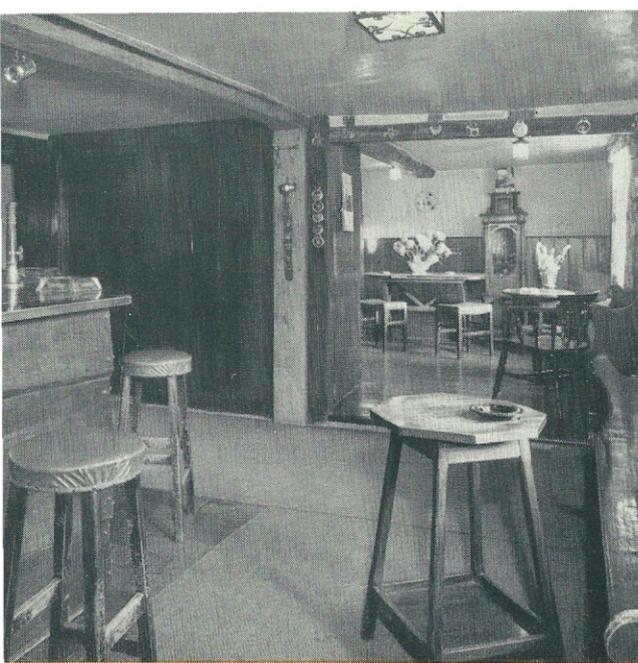
ALTHOUGH it is so near London, Buckinghamshire is still one of the most attractive and unspoilt counties in England. The great industrial centre of Slough continues to voraciously swallow the countryside in its vicinity, but not far north of it lie the Chilterns, their slopes still clothed with beech woods. A network of small roads connect the villages which often, even now, are relatively untouched by the hand of commerce.

The traditional craft here is chair turning, and High Wycome has prospered and now is the main centre of the furniture industry. Further north the country is largely agricultural, and the habits and traditions built up through the centuries are jealously maintained. In the market town

of Buckingham, for example, the curfew still rings out regularly each night at 8 p.m.

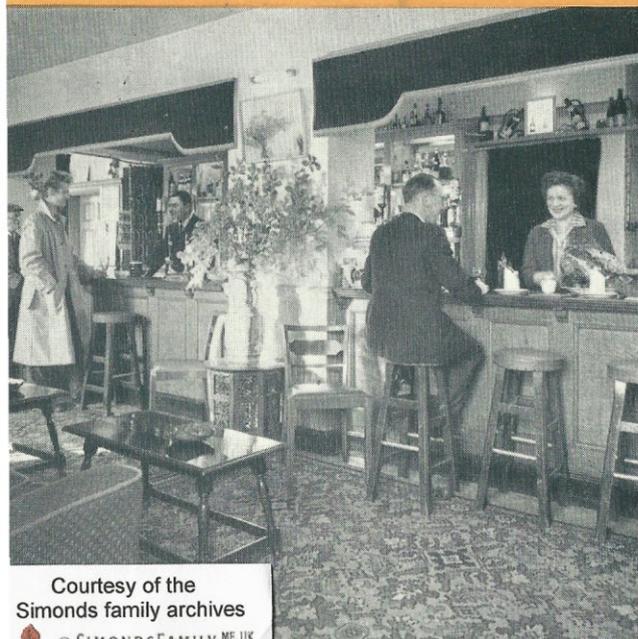
Its proximity to London and its charm have attracted many famous men to the county throughout history. The Plantagenet Kings had a palace at Brill, and King John a hunting lodge near by. John Hampden and Edmund Burke both had close connections with Wendover, and Disraeli lived at Hughenden. William Penn, the Quaker who founded Pennsylvania in America, is buried in the village of Jordans.

Among poets who have been inspired by the beauty of the Chilterns were Shakespeare, John Milton, John Masefield and Thomas Gray, who wrote his "Elegy" in Stoke Poges churchyard. In recent years "Chequers", near Wendover, has become the official



The bar at the "White Hart." Mrs. E. C. Gibbs's family have held the licence at this ancient inn for over 70 years.

Mr. and Mrs. Young entertain at the "Black Prince." The customers are (left to right): Messrs. A. H. Heybourne, R. Nye and R. A. Boardman.



country residence of the Prime Ministers of England.

Throughout the county Simonds houses are to be found, the concentration being thickest in the Wycombe and Slough areas. Most of those in Wycombe Borough itself have been previously described in the GAZETTE, and so it was decided, on this occasion, to concentrate on the rest of the county apart from a brief excursion across the border into Oxfordshire.

Our first call was at the *White Hart* in Watlington, where Mrs. E. C. Gibbs has held the licence for seven years. Her aunt was there before her and, all told, the house has been in the family for 70 years. The first record of the *White Hart* occurs in 1537, but it may well be much older than that. Up to the time of King Henry VIII it was the only inn in the town, and the Manorial Court was held there. An unusual curiosity is the old Polyphon automatic musical instrument bought by Mrs. Gibbs' grandfather, which still produces a melodious tune, which is perhaps more than one can always say for its descendant, the juke box.

The *Pig and Whistle* at Postcombe, where Mr. A. S. Bird has been "mine host" for the past two years, is well situated on the main London-Oxford road, and Mrs. Bird was busily preparing a late breakfast for some passing travellers when we were there.

An attractive country pub, not far from Radnage, is the *Crown*. Mr. J. Swan, who served for twenty years in the Navy—twelve of them in submarines—has been there for the last ten years.

The *Black Prince* occupies a splendid site at a junction on the main road where it enters Princes Risborough. The house is most attractive looking both inside and out, and Mr. and Mrs. J. G. Young have made the most of the passing trade by building up a reputation for really excellent snacks and grills. Mr. Young managed a house in the West End before coming to Princes Risborough, and has been in the trade for twenty years. The inn owes its name to the fact that the Black Prince, the warrior son of Edward III, owned the Manor House

nearby, where he stayed between wars.

Speen is a good example of the type of unspoiled rural village which can still be found by the discerning amongst the Chiltern Hills, and the ancient *King William IV* fits perfectly into this background. Mr. and Mrs. J. L. Sanderson had not been there long when we called, and the premises were due shortly for redecoration. Once the dust has settled, the *King William IV* should prove an attraction, particularly in the summer, to those in search of a genuine corner of mediaeval England.

It is often difficult to discover much of the history of old country inns, usually they have just existed quietly through the ages, perhaps being adapted or extended from time to time; always the convivial hub of local social activity, but not necessarily the back drop to world shaking events. The *Harrow* at Hughenden is one of these; it is certainly very old as is evident from the beams, the big open fireplace and bread oven in the

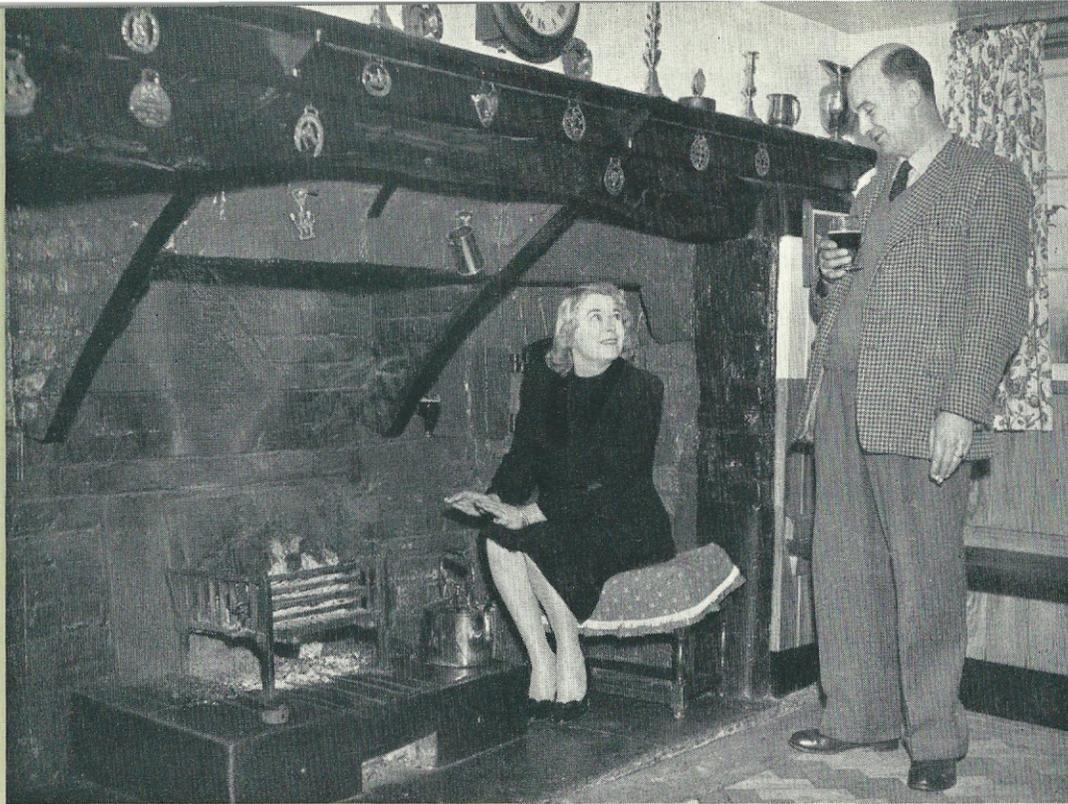
public bar, but not a great deal is recorded about it. Mr. and Mrs. D. H. Gray have been there since he left the Police Force three years ago, but Mrs. Gray's parents held the licence for twenty years before that. This is a charming country pub where simplicity is the keynote.

The *Black Lion* at Naphill is another old house which has been added to through the years. Mr. and Mrs. C. G. Hawkins, who have been there for three years were well known before at the *Reindeer* in Reading. Much of the trade is provided by the R.A.F. from nearby Bomber Command H.Q.

At the *Wheel*, also in Naphill, we ran into Mr. L. H. Riches, who was licensee of the *Blacksmiths' Arms* for thirty-five years until it was closed. A feature of this old house is Mr. and Mrs. J. H. Franklin's collection of more than three hundred drip mats which are pinned to the beams. Mr. Franklin forsook insurance in Bristol five years ago to come to the *Wheel*.

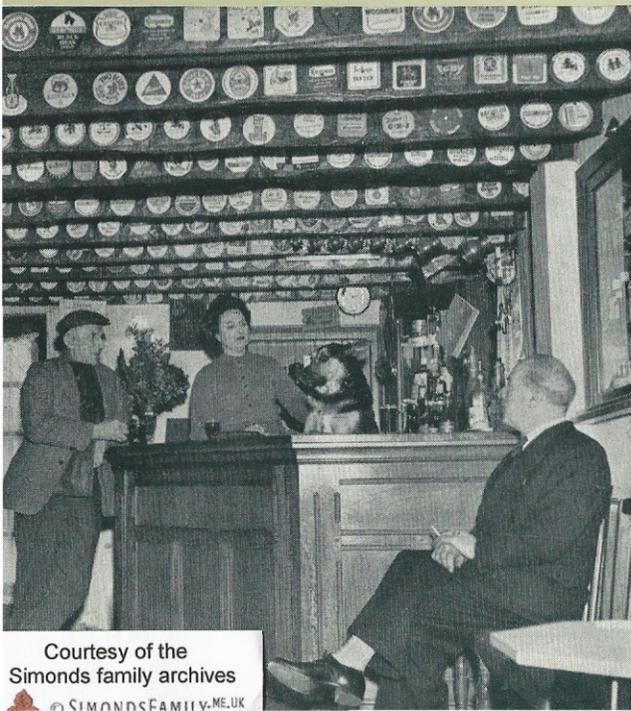


Mrs. Sanderson poses outside the "King William IV", with Mr. G. J. King and Corporal K. J. Collett, R.A.F.



An array of drip mats on the beams at the "Wheel". (Left to right): Mr. L. H. Riches, Mrs. Franklin and Mr. L. T. Hinves.

There's nothing like an open fire on a winter's day—Mr. and Mrs. Gray at the "Harrow".



Courtesy of the Simonds family archives  
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Mr. G. D. Cooper, who has recently taken on the *White Lion* at Cryers Hill has led a varied life, having divided his time between the Foreign Office, the Navy, and the Agricultural Service in Ghana. The bar, with its cosy and inviting atmosphere, is one of the most charmingly furnished that we have come across during our travels. Mrs. Cooper is French, and the snacks and grills which she offers are unusually tempting.

The *Cherry Tree* at Flackwell Heath is run by Mr. G. W. T. Sword and his wife, and caters mainly for the housing estates which are springing up all round. Another well known house in the same locality is the *Magpie*, where Mrs. E. Ball has held the licence for 28 years.

To reach the *One Pin* at Hedgerley one drives through a stretch of some of the loveliest woodlands in the county. Banks of rhododendrons line the lanes, which must be a sea of colour in early summer. Mr. W. G. Gaskin, who has been at the *One Pin* for 23 years, is the very quintessence of a



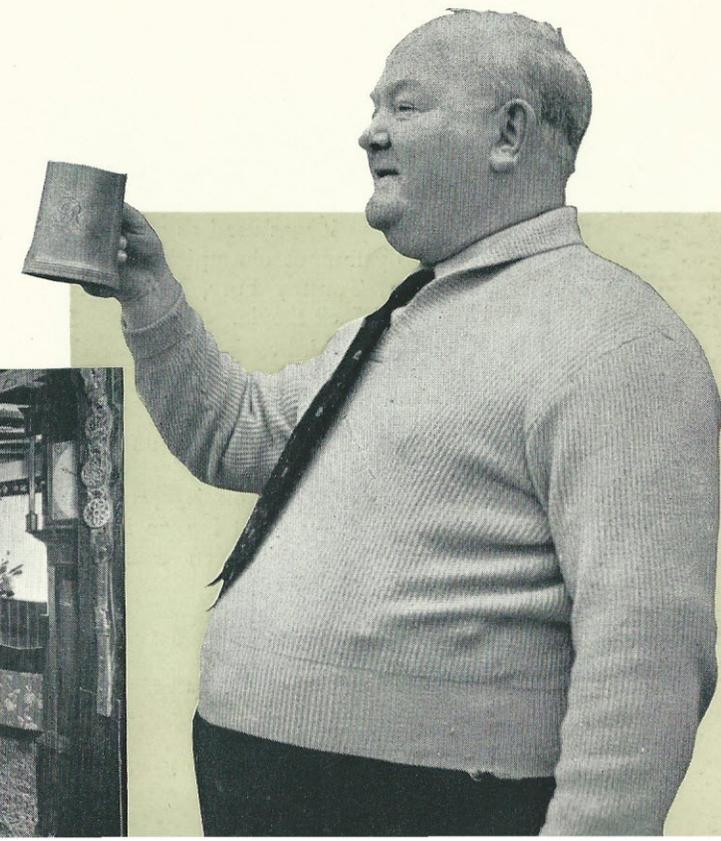
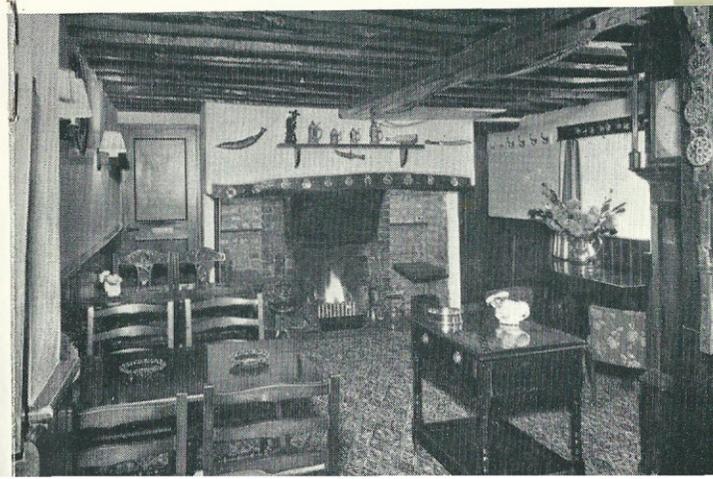
Mr. and Mrs. Hawkins pictured with Whisky (the cat) and Suki outside the "Black Lion".

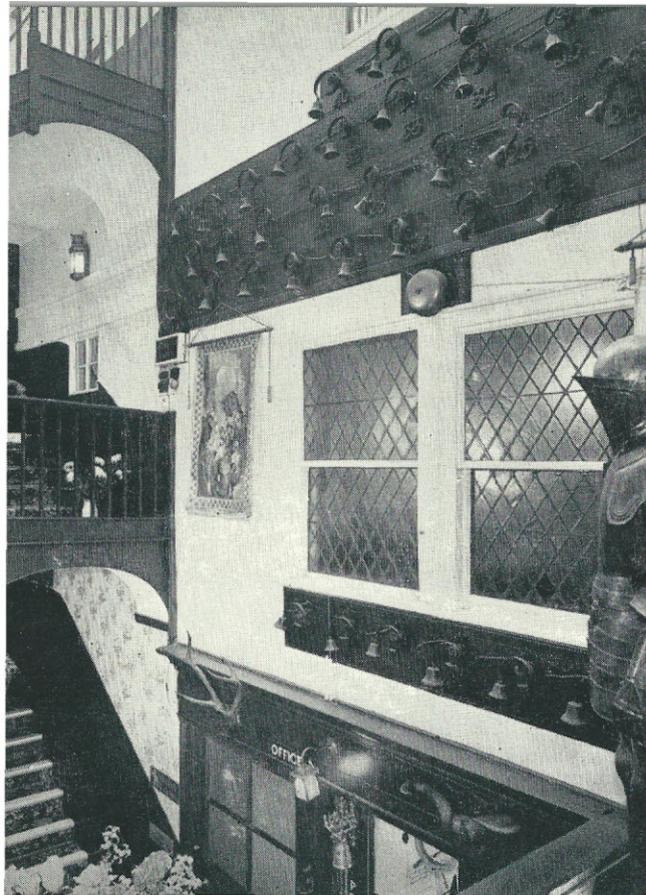
jovial Dickensian landlord. The place is very ancient with one of the most picturesque bars to be found anywhere. A large portion of the film "Genevieve" was made at the inn, and the cast spent over three weeks there.

Mine Host at the "One Pin"—Mr. W. G. Gaskin.

Mr. L. C. Hall, apart from an interlude in the Royal Engineers during the last war, had been a tea planter all his life until taking on the *White Hart* at Worthing, near Basingstoke, whence he moved to the *Black Horse* at Iver some two years ago. This house is well sited and is much frequented by those connected with the film studios at Pinewood.

A cheerful fire burns in the bar at the "White Lion".





*An unusual view of the staircase at the "Royal Castle," showing the old house bells, which are still in working order.*

the vibration of the old bed.

A woman in white is said to flit silently down some of the more empty corridors at dead of night. She has sometimes been seen, the last occasion being when a new chambermaid arrived at the hotel. On entering her room she saw a pale-faced woman in a white gown apparently resting on the bed. The woman quickly got up and with an indistinct murmur passed soundlessly out of the room.

About twenty years ago the stableman (now deceased) made no secret of his communings with the unseen world. Recently a guest saw an elderly, roughly-dressed man walking slowly down a passage. The guest was so surprised at his appearance that she mentioned the fact to someone who had known the stableman. The guest's description corresponded exactly with the man's known appearance when he worked at the hotel.

Anyone visiting the *Royal Castle* for the first time is not only impressed by its mellow charm and distinctive atmosphere, but by the profusion of old weapons—swords, cutlasses and duelling pistols—which are used to such decorative effect in the public bar.

Three of the swords, a cutlass and two cavalier swords were discovered after a wall had been demolished during the renovations in 1945. One of the cavalier swords has a blade of Toledo steel, still sharp and keen, and the hilt bears a Spanish crest.

Among the hotel's most treasured possessions is a four-poster bed which King Charles II slept in during a visit to Dartmouth.

The hotel itself dates from 1639—as can be seen from the Register of Leases—and the New Quay on which it stands was built in 1584. Hence the wealth of oak panelling and ancient beams are quite authentic, and typify the solid excellence of one of South Devon's most popular hotels—renowned alike for its comfort, good food—and ghosts.

had to make an early start the following morning, and, to ensure she did so, a courier rode over from Totnes.

A curious fact is that now, just before the ghost coach and four is heard, there is the unmistakable sound of a single horse drawing up outside the hotel

There was also a sealed room in the hotel which was discovered by an architect guest. Interested in the old building, he had been measuring up the interior and found that some of the space was unaccounted for. Closer inspection revealed the sealed room which has now been opened under the supervision of Mr. H. I. Staveley, our Devon Area Surveyor. It is believed to be a "Priests' Hole", an ecclesiastical refuge built into many houses during the religious persecutions of the 16th century.

In the room immediately above, mysterious sounds have been detected from time to time, which are usually caused by

## NEW HOUSES



### GIANT GORAM

THE "GIANT GORAM" was opened on December 10th by Lt.-General Sir Charles Allfrey, the first pint being drawn by Mr. Tom Pyper, Bristol City Entertainments Officer, who originally started the Goram Fair in Bristol, which has now become an annual event.

This attractive new house is situated in the centre of the Lawrence Weston Estate, which lies on the river between Bristol and Avonmouth. Its name is derived from the legend of the twin giants Goram and Vincent.

Long ago these two brothers were looking down from the heights on to the lake situated where Bristol now stands. On the spur of the moment, they decided to make themselves famous for ever as public benefactors by cutting a channel from the lake to the sea, thus making the Avon Gorge as we know it. They only had one pickaxe between them, so they dug in shifts, throwing the pickaxe, with a warning shout, from one to the other six times each day. However, one day Goram took a nap after lunch, failed to hear Vincent's warning cry, and was killed when the axe struck his skull. Vincent finished the Gorge alone, buried his brother at the mouth of the river, and erected over his grave the tumulus known today as Denny Island.

The vantage point giving the best view of the famous Gorge is known now as St. Vincent's Rocks and in Blaise Castle Woods a high limestone cliff, called Goram's Chair, can be found. If further proof be needed as to the truth of the legend, then there is the giant's footprint in rock, which



*Mr. Tom Pyper tries the first pint at the "Giant Goram", while General Allfrey and Mr. Pennington look on.*

measures fifteen feet across, on one of the paths leading to Blaise Castle.

A noteworthy feature of the *Giant Goram* is the way in which movable screens have been used to partition the public bar from the skittles bar, and the skittles bar from the skittles alley itself. Thus all the partitions can be thrown open to give a pleasant air of spaciousness for everyday use or, for a special occasion, the skittles alley can be isolated, either with or without its own special bar. The house is centrally heated and has a refrigerated cellar.

Mr. and Mrs. Alan Pennington have taken on the management. He is a former member of Bristol Police Force.

*Mr. and Mrs. Pennington pictured at the opening.*



# NEW HOUSES



## YEW TREE INN

THE "YEW TREE INN", West Pontnewydd, which was opened on December 17th by Lt.-General Sir Charles Allfrey, is the first licensed property to be situated within the boundaries of Cwmbran New Town. Sir Charles, in a short speech, paid particular tribute to the splendid way in which all those connected with the New Town had helped at every stage of the planning and erection of the new house. The first pint was drawn by Councillor Percy Jones, Chairman of the Cwmbran Planning Committee, who said that he felt that the *Yew Tree* would provide an excellent pattern for other new houses in the area.

The public bar at the *Yew Tree* contains a wrought-iron fireplace which forms a most attractive "centre piece" and there is a movable partition between this bar and the skittles alley, so that they can either be separated, or run together to form one big room. There is no noise from the skittles alley as the balls are made of rubber.

The house is centrally heated and the cellar is refrigerated so that customers can enjoy a perfectly chilled beer even in the hottest weather.

Mr. and Mrs. R. D. Baker have taken on the management, and, being natives of Cardiff, know the area well.



Councillor Percy Jones proposes a toast to the "Yew Tree". Also in the photograph are (left to right): Mr. B. H. Quetch, Mrs. Baker and General Allfrey.



A glimpse of the Lounge Bar at the "Yew Tree".

# Hotels and Catering Department

## New Management

MR. JOHN L. HASTINGS took over control of the Hotels and Catering Department on 1st January, and Mr. G. C. Bousfield was appointed to act as his assistant. Mr. Hastings joined the Company in 1949. He was educated at Culford School, Bury St. Edmunds, and in 1939 joined the flying branch of the Royal Navy, serving ten years. He left the Navy with the rank of Lieutenant-Commander, and during his war service was awarded the Distinguished Service Cross. After initial training within the Hotels Department, Mr. Hastings spent nearly two years in intensive hotel training in Switzerland and London, and was appointed Assistant Manager of the Department in 1954.

He is now a member of the Executive Council of the Caterers Association of Great Britain, of the Reunion des Gastronomes, a Chevalier du Tastevin, and a member of the Hotel and Catering Institute. In addition, he serves on three committees within the industry—The Education Committee of the



Mr. J. L. Hastings.

British Employers' Confederation, the National Committee for the Training of Three-Year Cooks, and the Equipment and Supplies Committee of the British Hotels and Restaurants Association.

His hobbies are cooking, sailing small boats and stamp collecting.

Mr. Bousfield joined H. & G. Simonds Ltd. in 1953, being appointed Manager of the *Gerston Hotel*, Paignton. After spending nearly four years in the West Country he left to take over the management of the *Queen's Hotel*, Farnborough, which he relinquished in December, 1958, to carry out an extensive training programme prior to his new appointment.

## Presentations to Mr. H. C. Davis

BEFORE HE RETIRED on December 31st, Mr. H. C. Davis, received a number of parting gifts. At the *Grosvenor House Hotel*, Caversham, on December 2nd, Mr. E. D. Simonds presented him with a leather-bound book containing extracts of his Annual Reports to the Board since he took over the Department. He also received a radiogram and a record voucher for £25 from the Hotel Managers and Departmental Staff. Others present at the luncheon were Mr. J. L. Hastings, Mr. C. P. T. Wadlow, Mr. G. C. Bousfield, and hotel managers and manageresses. Mr. W. Goddard, chef at the *Bath Arms Hotel* and Mrs. D. Kent from the *Tumble Down Dick* represented long service members of the staff, Mr. Goddard presenting Mr. Davis with a portable typewriter, a gift from the hotel staff as a whole.

Mr. H. C. Davis receives a "Golden Retriever" tie from Mr. E. D. Simonds during the luncheon given in his honour at the "Grosvenor House Hotel".

On December 29th Mr. Davis had lunch with the Board and was presented with a suitably inscribed gold cigarette case. This was followed on the same day by the presentation by Mr. J. D. Richardson of some Simonds shares which had been subscribed for by Mr. Davis' colleagues in the Brewery.





*Wines laid out for tasting in the cellar.*

## wine tasting

A WINE TASTING was held at Reading on the 6th and 7th October last for Free Trade customers. Our representatives welcomed them at 10 a.m., and parties of a dozen or so were escorted to the Wine and Spirit Department for a tour of the stores and cellars.

A route had been especially planned to enable the visitors to see as much as possible and the cellars were suitably decorated with vines and tools of the trade. On view were pictures of wine in the making, displays of particular wines and spirits and notices giving information of interest on many aspects of the trade. Members of the staff were at hand to provide any technical information

required. Our guests showed great interest and were impressed by the quantity of wine held under one roof.

The tour over, they were escorted out of the Department to the cellar under the main office building where large stocks of wine are maturing. Here, tables were laid out for the actual tasting against a background of large bins of Claret and Burgundy. Subdued lighting created just the right atmosphere and the visitors were given a choice of over a hundred wines to taste, which were specially selected from our extensive list.

After tasting the Table Wines they were directed to a separate part of the cellar, and

under full lighting were able to sample a wide range of Ports and Sherries.

Having carefully compared the samples on display and taken a note of those which interested them, our guests were guided by their escorts back to the Wine and Spirit Department where they were entertained to a buffet lunch on the roof.

Tables were set under a large canvas marquee, which was open at the side to let in the brilliant sunshine which graced the occasion. The flower arrangements and the attractively presented buffet produced a delightful effect and both hosts and guests appeared amply satisfied with the whole proceedings as they sipped the last of their Beaune '53.

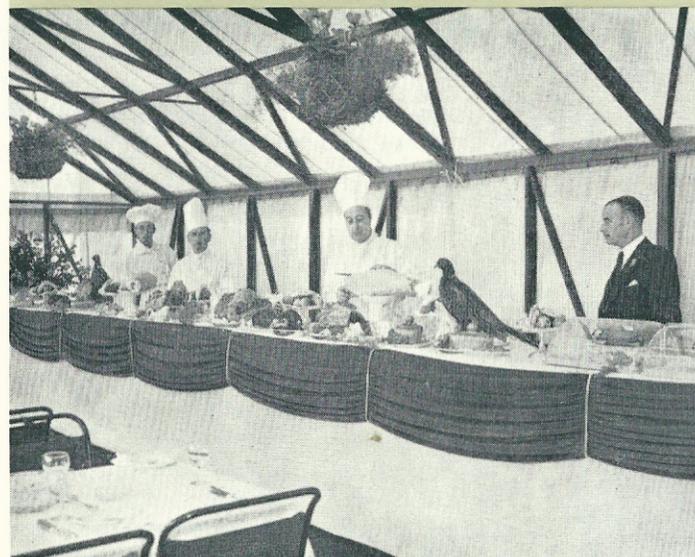


*Which is it to be? An expert makes up his mind.*



*Mr. H. C. Davis, Hotels and Catering Manager, has a last look at the buffet before the guests arrive.*

*Another view of the cellars showing the display of wines.*





*Mr. E. D. Simonds receives a bucketful of halfpennies from Mr. L. J. Robbins.*

## Fund raising for the L.V. School

AS MR. DUNCAN SIMONDS' year as President of the Licensed Victuallers' School drew to a close, efforts to raise funds for the School reached a new level of intensity.

Many ingenious ideas were forthcoming—for example Mr. L. J. Robbins, of the *Sun*, Reading, collected a bucketful of halfpennies and in the West Country Mr. G. R. Holman and Mr. A. J. Sorrell organised a Challenge Darts Match between all the Brewery Leagues in the area, while tenants' dances were organised at Reading and at Bridgend.

Teams taking part in the Darts Match at

Plymouth were drawn from the Tivvy League (Messrs. Starkey, Knight and Ford), the Plymouth Brewery Darts League, the Red Hand Darts League (Messrs. Ind Coope) and our own Hopleaf Darts League. The final of the Individual Championship was fought out between Mr. W. Smith, of the Red Hand League, who eventually won, and Mr. A. Hyne, of the Hopleaf League. The Team Championship was won by the Hopleaf League, who defeated the Tivvy League fairly easily. The prizes were presented by Councillor G. E. H. Creber, and

dancing until 1 a.m. rounded off a gay and pleasant evening for the eight hundred people present.

Another Challenge Darts Match was organised by some of our licensees in the High Wycombe area, who took on their opposite numbers from the Reading area. The event was staged at the Town Hall, High Wycombe, and hundreds of spectators turned up to cheer on the representatives of their "locals". Mr. E. D. Simonds was present, and dancing took place until 12.30 a.m. A return fixture, in the form of a social evening, to be held at the *Station Hotel*, Twyford, is being organised at the time of going to press.

The dance at Bridgend, held at the Drill Hall, was mainly organised by a committee of tenants, Mr. R. G. Potter (*Star Hotel*), Mr. J. Davis (*Royal Oak*), Mr. E. B. Philpott (*Walnut Tree*) and Mrs. N. Griffiths (*Three Horse Shoes*) being the moving spirits. Our local Branch, led by Mr. F. R. Scott, gave every assistance and, in order to cut down expenses, the bar was manned by the office and manual staff, with Mr. C. L. Carvill (Chief Clerk) in charge. Mr. E. D. Simonds attended the dance which was voted an outstanding success by the 300 people who attended it.

The Reading Licensees' Ball was held at the Town Hall, and although it coincided with the heavy snowfall on January 14th, some 550 people attended. Music was provided by Joe Loss's Ambassador Orchestra and there was an excellent cabaret which included the Martini Girls and the Burns Brothers from the West End.

The principal guests of the evening included the Mayor and Mayoress of Reading, Alderman and Mrs. A. Haslam, the Chief Constable, Mr. A. Ireson, the Governor of the Licensed Victuallers' School, Mr. H. Spence, and Mr. and Mrs. K. P. Chapman.

The Committee organising the event was composed of four senior members of the Estates Department and five licensees, under the Chairmanship of Mr. S. H. Spurling.

A special feature was the array of really



*A happy group of licensees taken at the Reading Ball.*

splendid prizes provided for the raffle and tombola, all of which had been given by individual friends or business associates of our Company. As a result of this generosity and the hard work put in by the Committee about £400 was raised for the school at this thoroughly successful dance.

Another original idea was produced by Messrs. Mackinlay's, who recently arranged a lecture and film show on Scotch Whisky for groups of our tenants in the Bristol and Cardiff areas. At the conclusion of each of these two functions Messrs. Mackinlay's donated a giant one-gallon bottle of their whisky, for which a draw was made, £51 being raised.

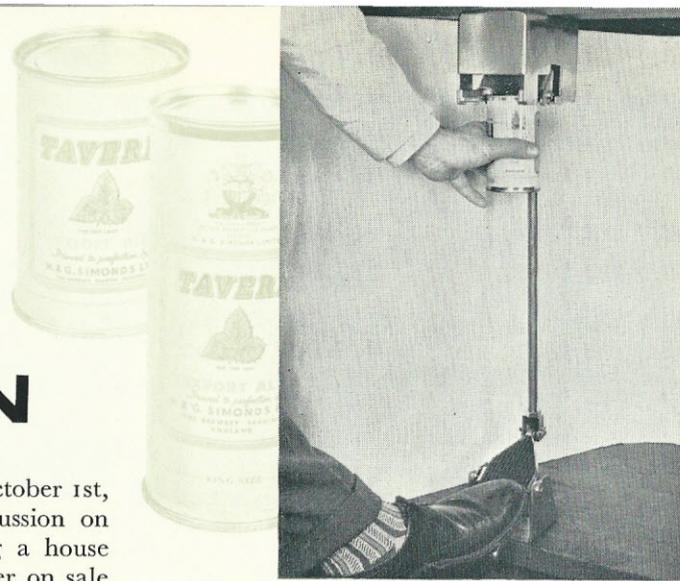
*The Hopleaf League Captain, Mr. R. Pyne, receives the Team Trophy from Mr. G. Creber at the combined Breweries Darts League Championships at Devonport.*



# Canned Beer at the TAVERN

THE OPENING of *The Tavern* on October 1st, 1959, stimulated a lot of discussion on the merits or otherwise of having a house with only canned and draught beer on sale and not a bottle in sight. As readers of our last issue will remember, the *Tavern* sells no beer in bottle and has a most ingenious system for the dispensing of full cans and their disposal when empty. This system was devised by the Metal Box Co. Ltd., in conjunction with our own staff and, since it is entirely new, we thought that some photographs of it in action would be of interest to our readers.

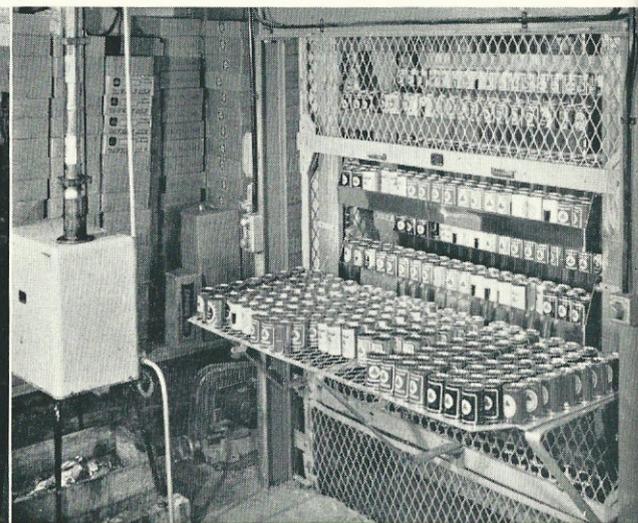
The conveyor shown in our picture rotates slowly so that cans are raised automatically from the cooled cellar to the bar, in readiness for serving at the ideal



*A handy device, the foot-operated opener.*

temperature. Empty cans are placed in a chute which deposits them in the automatic crushing machine in the cellar. Another particularly useful gadget is the foot-operated can opener installed behind the bar.

It is now some seven months since the *Tavern* opened, and it is satisfactory to find that the canned beer experiment has proved extremely popular and that sales are well above average; in fact, plans are in hand to introduce a "cans only" policy into other Simonds houses in due course.



*A picture of the conveyor behind the bar counter showing the for immediate service.*

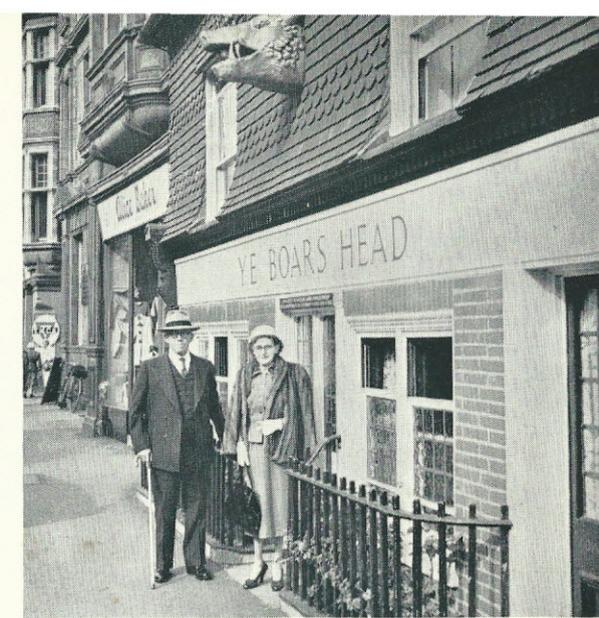
*In the cellar. On the left is the automatic can crusher, fed by a chute from the bar, and on the right the conveyor.*

## They came to READING

DURING THE COURSE of a year a good many people from distant parts of the world visit the Brewery, and so we thought that it would be of interest from time to time to say something about them—here, then, are the first four :

Mr. and Mrs. Hugh Eames, of Reading, Massachusetts, visited us last year during a trip abroad. The trip was the gift of the citizens of his home town on the occasion of Mr. Eames' retirement as Fire Chief.

Many years ago the Fire Station in Reading used to stand on the site of the yard of the Arthur Cooper Shop next to the *Boar's Head* in Friar Street, and when a new headquarters of the Fire Department in Reading, Massachusetts, was being erected not long ago, a stone from the yard was flown over to be incorporated in the new building. Mr. Eames was interested to see



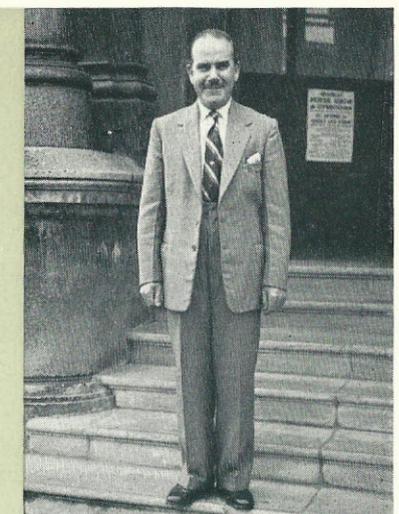
*Mr. and Mrs. Hugh Eames outside the "Boar's Head".*

where the stone came from, and afterwards had lunch with some members of our firm.

The two other visitors shown in our photographs both hail from the West Indies. Mr. Vernon C. Knight is a director of Da Costa & Co. Ltd., who are our agents in Barbados, and Mr. E. C. Bradbury is General Agencies Manager of the Trinidad Trading Co. Ltd., Port of Spain, who are our agents in Trinidad.



*Right : Mr. E. C. Bradbury.*



*Left : Mr. Vernon C. Knight.*



*Some good things go into the Christmas pudding at the R.N. Hospital, Plymouth.*

## Hopleaves

THE LICENSED VICTUALLERS' School Festival Banquet was held at the Connaught Rooms on March 15th, with our Joint Managing Director, Mr. E. D. Simonds, presiding. An account of the dinner and photographs will appear in our next issue.

Since our last issue went to press there have been two additions to the list of Arthur Cooper shops, bringing the total to fifty-seven.

In October the business known as C. J. Vaughan at 6 St. Nicholas Road, Barry, was purchased. Founded originally in 1865 it is believed to be one of the oldest in Barry. Mr. E. D. Walker, who had been with Vaughans for many years, has remained on as Manager. The premises are also being used as a depot under the direction of the Manager of our Newport Branch.

In November, Griffin's Stores, 38 Albany Road, Cardiff, were taken over, this being the first Arthur Cooper shop in the Welsh capital city. Mr. Harold Kidner is Manager.

Our photograph of the Christmas pudding being mixed at the Royal Naval Hospital, Plymouth, suggests that the final result must have been potent and nourishing. When the camera clicked both Luncheon Stout and Rum were being added!

An enterprising effort came to fruition when the new skittles alley was opened at the *Old Inn*, Minety, by Mr. R. C. Pitts, our Swindon Manager. For years the customers at the *Old Inn* had wanted an alley, and so when Mr. and Mrs. Vincent Read took over,

about 18 months ago, they determined to convert an old building originally used as a forge and stable. Our firm provided building materials, whereupon Mr. Read and his customers turned to with a will. It took a volunteer labour force of ten about two-and-a-half months to complete the work. The volunteers included a grocer, two farm labourers, a welder, a draughtsman, a theological student, the manager of an agricultural implement firm, a scrap merchant, and a carpenter and bricklayer to add a professional touch!



*Mrs. Vincent Read watches her husband try out the bowling alley at the "Old Inn".*

To celebrate their notable achievement in winning the Championship League Trophy for the third year in succession, our Plymouth Manager, Mr. C. R. Holman arranged a special presentation of the trophy to the Ladies' Darts Team of the *No Place Inn* on December 17th. Additional Cups were presented to the individual house champion and runner-up, Mrs. A. Husband, and Mrs. E. Norris.

An excellent spread of food was provided by Mr. and Mrs. J. Darlington and the



*Mr. C. R. Holman presents the League Trophy to the Ladies' Darts Team of the "No Place Inn".*

Darts Club at the inn, and a really jolly evening's entertainment was enjoyed by all.

The *White Lion* at Goring Heath has become the hub of the local sporting world since Mr. J. S. Stokes took over the licence some five years ago. The South Berks Hounds meet there once or twice a year, and the inn is used as the area headquarters of the Supporters Club. Mr. Stokes keeps a stock of poles for repairing fences, and his bar is a well-known meeting place for all those interested in field sports from every walk of life.

*The South Berks Hounds meet at the "White Lion".*





*The Brewery Yard during the Christmas rush.*

For months before Christmas the members of the Darts Club at the *Golden Eagle*, Slough collected subscriptions and held competitions to raise money. As a result of their efforts every old age pensioner who was a customer of the house received ten shillings and a small bottle of spirits at Christmas, and five guineas each was sent to Upton Hospital Old People's Ward, the Sunshine Homes for Blind Babies and the Park School at Slough. Far from being satisfied with this effort, the landlord, Mr. David Dean, has promised to improve on it next year.

A presentation was made earlier this year to Mr. Ralph Davies, steward of the Original Band Club, Aberaman, to commemorate his 21 years of service to the Club. The presentation was made by the Secretary, Mr. Harry Hicks. Others present were the Club Chairman, Mr. Frank Owen, and our own Mr. W. Wright. This old established

Club has traded with Messrs. Rogers, of Bristol, and Phillips and Sons, of Newport, and ourselves for over 50 years; the first two firms having since come under the "Hop-leaf" banner.

Two trainee cooks from the *Pack Horse Hotel*, Staines, Messrs. J. Bedford and G. Thresher, gained a Bronze Medal at the Hotel and Catering Exhibition in January. The class for which they entered called for three typical English dishes, and they produced a glazed and decorated pike, a roast saddle of lamb garnished with vegetables, and baked Bramley apples with meringue.

A further success was gained by Mr. Gerald Thresher, when he won a Certificate of Merit in Class 9 (*Pâté en croute*). This was a particularly good effort as Mr. Thresher, although a trainee cook, was competing in a senior class.

## OBITUARY

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

MR. J. B. J. DOE, on November 1st, who had held the licence at the *Prince of Wales*, Feltham, since 1946. Prior to taking over the *Prince of Wales* he had been employed at the Brewery as Chief Clerk of the Hotels Branch. He joined our firm in 1919, and was an active member of the Brewery Concert Party and a keen cricketer.

MR. G. H. JAMES, on December 14th, who had been tenant of the *Woodbine Inn*, Cirencester since 1940.

MR. H. G. SMITH, on November 17th, who had been tenant of the *Crispin* at Wokingham since 1933, having previously held the licence at the *Printers' Arms*, Reading, for five years.

MR. J. L. D. BARRY, on February 8th, after a long illness patiently borne. He had been licensee of the *Swan*, West Wycombe, since 1940, and was at one time the Chairman of the High Wycombe and District Licensed Victuallers' Association.

MR. G. S. SANDY, on February 17th, who had been tenant of the *Rising Sun*, Wokingham, since 1946.

### ACKNOWLEDGEMENTS

*We wish to express our thanks to :*

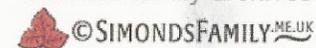
*The Trustees of the Sir John Soane Museum, the Architectural Review and Mr. Brian Spiller for photographs and material used in the article "The Brewery in Georgian Times".*

*The "Herald Express," Torquay, for material used in the article "A Ghost Coach calls at two".*

*And to the following for the use of photographs :*

*French Government Tourist Office, page 7 (top right), page 8 (bottom left); Messrs. Moët et Chandon, page 9 (bottom right), page 10 (top left, and top right); Western Morning News, page 27 (bottom right) and page 31 (top right); Wiltshire Newspapers Ltd., page 31 (left centre).*

Courtesy of the  
Simonds family archives



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