

Treat yourself to a
TAVERN



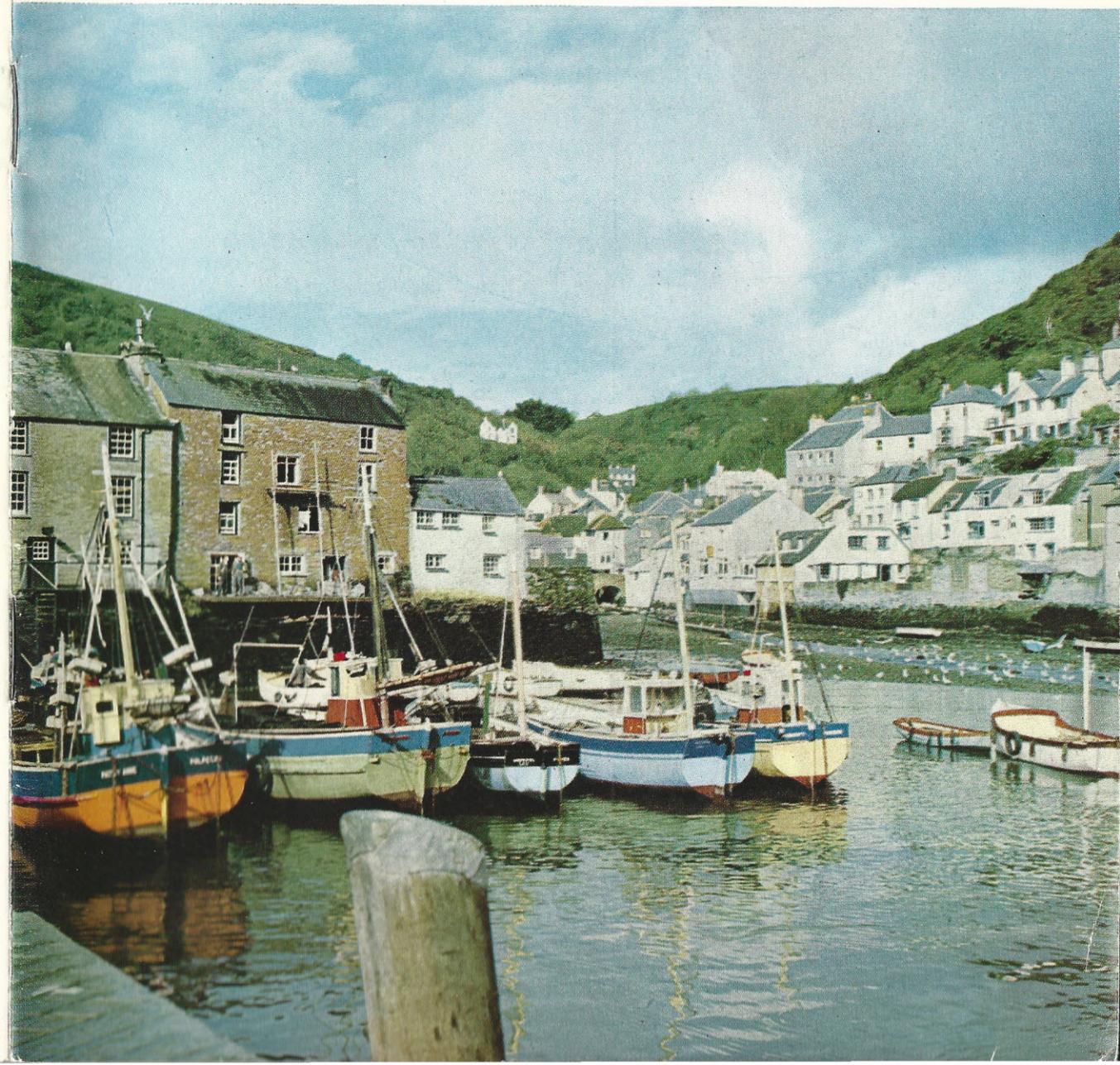
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HOP LEAF
Gazette



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



OUR COVER PICTURE

THE PICTURE ON OUR COVER IS OF THE CHARMING LITTLE CORNISH FISHING VILLAGE OF POLPERRO, WHICH IS A GREAT TOURIST ATTRACTION IN THE SUMMER.



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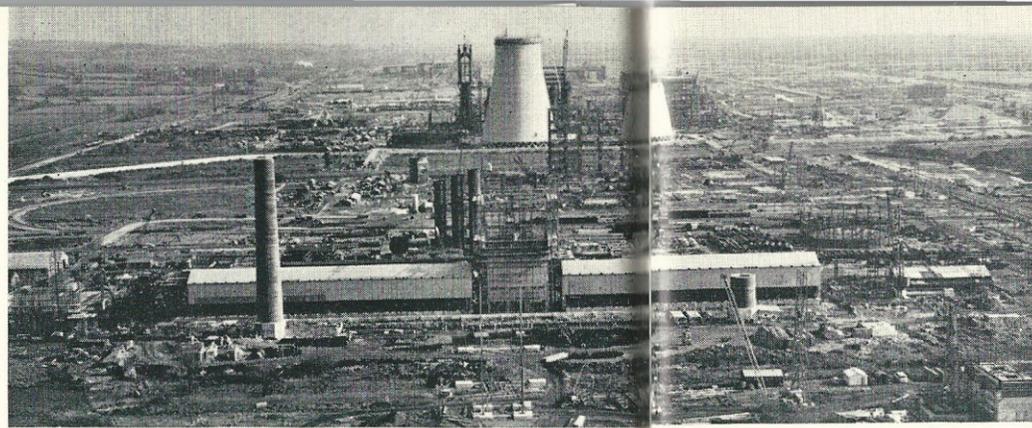
New Ally

IN 1933 the late Mr. Eric Simonds, who was at that time our Managing Director, made our first incursion into the fine western City of Bristol by acquiring the business of Roger's Brewery. That brought us for the first time into contact with the great Bristol brewing house of Georges, whose splendid Brewery on the banks of the Avon is one of the prominent sights in the centre of Bristol. Over the years we learned greatly to respect these new friends and adversaries; they provided us always with competition that was keen but clean; their standards of integrity and care of their Beers and their Houses were always of the highest order; and they never failed to help their small neighbour when in need.

After the war Georges absorbed the Bristol United Breweries, the only other concern then brewing in Bristol, and so established a very strong position, but one on which they never presumed.

Now the wheel of fate has spun a very large circle very quickly, and we find that our old foes are in the same camp with us, after negotiations which have now passed into history. We welcome them whole-heartedly as allies, and this welcome extends to their Directors, Staff, workpeople, and to all their Tenants and Managers. We look forward to many happy and fruitful years working together to the good of all of us and, in particular, to the good of the people of Bristol.

**SIMONDS
SERVE**

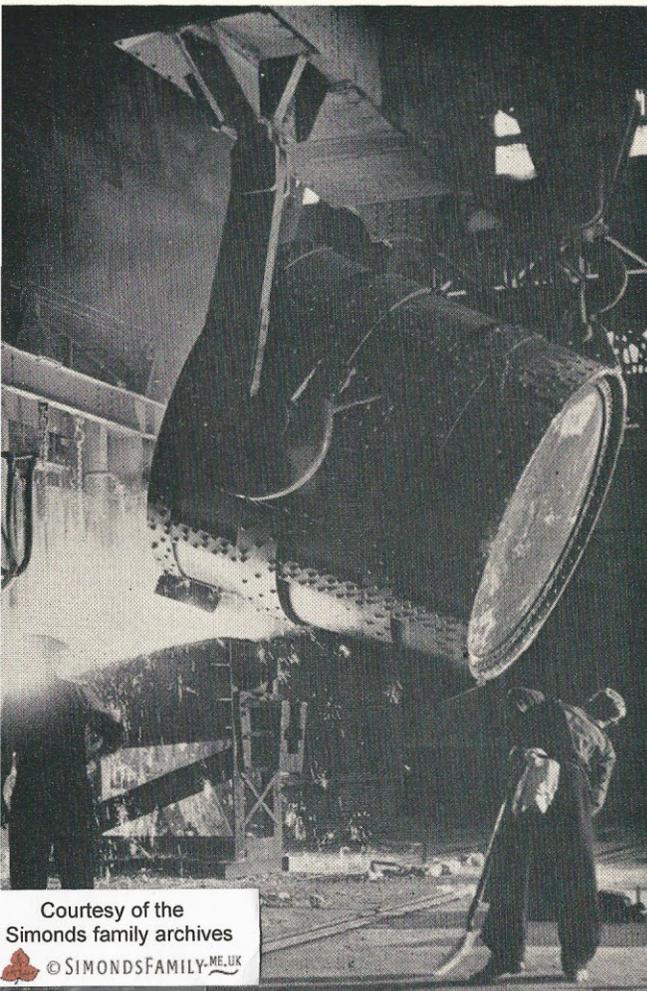


(TOP LEFT) A view looking East across the site of the Spencer Works, which is being constructed for Richard Thomas and Baldwins Ltd. at Llanwern.

(MIDDLE RIGHT) At the Docks Conservative Club, Newport. Mr. S. J. Soffe (Chairman) chats to the Club Steward, Mr. Dicky Draper.

(BOTTOM RIGHT) The Hot Strip Mill, Finishing Stands and Runout Table at the Abbey Works.

Industrial Wales



FOR anyone interested in Trade or Commerce, South Wales is an exciting place in which to be. Since 1945, industry has expanded and diversified in the areas around Cardiff, Newport and Swansea in a way which could hardly have been imagined in the dreary days of unemployment between the wars, and such long term projects as the Severn Bridge and the new steel works being built at Llanwern for Richard Thomas and Baldwin indicate that the boom is by no means over. Cwmbran New Town and a host of other housing projects have followed in the wake of new industry and much is also being done to improve the trunk roads leading into the area.

Entering Newport in the train one passes along no less than three-and-a-half miles of new construction work at Llanwern and one ceases to be surprised at the way the local population is increasing as a result of people being attracted by the employment offered by such new enterprises.

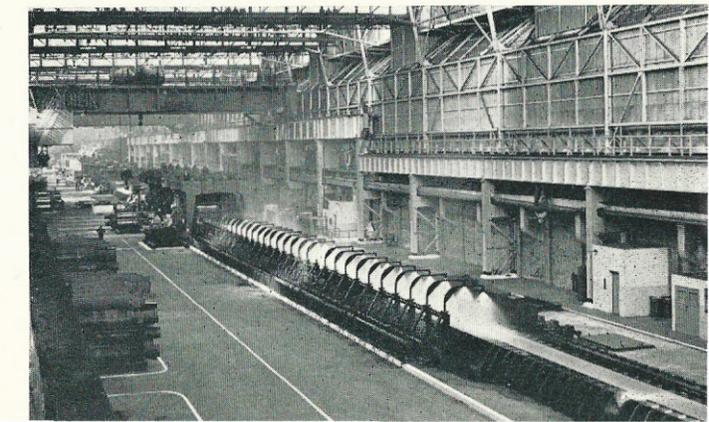
Fortunately our firm is well placed to serve the needs of this bustling area, with a Brewery in Newport itself and a Branch at

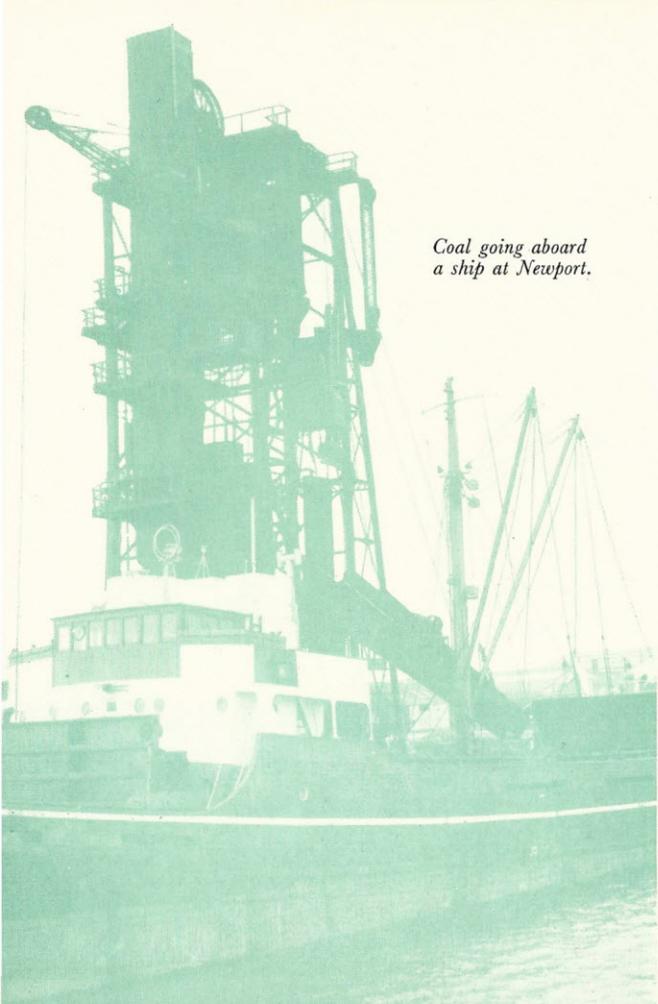
(BOTTOM LEFT) Hot metal being poured into a 200-ton Open Hearth Furnace at the Abbey Works of the Steel Company of Wales.

Bridgend in Glamorgan. Thus, in addition to the numerous tied houses in South Wales which bear the Hop Leaf emblem, we also supply an increasing proportion of the Free Trade there. This includes clubs and canteens connected with every kind of industry from steel to chemicals and coal.

The foundations of Welsh prosperity were built on coal, and it is still a busy industry employing many thousands of people. A typical example is the Cwmcarn Pit, near Risca, where some 500 men are employed getting steam coal which is mainly used by the railways and power stations. Such men as Mr. C. Franklin, who has worked there for 53 years, have witnessed an astonishing transformation from the days of the pit pony and mining by hand to the present-day use of belt conveyors and the electric cutter.

Many of the men who work in the pit belong to the Working Men's Club in Cwmcarn, where Simonds Beers are a favourite drink. Rugby football is almost a religion with the Welsh and two well-known names in this sphere, both members of the Club, are Mr. W. E. Tamplin and Mr. F. E.





Coal going aboard a ship at Newport.

Bowdler. Mr. Tamplin himself won the Military Medal with the South Wales Borderers, and his son captained the Welsh team, while Mr. Bowdler is the proud possessor of sixteen international caps.

Coal is no longer exported through the Newport Docks to anything like the extent that it used to be, but instead the new steel works in the area have brought an increasing influx of iron ore ships from such countries as Sweden, France and Africa. This has led to an extensive modernisation programme, including the provision of specially powerful tugs to handle these big ships.

When visiting the Docks Conservative Club, one of several clubs and canteens serving the Newport dock workers, we were lucky enough to meet Mr. S. J. Soffe, Captain of the tug *Llanwern*, who kindly arranged for us to have a trip round the docks to see what really went on.

Accordingly we boarded the *St. Woolos*, a sister tug to the *Llanwern*, captained by Mr. T. C. Welton, and set off. Both these tugs are new and, although one has diesel and the other diesel electric engines, each develops some 1,200 horse power. They turn



on a sixpence, and it is quite an eye opener to travel in one. We made a complete tour of the docks and were able to see a variety of ships at close quarters unloading iron ore and general cargo or loading coal and tin plate. Afterwards we returned to the docks canteen to sample the A.K. and Tavern there.

The Abbey Works of the Steel Company of Wales at Port Talbot are an impressive sight by any standard, and they have been aptly described as a City of Steel. The Company was established in 1947 and now, as a result of continuous expansion, three million tons of steel are produced each year, and seventeen thousand people work there round the clock. The Company has erected a magnificent club for their employees with every kind of amenity, including a golf

course. We were welcomed by the Secretary, Commander J. A. Storer Carson, and also met the club steward, Mr. J. T. Sneyd, who is a firm supporter of Simonds products.

These then are just one or two of the industries and factories which have either developed naturally in South Wales or have been attracted there by the availability of labour, raw materials such as coal and limestone, and good port facilities. One could add many more such as Whitehead's Iron and Steel, Stewarts and Lloyds, Monsanto Chemical, the Aluminium Works in Newport and Rogerstone, Standard Telephones and the Black-Clawson International Engineering Works—an endless list, all with clubs for their employees, where the Hop Leaf beers provide well-earned refreshment when the day's work is done.



OUTSIDE LEFT

At the Working Men's Club, Cwmcarn, are (L. to R.) Mr. Idris Watts, Mr. A. J. Greenslade, Mr. and Mrs. Harry Butcher and Mr. E. Harrison.

CENTRE LEFT

Mr. and Mrs. J. T. Sneyd entertain members of the staff of the Steel Company of Wales at the bar of their club.

CENTRE RIGHT

The "Indian Splendour" carrying general cargo, alongside at Newport.

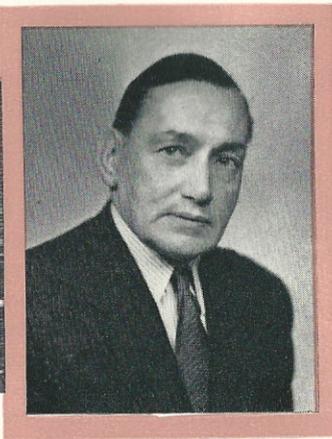
BOTTOM RIGHT

Raw material for the Steel Industry: Iron ore being unloaded at Newport Docks.





The Cantrell and Cochrane factory at Castlereagh in Northern Ireland.



Mr. R. J. Pinnock, Chairman and Managing Director of Cantrell and Cochrane (Southern) Ltd.

Cantrell and Cochrane (Southern) Ltd.

READERS of our last issue will remember that we then briefly welcomed Messrs. Cantrell & Cochrane to the Courage, Barclay & Simonds Group, and promised an article on this well-known firm of mineral water manufacturers in a later number; a promise which we now intend to fulfil.

As a result of discussions between our own group and Messrs. Cantrell & Cochrane it was decided to form a new combined Company as from 1st April, 1961, to be called Cantrell & Cochrane (Southern) Ltd., through which our customers could be provided with a nationally known product. This Company would supersede the Courage & Barclay subsidiary Company, Camwal Ltd., whose products would be discontinued with the exception of the popular Orangillo and Lemonillo.

The Board of the new combined Company consists of Messrs. R. J. Pinnock (Chairman and Managing Director), T. B. Bunting, M. B. Phillips, R. D. Rolston, S. H. Spurling and C. M. Stratton.

The firm of Cantrell & Cochrane was founded originally in 1852, but prior to that Dr. T. J. Cantrell, one of its founders, was in business in Belfast as an Apothecary, and it was from his experimental flavouring of

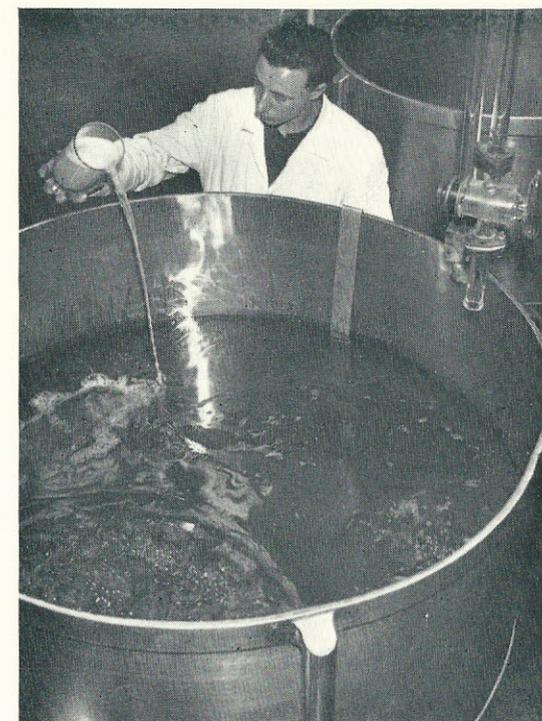
"The essence of the job!" The production of flavours is an important part of the manufacture of soft drinks. Here essences are being carefully blended.

medicinal waters, then so widely used, that the present-day soft drinks business was derived. In his earlier days, probably around 1820, Dr. Cantrell had also developed Ginger Ale, and it is now accepted by world-wide authorities that he was the originator of Ginger Ale as we know it now.

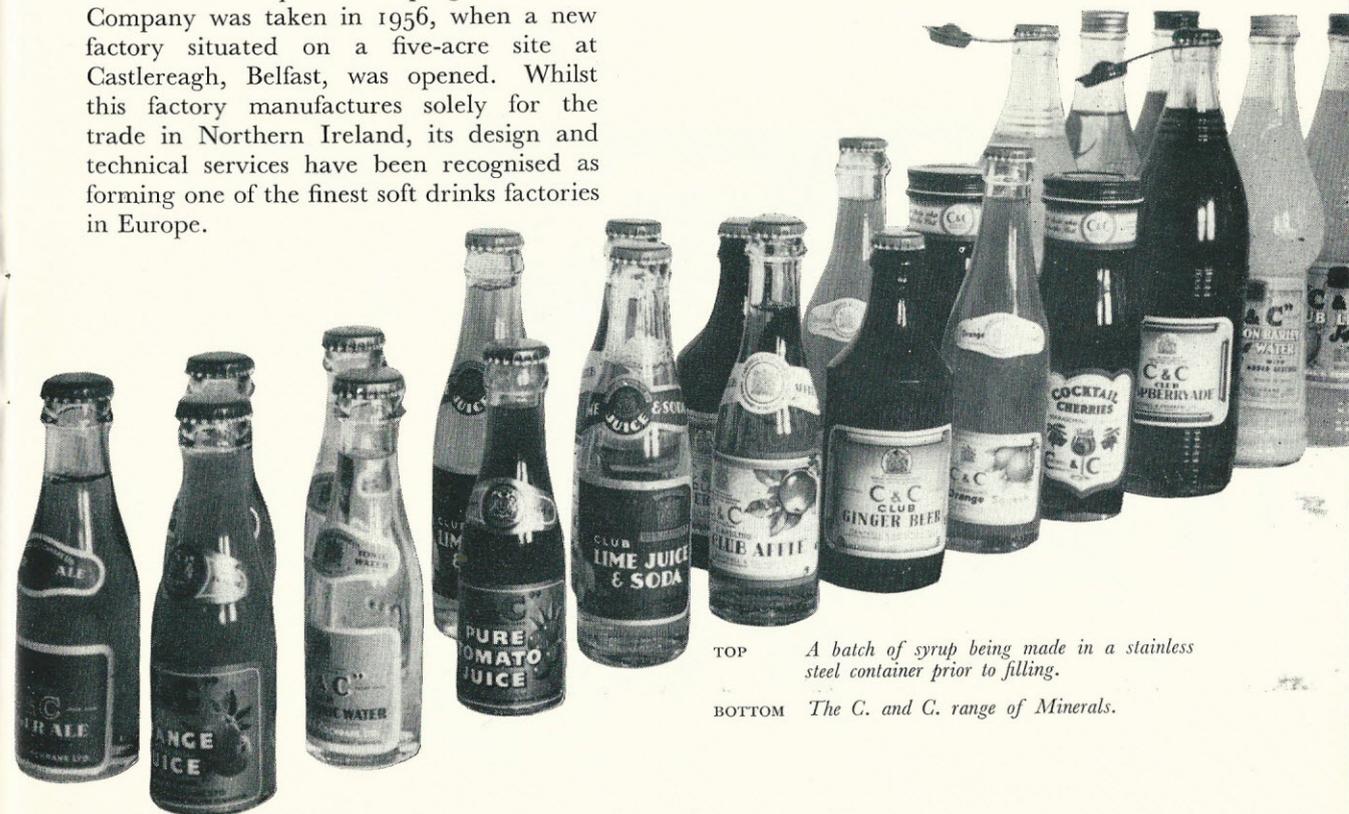
In due course Dr. Cantrell was joined in partnership by Sir Henry Cochrane, but he remained Technical Head of the Company, while Sir Henry provided the business drive which carried it from small beginnings into a Company of world-wide renown.

From its factories in Belfast and Dublin, the Company exported not only to Great Britain, but also to many other parts of the globe. With changing trends in world conditions, and with the growing importance of the market in Great Britain, it became necessary to open factories in London and Manchester, and from this start some 33 years ago, the Company developed to such an extent that it now has eight factories, thirty-one depots, and five Associate Companies throughout the United Kingdom.

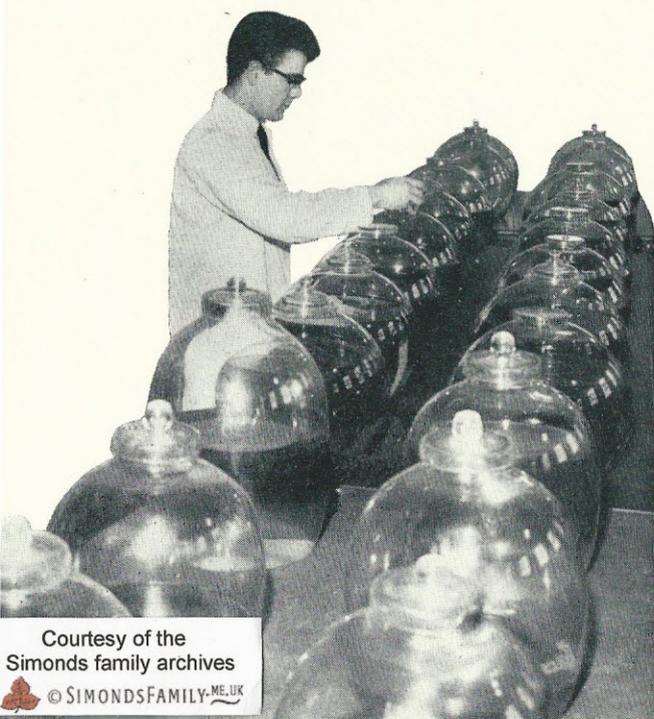
A further step in the progress of the Company was taken in 1956, when a new factory situated on a five-acre site at Castlereagh, Belfast, was opened. Whilst this factory manufactures solely for the trade in Northern Ireland, its design and technical services have been recognised as forming one of the finest soft drinks factories in Europe.



TOP A batch of syrup being made in a stainless steel container prior to filling.



BOTTOM The C. and C. range of Minerals.



Courtesy of the Simonds family archives

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The trading area of the new Company—Cantrell & Cochrane (Southern) Limited—will absorb the Company's factories at Sunbury-on-Thames, Gloucester, and Ipswich, together with distributing depots operating from these centres, but the factories in the remainder of England, Scotland, Wales and Ireland, do not come within the orbit of the new Company.

Cantrell & Cochrane have always specialised in products for the Licensed Trade, but recent technical developments have produced a huge public demand for fruit juice drinks, and the Company has also been to the fore in supplying this vast market. The Gloucester factory, which is situated in Eastern Avenue, has been developed as a fruit juice centre, and the Company's requirements of juices are manufactured at, and distributed from this location.

Continuous expansion has naturally called for greater technical services, and the laboratories of the Company have been developed, not only for research purposes, but also to control the quality and high standard of the products of all the factories.

It was also found that to keep abreast

with world markets, and to ensure consistent quality, it was necessary to set up the Company's own buying service, and now experts in the purchasing of fruit juices, essential oils and other basic raw materials, travel to many parts of the world to buy their requirements on the spot.

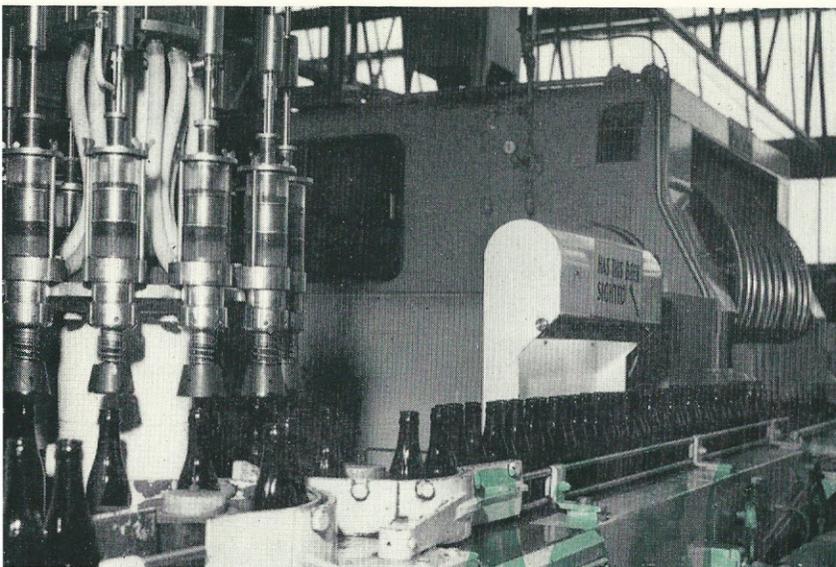
Thus the trade and the consumer are assured that the ingredients used are the finest available, and also that through direct purchasing, there is a consistent control of the quality of these raw materials.

Since Cantrell & Cochrane Limited began direct manufacturing operations in Great Britain the firm has also shown a keen interest in the activities of the Licensed Trade, and many of its Directors and Senior Executives are well known for their support in matters which affect the welfare of the trade, its personnel, and charities.

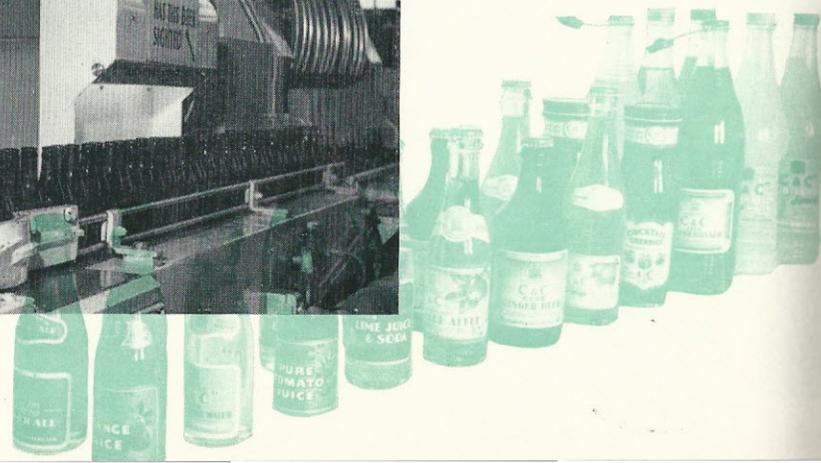
The policy of the Company has always been to supply the highest quality soft drinks, backed by ready availability, and efficient service. The new Company is adopting these traditions, which in conjunction with the established popularity of its products will, we feel, form a very firm foundation and assure its progress and prosperity.



The "Sportsman's Arms", Notter Bridge, with the River Lynher running alongside the garden.



Carefully regulated bottle filling ensures a standard product in all the Company's factories.



Cornish Journey



THERE is no doubt that Cornwall offers the visitor something entirely new, which cannot be found elsewhere in England. Its unspoilt, rolling, windswept countryside, traversed by narrow high banked roads, is ablaze with golden gorse in the spring, and its woodlands are filled with the pink and mauve blooms of wild rhododendron in early summer. Its little fishing villages hidden in the deep estuaries of its rivers are unique and still recall the days of sailing ships and smuggling. There are attractive sandy beaches for swimming, and the Atlantic rollers on the north coast provide excellent surf riding.

There is plenty of sailing and the adventurous can even try their hand at catching a shark from a boat, while for those who prefer the feel of dry land under foot



Mr. H. R. Frost (LEFT), Commodore of the Mosquito Sailing Club, pictured with the Steward, Mr. S. A. Gould, outside the Club House.

there is golf, tennis and a wide selection of interesting places to visit.

All this has led to an ever-increasing influx of holiday-makers each year, and so we thought it might be of interest to tour through part of Cornwall to see what some of our friends in the Free Trade are doing to provide hospitality for both visitors and the locals.

Our first call on the evening of our arrival was at the *Sportsman's Arms* which is charmingly situated on the bank of the River Lynher at Notter Bridge, a noted local beauty spot. The new suspension bridge being built across the Tamar at Saltash should prove a blessing to the *Sportsman's Arms* as it will be the first free house along the new main road after a traveller has crossed the bridge into Cornwall.

Mr. and Mrs. R. H. Phillips have not been there for long, but already they have plans in mind for coping with the increased custom which is likely to come their way. As befits its name, the inn is a well-known rendezvous for trout and salmon fishermen.

It would be difficult to find a keener set of members than those belonging to the

Mosquito Sailing Club at Torpoint. During the war all their boats except one were burnt in the blitz, but as soon as peace was declared they set to and built a Club House for themselves and now have a fleet which includes Shearwater Catamarans, Flying Fifteens, Enterprises, Cadets and Dolphins. The membership numbers some 300, and included among them are Raymond Cook, National Shearwater Catamaran Champion in 1959, and Aubrey Long, Southern Area Flying Fifteen Champion in 1960.

Steward of the Club is Nat Gould who, after 22 years in the Navy, was in the Accounts Department of our Tamar Brewery until 1957.

The Club sails twice a year against Oxford University and also has a close association with the local Secondary Modern School whereby boys and girls at the school are given the opportunity of learning to sail under expert guidance.

Next morning we set out from Plymouth across Cornwall to Bude, where we looked in briefly at the local Golf Club before moving on to the *Widemouth Manor Hotel* owned by Mr. and Mrs. R. S. Rogers. The house is delightfully situated with a view to the north of Widemouth Bay and to the south across a splendid stretch of unspoilt countryside which can be seen from the sitting-room windows.

The hotel has ten bedrooms and the public bar is amusingly decorated to resemble a ship. Golf, surfing and sea fishing are among the pastimes available to guests.

We arrived at the *Cornish Arms*, Pendogget, in time for lunch, and an excellent one it proved to be, for Gwyn and Basil Raphael, who own the inn, are renowned for the food they provide in their attractive dining-room.

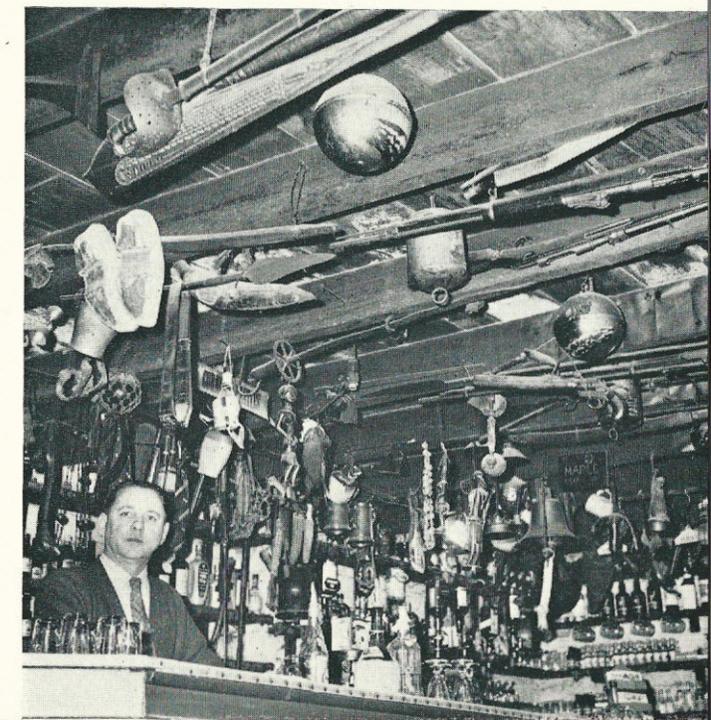
This was the first of several really old inns which we came across in Cornwall which have been converted and enlarged to cope with the influx of holiday-makers. The building itself is probably 500 years old, and



at one time there used to be a small brewery at the back. This has recently been converted into a new public bar, which has been attractively decorated and furnished to match the older parts of the house. The original bar is flagged with slate from the village of Delapole, where slate of the highest quality has been quarried for centuries past.

There are two double rooms available for guests at the *Cornish Arms* and another four in the village. Attractive flower arrangements add to the charm of the place, and altogether this old inn is one to which one would always return with pleasure.

From Pendoggett we journeyed on via Wadebridge to the county town of Bodmin where there is a highly unusual pub. This is *Ye Hole in the Wall*, owned by Mr. and Mrs. John Munn. The premises consist of an off-licence and a bar which is situated in



TOP LEFT

Mr. M. F. Ridler, of our Plymouth Branch, chats to Mr. and Mrs. Rogers outside the "Widemouth Manor Hotel".

BOTTOM LEFT

Basil Raphael pictured in the new bar of the "Cornish Arms" with customers Trevor Seward and Tom Chapman.

MIDDLE RIGHT

Mr. John Munn poses amongst a selection of the curios which decorate his bar.





The entrance of the "Old Ferry Inn" at Bodinnick. Also shown is the ferry crossing to Fowey with a load of cars and passengers.

what was once part of the old Debtors' Prison. Through the years visitors to the inn have presented an incredible assortment of trophies and curios from all over the world to Mr. Munn, who now has them in hundreds suspended from the ceiling, stacked on shelves or arrayed upon the walls. Here one can find such oddities as a telephone taken from the scuttled German battleship *Hindenburg* after it was raised at Scapa Flow, the bugle which sounded the advance into Pretoria during the Boer War, countless helmets and firearms, and a selection of West African heads and figures.

Fowey is an ancient port with a proud seafaring history, and at one time it was a favourite resort of the Cornish smugglers. It clings to the side of the steep river estuary, which provides a secure anchorage for quite large ships, and its narrow rambling streets

flanked by old houses and shops offer the tourist an intriguing glimpse of the past.

Making our way through the town we crossed the river by means of the old-fashioned ferry and found ourselves in the little village of Bodinnick. Here stands the *Old Ferry Inn* on what for centuries used to be the main route for travellers from Fowey to Looe and Plymouth. Its position is well chosen and the view across the harbour to Fowey and Polruan Point is one of the most delightful that we came across. Mrs. Honor Bannerman has lately added an annexe to the inn, so that there are now twelve double bedrooms and a charming residents' lounge, with wide windows and a terrace to make the most of the view. In fact, the inn is a place where, according to one's mood, one can either relax comfortably or make use of the excellent facilities available for sailing, swimming and fishing.

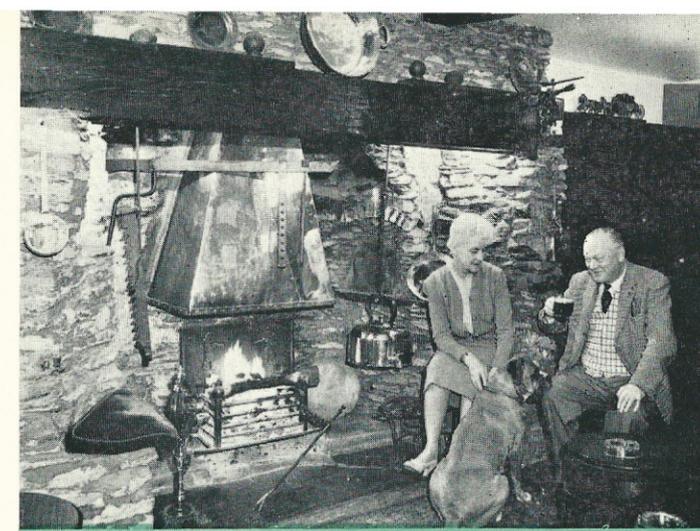
The *Jubilee Inn* at Pelynt is well situated on the main road from Looe to Lostwithiel. When Mr. J. Parkes took it over originally it was a simple village pub without running water or electric light. It had been known for centuries as the "Axe" until its name was changed in 1887 in commemoration of Queen Victoria's Jubilee. Now, as a result of the imaginative alterations made by Mr. Parkes, with the assistance of a well-

known local artist, one is struck by the atmosphere of warmth, comfort and good taste as soon as one enters the door.

There is accommodation for sixteen, and all the bedrooms are furnished with charming period furniture. Mr. Parkes has also built up an enviable reputation for the excellence of the food served at the *Jubilee* and so it is not surprising to find that he seldom has any empty rooms both in and out of season.

Tucked away in the little village of Lanreath, the 13th century *Punch Bowl Inn* is an excellent centre for touring the West Country. Here is a really perfect example of the traditional country hostelry which, in its time, has been a court house, coaching inn and a smugglers' distribution centre. Mrs. Edna Everett, who took over some eighteen months ago, has been at pains to preserve the ancient character of the inn, while at the same time carrying out a modernisation plan. Thus, although many of the bedrooms have four-poster beds, there are also interior sprung mattresses, private bathrooms and central heating.

The bars have retained the old-fashioned designation of "kitchens" and each has a fascination of its own. There is a "priest's hole" and there were once stairs leading to a secret hiding place in the roof where a slate could be lifted to allow the occupant



Mrs. Everett and Mr. Frank Pickering enjoy the warmth of a splendid open fire at the "Punch Bowl Inn"

to breathe a little fresh air.

A good table of home produced farmhouse fare and Cornish delicacies in season is a feature of the *Punch Bowl* and there is a well-stocked cellar to go with it.

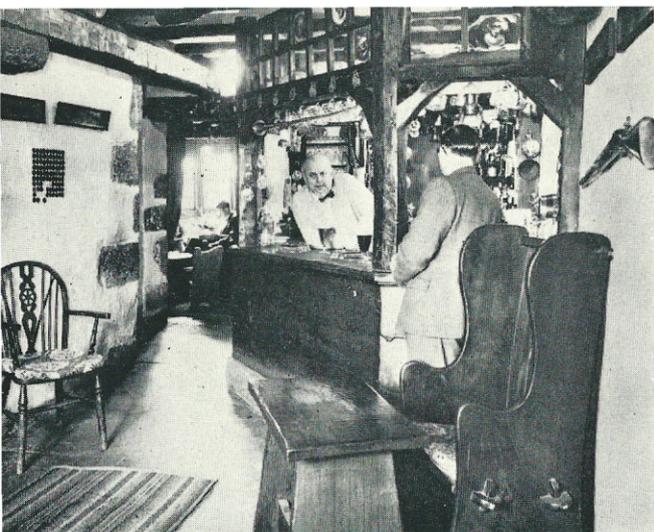
Arriving at the attractive old seaport of Looe in the evening, we decided to spend the night at the *Hannaford Point Hotel*. During the last few years Looe has become one of the foremost West Country seaside resorts, and in order to keep up with the increased number of visitors the management of the *Hannaford Point Hotel* decided a year ago to buy the adjacent *Headlands Hotel* and join the two together.

The gap between the two hotels was neatly filled by a new entrance hall and reception office, leading to an attractive lounge bar. Some tricky problems arose due to the difference in levels of the two hotels, and the construction of a new ballroom in the former *Headlands Hotel* involved jacking up the whole building on steel stanchions so that new structural beams could be inserted.

As a result of these alterations the *Hannaford Point* now has fifty bedrooms and



Mr. J. Parkes, behind the bar at the "Jubilee Inn" at Pelynt, talks to Miss M. Harris and Mr. Ridler.



a dining-room which can seat two hundred people at a time. It is situated within a few yards of the sea and the panoramic view from the windows makes one almost feel on board ship.

The resident directors of this comfortable family hotel are Mr. and Mrs. Phil Heathman, he being a well-known shark angler, a sport for which Looe is a famous centre.

Next morning we set off across Bodmin Moor to the *Jamaica Inn* at Bolventor, which served as the setting for Daphne du Maurier's novel of the same name. Situated on the main A.30 road, it was one of the main stages for coaches travelling west, and was also much frequented by smugglers. It is now owned by Mr. Stanley Thomas, and Mr. Peter Musitano is the resident manager.

The *Jamaica Inn* is a favourite rendezvous for tourists from all over the world, and some of the outbuildings have recently been converted into an attractive "Stable Bar" and a "Tea Barn" to cope with the rush of summer visitors.

The atmosphere of the stage coach days is well maintained in the main part of the Inn, with its huge open fires, oak beams and stone-flagged floors, and the lanterns, pistols and brandy kegs about the place recall the times when the "Free Trade" had a different meaning than it has today.

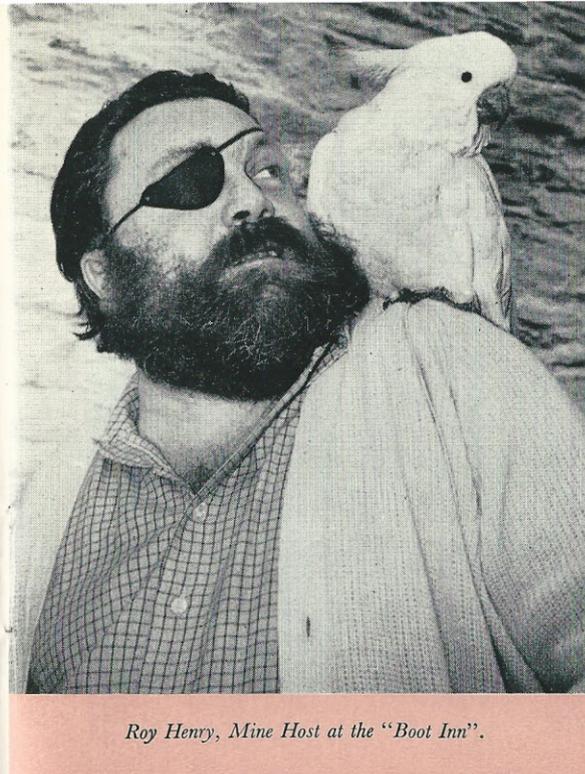
Not far along the road one comes to another interesting old pub, *The Eliot Arms*, Square and Compass, near Launceston. At one time the inn was part of the Eliot family estate and the unusual name for its site is due

TOP
LEFT

The "*Jamaica Inn*" looks much as it did in the days when it was a rendezvous for smugglers. Mr. Peter Musitano, is talking to Mr. Ridler.

BOTTOM
LEFT

Sid Ghey draws one from the wood at the "*Bull's Head*", while his wife talks to a customer.



Roy Henry, Mine Host at the "*Boot Inn*".

which Roy and Jean Henry took over about a year ago. They have since made various alterations inside and have redecorated and refurnished the place, so that it has been completely transformed. It is now both comfortable and attractive, and the original flower arrangements in the bars add much to its charm.

Apart from a busy local trade and visitors who come by car, the *Boot* benefits from the fact that pleasure boats ply up and down the Tamar in summer between Plymouth and Calstock.

The Henrys were well-known for the good food that they served when they were at the *Journey's End*, Ringmore, and, although space is limited at the *Boot*, they plan to produce cold lunches featuring local delicacies such as lobster and Tamar Valley strawberries once they get into their stride. If the "snack" which we had at the bar is anything to go by, the *Boot* should be well worth a return visit.

So ended our tour of a small part of the West Country which is served by our Brewery at Plymouth and which also provides the tourist with all the ingredients for a successful holiday, including those most important requirements—good food and comfortable accommodation.

to the fact that for many years it had Masonic connections.

Mr. and Mrs. J. A. Clemens have been there for about two-and-a-half years, he having previously served for eleven years with the Malayan Police.

The *Eliot Arms* is mentioned in the local church records as far back as 1625, but it is probable that ale was brewed on the premises for a couple of centuries before that.

We next looked in to see Mr. and Mrs. Sid Ghey at the *Bull's Head* in the ancient town of Callington, where King Arthur once had a palace and held court.

The *Bull's Head* dates from the fifteenth century at least, and there was at one time an underground passage which connected it to the church. Until ten years ago there was stabling for fifty horses and today the inn looks little changed inside, with its latticed windows, oak beams and gleaming brass.

Our last call, before returning to Plymouth, was at the *Boot Inn*, Calstock,





The London Office of Anchor Hotels and Taverns Ltd.

Anchor Hotels and Taverns

GREAT changes have taken place in the administrative structure of the Hotels and Catering organisation of the Company since our last issue.

The Parent Board of Courage, Barclay and Simonds decided last year to merge the hotels and catering interests of both sides of the Company as from 1st April, 1961, and

with this in mind Mr. J. L. Hastings (Group Manager of our Hotels and Catering Department) was appointed General Manager of Anchor Taverns Ltd. on 1st January, to co-ordinate the standardisation of procedures.

Anchor Taverns Ltd., a subsidiary Company of Courage and Barclay, has been in existence for some forty years, and was formed

originally to control and develop the Company's managed public houses in the Metropolitan area. It was a subsidiary of Barclay, Perkins and Co., and after the merger with Messrs. Courage in 1955, it absorbed the houses previously controlled by St. Giles Taverns. So, by the end of 1960, Anchor Taverns comprised a group of a little over 100 managed houses, the greater proportion of them City and Metropolitan London public houses with catering facilities of widely varying type and standard. Only half a dozen or so residential hotels were included, the main emphasis being on non-residential establishments.

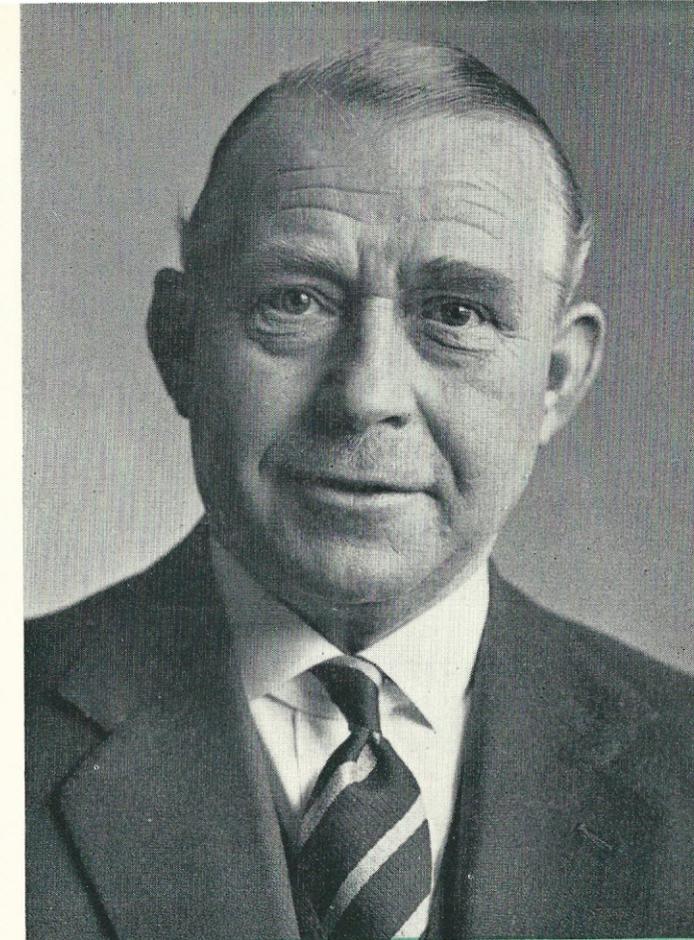
From the 1st April our own Hotels and Catering Department was merged with Anchor Taverns to form a new Company, Anchor Hotels and Taverns Ltd., to the Board of which Mr. E. D. Simonds and Mr. J. L. Hastings were appointed; Mr. Hastings as Assistant Managing Director.

The new Company is under the chairmanship of Mr. T. B. Bunting (who was Chairman of Anchor Taverns), and the Managing Director is Mr. R. A. A. Byford. The Secretary of the Company is Mr. L. T. Gibson.

19/21, Castle Street, which has become so familiar to us all as the headquarters of our thriving hotels and catering organisation for the last 25 years, now becomes a branch office of the new company, with Mr. G. C. Bousfield as Manager. He will control 73 hotels and restaurants with the help of two Area Managers, Mr. E. A. Howell for the Eastern (i.e. Metropolitan) Area and Mr. J. R. Brooke for the Western Area. They will in their turn be supported by their Catering Supervisors, Messrs. G. E. Hailwood and V. R. Gautier respectively.

Based on the London Office a managed Public House Dept. has been formed with Mr. A. H. Williams as Manager, to control the remainder of the Company's public houses, and he is assisted by two Area Managers, Messrs. D. P. Johnson and A. E. Marriner.

The Registered Office of the new Company is 7, Southwark Bridge Road,



Mr. R. A. A. Byford.

S.E.1, close to London's famous Bank Side, the site of the original Globe Theatre of Shakespeare's day.

Such then, very briefly, is the structure created for this new combined venture, the first to arise from our merger with Courage and Barclay. As in the case of the main merger, with goodwill and friendliness on both sides, and by using and redesigning the best in both organisations, a new administrative, accounting and control procedure has been devised which should prove beneficial to the Company as a whole.

We are sure that all readers of the *HOP LEAF* will wish Anchor Hotels and Taverns Ltd. good fortune in the future.



Commander A. D. Courage

ON March 13th it was announced that Commander A. D. Courage had joined the Board of H. & G. Simonds, Ltd.

Commander Courage, whose father was a Director of Courage and Co., entered the Royal Navy in 1917, and joined Courage and Co. in 1929.

In 1931 Cdr. Courage went to Windsor following the acquisition of Noakes & Co. Ltd., and was appointed a full Director in September, 1937.

During the Second World War he served in the Royal Navy at the Royal Naval College, Dartmouth, at Combined Operations Headquarters, and at the Admiralty.

Cdr. Courage has been active as Director in charge of Alton Brewery, and in recent times has been responsible for production throughout the Group.

His hobbies used to be hunting, golf and tennis and they are now gardening and fishing.



ON Monday, April 17th, a new Beer appeared on the market in England. This beer is "Harp", a Lager introduced by Guinness, which is generally expected to achieve national status in record time.



The first 14-barrel tank of Harp Lager arriving at Liverpool from Ireland.



A cake is cut at the Press Conference which was held in Manchester on April 13th to introduce Harp Lager to the North of England.

Some years ago Guinness bought an existing Brewery in Dundalk and converted it to a modern Lager Brewery. A Continental Brewmaster was installed, and in due course a Lager of distinctive and outstanding quality was produced.

Christened "Harp" and given a try-out in Ireland during the summer of 1960, the Lager proved an immediate success despite the appallingly wet weather. Encouraged by this welcome, Guinness decided to introduce Harp Lager to the British market as quickly as possible, and with this end in view the Dundalk Brewery was much enlarged.

Some months ago the Courage, Barclay and Simonds Group decided to join with Guinness in the Harp Lager enterprise, and work was started on designs for a new Brewery to produce Harp Lager in the South of England. In March this year it was announced that, subject to planning permission, the Brewery would be sited at Alton in Hampshire. Since then, Mitchells and Butlers of Birmingham have associated themselves with the "Harp" project, and Scottish and Newcastle Breweries have

reached an agreement whereby they will co-operate in the production and marketing of Harp Lager in Scotland and Northern England. As a result of this agreement, the Red Tower Brewery in Manchester will shortly be converted to Lager production to supplement the Breweries at Alton and Dundalk.

Shortly before it appeared on the market Harp Lager was introduced in England at a reception held on April 13th at The Midland Hotel, Manchester, which was given by Lord Boyd, Managing Director of Guinness, and attended by Mr. Duncan Simonds. It has been on sale during the spring and summer in North-West England, but will have national distribution by the end of 1961, and with a Guinness advertising campaign and the goodwill of so many brewers behind it, is assured of success.

Harp Lager will thus become the recognised Lager Beer produced and marketed by the Courage, Barclay and Simonds Group, and our Barclay's Lager will only continue to be produced for the export and Ships' Store Trade.



A group taken at the party to celebrate the completion of the reconstruction. (L. to R.) Mr. R. Howie, Mrs. McCartney, Mr. McCartney and Mr. F. J. Riden.

THE DOLPHIN

A GOOD example of the way in which old-fashioned and uncomfortable public houses are being attractively modernised under the tied house system is the recent transformation of the *Dolphin* in Bartholomew Street, Newbury. What had been little more than a place to drink has now been converted into a thoroughly welcoming tavern where the whole family can relax in pleasant, restful surroundings.

The *Dolphin* is probably 400 years old, and Samuel Pepys is alleged to have stayed there at one time, so there is an atmosphere of history about the place, which our Architect's Department have been at pains to preserve. There is also a long standing connection with the farming community, but one feels that even among the most conservative of the regulars the verdict on the *Dolphin* in its new guise can hardly have been anything but highly favourable.

On March 23rd there was a party to celebrate the completion of the reconstruction, which was attended by the Mayor of

Newbury and Mr. Duncan Simonds, who made a short speech.

The tenants are Mr. and Mrs. J. B. McCartney, who have been at the *Dolphin* for about eighteen months, he having previously spent fourteen years in the Royal Air Force.

One of the attractive bars at the "*Dolphin*" in Newbury.



Beer for Belgium

WITH the sailing of the m.v. *Bardic Ferry* from Tilbury on Wednesday, April 19th, our firm successfully inaugurated a regular service to Belgium for the conveyance of Bottling Beers in road tanker from Reading to the new Bottlery which has been recently completed by our agents, John Martin Ltd., of Antwerp.

Powered by a six-cylinder Gardner oil engine, developing 112 b.h.p., and world famous for reliability and economy in operation, the tractor which hauls the tank is made by E.R.F. Ltd., of Sandbach, Cheshire.

The tank itself, which is articulated and detachable, was built by Thompson Bros. Ltd., of Bilston, Staffs, and is of 90 barrels (3,240 gallons) capacity. It consists of two inner tanks of polished stainless steel which are insulated to keep the beer at the correct temperature and are contained in an outer shell of aluminium.

The wheels, which are independently sprung, and the quick release turntable are by Cranes Ltd., of Dereham, Norfolk, and the unit is fitted with twin line air pressure braking to conform with continental regulations.

The articulated type of vehicle was chosen because only the tank trailer goes over to Belgium, thereby saving freight charges, and at the same time ensuring that the maximum quantity of beer is transported each trip within the prescribed vehicle weight limit.



The tanker ready to go aboard the M.V. "*Bardic Ferry*".

The unit is hauled from Reading Brewery to the dock at Tilbury, where the tank is detached and put aboard a specially constructed vehicle ferry, the m.v. *Bardic Ferry*, operated by the Atlantic Steam Navigation Co. Ltd.

On arrival at Antwerp in the morning, the tank is taken by local haulage to the Bottlery, the beer is pumped out, and it is then returned to the *Bardic Ferry*, which sails for Tilbury the same afternoon.

The tanker ready to leave the Brewery at Reading for Tilbury. The driver is S. V. Allen, who has been with the firm for 26 years.





Seven Bridges House.

SEVEN BRIDGES HOUSE

EARLY in July the rooms adjoining the Executive's Dining Room in the canteen building in Bridge Street, Reading, were opened as a Reception Centre. At the same time the building itself was renamed Seven Bridges House, thus perpetuating the name by which the Brewery was known when it was originally founded.

The premises which used to be occupied by the Social Club have been skilfully converted to provide an attractive Reception Centre where licensees can be instructed or parties visiting the Brewery can be entertained. The Centre contains a fully equipped bar and a charmingly furnished reception room leading to a panelled dining room where meals can be served. There is a movable partition between these two rooms so that they can be made into one if they are to be used for a cinema or a lecture.

Underneath is a Demonstration Cellar, designed to show licensees the good and bad

points of cellar management, which also contains a working model of a Brewery. The kitchen is situated adjacent to the dining room so that it is possible to serve anything from a full lunch to a snack or sandwich with the minimum of trouble.

Although Seven Bridges House has been available for use since July, it is not planned to hold an official opening ceremony until later in the year.



An interior view of the Reception Centre looking towards the attractive bar and dining room.

TINKER and TURVEY Star in the Whitsun Parade

A FAMILIAR sight around the streets of Reading, Tinker and Turvey, two of our grey shire horses, were in the national limelight on Whit-Monday when they were seen by millions of television viewers winning their class at the Annual London Cart Horse Society's Parade held in Regent's Park, London.

The parade is for working horses only and our stables staff may well be proud of the fact that, although this is the first time we have entered, Tinker and Turvey, driven by drivers A. Hunt and G. Thompson, were awarded First Prize for the best pair of Shires in the Parade.

In addition, they were awarded a Premium Prize, the R.S.P.C.A. Merit Badge,

and driver Hunt received a long service award for 25 years' service.

Tinker and Turvey are eleven years old, and the judges made favourable comment on the very high standard of the horses and their equipment. Great credit reflects on Stable Foreman G. Mylum, and J. Stone, Wheelwrights' Foreman, who spent many hours preparing them for the Parade.

In company with our other three grey shire horses, Captain, Gilbert and Trixie, these animals are a never ending source of interest and admiration as they proudly drive around Reading.

Drivers Hunt and Thompson proudly display Tinker and Turvey at the London Cart Horse Parade.





Mr. Bob Wright.

MR. BOB WRIGHT, since 1946, Asst. Manager (Tied Trade) of our Plymouth Branch, retired on May 18th after over fifty years with the firm.

On September 26th last year, the Chairman presented Mr. Wright with a gold watch to mark his loyal service.

Joining the Plymouth Branch in 1910, Bob Wright worked under Mr. W. F. McLaughlin, who was Manager at that time. All supplies came by rail from Reading and the Bottling Plant consisted of one six-headed filler and the washing machine of two hand-operated trays. By way of transport there were three horses, which pulled covered waggons. A bottle of whisky cost 3s. 6d, best port 2s. a bottle, and a four-and-a-half gallon cask of beer 3s. 6d.

During the First World War Bob joined the Royal Field Artillery and saw service in Mesopotamia before being demobilised in 1919 with the rank of Regimental Sergeant Major.

MR. BOB WRIGHT RETIRES

While he was away the firm had acquired the Tamar Brewery, and so he joined the staff there on his return, working in every section of the office as Ledger Clerk, Cashier, and finally Chief Clerk, until his appointment as Assistant Manager in 1946.

The most difficult period of his service occurred during the last war when the Wine and Spirit Department at Plymouth was destroyed and the Brewery was put out of action for eight months. This meant obtaining supplies from Reading and Bristol and for a long time the staff were working at all hours to keep things going.

On the day of his retirement Bob Wright received a transistor wireless set and some Premium Bonds, which had been subscribed for by his colleagues both at Devonport and Reading. The presentation was made by Mr. C. R. Holman, Devon and Cornwall Area Manager, in the presence of Mr. A. E. B. Standish, Local Director, Mr. J. E. G. Rowland, Head Brewer, and a representative gathering of some two hundred members of the Octagon and Tamar Brewery staffs.

Bob Wright is now living at the Manor Inn at Brixham, and his many friends in the firm will wish him a long and happy retirement in the West Country to which he has always been so much attached.



824 SQUADRON

NEWS LETTER

THE LAST REPORT on the activities of our "adopted" Squadron appeared in our Winter issue, when we left it at Culdrose, where all ranks enjoyed some hard earned leave.

Since then much has happened and many miles have been logged. In October the Squadron sailed from Plymouth in H.M.S. *Ark Royal* and enjoyed a gay couple of days in Gibraltar on the way to Malta. Some members of the Squadron took a trip to Tangier in Morocco, but have since been a trifle reticent about their adventures.

Until December 19th there were constant exercises both ashore and afloat, but on this day the ship arrived in harbour to stay for three weeks over Christmas. Several wives flew out by charter aircraft from Gatwick, and the time was filled with an abundance of parties,

balls, and other gay festivities. During this time, too, the Squadron teams competed for the much prized Simonds Cup.

Leaving Malta in mid-January the ship called in at Lisbon for five days before proceeding across the North Atlantic to the Davis Strait, between Greenland and Labrador. Large quantities of warm woollies were issued to keep the cold weather at bay, and a good many icebergs were seen drifting southwards. Although the temperature was generally at about -12°C , no troubles were experienced and aircraft were flown every day. At one time the ship was within half a mile of the ice cap.

On February 9th the Squadron celebrated the completion of its 2,500th flying hour since its formation in November, 1959, and a small celebration was held in the junior



The Squadron Mascot, Chimpanzee 1st Class Alfred J. Muggs, appears before the Ship's Executive Officer to apply for leave to spend a night ashore with his relatives living on the Rock of Gibraltar.

The bar specially constructed by members of 824 Squadron for a Cocktail Party aboard H.M.S. "Ark Royal" at New York.



rating's mess, a cake being ceremoniously cut and the Simonds Cup being filled with champagne—but not for long!

Shortly afterwards the ship arrived in New York where a lavish cocktail party was given, a special "Tudor" bar being constructed for the occasion. Simonds' products were well in evidence and the bar proved one of the successes of the party.

Some fifty per cent. of the Squadron was due for relief by the time that it returned to Culdrose at the end of February, so that a great change round took place.



By the middle of March the new arrivals had been made conversant with operating procedure, as a result of some intensive training, and the Squadron took part in a major naval exercise before embarking in H.M.S. *Centaur* off Plymouth on April 10th.

Towards the end of March a memorable Squadron party took place at the *Coach and Horses*, Kenneggy, at which the gaiety was at least to some extent due to a subsidy from Simonds!

It was hoped that H.M.S. *Centaur* would come into harbour at Plymouth, as it was planned to entertain some of the Brewery employees aboard ship, but unfortunately this did not materialise so that the party had to be postponed.

After leaving Plymouth the ship called in at Gibraltar and Malta, and the Squadron's programme includes visits to Sicily, Spain, America and Canada before it returns to England in late summer.



Mr. George Mullins and Miss Anne Newman at work on the thatch at the "Greyhound".

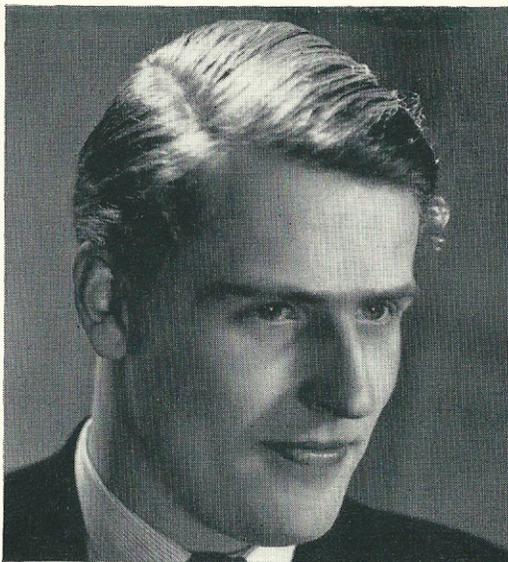
Hopleaves

THE *Greyhound* at Tidmarsh was recently rethatched which caused a certain amount of interest in the locality. The job was done by Mr. George Mullins, who started thatching thirty years ago, and he was helped by Miss Anne Newman, who has been his assistant for fifteen years. Both are Master Thatchers, and they cover the Berkshire and Hampshire area, and are normally booked up a year in advance due to the

present day shortage of thatchers.

The main tools used are a pair of sheep shears, a "leggett" and a "batter". Wheat reed was used at the *Greyhound*, but Norfolk reed and long straw are also suitable material. Each thatcher has his "trade mark" which takes the form of the individual decorative work with which he finishes off the job.

Mr. Mullins reckoned that the bottom layer of the original thatch on the *Greyhound* must have been quite 400 years old.



Mr. A. E. B. Standish, local Director at Plymouth.

At a meeting of the Board of Directors held in February, it was decided that the Estates Department at Reading would be reorganised, with effect from April 1st. The Estates Manager remains in charge of the Department as a whole, but the houses under its direct control are now split into two divisions, known as East and West Divisions, each with a Manager of its own.

Manager of the East Division is Mr. M. Tilbury and of the West Division, Mr. F. J. Riden. They will be assisted by Mr. E. Gosney and Mr. B. Atkins respectively.

Early this year Mr. D. J. Simonds moved to South Wales and, as a result, Mr. A. E. B. Standish was appointed to succeed him as Director in the Plymouth Area.

Another appointment announced recently is that of Mr. S. H. Spurling as Group Commercial Manager of Courage, Barclay Simonds Ltd. Mr. Spurling will take up the appointment towards the end of the year.

Mr. B. H. Quelch, Manager of our Newport Branch, has been selected to take over from Mr. Spurling as Manager of the Estates Department on September 1st, and he in turn will be succeeded at Newport by Mr. G. L. Hardwick from Oxford.

A party of well-known businessmen and journalists from Malta and Gibraltar, who were touring England as guests of the Colonial Office, visited the Brewery in Reading on April 28th.

Included in the party was Mr. A. M. Farrugia, Managing Director of Simonds Farson Cisk Ltd.

After being shown round the Brewery and Bottling Department the party were taken to the *Ship Hotel*, where they were entertained to lunch by the Board.

Mr. F. E. Dryden, who joined our firm in 1923, is due to retire next year. He will be succeeded as Transport Manager by Mr. P. B. W. Cox, who was appointed by the Board in the Spring, and joined the Company on May 15th.

When the final of the Rugby County Championship was played at Home Park, Plymouth, this Spring, our Tamar Brewery, in conjunction with Messrs. Guinness, gave a party in the Beer Cellars for some 360 friends and customers in the area.

The Annual Dinner of the Newport and District Association of Club Stewards was held this year at Lysaght's Institute. The guests were welcomed by the President of the Association, Mr. Jack Hughes, of the Orb Club, together with the Chairman, Mr. Alf. Hughes of the British Legion Club, Rogerstone. Among the guests were the Mayor and Mayoress of Newport, Councillor and Mrs. G. Coulson.

The Patron of the Association was Mr. B. H. Quelch, our Newport area Manager, who received a silver tankard from the Chairman to commemorate his year of office.

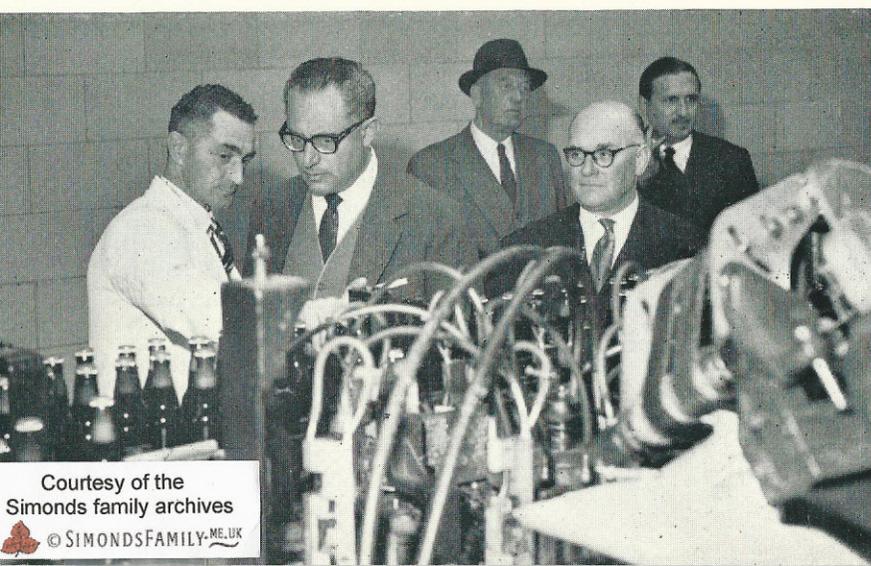
An interesting little ceremony took place at the *Royal Dock Hotel*, Briton Ferry, on Tuesday, February 14th, when the Chairman of the Neath and District L.V. Association presented to the landlady, Mrs. Phyllis Jones, a Darts Challenge Shield to be known as "The Ben Jones Memorial Shield".

It will be recalled that Mr. B. Jones (tenant for some 19 years), together with another of our licensees, was tragically killed



(TOP) Some of the Rugby football enthusiasts who were entertained at Plymouth.

(BOTTOM) Some of those present at the Annual Dinner of the Newport and District Association of Club Stewards held early this year.



Mr. R. Skidmore, Cold Room Manager, explains a point of interest to Mr. A. M. Farrugia during his visit to the Brewery. In the centre background of the picture is Mr. E. M. Downes, our Head Brewer.

whilst returning from the Derby last year. He was held in very great esteem by all who knew him, and it was a spontaneous gesture on the part of his fellow licensees that some form of memorial should be arranged; and as the late Mr. Jones was a leading light in the darts world in the Neath area, it was considered that no better token of their regard could be found than a Challenge Shield.



A picture taken on the occasion of the presentation of the "Ben Jones Memorial Shield" to Mrs. Phyllis Jones of the "Royal Dock Hotel", Briton Ferry.

During recent alterations at the *Sloop Inn*, St. Ives, the floor of the public and lounge bars had to be left over the week-end with a layer of about six inches of sand, into which stone flags were eventually to be embedded.

Far from being put out by what others might have considered a minor calamity, the astute landlord, Mr. P. Rogers, provided his customers with sun umbrellas, deck chairs, buckets and spades. What has been described as "a whale of a party" ensued!

Mrs. Kenney, wife of our tenant at the *Black Horse* at New Haw, has collected no less than 10,900 "Bun Pennies" during the past 18 months or so, in aid of the Peter Parish Bun Coin Collection Association.

This Association collects Queen Victoria pennies with the "bun" style of hairdress, which were minted between the years 1860 and 1894, and devotes the money to providing Christmas parcels for old age pensioners.



Mrs. D. E. Kennaby receives 6,393 sixpences from Mr. F. R. Couldridge.



Mr. T. M. Byrne receiving a giant bottle of Mackinlay's Whisky from Mr. C. J. Thomson, Director of Charles Mackinlay & Son.



Customers armed with buckets and spades at the "Sloop Inn."

On April 7th, Mr. F. R. Couldridge, tenant of the *Royal Oak* at Ealing, presented Mrs. D. E. Kennaby, wife of our tenant of the *Royal Oak*, Hampton, with a seven-pint brandy bottle containing 6,393 sixpences. Mr. Couldridge is President of the Spelthorne Licensed Victuallers' Ladies' Auxiliary, of which Mrs. Kennaby is Chairman. The money was invested in Premium Bonds which were presented to Trade Charities.

Charles Mackinlay and Co. Ltd. entertained groups of tenants and managers on April 13th at the *Pack Horse Hotel*, Staines, and on April 20th at the *Grosvenor House*, Caversham. On each occasion an interesting talk was given, followed by a film and a buffet lunch at which a giant bottle of whisky was raffled in aid of the L.V. School. This resulted in a sum of £60 being raised.

On May 1st our firm opened a new Depot in the Isle of Wight at 5/7, Sea Street, Newport. Mr. H. A. Westmore is the representative in charge, under the management of Mr. F. C. Cowlin of our Portsmouth Branch.

A new branch of the Arthur Cooper Organisation was opened a short time ago at 108, Henleaze Road, Westbury-on-Trym, Bristol, and the shop at 22, Norcot Road, Tilehurst, Reading, has also been taken over from our associates, Carlos and Thrall Ltd.



Mr. A. E. B. Standish presenting some Canned "Tavern" to Staff-Sergeant Bullows. On the right of the picture are R.S.M. A. Emmett and Mr. M. F. Ridler of our Plymouth Branch.

Before the regiment left Plumer Barracks, Plymouth, our Tamar Brewery entertained a party of Warrant Officers and Senior N.C.O's from the 1st Bn. the Lancashire Regiment. The party was led by R.S.M. A. Emmett, and included Staff-Sergeant Bullows, who is the longest serving member of the regiment with 33 years to his credit.

The Staines Area Tenants' Sixth Annual Dinner and Dance was held at the *Pack Horse Hotel* on February 23rd. Nearly 180 tenants and their wives came along and enjoyed an excellent party at which Mr. E. D. Simonds was guest of honour.

The toast of "Our Tenants" was proposed by Mr. E. Gosney, to which Mr. F. Mott of the *Windsor Castle*, Windsor, made an amusing reply. Mr. D. Deans of the *Prince of Wales*, Hanwell, proposed the toast of "The House of Simonds" to which Mr. Simonds replied.

A group taken at the Staines Dinner and Dance. (L. to R.) Mrs. K. J. Ellis, Mrs. V. Roberts, Mr. and Mrs. E. N. Miller, Mr. V. Roberts and Mrs. S. A. McKinnon.



OBITUARY

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

MR. S. BENNETT, on December 1st, who had been tenant of the *Lord Nelson Inn*, Kingskerwell, since 1952.

MR. S. J. HOPE, on March 15th. He had held the licence of the *George Inn* at Fairford since 1935, and had been Officer in Charge of the Fairford Fire Brigade for over 20 years. His house was the headquarters of the Football, Cricket, Darts and Bowls Clubs, and also of the local British Legion Branch.

MR. D. H. GRAY, on March 24th. Although Mr. Gray had only been tenant of *The Harrow* at Hughenden since 1959, his father-in-law, Mr. T. J. Woodhouse, had previously held the licence for 21 years.

MR. T. N. REAH, on April 15th, who had been tenant of the *Roebuck* at Binfield since 1951.

ACKNOWLEDGEMENTS

We wish to express our thanks to the following who have kindly given permission for the use of photographs :—

Richard Thomas & Baldwins Ltd. page 2 (top). The Steel Company of Wales Ltd. page 2 (bottom); page 3 (bottom). Messrs. Guinness page 18 (bottom); page 19 (top). Ex-Press Photos page 29 (top); page 32 (top). Bridgend Photo Works page 30 (top). P. E. C. Smith page 30 (bottom). M. M. Lewin page 31 (top left).