

Take Courage



HOP LEAF Gazette



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



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H. & G. SIMONDS LIMITED
OF READING

HOP LEAF GAZETTE

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OUR COVER PICTURE

A meet of the South Berkshire Hounds at the *White Lion*, Goring Heath. The Landlord, Mr. J. S. Stokes, is shown handing a stirrup cup to the Master, Mr. R. D. N. Phillips.



CONTENTS

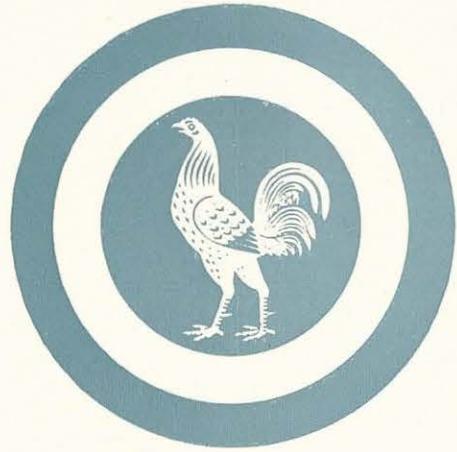
Editorial	1
Top Ten	2
The <i>Noah's Ark</i>	9
Areas We Serve	10
Reconstruction at the <i>Bear</i>	17
Watermen Caterers	18
Introducing Bristol Georges	21
Port Wine	26
Return Match	29
Hopleaves	30

Hail and Farewell

THE HOP LEAF GAZETTE first saw the light of day in October 1926. The first issue ran to 40 pages crammed with news and pictures of every sort, and for many years under the able Editorship of Mr. Charles Perrin it continued to appear monthly. The Gazette was well in advance of its time and subsequent refurbishings have ensured that it maintained a proud standard among its contemporaries.

The present issue will be the last, and at this healthy and vigorous age of thirty-five the Gazette hands on the torch to a new Group Journal to be published by Courage, Barclay & Simonds next year. Many will mourn the passing of the Gazette, which has given great pleasure to countless people in many parts of the world: but in bidding farewell to this old friend let us greet with enthusiasm the newcomer which will soon earn our affection.

This editorial will also be the last to be written by your present contributor, and he would like to remember with gratitude all those who have made the Gazette so popular and assisted him personally in its production.



Courage Barclay and Simonds present the

TOP TEN

On October 13th the Courage Barclay and Simonds Group Sales Conference was held at the Hotel Russell in London. It was the first time that the entire sales force had ever been gathered together and therefore was a most important milestone in the history of the Group. It was also evident by the end of the day that those present would remember the occasion as perhaps the most invigorating and inspiring of their career in the trade.

Background to the Conference

After the Group Managing Director, Mr. H. S. Swallow, had made a short address of welcome, Mr. Duncan Simonds, Chairman of the Group Sales Committee, opened the proceedings with an account of the reasons for the Conference. These were—

To give people from all parts of the Group an opportunity of meeting each other, and their Directors and Senior Executives.

To explain the framework of the new Group organisation.

To introduce the new range of bottled beers and finally to describe the advertising and promotional effort behind these beers.

Sales Organisation

Mr. Simonds then passed on to the new Sales Organisation, whose general pattern would in time apply to every other aspect of the Group.

At the head of the whole organisation was the Board of Directors, four of whom functioned as Chairmen of the main operational Committees in the Group. One of these was the Group Sales Committee which was designed to consist of Directors from all the principal areas covered by the Company.

The intention was to have three great

administrative areas, the Eastern, Central and Western, centered respectively on London, Reading and Bristol. The responsibility for the successful running of these areas would lie with the respective Boards of Courage and Barclay, H. & G. Simonds and Bristol Brewery Georges. On each of these Boards a Director had been nominated as Area Sales Director, whose task was to promote sales in his area and to channel ideas and information between Area Boards and the Group Sales Committee.

It was emphasized that the separate Companies in the Group would not lose their identity and that, in general, public house signs and facias would remain unchanged.

Finally Mr. Duncan Simonds described the remaining links in the chain of command which were the Commercial Department, the principal executive authority, and thence through Area Tied and Free Sales Managers to the individual salesman.

Historical background

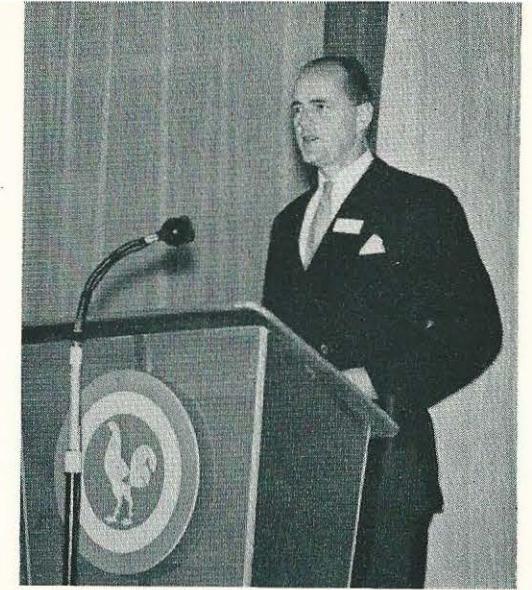
Next Captain Peter Courage dealt with the histories of Courages and of Barclay Perkins up to the time of their merger in 1955. He was followed by Mr. Hugh

Hobhouse who described how Bristol Georges had grown from small beginnings in Bristol until it had become one of the most powerful brewing firms in the West Country.

Mr. Duncan Simonds in relating something of the story of H. & G. Simonds said that being based on a comparatively small provincial town, the firm had had to spread far afield in search of business and this had led to a great interest in the free trade and a wide geographical spread, which had been accentuated further by the firm's tradition of supplying the Services. Investigation had revealed that of the three Areas, the Western at present contained by far the greatest number of free trade accounts. This showed that there must be tremendous opportunities for expansion in the Central and Eastern areas with their concentrated areas of population.

Development of Advertising

The development of advertising was the next subject and this was handled by Mr. E. R. Courage. He said that the Cockerel, which formed part of the Courage family coat of arms, had been used as a trade mark for a great many years. In due course it was coupled with the slogan "Take Courage" which provided a basis for the recognition of licensed houses and point of sale material. The Cockerel was installed outside public houses and the catch phrase "Whenever you see a Cockerel take Courage" was developed as a token of good service, good fellowship and good beer.



Mr. Duncan Simonds, Chairman of the Group Sales Committee, speaking at the Conference.

The next step was to start brand advertising and with this end in view John Courage was launched in the press, on television and on posters.

Much the same process had taken place in the case of Barclay Perkins with their Doctor Johnson symbol and Pilsner Lager. Simonds too were identified by the Hopleaf and their Tavern Export Ale, while Bristol Georges used the Dray Horse and their Glucose Stout.

With the merger, it became necessary to decide on one trade mark for the Group and after much consideration it had been agreed that the Cockerel was the most versatile symbol with the most to commend it.

Commercial Department

In defining the functions of the Commercial Department, Mr. S. H. Spurling said that first and foremost came sales promotion.

Next came the selection, training and promotion of sales personnel and he considered that he and his colleagues would have failed in this important task unless they were able to fill all appointments from within the organisation.

The coordination of advertising and public relations was another aspect of the Department's work. Advertising was in the capable hands of the Group Advertising



Manager, Mr. L. W. Quick, and the Group Outdoor Publicity Manager, Mr. W. C. Heley. Public relations would be dealt with by Mr. H. Whitwell, whose success would be dependent to a large degree on being furnished with information by those in the field.

Lastly the Department must be continuously alive to the activities of our competitors. This could only be achieved by everyone being vigilant and conveying every bit of information that they could acquire to their Area Sales Managers.

Geographical Organisation

After a short break, Mr. Duncan Simonds returned to the stage to give a rather more detailed description of the Group trading area. Starting with the Eastern Area he said that the Courage & Barclay Brewery and Bottling Stores at Horsleydown would supply the London trade, the depots at Wandsworth and Brighton and the Bottling Stores at Kingston. The Wandsworth Depot would exist only to supply the Free Trade in the London Area and the Brighton Depot would combine the trades formerly carried out by the South Coast Bottling Company, and the local Simonds Branch.

In Kent, the Brewery and Bottling Stores at Maidstone would remain the Headquarters of the Maidstone Division.

Turning to the Central Area, Mr. Simonds said that the Reading Brewery and Bottling Stores would supply beer to the

TOP
RIGHT

Mr. S. H. Spurling, Manager of the Commercial Department, describes the role of his Department.

TOP
LEFT

A Simonds group taken at the Cocktail party L to R Messrs. P. Wakelin, W. J. Clay, D. C. Dargie, R. J. Griffin, A. D. Miller and L. T. C. Brown.

Branches at Swindon, Oxford, Ludgershall and Catterick. The Alton Brewery and Bottling Store would supply the Branches at Portsmouth, Southampton, Poole and Newport (I.O.W.). The Staines Bottling Stores would be supplied by both Breweries.

In the Western Area the Brewery at Bristol would cater for the needs of the Branches at Gloucester and Taunton, while the Newport Brewery would look after Bridgend Branch. The Devonport Brewery would supply Exeter, Torquay and Penzance Branches.

The twenty four distribution centres gave a wonderful spread of interest and it should be possible to give first class service from them. The whole territory had also been meticulously divided up so that each Free Trade salesman would have an area of his own to develop with no overlapping.

Subsidiary and Associated Companies

Mr. Duncan Simonds then dealt with the role of subsidiary and Associated Companies.

Starting with Saccone and Speed, he said that it was a privilege to count them as a member of the Group because of their outstanding reputation as Wine Merchants

to a most discriminating trade, including Wardrooms of the Royal Navy and Embassies throughout the world. They were also very active indeed in opening up markets for our beers.

Anchor Hotels and Taverns was an amalgamation of Anchor Taverns, the organisation which controlled the Courage and Barclay managed houses, and the Simonds Hotels and Catering Department, with a number of Georges managed houses added for good measure.

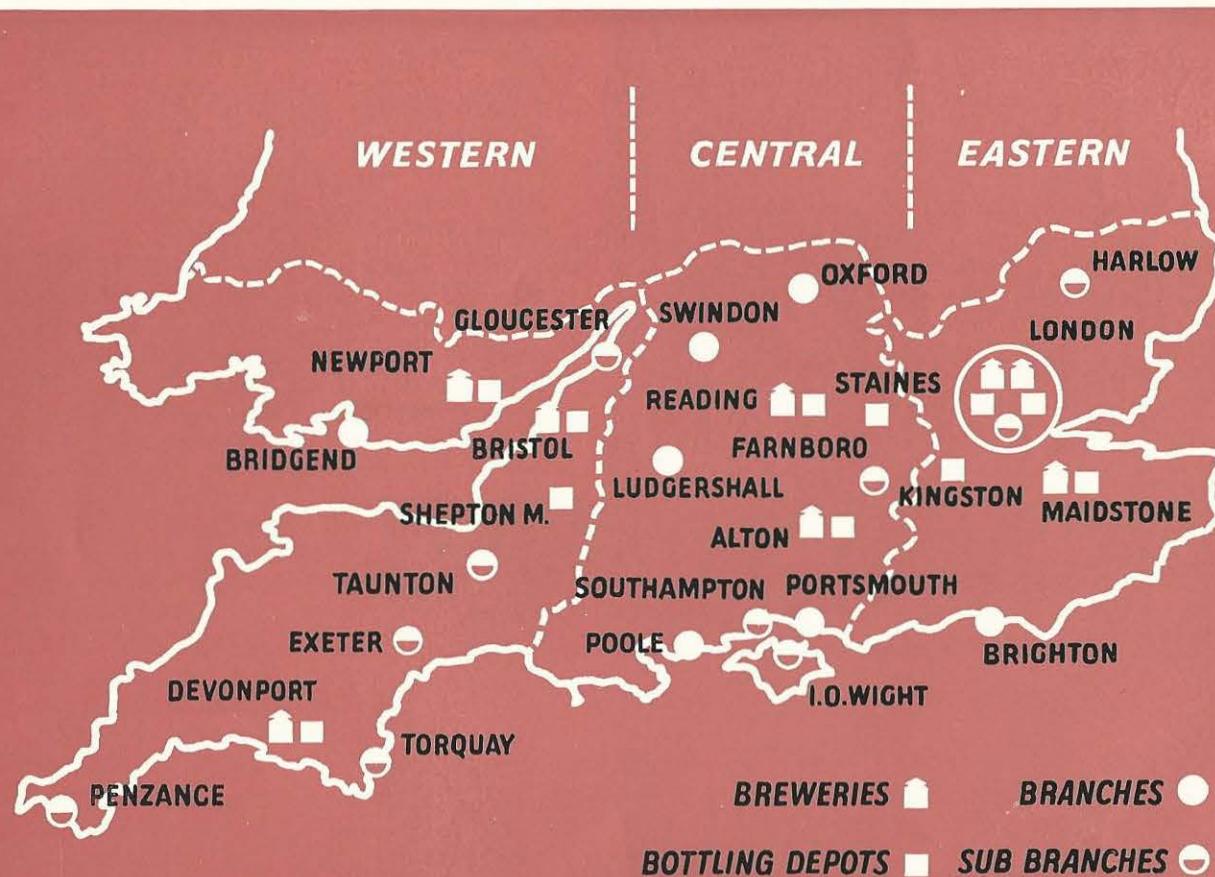
Arthur Cooper (Wine Merchant) Ltd. had been formed by amalgamating Carlos and Thrale, which used to be the managed Off Licence section of the Courage and Barclay trade, with the business of Arthur Cooper, which performed the same function for H. & G. Simonds.

Two firms which came into the category of those supplying goods for the Group to re-sell were Charles Kinloch and Co., and Cantrell and Cochrane Ltd.

Mr. R. P. Flower, Managing Director of Kinloch & Co., had come along to describe the activities of the firm and said that it was founded in the City in 1861 and the share capital was acquired by Courage & Barclay in 1957. It now incorporated the Wine & Spirit Departments of all the members of the Group. Although it was the policy of the Group to separate its wine and spirit interests from the brewing side of the business, in fact Kinlochs operated in many instances from Brewery premises and a very close liaison was maintained.

Mr. R. J. Pinnock then spoke about our associated soft drink organisation, Cantrell

C. B. & S. Geographical Organisation.



and Cochrane (Southern) Ltd., drawing attention to the fact that the group area was completely covered by a network of five Cantrell and Cochrane Factories and twenty distributing Depots.

Harp Lager

The final session before lunch was devoted to Harp Lager, the exciting new beer produced by Guinness in association with ourselves.

Mr. P. J. Lumsden started the ball rolling by giving some highly interesting facts about the new lager Brewery being built at Alton, which was designed to produce 150,000 barrels a year. It was the first completely new Brewery to be built in England since the War and was likely to set an all time record for speed of erection. Planning first started in December, 1960 and it was hoped to get the first brew in on January 1st 1963.

All the vessels would be behind walls, and the brewhouse operator from his control panel would control the intake and grinding of the malt, the mashing, the running of the brew, the boiling and the casting of the copper.

Mr. G. L. Murray dealt with the advertising campaign designed to promote Harp Lager. He said that research had shown that lager was a younger person's drink, that in terms of consumption it was a man's drink, and that most people at present were indifferent about the brand with which they were served. With an adult population of about 35 million a potential market of

around five million was indicated. Therefore it was necessary to establish Harp as a leading brand of lager and associate it with those qualities of lager which would make people want to buy it. Thus the slogans "Harp, the new blond Lager" and "Harp Lager, the new blonde in your bar" were evolved.

A very large build up was planned before Christmas and this would be followed by another build up in the spring leading on to one of the heaviest ever campaigns in the summer months.

Mr. G. E. Gracie in giving some general information on Harp Lager said that to obtain a major share of the market it would be necessary to provide a high quality lager and national distribution and advertising. With Courage, Barclay & Simonds, the Mitchell and Butler Bass Group, Scottish and Newcastle Breweries and Guinness behind it, Harp fulfilled all these requirements. To ensure close liaison between Guinness and the other partners in the project, four Sales Liaison Managers had been appointed, and a new Company had been formed called Harp Lager Ltd., upon whose Board all the partners were represented. By November Harp Lager would be distributed to the houses of 65 Brewing Companies.

Mr. Graham Pank, Sales Liaison Manager for the Courage Barclay & Simonds territory, then pointed out that Guinness had many wholesale customers of which Courage Barclay and Simonds were only one and therefore that Guinness, in promoting sales of Harp Lager, would always give customers a

choice of supplier. It would be up to Courage Barclay and Simonds' salesmen to ensure that they were in fact the suppliers chosen.

Sales Policy

After lunch Mr. Duncan Simonds dealt with the brands of beer to be sold by the Group. He said that the main consideration was the need to reduce the types of beer sold to a manageable number. It had also been necessary to assess the new trade conditions which would arise from the passing of the new licensing Act and to ensure that the Group made a big impact on the public.

Under the new Act it was possible for every hotel, restaurant, boarding house and café to have a licence as a right, provided certain minimum conditions were fulfilled. This would mean a lot of small orders, mostly for bottled beer, which presented an entirely new selling problem. Therefore the Group products had to be attractively presented to ensure ready acceptance by the small buyer.

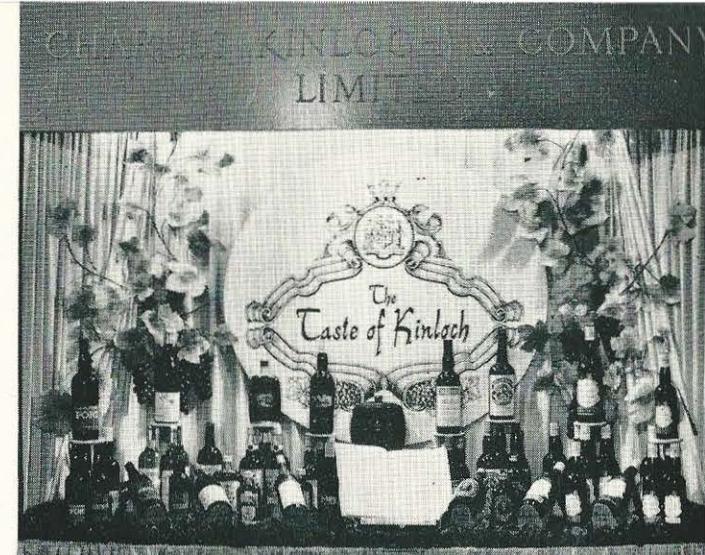
The need to make an impact, coupled with these other considerations, meant that it was essential to introduce a range of beers common to the whole Group.

Much thought had been given to the question of new labels and the leading industrial designer, Mr. Lewis Woudhuysen, had been asked to produce brand new labels for our three principal running beers, Light Ale, Brown Ale and Stout.

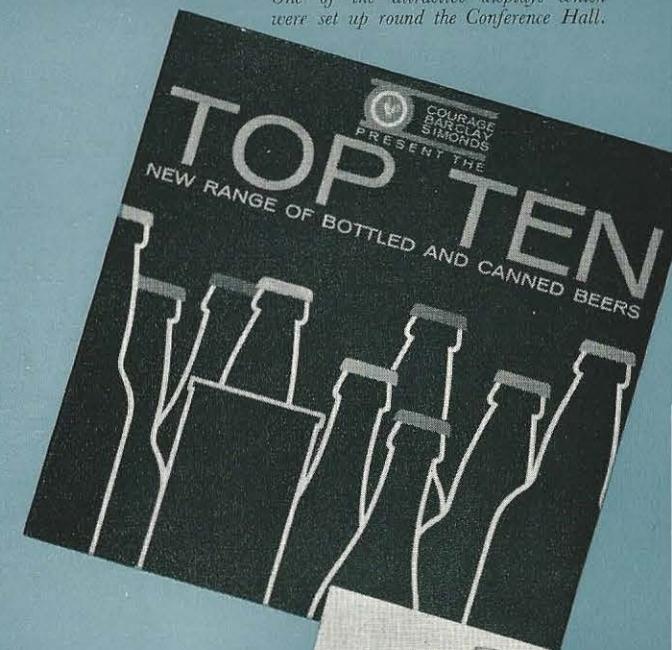
Next came the problem of naming these three beers and here the aim had been to retain names which had a valuable good will attached to them. Therefore they were christened S.B. (Season's Brew) Light Ale—an old Simonds name—Berry Brown Ale—also an old Simonds name—and Bristol Stout—a name previously used by Georges.

It was decided to amalgamate the better class stouts brewed by the Group into a new brand called Barclay Velvet Stout, for which Mr. Woudhuysen was also commissioned to design a new label.

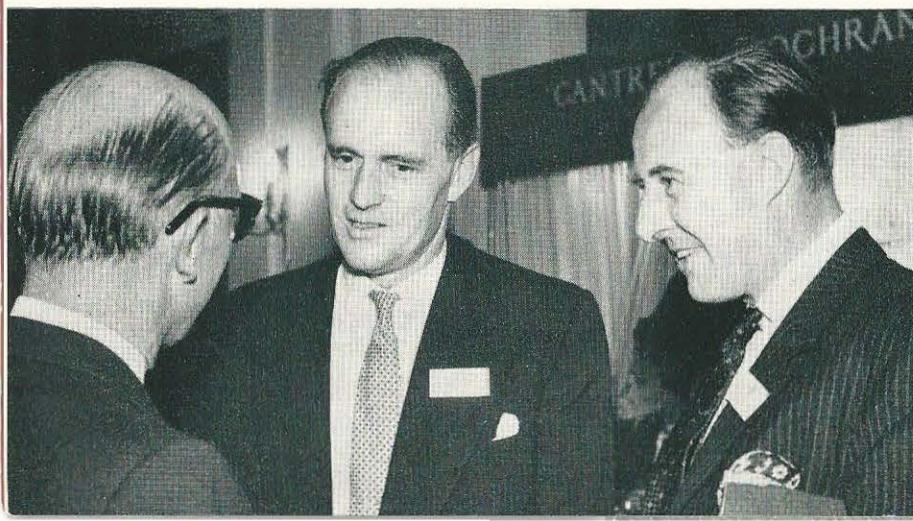
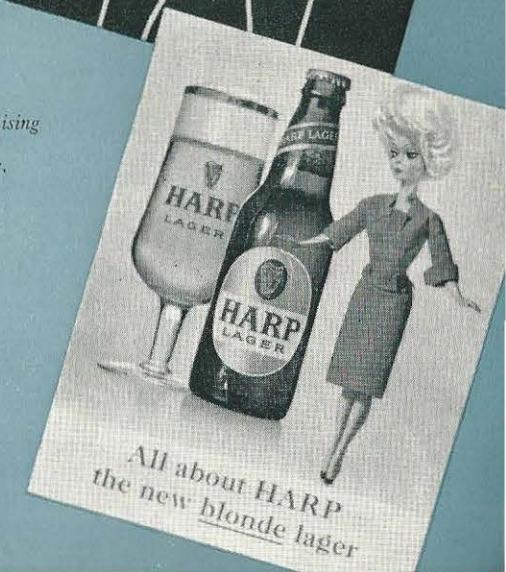
The remainder of the range would continue to bear the same labels with minor modifications and these were:—John



One of the attractive displays which were set up round the Conference Hall.



Colourful Advertising Material for the Top Ten Range.



Mr. R. H. Courage and Mr. Duncan Simonds talking to Mr. M. St. J. Howe at the Cocktail party.



The State Trumpeters of the Life Guards play a fanfare as the Top Ten are introduced.

Courage, Double Courage, Bulldog Ale, Russian Imperial Stout, Tavern Export Ale in cans and Harp Lager.

These ten beers would form the basic range of the Group and would be sold under the same label in every outlet that we possessed. In general draught beers would continue to be sold in exactly the same qualities as at present.

Mr. L. W. Quick, the Group Advertising Manager, next briefly summarized the Group Advertising organisation. He said that Mr. W. C. Heley as Group Outdoor Publicity Manager would be responsible for the efficient running of poster campaigns, the dressing of off licence windows, the installation and maintenance of signs and the distribution of point of sale material. To assist him, there would be an Advertising Supervisor in each Area.

The Top Ten

Mr. Douglas Lowndes, Joint Managing Director of Benton & Bowles, the Group Advertising Agents, said that it devolved upon the advertising expert to plan a campaign which would persuade the public to drink Courage Barclay and Simonds beers rather than anyone else's. It might well be that the new set up would meet with some initial prejudice. This was usually the case when something new was involved, and therefore the advertiser had to persuade the beer drinker that he was not just the victim of another merger, but rather a respected

customer of an intelligent and friendly group of first class brewers. In fact the customer should be made to feel that among the thoughtfully balanced range of C.B.S. beers there was one particularly for him.

The next problem was how to identify the range of beers as such and build up an increasingly impressive picture of what the Group offered. To achieve this, the idea of the Top Ten Beers was devised and the heaviest and most penetrating advertising and sales promotion launch ever seen in the Group trading area was prepared.

Closing Address

Mr. R. H. Courage, the Group Chairman, in his closing address dealt with some of the wider issues connected with the Group.

He said that the Company owned eight Breweries with three additional bottling stores and 22 depots; in addition there were Maltings at Oakhill and Ditchingham, both modern, and operating on the Saladin Box principle. Our two hop farms in Kent were in close touch with the latest research and had won several prizes at the National Brewers Exhibition. A £3½ million bottling store was being built at Park Street, Southwark, incorporating new techniques far in advance of other stores at home or abroad. Plans were in hand for mechanising the Bristol Brewery and the Company was also well in the forefront of developments in continuous brewing and fermentation. No less than 110 new public houses had been built within the Group since the war.

Overseas the Group's interests were far greater than most people realised. In the Mediterranean there were Saccone and Speed with their Headquarters in Gibraltar and Simonds, Farson Cisk in Malta, while in Africa we were the most strongly represented British Brewer.

On this note of solid achievement and future expansion the Conference ended. At the cocktail party which followed it was generally agreed that the Conference had been an outstanding success and that Friday, October 13th was likely to prove an unlucky day—for our competitors!

NEW HOUSES

THE NOAH'S ARK



Mrs. A. E. B. Standish pulls the first pint watched by her husband (LEFT) and Mr. C. R. Holman.

THE *Noah's Ark* at Paignton was opened on July 11th, the first pint being drawn by Mrs. A. E. B. Standish, wife of our local director at Plymouth, at a party attended by representatives of our Plymouth Brewery and the contractors responsible for the erection of this new house.

The first plans for a public house on the site were approved over a quarter of a century ago, but the war intervened and the plans had to be left in abeyance. However, the delay has meant that Paignton now has an absolutely modern inn, specially designed to suit present day requirements. The aim has been to provide comfort and attractive surroundings for the customer as well as good food and drink in prime condition.

A continuously moving elevator conveys bottles from the refrigerated cellar to the two serveries so that drinks are always available at the right temperature. Cold lunches and snacks are also on sale.

The house owes its name to the presence nearby of Paignton Zoological Gardens, and to emphasize this theme the Lounge Bar has been christened Zanzibar. There are murals



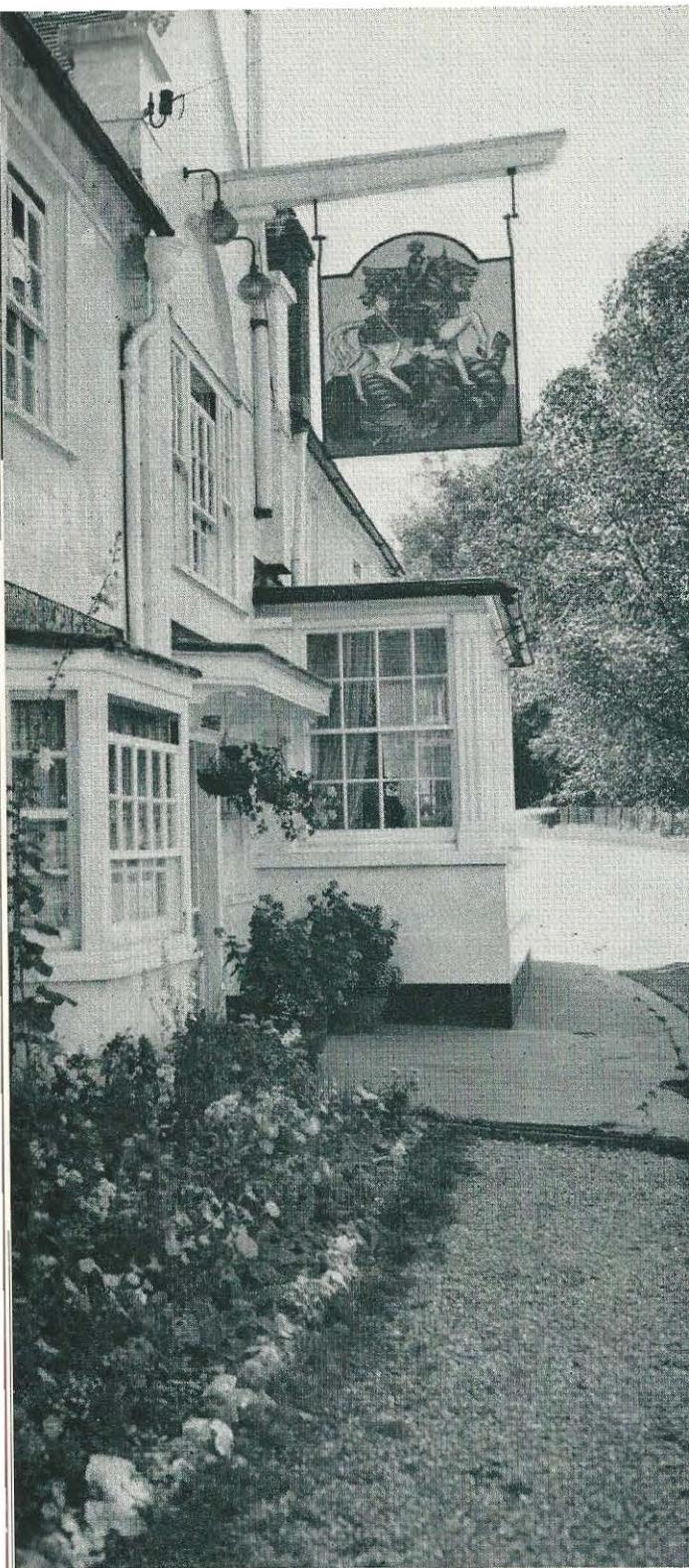
on the walls which depict jungle scenes and the front panels of the bar counter are of imitation leopard skin. To make it thoroughly cosy in the winter the bar can be reduced in size by means of sliding doors to provide an intimate room about a third of its normal dimensions.

The Public Bar is also extremely attractive and provides facilities for darts and other games. At the back of the house there is a spacious car park which will hold about a hundred cars.

The Manager is Mr. H. G. Mitchell, late of the *Torbay Inn*, Paignton, who has been with our firm for ten years. He recently passed a Trade catering course at Exeter with credit.

An attractive corner of the Lounge Bar at the "Noahs Ark".





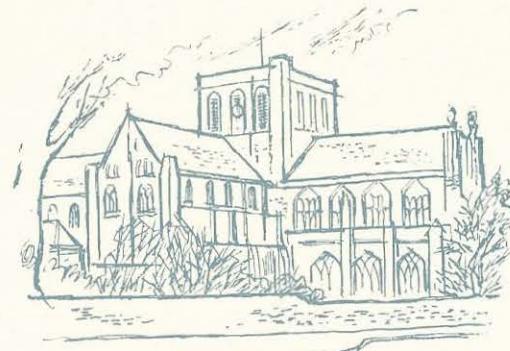
The "George and Dragon," an old Posting Inn at Hurstbourne Tarrant, whose history goes back for centuries.

AREAS WE SERVE

HAMPSHIRE, WILTSHIRE and parts of Berkshire are counties which have long been among the most prosperous farming areas in England. The rolling hills are dotted with the remains of Roman roads and camps, early English settlements, Druid circles and other signs of ancient habitation. The New Forest and Savernake represent two of the few remaining stretches of virgin woodland, which at one time covered much of the countryside. Here one can still find rural England relatively undisturbed, with little villages, still with a mediaeval air, containing thatched cottages and a church, with solid walls and low square tower, which has withstood the storms of centuries. Here too is the village inn, perhaps only one now where once were three or four, but with a much changed role to play.

Instead of relying merely on the quiet village trade, the rural pub has become a centre of attraction to the ever growing legion of car owners from the surrounding towns. This has entailed the provision of car parks, meals or snacks for the hungry travellers and much interior alteration and redecoration to give increased space and comfort. Travelling through this lovely, well farmed countryside it is interesting to see how this trend has affected the Simonds houses in the towns and villages.

Alton has always been a busy town serving the surrounding country and appropriately enough we arrived there on market day. The *Wheatsheaf* stands in the market



Winchester Cathedral.

square amid a hive of activity, with stalls selling home made fare and vegetables right in front of its very door and the cattle market only a few yards away. Mr. and Mrs. W. W. Moulton have been there for some years and, by providing music at week-ends and fostering a thoroughly friendly atmosphere, they have attracted a lot of coach and local trade in addition to the market day influx.

The Cathedral town of Winchester, despite its modern day expansion still retains its character and atmosphere of peace. Its site has been in continuous occupation from the time of the earliest metal users in Britain, about 1800 B.C., through the Roman and Saxon eras to the present day. King Alfred rebuilt the city after it had been sacked by the Danes and established it as his Capital, and the close connection with the monarchy remained until the time of Edward Ist, who held his first Parliament in the hall of the Castle. There has been a Cathedral at Winchester since the seventh century and the city also contains the oldest of the public schools.

Nowadays Winchester is not only a religious and educational centre, but also the county town of Hampshire and it has excellent shops and a cultural and social life which is as vigorous as it is varied. There are several Simonds houses within its boundaries and we went along to see Mr. and Mrs. Kenneth Smith, who are tenants of the *First In and Last Out*, an old house which has been



The "Wheatsheaf" at Alton is at the centre of activity on market day.

remodelled inside and caters for a steady family trade throughout the year.

The *Greyhound* at Overton, which lies between Kingsclere and Winchester, was our next port of call. This attractive old inn, with its spacious bar, was once the centre of the annual sheep fair and the Mummers used to dance in the village street outside. In recent times the village has increased in size, largely due to the presence of Overton Mills, where banknotes are made for use in countries all over the world. The industry has grown up in this unlikely place mainly because the water from the River Test contains just the right chemical ingredients to suit it.



The "Greyhound" at Overton, a village where bank notes are made.



The "Crown" at Kingsclere has a pleasant outlook towards the ancient church.

Mr. C. W. E. Bishop has held the licence at the *Greyhound* for six years past, having previously been in the building trade.

To reach Hurstbourne Tarrant one passes through beautiful unspoiled farming country and villages with engaging names such as Freefolk and St. Mary Bourne. Sited on the main Andover to Newbury road is the *George and Dragon*, an old posting inn and one of the most attractive that we came across. Outside there is a mass of flowers and one's attention is at once taken by the huge bow window which is such a feature of the



Where King John spent a restless night, the "Swan" at Kingsclere.



The King Alfred statue in Winchester.

house. Inside, what used to be a series of small rooms, have been skilfully opened up to give space and light, which allows a charming vista from the bow window, at a higher level, through the bar to the dining room.

The deeds of the building go back to 1735 and it was also mentioned by William Cobbett in his diary. There are records of Tithe Dinners being held there in the seventeenth century and it is believed that the original building on the site was burned down as early as the 14th Century. Now Mr. and Mrs. E. A. E. Berridge offer excellent sandwiches and grills—which we can personally recommend!

There are three Simonds houses in Kingsclere each with a character of its own. The *Crown*, with its pleasant garden and outlook towards the church, is run by Mrs. C. I. V. Perry, with the assistance of her son. There is a big dining room, capable of taking 40 people at a sitting, and Mrs. Perry has built up a name for good food so that the *Crown* has become popular with the young from Cheam School, the intelligentsia from Aldermaston, and a number of well known people in the entertainment world.

The premises were only converted into a

public house in 1860, when two cottages and the local Court Room were made into one building. When we were there a complete programme of redecoration was in progress which is designed to bring this attractive inn absolutely up to date.

King John is supposed to have stayed at the *Swan* and furthermore to have caught a bed bug there. This event is recalled to this day by a weather vane, in the shape of a bed bug, which is mounted on the church. However, Mr. F. J. Pond assured us that the possibility of such a contingency arising under the present management is unlikely in the extreme! He has been tenant at the *Swan* for a year, having previously run the Social



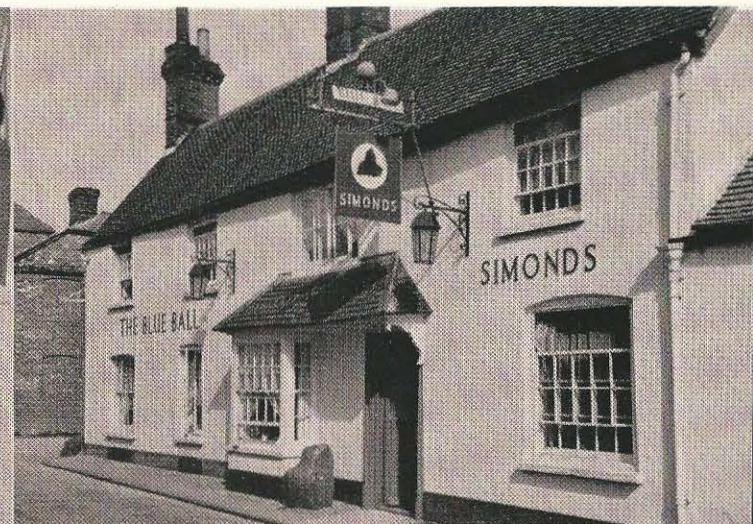
The Smith family pictured at the "George and Horn".



A sophisticated bar in the countryside. Mrs. Margery Stagg entertains Mr. C. I. Morris and Mr. Vincent Graham at the "Wellington Arms".

Club at Harwell, and apart from arranging lunches, dinners and dances at the *Swan* itself, he also goes in for outside catering. A good deal of replanning and redecoration was under way here too and there is no doubt that when Mr. Pond really gets into his stride this attractive old inn will become an even more lively and pleasant place to visit than it is now.

Mr. H. J. Smith of the *George and Horn*



The "Blue Ball" at Kintbury, where riots took place at the time of the repeal of the Corn Laws.

only left the R.A.F. in February this year after 23 years' service. He won a D.F.C. in Bomber Command during the war and followed this up with an M.B.E., awarded while he was a parachutist with the Special Air Service in Malaya. He was also present during the Atom Bomb tests at Christmas Island. Despite this varied career, he finds the hard working, but comparatively peaceful, existence of a licensee much to his taste.

The *George and Horn*, which occupies a corner site on the outskirts of Kingsclere, is known to be 600 years old and was once a Coaching house. Mr. Smith has built a skittle alley there which should prove a great attraction.

A small but charming inn which seems to enjoy the best of both worlds is the *Wellington Arms* at Baughurst. Set in a delightful bit of country, with hardly another house in sight, it is yet only a mile or so from Aldermaston with its considerable population and new housing estates. It has been



Mr. and Mrs. A. K. Wiggins, tenants of the "Plough" for 25 years.

Service there. Both he and his wife are Officers of the Order of St. John.

The *Blue Ball*, which is some 450 years old, was a centre of the Agricultural Riots which took place in the last century at the time of the Repeal of the Corn Laws; in fact a man is reputed to have been hung from a beam in one of the out-buildings at that time. There is a useful Club Room and the Taylors serve full meals and have accommodation for up to six people.

Passing the villages of Prosperous and Inkpen we made our way to Ham, which lies just below Inkpen Beacon where one of the last surviving gibbets stood until comparatively recent times. Ham itself might well be taken as an almost perfect example of an Elizabethan English village—unspoiled even

Mr. and Mrs. H. Hewer and 'Captain' chat to Messrs. H. Piper Cooke and A. Springett on the steps of the "Crown".



though many of the houses, including the *Crown and Anchor*, have been adapted for modern usage.

Mr. and Mrs. J. T. Butler, who have been at the *Crown and Anchor* for two years, previously were dyed-in-the-wool Londoners, he having been in business there and she having worked at the American Embassy. Now it would take a very great deal to dislodge them from the *Crown and Anchor*, which they have made into just the sort of country inn which the town dweller likes to visit in his car at week-ends.

In the nearby village of Shalbourne Mr. and Mrs. A. K. Wiggins have been host and hostess at the *Plough* for 25 years past, during which time they have seen a good many changes in the trade. The *Plough* itself has been altered from a simple village pub into something altogether more spacious to cope with a horde of visitors from Reading on Saturdays and Sundays. Mrs. Wiggins can cater for up to 36 people at a time and she has made a speciality of oysters and lobsters in season. To add to the gaiety, there is a skiffle group which plays in one of the bars at the week-end and it has been noted that it is not unusual for the 'Squares' in the other bar to have the communicating door open!

Mr. Wiggins' family have lived in the village for 200 years or so, and his son has a farm almost next door, while he himself is a part-time barley merchant, so that members of the farming community are always in and out of the *Plough* with samples or just to pass the time of day.

Marlborough, with its period houses and unusually wide main street, dominated by two charming old churches, is a town with a distinction of its own. The town itself is perhaps best known for the presence of Marlborough College within its boundaries, while the Downs to the North are one of the most famous areas in England for the training of race horses.

The *Crown*, which stands halfway up an old street called The Parade, is a family house going back to coaching days. Mr. H. Hewer and his wife have recently done up

the lounge bar so that it is gay and welcoming and there is also a Club Room which is used for wedding receptions and other functions. Mrs. Hewer provides snacks in the bars and there is also a steady bed and breakfast trade.

The *Red Lion*, which stands on the old Roman road at Baydon, is a sporting pub which has recently been redecorated. The Craven Farmers hounds are kennelled in the village, which is situated in the centre of the training area so that the *Red Lion* is much frequented by the hunting and racing



The "Wheatsheaf", an attractive old thatched inn in a beautiful bit of country. Mr. R. E. Gordon is shown talking to Mr. and Mrs. A. Garaty.

fraternity apart from visitors from Swindon and other nearby towns. Mr. and Mrs. R. M. Vvall have been the tenants for the last six years.

The 17th Century *Wheatsheaf* at Chilton Foliot is notable for the fact that it still contains the remnants of an old brewhouse where beer was brewed until 1896. It is situated in a part of the country well known for the excellence of its shooting and trout fishing and there are in fact some trout hatcheries quite near the village.



Mr. and Mrs. J. T. Butler shown outside the "Crown and Anchor"—which stands in the charming village of Ham.

completely redecorated during the last two years and Mrs. Margery Stagg aims to provide a West End bar in the middle of the country. There is a nice garden and the house has become deservedly popular with technical people from Aldermaston, apart from regular visitors from Reading and places further afield.

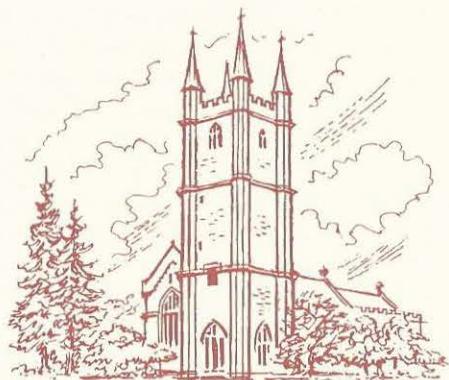
Another new recruit to the Trade, is Mr. D. M. Taylor, who took over the *Blue Ball* at Kintbury in April this year. He was in the Fire Service for 31 years, won the O.B.E. in the Blitz, and spent 5½ years in Cyprus where he was seconded to help organise a Fire



Mr. and Mrs. Holland of the "Borough Arms" at Hungerford.

Mr. and Mrs. R. E. Gordon had only taken over the *Wheatsheaf* a month before we went along there, but they already had plans in hand for a dining room so that they could provide meals for their visitors. Bob Gordon's main hobby is fast cars and as he used to be Social Secretary of the Guildford Motor Club there is usually an interesting piece of machinery of some kind to be seen on his car park.

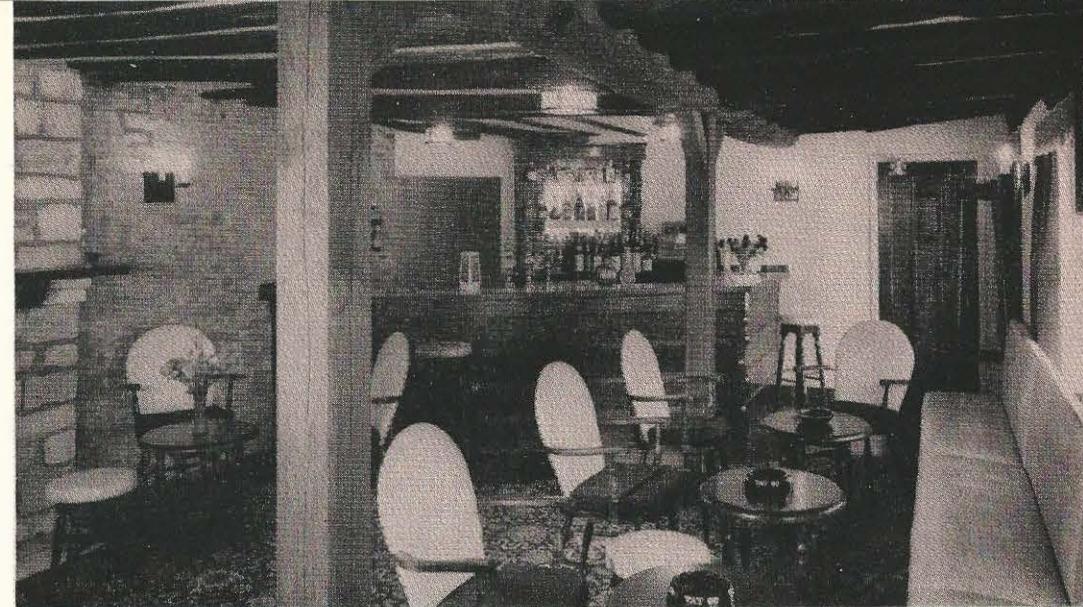
A really well sited inn is the *Lamb*, which stands on the main A.4 road where it runs through Hungerford. There is a spacious car park immediately adjacent to it and the garden at the back runs down to the river Kennet. Once again we found new tenants—Mr. and Mrs. R. P. Byrne had only been in occupation for three months—and a comprehensive scheme of redecoration which was



about to be put in hand. When this is complete, and the Byrnes have put their plan to provide snacks and teas in the garden into action, this should be a highly attractive house.

Mr. and Mrs. W. G. Holland were both at Vickers Armstrongs at Weybridge until two years ago, but now, as tenants of the *Borough Arms*, they find themselves thoroughly involved in the ancient traditions of Hungerford. King John once billeted 90 men in 90 different houses in the town, the *Borough Arms* being one of them, and in exchange the householders were granted grazing and shooting rights on the Common above the town and fishing rights in the Kennet. This bargain is recalled each year in Hungerford on Hocktide Day, which falls on the tuesday after Easter, when great celebrations take place. This coming year Mr. Holland will dress himself in top hat and tail coat and as "Tutty Man" call upon each of the 90 houses and, according to tradition, demand a penny or a kiss from the lady of the house. As refreshment is often offered in addition to the kiss—or penny—it is understood that one of the essential qualities required of a "Tutty Man" is a cool clear head.

So ended our tour of this pleasant part of England where the motor car has transformed the often dark and uninviting village pub, doing little more than a subsistence trade, into a spacious, cheerful meeting place, which offers tremendous opportunities to the tenant prepared to give a warm welcome and a good snack or meal to his visitors from the town.



Reconstruction at the *Bear*

ONE of Cirencester's oldest inns, the *Bear*, which is registered as being of historical interest, was reopened by Mr. W. P. Cripps on June 22nd.

The house closed for reconstruction on November 8th last year and although the frontage of the building has not been greatly changed, the interior has been brought completely up to date. Both the lounge and public bars have been enlarged and redecorated so that they are now among the most spacious and comfortable in the town.

The *Bear*, which dates back to the fifteenth century, occupies a prominent corner site due to demolitions which have taken place under a local redevelopment scheme.

The first pint after the reopening was pulled by Mr. J. E. Jefferies, Chairman of the Cirencester Urban Council.

Accommodation is available for residents and a wide range of snacks is served in the two bars. The tenants are Mr. and Mrs. John Cousens who were previously at the *Swan* in Wroughton.



TOP A general view of the Lounge Bar taken since the reconstruction.

LEFT Mr. and Mrs. John Cousens, tenants of the "Bear" at Cirencester.

Watermen Caterers

AN interesting and somewhat unusual customer of our firm is Watermen Caterers Ltd., a subsidiary of Thames Launches Ltd., which operates some twenty boats up and down the Thames from Westminster Pier.

The normal area of operations lies between Gravesend and Windsor and scheduled trips are run between Westminster and Hampton Court and Westminster and Greenwich; but special trips can also be arranged to suit the individual customer chartering a launch.

The river has been used as a thoroughfare by Londoners for centuries and in the old days one could summon a wherry, by shouting 'oars' much as one hails a taxi in London's streets today. Launches have plied up and

down the river picking up passengers or taking parties for excursions for years, but it is only comparatively recently that Watermen Caterers have been responsible for introducing the idea of providing full refreshments and drinks aboard these boats.

The Thames in its lower reaches is much neglected from a tourist point of view and there are hardly any restaurants in London from which one can watch the incessant bustle of shipping, which is always of absorbing interest. Therefore it is not surprising that the idea of an excursion on the river with excellent drinks and an imaginative buffet lunch or dinner, has proved a tremendous success. Now Watermen Caterers have



The attractive bar aboard the "Queen Elizabeth."

their hands full with a constant flow of Charter Parties throughout the season; these are of every type, and range from firms or school outings, through groups of foreign tourists or delegations, to debutantes coming out parties and special dinners for the Wine and Food Society.

All this demands a pretty resilient and adaptable catering organisation and this end of things is in the capable hands of the firm's General Manager, Mr. J. P. Thuiller, who is a Fellow of the Hotels and Catering Institute, a Chevalier de Tastevin and a member of the Reunion des Gastronomes.

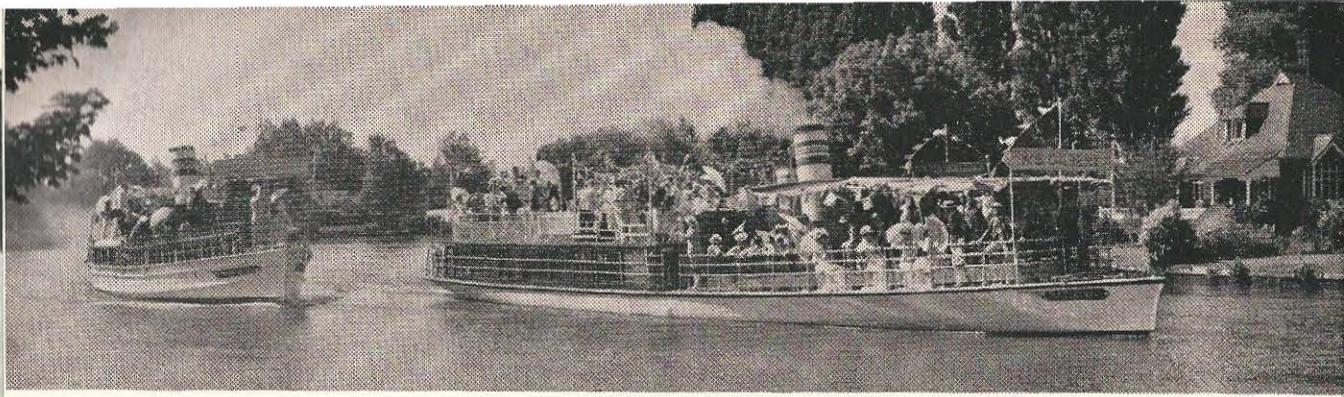
An interesting point, which is naturally an added attraction, is the fact that licensing hours do not apply once a boat is floating free of the shore, particularly so since the duration of tours can be varied from two to eleven hours.

The Directors of the Company, Mr. A. F. Green and Mr. W. B. Caisley, are full of ideas and, in addition to their activities with Thames Launches and Watermen Caterers, they run a small shipyard on Eel Pie Island near their head office in Twickenham. Here they repair or recondition their own launches and build tugs, commercial craft and cabin cruisers. As far as tugs and commercial craft are concerned some 95 per cent of the firm's production has been exported abroad to places as far afield as the Persian Gulf, West Africa, Tonga and Sumatra. Other enterprises include a small marine showroom in

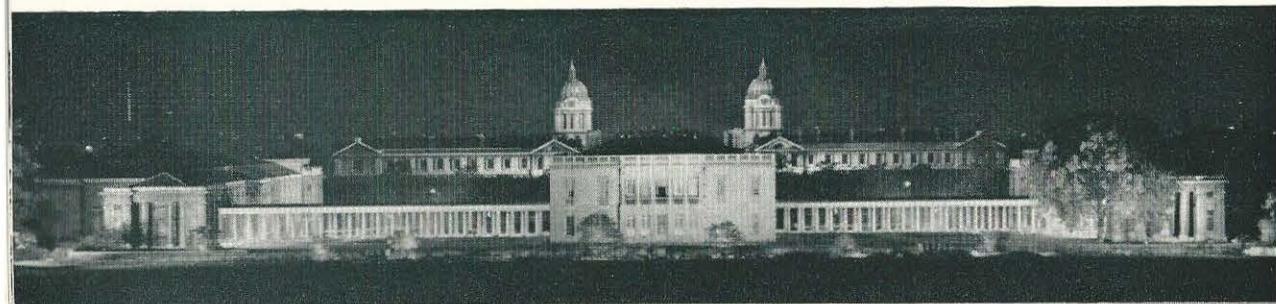
LEFT Westminster Pier where catering facilities are based.

RIGHT Mr. John P. Thuiller, General Manager of Watermen Caterers, deals expertly with the cold buffet provided for a party aboard a launch.





- TOP *Two launches, hired by a film company shown proceeding along an attractive stretch of the Thames.*
- SECOND *Humphrey Lyttelton and his band play at a dance on one of the boats owned by Thames Launches Ltd.*
- THIRD *A landing craft built in the shipyard on Eel Pie Island for a customer in Nigeria.*
- BELOW *Son et Lumière at Greenwich; one of the attractive spectacles to be seen from the Thames at night.*



Twickenham, where cabin cruisers and boat equipment are on view, and an advisory service as Naval Architects.

One of the latest ideas is the provision of a floating club moored to the Thames Embankment. Earlier this year the launch *Queen Elizabeth* was moored temporarily to Westminster Pier and used as a club, and this experiment proved so successful that the firm has now bought a former Gosport ferry the *Hotspur* and is converting it for permanent use. If current negotiations are successful the *Hotspur* will be moored near Hungerford Bridge and will be called the Yardarm Club. The club itself is already in existence and over a thousand people have joined it, the entrance fee being 10s. 6d. and the annual subscription two guineas.

The Yardarm Club, which will be most attractively furnished, will provide a promenade deck overlooking the river, a 24 foot long bar, a club room where meals will be served, and a "Captain's Cabin" which is designed for private parties.

The aim is to offer excellent food and drink at moderate prices in unique surroundings; and there is no doubt that the club will fill a long felt need and will make an unusual addition to London's amenities.



A marvellous view of the Clifton Suspension Bridge as seen from the dining room of the "St. Vincents Rock Hotel", which is owned by Georges.

Introducing Bristol Georges

IN our last issue we briefly welcomed the well known firm of brewers, Bristol Georges & Co. Ltd., to the Courage, Barclay & Simonds Group. We now expand this introduction with some notes on the history of the firm and a description of the business as it is to-day, which we are sure will be of interest to our readers.

The name of George and the city of Bristol have been closely linked since 1788, in which year Philip George and six partners, all notable Bristol merchants of the time,

purchased from James Grimes the original brewhouse, malthouse and warehouse in Tucker Street, and set up business under the style of Philip George and the Bristol Porter Brewery. It was not a good time to enter the brewing industry, but Philip George and his partners do not seem to have been lacking in enterprise or optimism. In 1790, according to the Minutes of the partnership, Mr. George reported the purchase of "Bayly's Premises" and, in the following year, "Ellis & Overton's". This expansion was in spite of an annual trading loss, and it was not until 1797 that the firm's optimism was justified by results. In that year a profit on trading was shown for the first time, and it was not only sustained but increased, until in 1806 a profit of £5,000 was achieved.

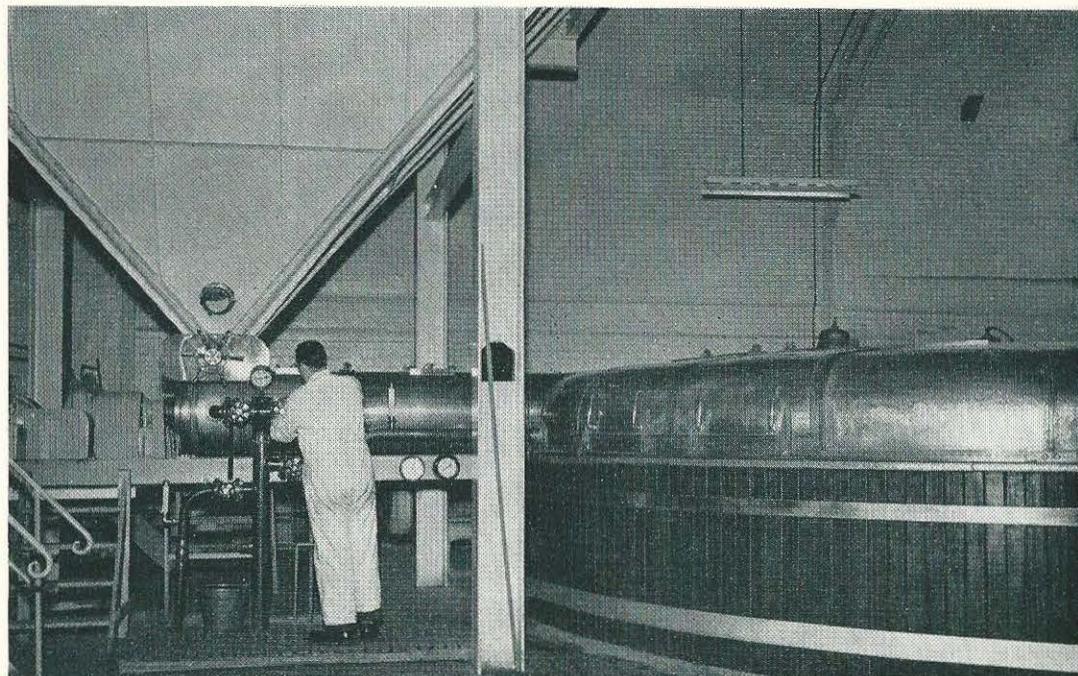
At first, the firm restricted itself to the production of porter, but by 1795 the Board seem to have realised the danger of relying completely on one product and built a Pale Ale brewery alongside the original Porter

Brewery. An advertisement in Farley's Bristol Journal, dated 30th January, 1796, quotes a price of fourpence per quart for porter, recommends the brewery's stock of strong beer, ale and table-beer, and conveys confidence in their products in these terms, "As they (Georges) presume the quality of their liquor will be found equal to any in use, and as a constant supply may be depended on, they hope for the patronage of their Friends and the Public".

There was, in those early years, a very good export trade to Ireland and to Liverpool. It was comparatively easy to ship liquor to Cork, and in 1792 Philip George sent a traveller, John Bradley, on a tour of Ireland to further the Company's interest and to make the necessary contacts with retailers. His journeyings took five months, during which time he had many adventures, sometimes getting lost in Irish bogs, and often sleeping on the floors of inns or cabins in front of a peat fire.

Philip George was obviously the driving spirit of the first partnership, and before the end of 1816 only he and Jacob Wilcox Ricketts remained in the firm. These two decided to retire in favour of their sons and a new partnership was formed, consisting of

The main Mash Tun at Georges, one of the largest in the country.



Mr. A. R. Boucher, Chairman of Bristol Georges.

three Georges and four Ricketts, the firm's name being changed to Georges, Rickettses & Co.

In an engraving of the brewery at this period, the river appears to be a scene of immense activity, with horse-draws on the quayside and barges and sailing-trows on the river.

This was the period when Georges began to acquire its own licensed houses and so, to some extent, free itself from the fierce competition between brewers that drove many of the smaller breweries into liquidation.

After 1827, the Vaughan family seem to have replaced the Ricketts, so that, by the

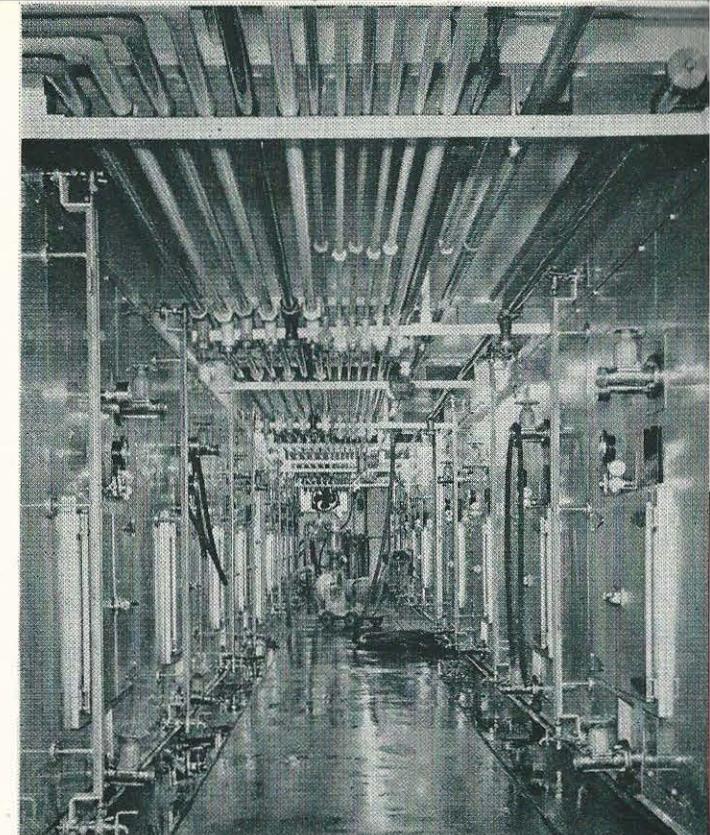
time of the Company's incorporation in 1888, no member of the Ricketts family remained. There was still a fairly strong George interest, however, and Mr. Philip H. George was the first Managing Director, whilst Mr. Williams Edwards George, who was also a director, later became Chairman.

By the time it was incorporated, Georges had become an extremely prosperous concern. Some measure of the confidence of investors in the Company's future was evident in the fact that, in the first five hours of the first day on which Georges' shares were offered to the public, they were over-subscribed by £6,000,000 (the actual capital was £300,000). In this century, the Company's development has been accelerated by the acquisition of a number of other breweries. Five years ago it merged with Bristol United Breweries Ltd. which had been, until then, the principal competitor of Georges in Bristol. This was a fortunate move in that it permitted the Group to weed out a number of unsatisfactory houses belonging to both the Georges and United groups, houses which sometimes appeared side-by-side in parts of the city which, once heavily populated, had been affected by the post-war shift of population outwards to new suburbs.

Occupying nearly a quarter-mile of riverside on the Floating Harbour between Bristol Bridge and St. Philip's Bridge, the brewery is, in its way, as much a landmark of the city as Temple Meads station or the Cabot tower. In the manner of most long-established breweries, it exhibits a variety of architectural styles, from the grim, grey stone-work of the 18th-century to the concrete and curtain-walling of the present day. The original Porter Brewery of Philip George still stands, but is now merely a store, most of the existing buildings having been erected in this century, including a large and rather impressive brewing-tower which dominates the loading-bays on the Bath Street side.

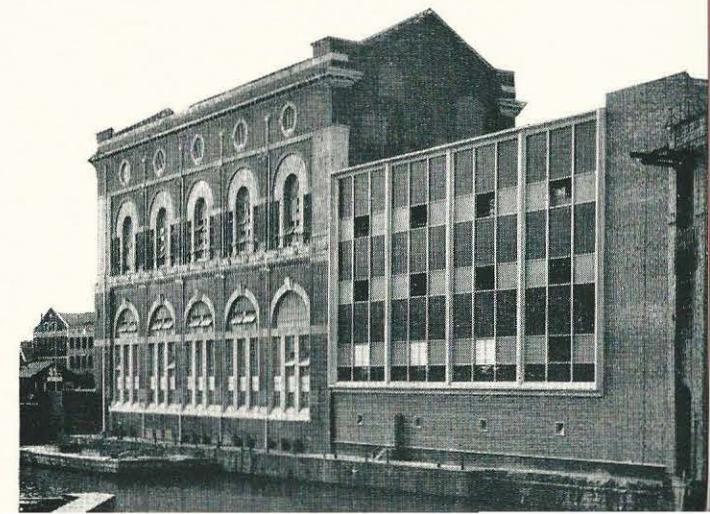
A feature of the river-front is the malt-hoist, although it is not often used these days because most of the malt and sugar is

A view of the new Counterslip Factory from across the river. Here wines, spirits and minerals are bottled.



The new Cold Room at Bristol Georges.

delivered in bulk by road. In the 18th and early 19th-century, however, most of the malt and sugar came by water, and in the Minutes of January 1st, 1798, there is reference to an importation of malt which miscarried, when "Mr. Tozer (the Manager) acquainted the Committee that the Brig Daniel on which we have 340 Quarters of



Malt was, on the night of 27th, grounded on the rocks called The Wolves in the Bristol Channel”

The heart of any brewery, it is said, is the Brewhouse. At Georges the main Mash Tun, with a capacity of 130 Qrs., is one of the largest in this part of the country, and was made in the brewery by the engineering staff. In the Fermenting Room, 29 vessels of varying sizes are employed, ranging in capacity from 50 to 330 barrels, and the bottling, with a weekly output of about 1,250,000 filled bottles, contains six automatic units. A feature of the brewery that often impresses visitors is the Boiler-house, off Counter-slip, and its gleaming metalwork and meticulous order show that it is cared-for by men who are proud of it.

Divided by Bath Street, brewery and administrative offices have always maintained a friendly rivalry, which has sometimes found expression in the Staff *v.* Brewery football match. The Company offices are centred on what was once The Talbot Hotel, on the corner of Bath Street and Victoria Street. From this base, they have spread down Bath Street as circumstances have demanded, taking in further houses by degrees. Alongside St. Philips bridge an ambitious development scheme involving the construction of a wine-and-spirit and mineral-water factory was started last year, to house Wyld & Co. Ltd. and Wigmore & Co. (Bristol) Ltd. Down at Oakhill, in Somerset, the Maltings are undergoing complete reconstruction and conversion to the Saladin Box system.

In recent years Georges have acquired a number of new licensed properties. A little over a year ago, thirty-nine inns in Somerset were purchased from Ind Coope, and, more recently, a further twenty inns and hotels were acquired from John Lovibond & Sons Ltd.

Most of Georges' 1,300 inns and off-licences are situated in and around the cities of Bristol and Bath, and the towns of Wells, Weston-super-Mare, Bridgwater and Shepton Mallet (where the Charlton Brewery Co. Ltd., a subsidiary, still brews, bottles and

The Company has a wonderful collection of documents and books which trace its history back to the 18th Century.



A recent acquisition, the "Pheasant" is one of the most historic inns in Salisbury.

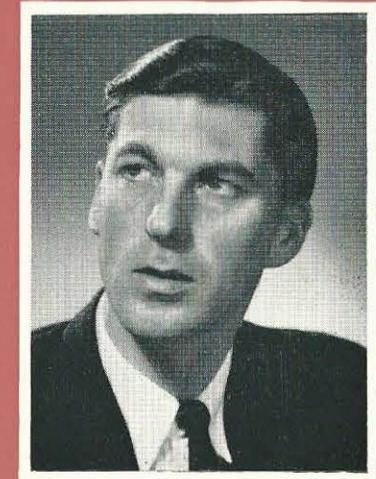
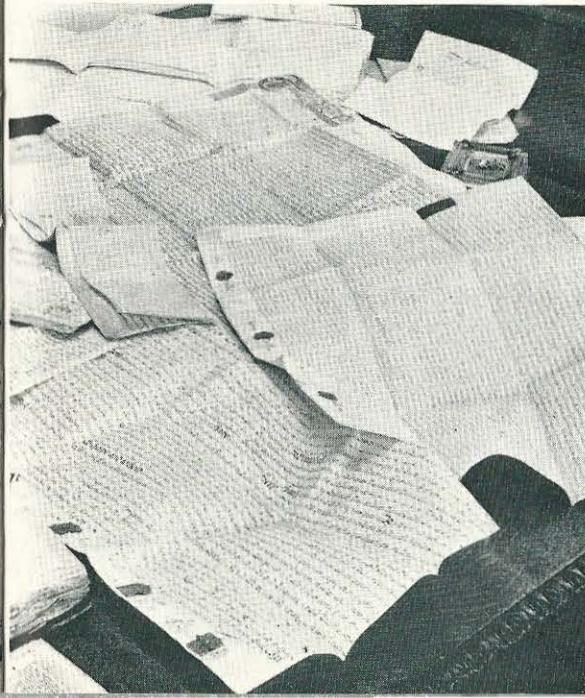
delivers). Their houses actually extend over an area stretching from Pontypool in Monmouthshire to Bridport in Dorset and from Ilfracombe in Devon to Romsey in Hampshire. Following the recent tendency for breweries to take advantage of their property interests by forming property development companies, Georges Brewery Properties Ltd. was formed last year and a programme of development has already been embarked on.

The fact that Bristol Brewery Georges has now been acquired by the Courage, Barclay & Simonds group does not mean the end of this story, but the beginning of a new



An attractive new house opened by Georges in 1958, "The Long Cross" at Lawrence Weston.

chapter. Ever since the end of the last century there has been a steady but inevitable process of integration in the brewing industry. Far from being a new thing, mergers have been a feature of the industry for nearly a century, and there is no reason why they should not be to the interest of all, if they are handled with understanding, good sense and an appreciation of the public demand and existing goodwill. Within a national group, Georges will continue their traditional relationship with Bristol and the West, an association which, over the past 173 years, has made Bristol and Georges synonymous.



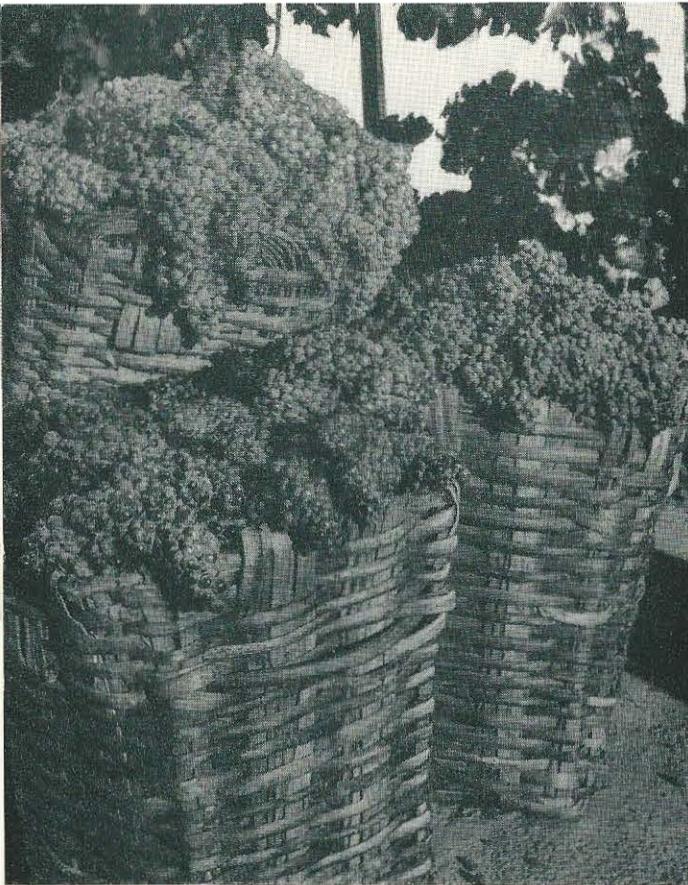
MR. C. J. M. DOWNES

ON SEPTEMBER 6TH it was announced that Mr. Christopher Downes had joined the Board of H. & G. Simonds, Ltd.

After serving his pupillage, he joined Tamplins Brewery at Brighton as a Brewer, where he remained for eighteen months. This was followed by an appointment as Production Manager, and latterly as a Director, of C. G. Hibbert and Co. Ltd. of Southampton.

In 1955 he joined H. & G. Simonds as Bottling Manager and in 1959 he became Technical Manager of the firm.

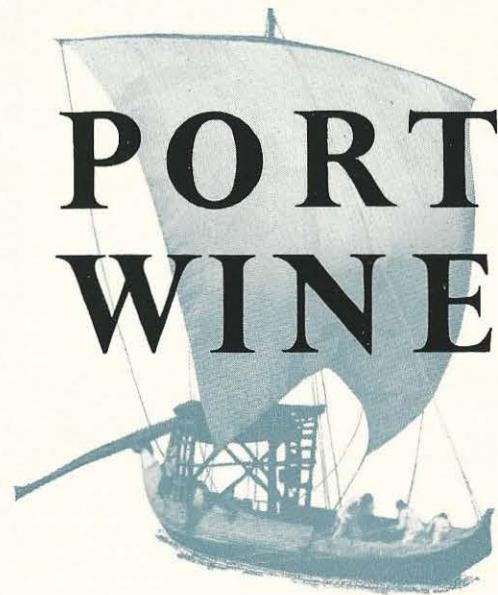
Following the merger with Courage and Barclay in 1960, Mr. Downes was selected this year as Planning Adviser to the Courage, Barclay and Simonds Group.



The rich purple grapes are picked and placed in large baskets or 'gigos'.

PORTUGAL is one of Great Britain's oldest Allies, and for many generations, port has been known as the Englishman's Wine. Under Portuguese Law, the name "Port" or "Portwine" is reserved for wines grown and made in the Douro district in the North of Portugal and the name is also protected in the United Kingdom under the Commercial Treaty Act of 1914.

The river Douro runs from Spain in a westerly direction, entering Portugal near the town of Barca d'Alva and thence on through the Douro district until it eventually meets the Atlantic Ocean close to the town of Oporto. The Douro district begins where the river Douro enters Portugal, and with a width varying from ten to twenty miles, stretches for approximately forty miles to a point just West of the town of Regua. The nature of the country is extremely wild and rugged,



By E. A. COCKBURN

somewhat like the North West Coast of Scotland, and clinging to the sides of the hills one sees the terraces of vines. These terraces are built in steps to prevent the harmful effect of heavy rainfall, which would otherwise wash the soil and the vines down the steep hillsides.

The vineyards are called quintas and vary considerably in size, producing from only a few Pipes (a Pipe is an Oak Cask containing about 115 gallons or 56 dozens) to as much as 100 Pipes or more each year. Roughly one thousand vines can be expected to produce the equivalent of 700 bottles, though this will vary with the situation of the quinta.

The Vintage usually starts about the end of September, dependent on weather conditions, and it is a time of great activity as the peasants come from far and wide to take part in it. Vintage is a time of gay festivity, and national dances handed down from generation to generation are still performed with all their ancient ritual.

The rich purple grapes are picked by

hand and are placed in large baskets called 'Gigos', weighing about 80 lbs. each, and are then carried on the backs of men to the wine presses.

When the grapes have been pressed the juice starts to ferment and the length of time during which fermentation takes place will depend on how sweet a wine is required. The juice is then drawn off into large wooden vats where a little Portuguese wine brandy is added to arrest the fermentation. The wines remain in the Douro during the cool of the winter months and then, after being racked from their deposits, are brought down to the lodges of the Shippers in Vila Nova de Gaia,



by road, rail, or in some cases, by the picturesque Douro Boats. Vila Nova de Gaia lies on the opposite side of the river to Oporto.

When in any one year the young wine promises exceptionally fine quality, it is, by expert consent, declared a vintage. The Shipper selects a limited quantity of the

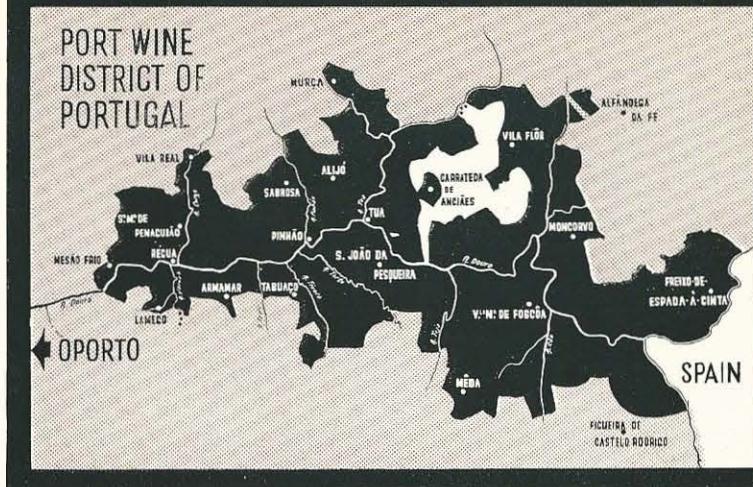
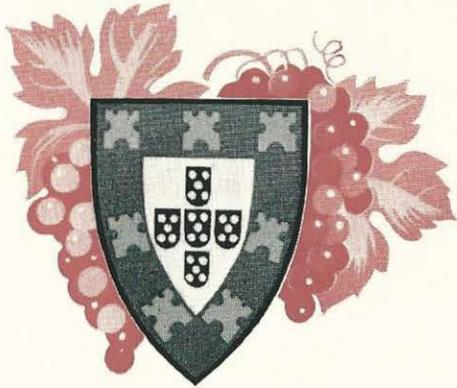


finest wines of that year, blends them together and the wine is left in cask for two or sometimes three years. It is then shipped as a vintage to the markets throughout the world where it is bottled by the Merchants. This young vintage port thereafter lives its life in bottle, taking maybe ten or more years to reach maturity. Wines not thought of sufficient quality to be classed as vintage, are blended into the stock of the Shipper and it is from such stocks, which mature in cask, that the Wood Wines known as 'Ruby' and 'Tawny' are shipped. These wines live their life in cask and should always be drunk as freshly bottled as possible. White port is made in exactly the same way as red port, but with white grapes instead of red ones.

A fair proportion of the public to-day fight shy of drinking a glass of port as they have the mistaken feeling that it may be harmful to them and give them gout. In fact nothing is further from the truth since port wine is a most health giving drink, which can be taken at any time. What better than a glass of Tawny or Ruby Port after a meal? —or, as an aperitif, there is the new dry White Port which can be taken in the morning with a biscuit as a sure "pick-me-up".



Unloading a pipe of port from an ox cart.



Then there is Vintage Port, which stands on a pedestal of its own, the King of Ports and—dare I say it?—the King of Wines. Owing to unprecedented demands for Vintage Port, stocks are getting perilously low, but there are always the Crusted Ports, aged in bottle, and Vintage Character Wines to drink freshly bottled, both of which are excellent.

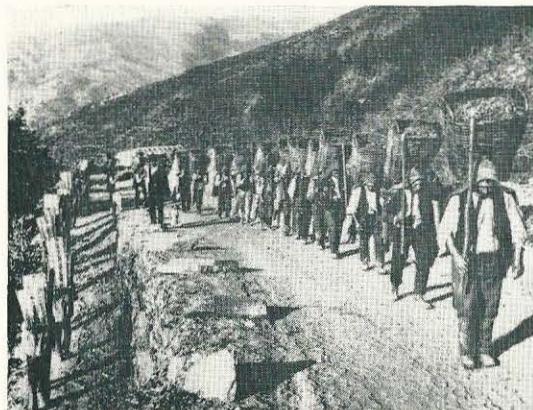
I have often been asked what is the finest Vintage that has ever been shipped, and as far as our own firm is concerned, I think unquestionably, the 1863s were probably the greatest; pre-phylloxera wines of course, and of superb quality. Of the more modern Vintages, the two outstanding classics were

the 1927s and the 1935s, now practically all drunk, but the modern ones are coming on.

There are port wines to suit all pockets, which retail at 15/- and upwards. I have always advocated that just as one has one's Doctor and Dentist, so one should have one's Wine Merchant, who will always be a friend in need, and whose advice on all kinds of wines will be freely and gladly given.

More and more of our friends in the trade and many of the public, are going to Portugal for a holiday, and they find that a visit to the lodges at Vila Nova de Gaia, with possibly also a trip up the Douro, is an experience never to be forgotten.

Grapes being carried in baskets to the "lagares" or stone tanks where they are fermented.



A photograph which shows how the vineyards are terraced into the stony hillsides of the Alto Douro.



REGULAR readers will remember that last year a Bowls Team from our firm made a memorable visit to Belgium to play a team raised by Mr. John Martin, our local agent, at the Genval Country Club.

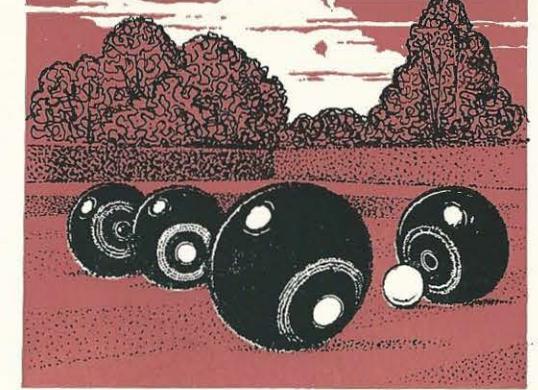
This year it was our turn to entertain the Belgian team and so a match was duly arranged at the Royal Household Bowling Club, Windsor, on 27th and 28th May.

Our guests arrived at London airport on Friday, May 26th, and were met by Mr. E. J. Hollebhone, Mr. A. E. Wake and Mr. F. W. Freeman, who captained the Simonds team. They were taken to the *Packhorse Hotel* at Staines, where they were accommodated during their stay, and in the evening were entertained by Mr. Duncan Simonds to dinner and a floor show at the Talk of the Town at the London Hippodrome, which were much enjoyed by everyone.

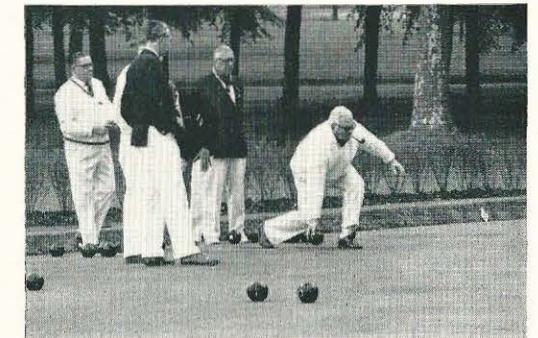
Next day the party toured Windsor Castle with Mr. S. Lucking, the Superintendent, acting as a guide, before going on to the Bowling Club to play their first match. This resulted in a win for Genval by eight shots and was followed by a convivial lunch in the pavilion.

In the afternoon match the Simonds team turned the tables and registered a good win by 35 shots. A pleasant evening was then spent in the bar of the Royal Household Club, which had been placed at our disposal by the Officers and Committee, the bar itself being in the capable hands of Mrs. Crisp and Mrs. Mitchell.

An early start was made on the Sunday, when the team was taken for a tour of Windsor Great Park and Ascot before returning to the Royal Household ground for



return match



The match in progress.

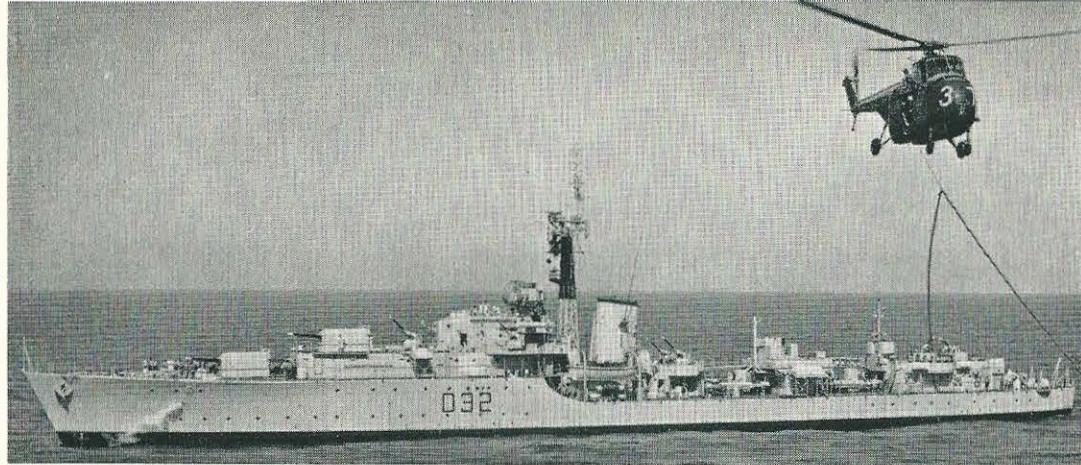
a further match at 10 a.m., which resulted in a win for Simonds by 26 shots.

A farewell lunch at the *Pack Horse* was the last item on the programme, after which the party were entertained with songs by Mr. S. Hinton and a film of the previous year's match in Belgium. In the evening our guests were escorted to London airport to catch their plane for the return journey.

Mr. Freeman has since received a charming letter of thanks from Marquis E. Impériali, the Genval Captain, in which he described the weekend as an 'imperishable memory', from which we conclude that the trip must have been almost as good a one as our team enjoyed to Belgium a year ago.



The two teams pictured at the Royal Household Bowling Club.



A helicopter from 824 Squadron passing a tow to a disabled destroyer.

Hopleaves

SINCE we last went to press a number of appointments have been announced. Among them are those of Mr. R. B. St. J. Quarry to the Board of Bristol Brewery Georges and the Horselydown Property Investment Company. Also appointed to the Board of Bristol Brewery Georges is Lieut. General Sir Charles Allfrey.

Mr. E. J. Hollebone has become Head Brewer of H. & G. Simonds, while Mr. S. C. Saunders has been selected as Trade Manager, and Mr. F. E. R. Phipps as Head Brewer, at Bristol Brewery Georges. Mr. J. B. Mansell of the Charlton Brewery, Shepton Mallet, has succeeded Mr. Phipps as Head Brewer at Newport.

Mr. J. D. Richardson has become Deputy Staff Manager of Courage Barclay Simonds Ltd., and Mr. R. Howie is now Furnishing Consultant to the Group.

824 Naval Air Squadron based in H.M.S. *Centaur* have had an energetic summer. Starting with intensive anti-submarine operations and some night flying from Malta—where, incidentally, the squadron sold no less than 25 doghouse ties to members of the R.A.F. Officers' Mess at Ta Kali—the squadron next spent five days with other units of the Mediterranean Fleet at Barcelona

before moving to Gibraltar for storing and equipment maintenance.

Originally the plan was for the Squadron to set off for America at the end of June, but, twelve hours before they were due to sail, the Kassem-Kuwait affair boiled up and instead they found themselves steaming towards the Suez Canal. Having accomplished the passage of the canal uneventfully, the Squadron spent some days at Aden before proceeding on to the Persian Gulf.

Finally leaving the Kuwait area on August 14th, they made a quick trip home and arrived at Plymouth on September 1st. Here half the Squadron were relieved, including the Commanding Officer, Lt. Commander F. K. Steel, who was succeeded by Lt. Commander R. G. D. Williams. Some fairly intensive training ensued, which however did not prevent the Squadron from entertaining a party from our Brewery at Plymouth aboard ship early in October.

Plans for the winter include a trip lasting some months to the Far East.

With the closing of the firm's Maltings at Reading and Newbury a long and happy business relationship with the various Barley Merchants who supplied us came to an end.

On July 12th the Board gave a lunch at the *Ship Hotel* for the Merchants who had served us so well. Among those present were Mr. Duncan Simonds, Mr. E. M. Downes, Mr. C. J. M. Downes, Mr. E. H. Hollebone, Mr. J. Fielder and Mr. D. W. Beckford.

In a short speech Mr. Arnold Wells, of Wallis Son and Wells who had supplied us with Barley for over sixty years, drew attention to the close and pleasant relationship which had always existed between the two firms and expressed his thanks both for the lunch and the help which he had had from our firm on various occasions in the past.



Sir Michael Redgrave photographed at the "Haunch of Venison" in Salisbury, with the Manager, Mr. Ian Bennett, after he had lunched and dined there recently.

On July 5th, Mr. Duncan Simonds presented Mr. William Percy with a silver cup to commemorate the Percy family's fifty years in the *Waggon and Horses* at Hartley Wintney.

The tenancy started on July 4th, 1911, when the present tenant's father, Mr. A. E.



Mr. William Percy pictured with his silver cup outside the main Brewery offices.

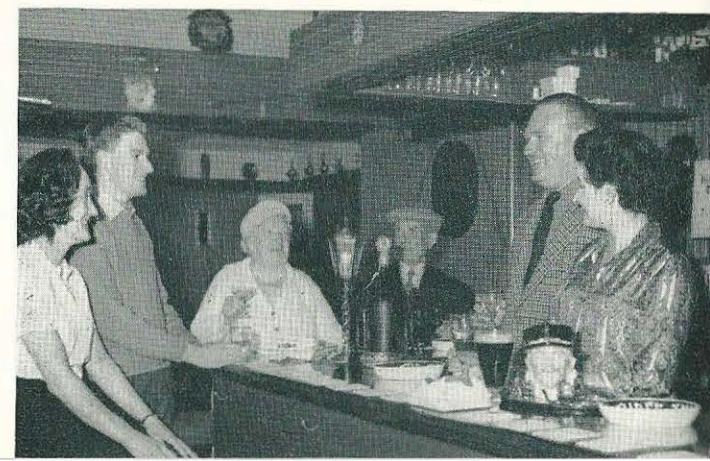
Percy, took over the house. He remained there until his death in 1928, when his widow took on the licence until handing it over to her son on his return from the Forces in 1946.

As a matter of interest, the Hattons, who preceded the Percys, were tenants for a period of forty-one years.

Joyce and 'Jeff' Jeffrey, who have been at the *Three Jays* at Sunninghill for about five years, have resolved the storage problem cleverly in their bar. Suspended by wrought iron brackets some eighteen inches from the ceiling is what appears to be a beam. In fact the beam is hollow and twelve dozen assorted glasses and two thousand cigarettes can be stored inside it, while countless bottles of every size and shape stand on top of it. The effect is both useful and decorative.

At one time 'Jeff' was a professional pianist on the stage and he still entertains his customers on the piano and clavichord. Steaks and toasted sandwiches at the bar are the specialities of this extremely gay and pleasant old inn.

Joyce and 'Jeff' Jeffery entertain some customers at the "Three Jays".





A group taken at the Golf Meeting. (LEFT TO RIGHT) J. Ayling, "Bell and Bottle", Littlewick Green, R. Gibbs, "Antelope", High Wycombe, S. C. Saunders, Manager at Bristol, G. E. Bennett, "Dolphin", Slough.

The Wellington Social Club, a highly popular rendezvous for Basingstoke residents, recently moved into entirely new premises which were opened by Mr. F. W. Freeman, our Free Trade Manager, Reading and Staines Area.

The Club was formed in 1940 to encourage social contact between the staff of Park Prewett Hospital, military personnel and local residents and was first accommodated in a small hut. Later two army huts were bought and now the new building provides an attractive hall with two large bars and excellent cloakrooms for the use of the 260 members.

The third Annual Meeting of the Simonds Golfing Society was held at the Sonning Golf Club on Thursday, September 28th, 1961.

Simonds and Courage & Barclay tenants who took part in the cricket match in June.



Entries showed an increase, no doubt because this sporting occasion offers a wonderful opportunity for tenants, managers, and staff to get together socially. It was also obvious that the standard of play is improving each year as many of those who had low scores last year were up in the 'thirties' this time.

Mr. E. M. Downes presented the prizes at the end of an exceptionally good day's golf.

Prizewinners were:—

FOURBALL STABLEFORD

- 1st C. R. Holman, Area Manager, Plymouth.
K. J. Ellis, "Railway Arms", South Ascot.
- 2nd K. P. Chapman, Director.
J. E. Budden, "White Lion", Yateley.
- 3rd J. W. Hillier, Accountants.
W. Lindsay, "General Draper", Bristol.
- Special D. Oxford, "Jolly Butcher", Staines.
F. K. Hilton, Area Surveyor, Bristol.

FOURSOMES STABLEFORD

- 1st F. L. B. Abbott, Chief Accountant.
J. H. Armstrong, "Griffin", Caversham.
- 2nd L. R. Welch, "Bush Hotel", Farnham.
L. H. Woods, "Six Bells", Bramley.
- 3rd C. J. C. Broun, Representative, Reading.
K. J. Ellis, "Railway Arms", South Ascot.
- Special R. C. Pitts, Area Manager, Swindon.
R. Gibbs, "Antelope", High Wycombe.

A keenly contested cricket match took place between Courage Barclay and Simonds tenants on 27th June. The match, which was played at Alton, resulted in a draw, Simonds scoring 179 for 5, to which Courages replied with a score of 120 for 6 before stumps were drawn. It is hoped that this match will become an annual fixture.

OBITUARY

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

MR. R. H. ANSTEY, on July 9th, who had been tenant of the *Black Horse* at Hambrook, near Bristol, since 1927.

MR. C. J. BROWN, on August 28th, who had been tenant of the *Labour in Vain* at Pontypool since 1946.

MR. W. H. CHANDLER, on September 10th, who had been tenant of the *Wheatsheaf* at Faringdon since 1951.

ACKNOWLEDGEMENTS

We wish to express our thanks to the following for the use of photographs:—

- Watermen Caterers*, pages 18, 19 and 20.
- Cockburn Smithes & Co. Ltd.*, pages 26, 27 and 28.
- Salisbury Journal*, top right page 31.