



HOP LEAF NEWS



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THE VALUE OF LOYALTY

Sir Charles Allfrey at Bristol Area Staff Dinner

250 GUESTS OUT FOR
A GOOD TIME

THE splendid support given to the Third Annual Dinner and Party of the Bristol area was, in the opinion of Lieutenant-General Sir Charles W. Allfrey, most encouraging for the future. Replying to a toast to the firm given by Mr. B. H. Quelch, Bristol Area Manager, and Chairman for the evening, Sir Charles went on to say that these parties "knitted-up" the Simonds family and produced cohesion and loyalty.

"Without loyalty," he said, "any firm might just as well put up the shutters and go home."

"Trade was buoyant in the Bristol area," added Sir Charles, and went on to say that the support the firm received from the district gave great encouragement for the future.

Mr. Quelch, in proposing the toast, said the Company's sales had increased in Bristol in the financial year ending in September last, while a good start had been made to the current period.

He gave a special welcome to Sir Charles and Lady Allfrey, Mr. K. P. Chapman, the financial Director of the Company, and Mrs. Chapman, and extended greetings to the entire company numbering 250.

Among those present were allied traders, tenants of the Company's houses, and representatives of sections of the free trade.

The dinner, which was held at the Berkeley Cafe, Bristol, was followed by entertainment, dancing and games.



THE VERY OLD AND THE VERY YOUNG

TWO functions held recently by the Simonds Social Club were the Annual Dinner and entertainment for the firm's pensioners and the Christmas Party for children of Club members.

Fifty-eight pensioners were enter-

tained by the Directors and Committee of the Club, and Mr. E. Duncan Simonds, who presided, paid tribute to the excellent service they had given to the firm.

The combined ages of the pensioners present were 4,176 years

and their total service to the Company was 2,263. Thus the average age of those present was 72 years and the average service 39 years. Unfortunately 33 pensioners could not attend owing to illness.

On 12th January the Children's Party was attended by 250 children whose ages were from five to twelve years. In addition to being given tea the children were entertained by a conjurer, community singing and a film show.



PRESENTATION AT PLYMOUTH

GOODBYE TO
BILL HICKS

THE Cellar and Cask Yard personnel said "goodbye" to Bill Hicks earlier this year when he retired after 16½ years' service. To mark their appreciation they presented him with a fireside chair in the hope that he would enjoy a long and restful retirement.

The presentation was made by

Mr. J. E. G. Rowland, the Head Brewer, who thanked Mr. Hicks for his long service and also presented him with a cheque on behalf of the Directors.

Mr. Hicks and his fellow workers in this picture have between them completed 324 years' service with the Company.

Dual - Purpose Beer - Can

NO one knows what happens to many of the beer cans which leave the Brewery, but this is the first time that we

have heard of one being used as a hookah!

This photograph was taken at Ismailia last year.

COIFFURE A LA E.I.P.A.

GIRLS! Do you want to improve on your Crowning Glory? Want me to let you into a secret? You, too, can have those flowing tresses that will give your Personality I. Q. a boost to fame and fortune.

Our Plymouth correspondent rang the Manageress of the Ladies' Hairdressing Department of a famous Plymouth store on the subject of the new technique of hair setting. This is the tip for giving the hair a beauty culture recently discovered:

- (1) Wash the hair in the usual way.
- (2) Apply E. I. Pale Ale to the hair, set and dry.

The result—more body to the hair, pliability and gloss.

Ruefully I have examined my own thinning locks—can our Pale Ale provide luxuriant growth heretofore unknown?

Well, you have the answer, and once again we are discovering uses for our beers hitherto unknown.

Good Health and Good Hair—E.I.P.A.!

RAFFLES FOR A PARTY

THE Social Section of the Reading Branch of the Transport and General Workers' Union organised a New Year party to the Harringay Circus on the 19th January. A party of eighty, which included the staff and children from the Church of England Home, Reading, and St. Benet's Home, Emmer Green, together with children of the brewery's employees, travelled in two coaches.

The cost of the party—approximately £50—was met by draws, raffles, etc., held by the brewery employees.



Happy Faces at the Reading Staff Dance held at Olympia, Reading on Friday, 8th February.



NEWPORT NEWS

WE are pleased to record that Mr. Sydney Edwards, of the Cellar Staff has returned to duty so soon after his unfortunate and painful accident.

"Dai" as he is popularly known by his fellow workers sustained partial amputation of several toes as a result of his accident.

Death

The sympathy of all at Newport Branch went out to Mr. Arthur Lowe, of the Engineers' Department, on Christmas Eve, when news was received of the passing of his wife.

The late Mrs. Lowe had been in ill-health for some years.

Newport Branch Dance

The above has been arranged to take place at the "King's Head" Hotel, Newport, on the 5th April next, when a large attendance is anticipated.

Transport Dinner

This popular and well established annual was held at the "Castle Hotel" on the 30th November, and as with good liquor it improves with the passing of the years. The feast supplied reflects great credit on "Mine Hosts," Mr. and Mrs. George Setterlund, who personally

supervised the catering arrangements and the smooth and constant flow of liquid refreshment during the informal evening's entertainment which followed.

The guests of the evening, who were introduced by Mr. C. Dobbs, occupying his usual role of Chairman, were Mr. A. N. Phillips, Mr. T. H. Antill, Mr. A. G. Gould, Mr. C. Billing, Mr. C. W. Snell and Mr. A. Powell.

Regrets were expressed on behalf of Mr. S. C. Saunders, who was unable to attend.

The invitations to transport pensioners and the presentation to them of gifts has always been a pleasant and generous feature of this function, and on this occasion presentations were made to Mr. A. (Tiny) Powell, and to Mr. C. W. Snell, who was enjoying his first year of retirement. In a spirit of banter it was then agreed to confer upon Mr. Snell the title of "The Young Pensioner."

The evening ended with a special vote of thanks to the organisers for the excellent of the arrangements.

We regret to announce that Mr. A. G. Gould was admitted to hospital recently, but we send him best wishes for an early recovery.

TAMAR BOXING HOPE "Champion in the Making"

A YOUNG man who is rapidly building up a local reputation in the boxing ring is sixteen-year-old Dick Damarell, of the Bottling Stores at the Tamar Brewery. A national schoolboy champion in 1956, Dick now fights as a light welter-weight and possesses a telling

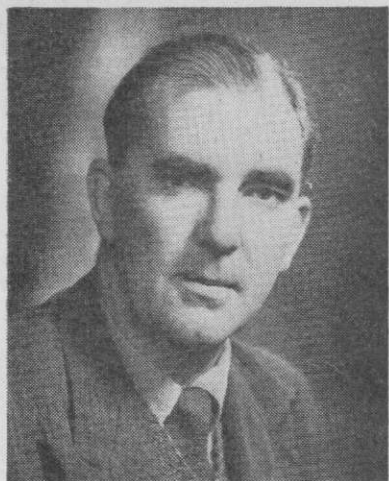
punch which has won him most of his bouts.

Local newspapers describe him as "a light welter with a beer-barrel chest and a punch like the "kick of a dray-horse" and as "a champion in the making."

We'll be watching you, Dick!

Personal Paragraphs

MAINLY ABOUT SIMONDS PEOPLE



Mr. W. G. Shopland.

NOW getting used to the ways of the West Country is **Mr. P. I. C. Hill**, who was transferred from Reading to the Brewing Staff at Devonport on January 14th.

CONGRATULATIONS to **Mrs. E. R. Embery**, Manageress of the Arthur Cooper shop at Oxford Road, Reading, on the birth of her second daughter on January 30th.

A NEWCOMER to the Plymouth staff is **Mr. D. S. Hounsell**, who has joined the Surveyor's Department as a draughtsman.

RECENTLY retired is **Mr. H. Howard**, who joined the Company in 1914, when he started work in the Brewing Department. He was appointed charge-hand in 1943, and five years later foreman of the department. Mr. Howard retired on January 31st, 1957.

IT is with deep regret that we record the death on January 5th, 1957, of **Mr. George Weait**, who retired on pension on September 30th, 1954, after completing over fifty years' loyal service with the Company.

George Weait was a great Christian, and his devoted services to St. Laurence, the Municipal Church of Reading, will long be remembered. Over many years he had held the offices of Sidesman, Secretary of the Parochial Church Council, Churchwarden, and Treasurer.

The funeral service, held at St. Laurence Church, on January 9th, was largely attended.

TRANSFERRED from the Insurance Office at Reading to the Brewing Room as a Shift Brewer is **Mr. R. J. Weller**. In his



Mr. P. I. C. Hill.



Mr. A. J. Dines.

seven-and-a-half years with the Company Mr. Weller has progressed from the Cask Office to the Estates Department, on to the Accounts Department, thence to the Insurance Office until his present appointment.

ONE of the most important appointments made in the Company recently is that of **Mr. L. E. Harrison** as Chief Chemist at Reading. Mr. Harrison joined the Laboratory on December 3rd, 1956.

THE vacancy caused by the retirement of **Mr. E. A. Kealey** of the Branch Department at Reading on February 28th has been filled by **Mr. W. Greenaway**.

A NEW appointment at Bristol is that of **Mr. W. G. Shopland** as Transport Supervisor to succeed Mr. D. O. Waterman.

Mr. A. J. Dines has rejoined the Architectural Drawing Office at Reading after military service.

THE following people have joined the Company during the past few months and we extend to them a hearty welcome:

Mr. P. Ball	-	Reading
Mrs. M. L. Barnes	-	Staines
Mrs. L. Brown	-	Reading
Mr. G. W. Dagwell	-	Tamar
Mr. M. Dodd	-	Reading
Mr. R. K. Dodwell	-	Reading
Mr. R. C. Hallett	-	Tamar
Mrs. M. Hulbert	-	Reading
Mrs. K. Lambert	-	Reading
Mr. A. Ledger	-	Reading
Mr. C. J. Lewis	-	Newport
Mrs. J. A. Marsh	-	London
Miss M. Major	-	Reading
Mr. A. M. Maskens	-	Oxford
Miss M. Mather	-	Reading
Mrs. P. E. Morgan	-	Newport
Mrs. J. M. O'Neill	-	Reading
Miss S. Phillips	-	Newport
Mrs. P. M. Smith	-	Brighton
Mrs. H. Talbot	-	Bridgend
Miss V. Underwood	-	Reading
Mr. M. T. Valentine	-	Reading
Mrs. J. F. Zanders	-	London



Mr. A. M. Maskens.

PARTY FOR THE TAMAR CHILDREN

ONE hundred and eighty children and almost an equal number of mothers were present at the Exmouth Hall, Devonport, earlier this year when the Tamar Brewery Simonds Sports and Social Club held its Annual Children's Party. Among the children were 12 orphans who were invited to the party from Nazareth House. The children, whose ages ranged from two to thirteen were ably looked after by the Committee, led by their Chairman, Mr. C. Samuels, so that the party was voted the best ever.

The Lord Mayor and Lady Mayoress of Plymouth were entertained as guests of honour, the Mayoress being presented with a bouquet by ten-year-old Marie Cragg. Making his last appearance in Devonport this season was Father Christmas, admirably played by Mr. F. Bryant.



PRIZE PRESENTATION AT DEVONPORT



Left to right : Mr. W. Cornish (Secretary), Mr. E. G. Bennett (Darts Champion), Mrs. R. E. Wright, Mr. R. E. Wright (Asst. Manager) and Mr. C. Samuels (Chairman) were all smiles.

A SOCIAL evening was held at the Simonds Social Club recently. During the evening Mr. and Mrs. R. E. Wright presented the Cups and Trophies to the winners of the Darts, Snooker and Euchre Tournaments, held during the season.

The "Spurling" Cup for the Men's Darts Individual Championship was won by Mr. E. G. Bennett;

runner-up was Mr. R. Beveridge.

The Silver Cup for the Ladies' Darts Individual Championship was won by Mrs. Watkins; the runner-up was Mrs. B. Perry. The Snooker Cup was won by Mr. F. J. Turner; the runner-up was Mr. J. Wardle.

The Euchre Champion (in pairs) Mr. D. Waterfield and Mr. H. Frampton won Pewter Tankards.

FOOTBALL CLUB REPORT

Simonds Athletic, Reading

SINCE December the Club's first eleven have had a fairly successful time. A long unbeaten run was brought to an end by the heavy grounds with two 6-1 defeats. These were followed, however, by three good victories, and providing this form can be maintained the league leaders will at least be chased home by our side. The fixture list, due to our Cup run, reaches into the beginning of May, and includes evening matches. All games must be won if we are to have a chance of promotion for a second successive season.

Our run in the County Junior Cup ended with a 3-2 defeat at the hands of V.P. Sports, of Maidenhead, on their own ground before 250 spectators. Here is a quote from the *Berkshire Chronicle* which treated this game as its match of the week: "This was a game which had everything that could be asked of a cup-tie. Thrills, spills, good football, goals—three to the winners and two to the valiant losers—Simonds—and, above all—sportsmanship." This is not the first time that the sporting play of our team even in defeat has been commented upon, and of this, above all, we are proud.

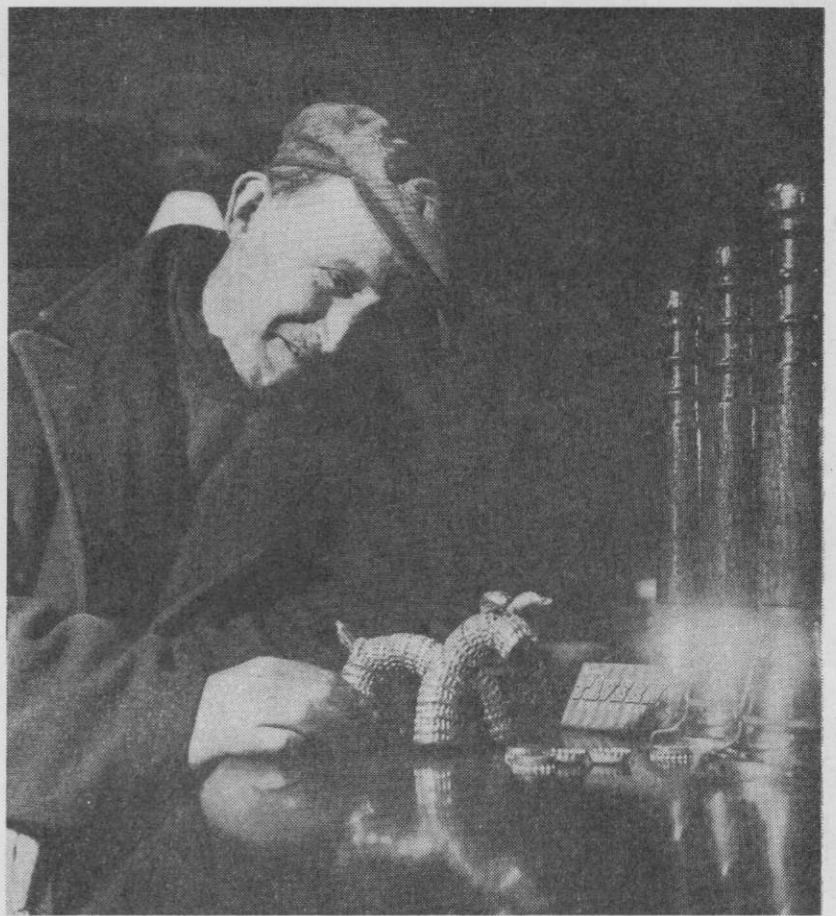
If any team could be called a first half team, it is our reserve side. Time after time they have held their own until the half-way mark only to crash in the second period. For example, the two matches against W.I.L.N.O.—at half-time the scores were 1-1 and 2-3, but the final scores read 1-8 and 2-8. Although not doing so well as had been hoped, an improvement in the side is evident and three good victories have been chalked up recently.

Training has been very well attended this year, due in part to the mild winter and, of course, to the floodlighting of the practice goal. Fred McCarthy of the Cooperage has been taking a class for P.T., which has no doubt added much needed stamina to the second eleven.

It is hoped that shortly after the end of the season a dinner will be held on the same lines as last year.

Refereeing Honour

Congratulations to Alan Hitchman (Reading Delivery Office) who was chosen to referee the Divisional Final of the Berks and Bucks Junior Cup.



STUDY IN CROWN CORKS

THIS picture of a customer intrigued by a model Muffin the Mule made out of Crown Corks was taken in the "Red Cow." And where is that? Why, in Reading's Crown Street, of course!

FOR SALE

Berkshire Roof Rack for Car, Standard size. Good condition. £3 10s. 0d. o.n.o. Apply Mr. Clements, Stocktaking Department, Reading.

PRELIMINARY ANNOUNCEMENT

THE SPORTS DAY

will be held on

SATURDAY, 13th JULY

at

**THE SPORTS GROUND
BERKELEY AVENUE
READING**