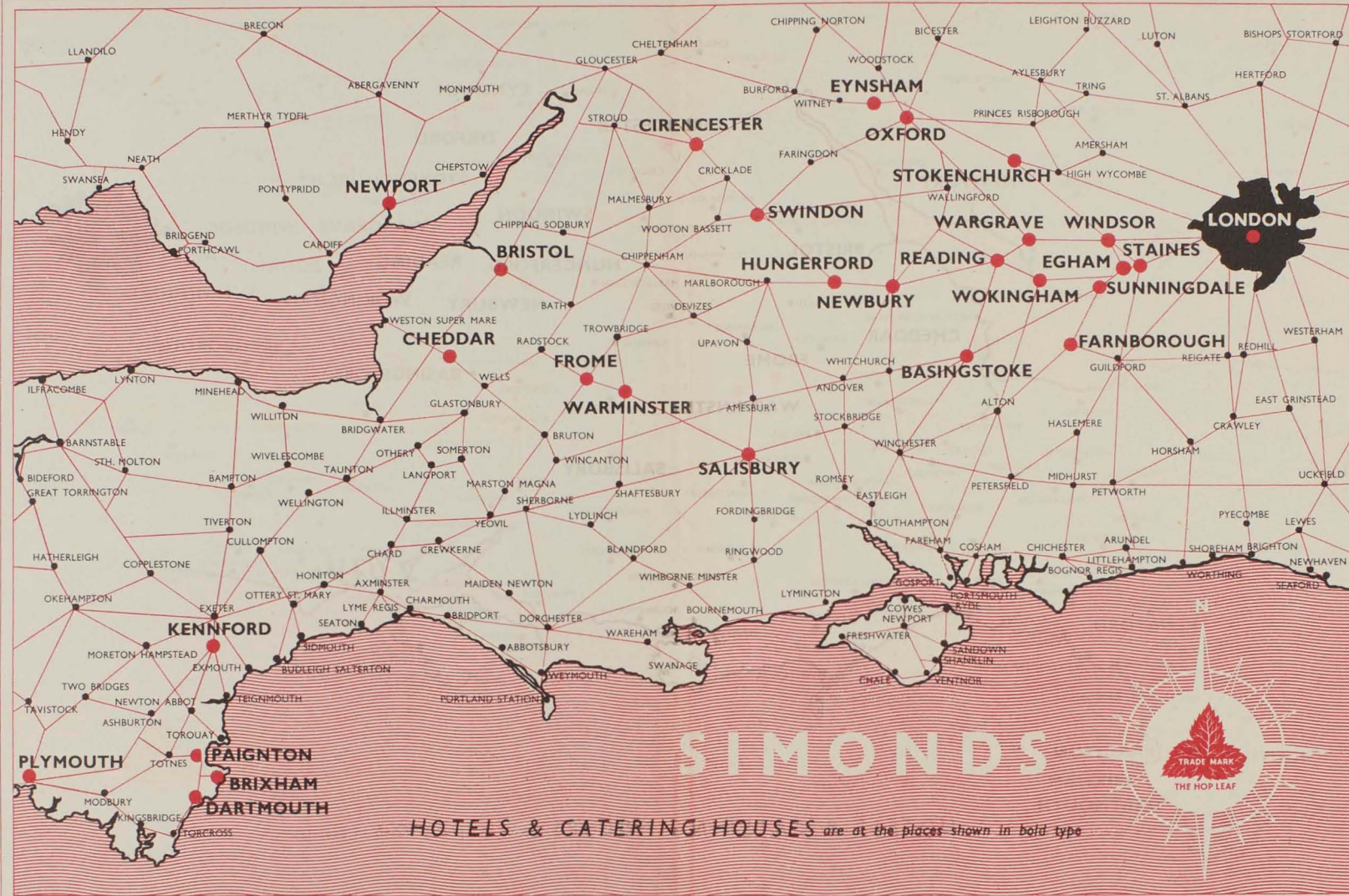


SIMONDS
HOTELS
AND CATERING HOUSES





Introduction

The products of H. & G. Simonds Ltd, Brewers, Wine and Spirit Merchants and Innkeepers, hardly require introduction. The business was founded in Reading towards the end of the eighteenth century, and by a policy of steady development has grown into the present organization with Breweries and Branches throughout the South and West of England, and substantial interests in the Mediterranean and East Africa. It has very close association, too, with Messrs Saccone & Speed Ltd, of Gibraltar and London, Wine Merchants with an enviable reputation throughout the world.

In 1935, H. & G. Simonds Ltd, established its Hotels and Catering Department, and the object of this book is to give the public a picture of the hotels which are now under their direct control. If readers are tempted to visit any one of the hotels here portrayed, Simonds are confident that their policy of providing willing service, good fare and comfort, at reasonable prices, will commend itself, and believe that a satisfied customer is the best advertisement.

The Hotels and Catering Department will be happy to answer any queries or to help you in any way possible.

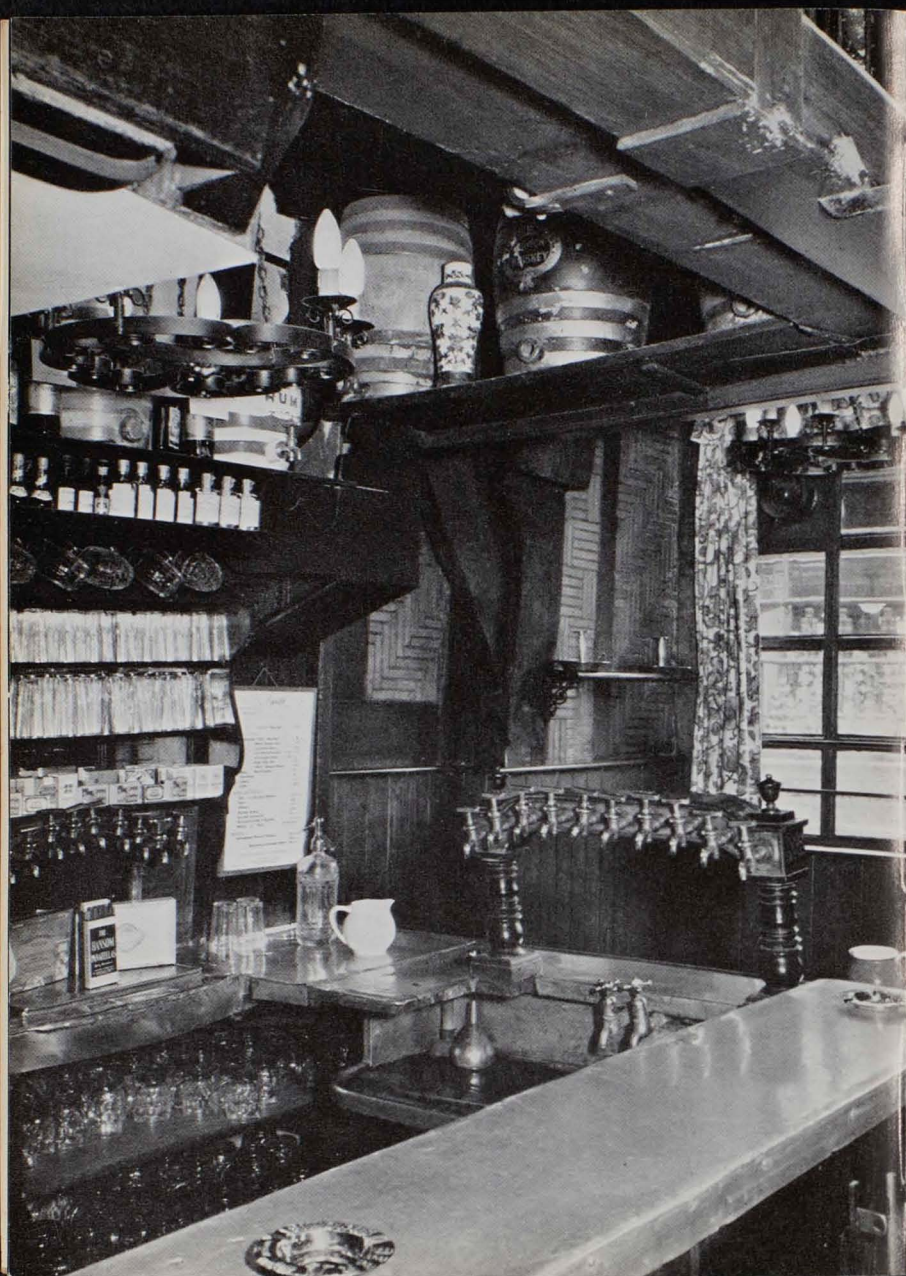
H. & G. SIMONDS LTD.

Hotels and Catering Department

19/21 CASTLE STREET, READING

TELEPHONE: READING 60120

JULY 1951



*The fifteenth-century Bar
of The Haunch of Venison*

Contents

	PAGE		PAGE
BASINGSTOKE		PAIGNTON	
THE RED LION HOTEL	7	39 THE COVERDALE HOTEL	
		41 THE GERSTON HOTEL	
BRISTOL		43 THE WATERSIDE HOTEL	
THE SCEPTRE TAVERN	76		
BRIXHAM		PLYMOUTH	
THE BOLTON HOTEL	9	45 THE LOCKYER	
CHEDDAR			
THE BATH ARMS HOTEL	11	READING	
CIRENCESTER		53 THE CHEDDAR CHEESE	
THE CROWN HOTEL	13	47 THE SHIP HOTEL	
DARTMOUTH		49 THE MARQUIS OF LORNE	
THE ROYAL CASTLE HOTEL	15		
EGHAM		CAVERSHAM	
THE ANGLERS HOTEL	19	51 GROSVENOR HOUSE	
EYNESHAM		SALISBURY	
EVENLODE HOUSE HOTEL	17	55 THE HAUNCH OF VENISON	
FARNBOROUGH			
THE QUEENS HOTEL	21	STAINES	
FROME		57 THE RAILWAY HOTEL	
THE GEORGE HOTEL	23	59 THE ANGEL HOTEL	
HUNGERFORD		61 THE PACKHORSE HOTEL	
THE BEAR HOTEL	25		
KENNFORD		STOKENCHURCH	
THE ANCHOR INN	27	63 THE KINGS ARMS HOTEL	
LONDON			
THE DEVEREUX	29	SUNNINGDALE	
NEWPORT		65 THE SUNNINGDALE HOTEL	
THE QUEENS HOTEL	31		
THE GREYHOUND	76	SWINDON	
NEWBURY		67 THE GODDARD ARMS HOTEL	
THE BACON ARMS HOTEL	33		
THE QUEENS HOTEL	35	WARGRAVE	
OXFORD		69 ST. GEORGE AND DRAGON HOTEL	
THE EASTGATE HOTEL	37	WARMINSTER	
		71 THE BATH ARMS HOTEL	
		WINDSOR	
		73 THE GRAPES	
		WOKINGHAM	
		75 THE BUSH HOTEL	



Restaurant

Main Entrance with Car Park and Garages on right



Saloon Bar and original brickwork in centre

LONDON STREET BASINGSTOKE HAMPSHIRE

THE RED LION HOTEL

TELEPHONE: BASINGSTOKE 535

HERE is a fine, roomy old House—nearly 400 years old—as comfortable and welcoming as any traveller on the London-Southampton-Salisbury road could wish to enter. Some of the half-timbered bedrooms and panelled public rooms are good examples of that almost accidental beauty which early builders managed to give to their work. The place has an atmosphere, but in modern times the traveller will have to go out of his way to find it, for the by-pass on the Southampton road evades Basingstoke altogether. He will be well advised to do so, for there is, on entering the Hotel, an immediate impression of having reached journey's end. One has come home.

All the rooms are pleasant—the Lounge Bar, deeply carpeted, has no rival in the area unless it is the Sherry Bar along the corridor—and the service matches the decoration and equipment, excellent food, fully stocked Bars, and wonderful beds.

ACCOMMODATION: 16 bedrooms with running hot and cold water. Electric fires in bedrooms free of charge. Central heating. Dining Room to seat 40. Private Dining Room to seat 36. Lounge-Hall. Residents' Lounge. Saloon Bar. Public Bar. Parking Space. Hotel Garage. Fully licensed.

LONDON 46 miles. Frequent fast trains. Station $\frac{1}{2}$ mile. Express Coaches: All the year—Royal Blue Express. Seasonal—Orange Luxury Coaches.



*Facing
Bolton Cross*



Restaurant



*The Cocktail Bar
on Ground Floor*

BOLTON CROSS BRIXHAM DEVON

THE BOLTON HOTEL

TELEPHONE: BRIXHAM 233511

'Down Brixham which is Devon way
'A'nestlin' to the sea,
'You'll see a fisherman old and grey
'Who knew Dan Peggotty.'

BRIXHAM still nestles to the sea and the ghost of that old fisherman still haunts its quays and shores. It was here that William of Orange landed on being offered the Crown in 1688, but not on the spot where his statue now stands. Old maps prove that in the seventeenth century that part of the front was under ten feet of water, a creek which indented the shore up to the point where THE BOLTON HOTEL is situated. It is reasonable to suppose, therefore, that William of Orange landed a few feet from the hotel site.

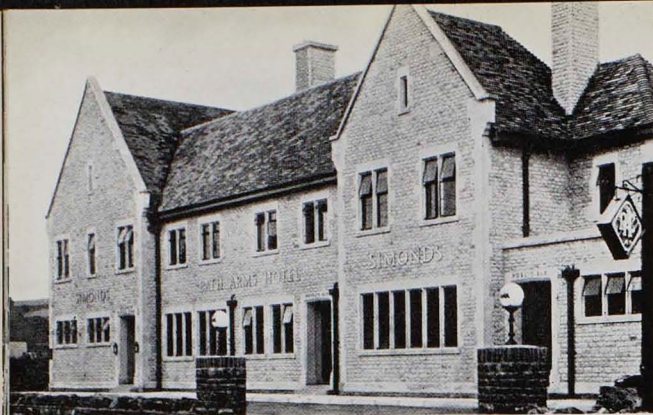
The Dutch King is not the only famous figure of history to grace Brixham. Francis Drake knew it well, and Napoleon Bonaparte visited it—albeit unwillingly—as a prisoner aboard the Bellerophon.

THE BOLTON HOTEL is unpretentious—it was a Coffee House in Napoleon's time—but for homely comfort it would be hard to equal. Friendliness and comfort envelop the casual caller and for the resident there is the well-appointed Lounge, the spotless bedrooms, and the small but bright Dining Room. A wise choice for holiday makers this, for THE BOLTON takes pride in the standard of meals and drinks offered to its guests and in the regularity with which visitors who have stayed there book up for future visits. Not only is it a centre for Brixham's bathing, fishing, sea cruises and yacht anchorages, but it serves also as a convenient headquarters from which Torbay, or indeed the whole of Devon, may be explored.

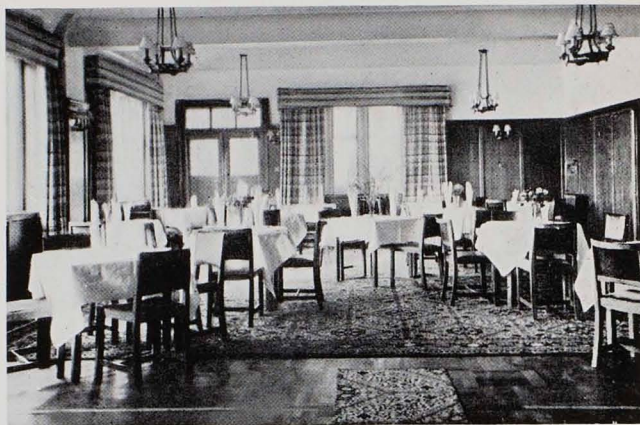
ACCOMMODATION: 10 bedrooms with running hot and cold water. Gas fires in bedrooms free of charge. Dining Room to seat 48. Residents' Lounge. Cocktail Bar. Saloon Bar. Public Bar. Fully licensed.

LONDON 198 miles. Fast main line trains. Station $\frac{3}{4}$ mile. Express Motor Coaches—Royal Blue.





The entrance drive



Restaurant, showing doors to Gardens and Car Park at rear



Lounge Hall

BATH STREET CHEDDAR SOMERSET

THE BATH ARMS HOTEL

TELEPHONE: CHEDDAR 25

CHEDDAR, with its remarkable Gorge and Caves, is one of Britain's major tourist attractions. The sheer cliffs, carved deep in the rolling Mendip hills, rise 800 feet from the valley, and the Cox and Gough caverns, whose stalactites and stalagmites have a goblin beauty, are fascinating. These caves were inhabited by man tens of thousands of years ago. Inside or out, the Cheddar Gorge holds its place as one of the compelling tourist centres of the world.

Cheddar itself, where the great cleft meets the plain, was once a township of some importance as a Roman centre of trade. Later it gave its name to a famous cheese, but in modern times it serves as a base for exploring the Gorge, and THE BATH ARMS, by the ancient Saxon Butter Cross, is the obvious Hotel at which to stay. Close to Bristol, Bath, Weston-super-Mare, Wells, Glastonbury, Bridgwater and Taunton, it is completely modern in style, built for its purpose. Ample car-parking space, well-furnished bedrooms, four spacious Bars, comfortable Lounges, a finely appointed Dining Room, and the never-failing attraction of a true skittle alley make THE BATH ARMS a warm favourite with the country people, and a popular centre for visitors. The garden, which supplies fresh vegetables for the Hotel's high standard of catering, is an added attraction.

ACCOMMODATION: 7 bedrooms with hot and cold running water. Electric fires free of charge in bedrooms. Dining Room to seat 60. Dance floor. Lounge and 3 Bars. Garden. Skittle Alley. Car Park. Fully licensed.

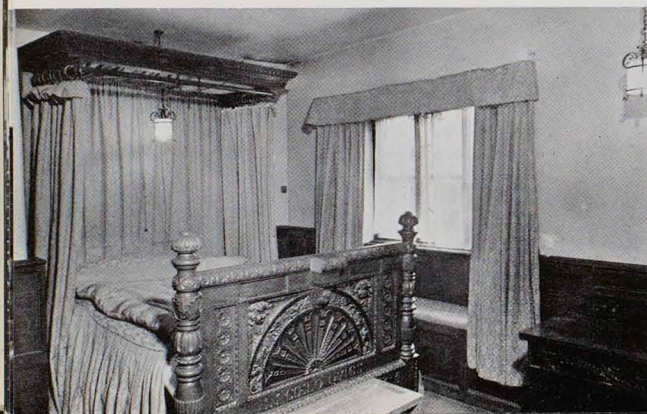
LONDON 129 miles. Express Coaches: Seasonal—Greyhound, Royal Blue.



*Restaurant, with
Kitchens beyond*



*Typical Cotswold
Fireplace in
Saloon Bar*



*The 'King
Charles'
Bedroom*

WEST MARKET PLACE CIRENCESTER GLOS.

THE CROWN HOTEL

TELEPHONE: CIRENCESTER 288

DATING from the fourteenth century, this pedigree Inn, venerable with centuries of hospitality, was once huge in size. For many years it was one of the principal Posting Inns of the Gloucester Wool trade, and it is steeped in history and tradition. Charles II took refuge there after the battle of Worcester, and is said to have escaped by a window as the Roundheads battered on the front door. Certainly the house has an atmosphere of the past, but it has, too, a lively stirring of life in the present. It offers all the amenities of the twentieth century, made gracious by a background of old things.

The timbered Dining Room, the immense fireplace warming the Saloon Bar, the homely comfort of the place coupled with the curious authority which makes it a County Hotel—these characteristics have made it an indispensable part of Cirencester, set in the heart of the beautiful Cotswold country. Burford, Bibury, Northleach and Stow-on-the-Wold are only a few miles away, and for visitors who hunt this must be one of the most convenient centres in Britain. The V.W.H. (Bathurst), the Beaufort, the V.W.H. (Cricklade) and the Cotswold Hunts all meet in the vicinity, while the Regency town of Cheltenham, with its fine Race-course, is only sixteen miles distant.

ACCOMMODATION: 12 bedrooms with running hot and cold water. Electric fires in all bedrooms free of charge. Dining Room to seat 72. Residents' Lounge. Sherry Bar. Saloon Bar. Garage. Fully licensed.

LONDON 88 miles. Western Region station $\frac{1}{4}$ mile. Express Coaches—Associated Motorways.

*Taken from the
Gardens*



*Entrance Hall,
formerly the
Coach-yard*



*Dining Room
overlooking the
Boatfloat*

THE QUAY DARTMOUTH DEVON

THE ROYAL CASTLE HOTEL

TELEPHONE: DARTMOUTH 25

HERE is an Inn, comfortable Hotel and focal point of beauty and history that can have few rivals in Britain. Situated on the quayside of the River Dart—cradle of English seamanship—with attractive river scenery spread for many miles before its windows, this ancient house has been brought up to standards of modern comfort with dignity and taste. The graceful central stairway and galleried landings—once the open yard of the former coaching Inn, now roofed over—the ancient beams and panelled walls, the mellow comfort of it all, these things are delightful. The fact that it has a genial ghost—an infrequent but unmistakable clatter of horses' hooves right through the middle of the house—has been attested by many an interested guest, but a ghost seems to fit in naturally with the 'sealed' room, King Charles' four-poster bed, and a hoard of ancient swords discovered when a wall was taken down during recent improvements.

The New Quay, on which the Hotel stands, was built in 1584, and the Register of Leases indicates that the building itself dates from 1639. Not a quarter of a mile along this same shore is Bayard's Cove where 'The Mayflower' put into Dartmouth Creek in 1620. A little further on is Dartmouth Castle, guarding the ocean approaches, with its Round Tower dating from the time of that maritime monarch, Henry VIII, and the little church of St. Petrox immediately behind.

(continued overleaf)

ACCOMMODATION: 23 bedrooms, all with running hot and cold water. Electric fires in bedrooms free of charge. Dining Room to seat 36. Residents' Lounge. Lounge Bar. Public Bar and Games Room. Car Park adjoining. Fully licensed.

LONDON 200 miles. Fast main line train service. Ferry Station 50 yards from front door. Summer season fast motor coaches—Royal Blue express.

THE ROYAL CASTLE offers every amenity for the guest or for the casual visitor, and an atmosphere of comfort and service pervades the Hotel. It stands not far from the Royal Naval College—both parents and cadets fully appreciate the proximity—amid some of the finest scenery in Devon. Bathing at Castle and Compass Coves; angling; sea-trips; touring by car or coach; wandering the narrow streets with their gabled houses; and watching the activity of the shipping in the port—interspersed with special occasions such as the August Regatta, the Horticultural Show in the Autumn and the Fat Stock Show at Christmas—this is an all-season resort. A little further afield are Torquay, 11 miles, Brixham 6, Paignton 8, Torcross 8 and Totnes, all within a rambler's reach; while for car owners THE ROYAL CASTLE need fear no rival as a centre from which to explore Devon.



The four-poster bed has an interior sprung mattress

OXFORD-CHELTENHAM ROAD EYNHAM OXON.

EVENLODE HOUSE HOTEL

TELEPHONE: EYNHAM 215

IN hunting country, with the River Evenlode offering good fishing close at hand, this roadside house in Cotswold stone is sufficiently near to Oxford to serve as a base to explore that lovely University city, but far enough away from it to offer the peace of the countryside to its guests. One interesting objective for visitors is Blenheim Palace, the Royal Manor settled on the Duke of Marlborough, John Churchill, in 1704. Vanbrugh's masterpiece took seventeen years to build, and is not the least of the attractions of an area which includes the glories of Oxford and of the Cotswolds.

The EVENLODE stands on the main highway to the West Country and Wales, and is the ideal calling place for motorists. It is particularly noted for its suppers, and the range of Simonds' beers, wines and spirits ensures the popularity of its Bars.



Sun Terrace, taken from the Garden



Restaurant

ACCOMMODATION: 6 bedrooms with running hot and cold water. Electric fires free of charge. Dining Room to seat 24. Residents' Lounge. Lounge Bar. Public Bar. Car Park. Garage (Petrol). Garden. Fully licensed.

LONDON 61 miles. Western Section station $\frac{1}{2}$ mile. Many fast Motor Coach Services from London to Oxford (6 miles).



*The
Fishermen's Bar*



*Restaurant, with
windows facing
the Thames*



*A Bedroom
overlooking the
riverside*

BELL WEIR LOCK EGHAM SURREY

THE ANGLERS HOTEL

TELEPHONE: EGHAM 99

'A Pictorial and Descriptive Guide to the Thames', published in 1935, says: 'Bell Weir is a favourite fisherman's haunt and "The Anglers Rest" is well known to brethren of the gentle craft'. Except that it is now named THE ANGLERS, this Hotel is even better known today and so it should be, for a more friendly place it would be hard to find. If it has a fault it is that it cannot accommodate all the people who would like to stay from early Spring until late Autumn.

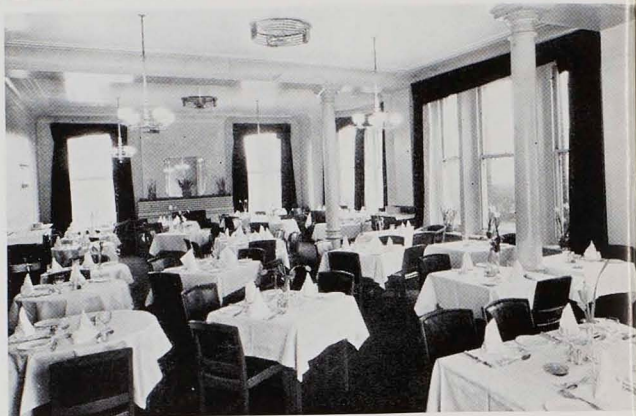
THE ANGLERS is the nearest hotel to Runnymede, one mile away, that fateful meadow where King John, in 1215, signed perhaps the greatest of all human Charters, Magna Carta. It is also convenient for Ascot, and all the other social and historical attractions for which this region is notable. But its own pleasant situation, the garden where children can play, its boat landing stage, the fishing, bathing, riding school and popular Bar, make it a magnet for visitors in its own right. Finally, Simonds' insistence on good catering, is upheld, at THE ANGLERS, by the supply of fresh produce from the Hotel's own garden.

ACCOMMODATION: 9 bedrooms with running hot and cold water. Electric fires free of charge. Dining Room to seat 36. Residents' Lounge. Saloon Bar. Public Bar. Extensive Garden. Summer Caravan Park. Car Park. Fully licensed.

LONDON 18 miles. Station 1 mile. Green Line buses at entrance to Runnymede meadow.



*Entrance from
the London-
Portsmouth Road*



*The smaller
Dining Room*



*The 'Queens'
Bar with
Lounge beyond*

LYNCHFORD ROAD FARNBOROUGH HANTS.

THE QUEENS HOTEL

TELEPHONE: FARNBOROUGH 1000

SITUATED in Lynchford Road, overlooking Aldershot Command Parade and Polo Ground and Farnborough Common Golf Course, THE QUEENS is well appointed with forty bedrooms, a delightful Dining Room, and a tasteful blending of decoration with comfort in both furnishings and fittings. It is a good place in which to live, and a centre with unique advantages.

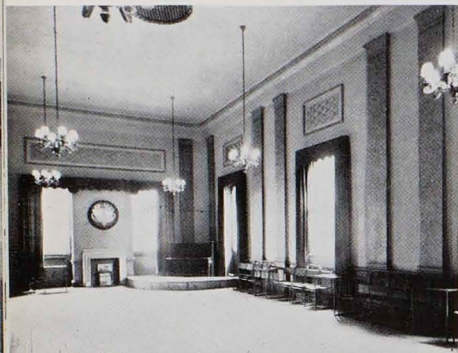
From this Hotel it is only a step to witness the impressive displays by the Society of British Aircraft Constructors and the Royal Aircraft Establishment, the Aldershot Tattoo, or the Aldershot Horse Show. Sportsmen will find it within easy range of Ascot or Epsom, Windsor, Henley or Sandhurst and the Garth Hounds and the Farley Hill Beagles hunt the country in the near vicinity. Coupled with all these nearby attractions, the domestic advantages of a garden, a superb Ballroom and three popular Bars—the Aperitif is delightful—make this Simonds Hotel the obvious choice for visitors in this part of the world. Service personnel regard it as theirs, and countless hundreds who thronged its rooms during the War, keep it affectionately in memory.

ACCOMMODATION: 34 bedrooms, all with running hot and cold water. Dining Room to seat 60. Banqueting Hall to seat 150 or dance 300. Residents' Lounge. Lounge-Hall. Two Lounge Bars. One Saloon Bar. One Aperitif. Garden. Car Park. Private lock-up garages. Fully licensed.

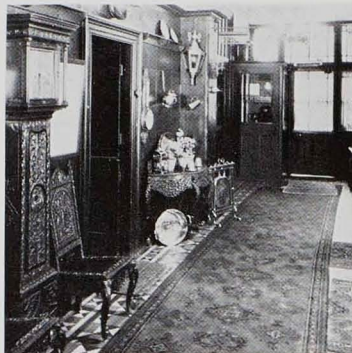
LONDON 37 miles. Farnborough Town station $\frac{1}{2}$ mile. North Camp station $\frac{3}{4}$ mile. Frequent fast trains. Express Coaches—Aldershot and District Traction Co. Ltd.



*Facing the
Market Place*



The Ballroom



Main Entrance Hall



*'The George'
Cocktail Bar*

MARKET PLACE FROME SOMERSET

THE GEORGE HOTEL

TELEPHONE: FROME 2584

THE GEORGE has been in existence as an Inn for centuries, and has retained its present name certainly for three hundred years. An entry in the Frome Parish Churchwardens' accounts of 1650 begins: 'Paid at THE GEORGE etc . . . ' Later, in the heyday of coaching, it was famous, and a fine sight it must have been to see the coaches descend Catherine Hill—as steep as it is picturesque—and draw up before the balconied old Inn facing the market place. Outwardly THE GEORGE has not changed to any extent since those days, except that where the covered market once leaned against it the Westminster Bank now stands, with the Hotel's Ballroom built over it.

Inside there are many changes, but the old atmosphere remains—busy, friendly, bright, with the gaiety that always accompanies human pleasure at good food and good drink. Further renovations are planned, but Simonds have already effected the transformation associated with their name, for this ancient Inn has every modern convenience, quietly blended so as to enhance antiquity. And what a centre is Frome!—Wincanton and Bath races, Bath itself with its world-renowned Bath Assembly, Longleat, Glastonbury and Wells, the Wylie Hunt, excellent golf close at hand, lovely countryside to explore—no visitor will find time on his hands as a guest at THE GEORGE HOTEL.

ACCOMMODATION: 12 bedrooms with running hot and cold water. Electric fires in bedrooms free of charge. Dining Room to seat 60. Private Dining Room. Ballroom for 250 dancers or Banqueting Hall to seat 120. Residents' Lounge. Cocktail Bar. Saloon Bar. Fully licensed.

LONDON 106 miles. Station $\frac{3}{4}$ mile. Direct trains. Express Coaches—Greyhound, Royal Blue.



Restaurant, originally the Coach House



Modern comfort in an ancient building

The Lounge, from the Car Park entrance



BATH ROAD HUNGERFORD BERKSHIRE

THE BEAR HOTEL

TELEPHONE: HUNGERFORD 178

THIS sprawling old place ranks high among the notable Inns of England. It defies the written word, for—with the exception of the old barn which has been turned into a Dining Room—it cannot be called beautiful. Certainly there are handsomer Inns than this, and more luxurious hotels, but there can be few of either more instinctively *satisfying*.

There is an old print in existence which claims that THE BEAR dated from 1297. However that may be, it was certainly part of the dowry settled on Anne of Cleves by Henry VIII in 1540. Queen Elizabeth, Charles I, and William II were Royal guests at THE BEAR, and it was to this Inn that a Petition for an Armistice was brought to William, then William of Orange, in 1688. Curiously enough, Pepys the Diarist stayed there in that same year, commenting with great satisfaction on the excellence of the fare.

The sense of history so noticeable in THE BEAR has not been lessened by the renovations carried out on the old building. The bedrooms, one or two of them containing four-poster beds, are delightful; the Guests' Lounge attractive and comfortable; there is central heating, deep carpeting and a Saloon Bar which is exactly what it should be. The Dining Room with its old rafters and beams must be one of the most lovely rooms of its kind.

The garden is a great asset. Through it flows the River Kennet, in which the 'very good troutes, eels, and crayfish' noted by Pepys doubtless swam merrily. An attractive place at any time, it should be a restful haven to guests during the Summer. The small town of Hungerford is very centrally situated: Amesbury 24 miles, Basingstoke 23, Bath 41, Devizes 24, Marlborough 10, Newbury 8, Oxford 28, Reading 25, Swindon 16, Salisbury 30—a large section of Britain's most attractive countryside is within an hour's run of THE BEAR.

ACCOMMODATION: 12 bedrooms with hot and cold running water. Central heating. Dining Room to seat 50. Dancing in Dining Room. Residents' Lounge. Lounge Bar. Saloon Bar and Games Room. Garden. Fishing. Car Park. Garages. Fully licensed.

LONDON 63 miles, BATH 41. Western Region station $\frac{3}{4}$ mile.

*Facing the main
Exeter-Torquay
or Exeter-
Plymouth road*



EXETER-TORQUAY ROAD KENNFORD DEVON

THE ANCHOR INN

TELEPHONE: KENNFORD 274

NEITHER ancient nor large, THE ANCHOR INN makes up, by its situation, the warmth of its welcome, and its amenities, what it lacks in antiquity or size. It is handy, comfortable and the heart of a spider's web of attractions, not the least its own lovely surroundings—at tulip time its garden is visited by sightseers from miles around—with the Haldon hills rising beyond the main highway to Plymouth. The sweep of that fine stretch of Devon coast from Dawlish to the Dart is comfortably within reach; so, too, are mellow Somerset and the uplands of Dartmoor; while Exeter—with its gracious Cathedral—is only four miles distant. As a centre for sporting events THE ANCHOR has much to offer—Devon and Exeter Steeplechases, Newton Abbot races, the Devon Horticultural Show at Exeter, Regattas anywhere along the coast, golf—three fine courses within an eight-mile radius—river and sea boating, sailing, harriers, fox-hounds; and, in all directions, the lovely Devon countryside in which to ramble.

It is a good place to visit in early Spring or Autumn, and, although on a main road, is notably quiet and restful. To stay there, to feed there, or merely to pass a congenial hour at the Bar, THE ANCHOR is as happy a port of call as may be found anywhere along the road from London to Plymouth.



Saloon Bar

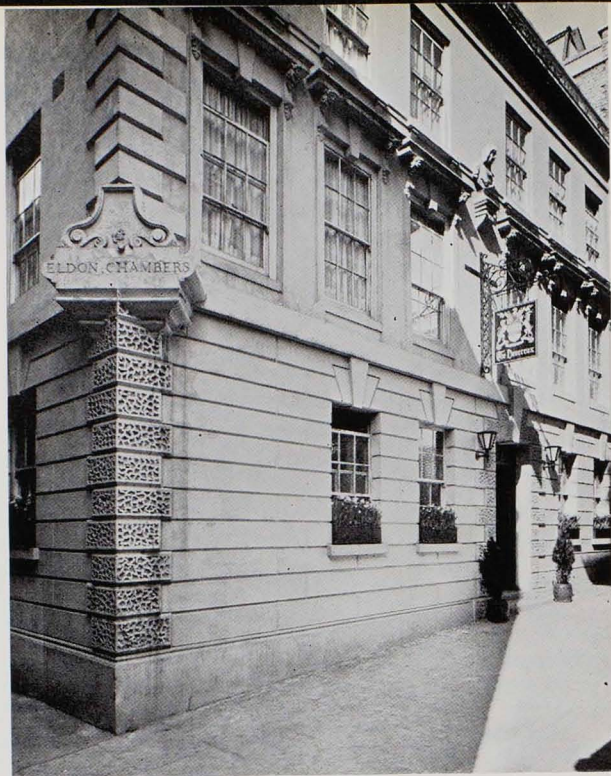


Restaurant

ACCOMMODATION: 11 bedrooms, each with running hot and cold water. Electric fires in bedrooms free of charge. Dining Room to seat 32. Residents' Lounge. Public Bar. Saloon Bar. Garden. Lock-up Garages. Parking space. Fully licensed.

LONDON 168 miles. TORQUAY 18. PLYMOUTH 40. EXETER, 4½ miles, is the nearest station. Frequent fast trains. Express Coaches—Royal Blue Express to Torquay passes the door all the year round. Grey-Green seasonal services also pass the door.

Devereux Court, showing the Bust of the Earl of Essex and the oldest name-plate in London



First floor Restaurant



The Essex Bar

DEVEREUX COURT, OFF ESSEX STREET STRAND
LONDON, W.C.2

THE DEVEREUX

TELEPHONE: CENTRAL 4740

THE best way to find this most attractive but secluded House is to look for Essex Street immediately opposite the main entrance to the Law Courts. Having found it, walk down the left-hand side, and the first turning on the left will bring you to Devereux Court, quietly aloof and intimate although in the very heart of historic London.

As might be expected, THE DEVEREUX has a distinguished clientèle. Barristers from the Law Courts and the Temple, and many of Fleet Street's leading writers regard it as a Club where the excellence of the Simonds beers, and Saccone and Speed's selected wines may be coupled with a first-class luncheon. Although no regular dinner is laid on during the evenings, all types of functions are welcomed and there is a private room for such occasions. The quiet comfort of the Bars, Restaurant and Hotel rooms is due to the fact that the old building was gutted during the War, with the exception of the exterior, permitting complete rebuilding and re-equipment in 1949.

The house itself was the London residence of Devereux, Earl of Essex, in the seventeenth century and the sign which hangs over the entrance, and the carved bust of the Earl set in the wall above it, commemorate this fact. It then became one of London's earliest Coffee Houses, first known as The Grecian, a meeting place for notable literary and scientific men of the early seventeenth century. Sir Isaac Newton, Harrison, Steele, Goldsmith and—invariably—the great Dr. Johnson himself, congregated there as, if they were alive today, they would most certainly do again.

ACCOMMODATION: 6 bedrooms each with hot and cold running water. Electric fires free of charge. Residents' Lounge. Restaurant to seat 40. Private Dining Room. 2 Saloon Bars. Snack Bar. Fully licensed.



Hotel entrance, with Restaurant entrance on right



The Foyer Bar



Main Restaurant, with doors to Foyer on left

ACCOMMODATION: 38 bedrooms all with hot and cold running water. Electric fires in bedrooms free of charge. Central heating. Dining Room to seat 86. Banqueting Room. Brasserie, and private meeting room. Residents' Lounge, Writing Room. Cocktail Bar. Men's Bar. Lounge Bar. Games Room. Car Park adjoining. Fully licensed.

LONDON 133 miles. Frequent fast express trains (3 hours). Express Coaches—Associated Motorways.

BRIDGE STREET NEWPORT MONMOUTH

THE QUEENS HOTEL

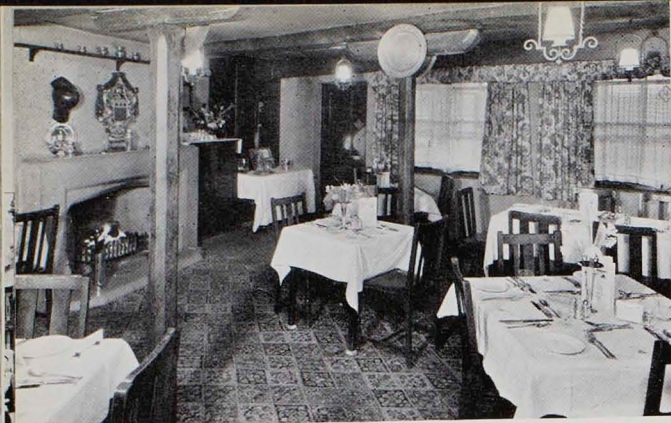
TELEPHONE: NEWPORT 2171

THE QUEENS HOTEL is less than three minutes' walk from the station in the centre of Newport. The hotel's Victorian exterior, though mellow and pleasant enough, gives little indication of the interior, one of the most modern and luxurious in South Wales. Recently renovated and refitted throughout in rich, warm comfort, the Simonds' policy of providing the maximum of service and comfort for the lowest possible tariff is here fully exemplified.

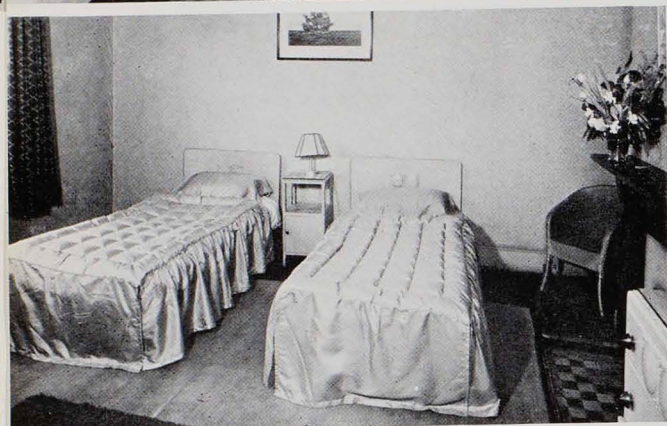
On the ground floor there are two principal Bars in the entrance to the hotel proper—one mainly for men. To the restaurant there is a separate entrance, for the convenience of diners who do not wish to pass through the hotel, and here the foyer contains a modern Cocktail Bar where anticipation of the forthcoming meal may be pleasantly prolonged. The spacious Dining Room expresses the care and thought given to the cuisine and the excellence of the cellar.

On the first floor there is that comparative rarity in modern hotels—a quiet, thickly-carpeted writing room. The Lounge, also on the first floor, offers quiet and comfort in reasonable seclusion, and for private parties there is a separate dining room. All bedrooms have recently been decorated, refurnished and provided with electric fires.

As a business centre for South Wales, or as a tourist headquarters for exploring the Welsh Border country, the Southern Welsh hills and the Gower coast, it would be hard to name a more convenient base than Newport, itself a thriving seaport and centre of trade. The old town itself—the *Novus Burgus* of Giraldus Cambrensis in 1187—is on the banks of the River Usk. The ruins of Newport Castle stand on the river bank, and some small traces of the wall which once surrounded the town remain. Within a few miles by road are the centres of commerce and industry—Cardiff, 12 miles, Merthyr 28, Pontypool 9, Abergavenny 19, Barry 23, while even Bristol 32 (by ferry), and Gloucester 44, may be reached comfortably within an hour or so. For the tourist there are many places of beauty and interest; Caerleon, Raglan Castle, Tintern Abbey and the valleys of Usk, Monnow and Wye, all are within easy sight-seeing range of THE QUEENS HOTEL.



*Restaurant
typical of a
Roadside Inn*



*The Bedrooms
are very
comfortable*



*The Long Bar
with entrance to
Restaurant*

BATH ROAD NEWBURY BERKSHIRE

THE BACON ARMS HOTEL

TELEPHONE: NEWBURY 408

SPEENHAMLAND, that part of Newbury in which THE BACON ARMS is situated, was once one of the most important Posting stations on the Bath road, and no further evidence of this fact is required than the existence of this gracious old Inn. It is exactly what a Posting Inn should be, rambling and attractive, built on both sides of a fine Yard, with low roofs and gnarled beams. The skill with which Simonds' architects have grafted complete modern comfort—mellow lighting, deep carpeting, well-sprung beds, the delightful Buttery on the right-hand side of the Yard entrance with its gay Coats of Arms round the walls and the fascinating little Dining Room—all have been imposed upon a centuries-old building without spoiling the atmosphere of former days.

Apart from the many surrounding places of interest mentioned on page 35, Newbury itself is rich in history; and certainly no reference to this ancient cloth-making borough would be complete without mention of John Small, the famous 'Jack of Newbury', a wealthy clothier who led 150 Newbury lads at the Battle of Flodden. On one occasion Henry VIII was Jack's guest in the town, and Jack is known to have entered the portals of THE BACON ARMS. No doubt the old place welcomed him then as it beckons to all its guests today.

ACCOMMODATION: 7 bedrooms with hot and cold running water. Electric fires in bedrooms free of charge. Dining Room to seat 30. Residents' Lounge. Saloon Bar. Buttery. Car Park. Garages.

LONDON 55 miles. Fast main line trains. Western Region station $\frac{1}{2}$ mile.



Dining Room



One of the first-floor Bedrooms



*The Residents' Lounge
and Writing Room*

MARKET PLACE NEWBURY BERKSHIRE

THE QUEENS HOTEL

TELEPHONE: NEWBURY 47

A KINDLY, family Hotel, unpretentious but full of good cheer, that is THE QUEENS. It is a bourne to which the traveller frequently returns, and a meeting place for farmers from all over this predominantly agricultural district. Market day in busy Newbury shows THE QUEENS at its best. Parts of this friendly hostelry are very old indeed—an inscribed stone in the yard suggests that sections of the back of the building are 500 years old, and even the front has stood for at least three centuries—but there is a timelessness about it. Its atmosphere is of its day, of business men and farmers meeting for discussion or relaxation, for a few drinks, or a satisfying meal; of parents visiting their children at any of the noted schools in the area; of the excitement of Newbury Races or the Meet of the Craven Hunt outside the front door on Boxing Day . . . that is the tempo of the place; always busy, always friendly, and frequently full up! You may take a drink at THE QUEENS, you may lunch or dine there, but if you wish to stay in its comfortable and homely atmosphere in which good food, good drink, and luxurious beds maintain Simonds' reputation for quality, you would do well to book your room in advance. This is a genial House, too, in which to stay for a holiday, for there is plenty to do in the district. Rambles on the breezy Berkshire Downs, the Races, fishing on the Kennet, racing over the sticks, golf, and a whole list of historic towns within a short bus journey of the Hotel; all these, and more, THE QUEENS offers you.

ACCOMMODATION: 12 bedrooms with running hot and cold water. Electric fires in bedrooms free of charge. Dining Room to seat 24. Residents' Lounge. Saloon Bar. Lounge Bar. Car Park. Garage. Fully licensed.

LONDON 55 miles. Fast main line trains. Western Region station $\frac{1}{4}$ mile.



*Front entrance
in the 'High',
side entrance
facing
Merton Street*



*The Restaurant
has an interesting
show of
College crests*



*The Buttery
Bar*

'THE HIGH' OXFORD

THE EASTGATE HOTEL

TELEPHONE: OXFORD 269411

THIS companionable Hotel, well equipped and decorated, is a good headquarters from which to explore Oxford, that ancient University town which bears comparison with any other centre of learning and antiquity in Europe. With its marvellous Gothic architecture, its historic Colleges, its quadrangles and gardens, 'The city of dreaming spires' has no superior. Then there are the beauties of the Rivers Cherwell and Isis (the local name for the Thames) and Christchurch Meadows—Oxford is unique.

THE EASTGATE has some of its windows looking out on the Examination Schools while others face 'The High' and Magdalen, held by many to be 'the loveliest College in the world'. Carfax, the hub of the city, is only a short walk up the street. Nor is the Hotel itself devoid of its share of history. It stands upon the site of the East Gate of Oxford when it was a walled city, and remnants of those original walls may still be seen.

Naturally it is a favourite meeting place for members of the University who appreciate the warm friendliness and good fare provided, and intending visitors should book well in advance. It will be worth the trouble. The sense of welcome, the comfort of the lounges and bedrooms, the excellence of the catering and service in the Dining Room with its frieze of College shields, and the atmosphere of youth and vigour generated by the flow of undergraduates is an invigorating experience. THE EASTGATE is a natural centre, too, for the Cotswold Hills with their sheltered and lovely villages.

ACCOMMODATION: 26 bedrooms, each with running hot and cold water. Dining Room to seat 40. Residents' Lounge. Coffee Lounge. Buttery. Public Bar. Fully licensed.

LONDON 55 miles. Frequent fast main line trains. Fast Motor Coach services—Associated Motorways, Crosville Motor Services, South Midland Motor Services, United Counties Omnibus Co. Ltd. Seasonal: Greyhound Royal Blue.



Lounge Bar

Uniform comfort in the Bedrooms



DARTMOUTH ROAD PAIGNTON DEVON

THE COVERDALE HOTEL

TELEPHONE: PAIGNTON 568011

IN Paignton there are the ruins of a Bishop's residence—only the Bible Tower remains—where once lived Bishop Coverdale who first translated the English Bible in 1535. It is from this great figure of history that THE COVERDALE HOTEL derives its name.

It is really a modern Public House with excellent residential amenities—a true family hotel. Built on the corner of Dartmouth and Commercial Roads, it is less than a quarter of a mile from Paignton beach and within a hundred yards of the town centre, an ideal situation for holiday-makers.

The very pleasant Palm Lounge and other Bars, the cleanliness of the bedrooms and other guest rooms, make THE COVERDALE, with its handy restaurant, an obvious centre for local social meetings, and an hotel to which visitors will return.



ACCOMMODATION: 20 bedrooms each with running hot and cold water. Central heating. Dining Room to seat 36. Residents' Lounge. Writing Room. Lounge Bar. Saloon Bar. Men's Bar. Public Bar. Fully licensed.

LONDON 193 miles. Main line station 300 yards. Express Coaches—Royal Blue all the year. Grey-Green and Timpson's—seasonal.

*A Corner view
of the Hotel*



*Lounge Hall with
entrance to
Cocktail Bar in
the distance*



*The spacious
Saloon Bar*

VICTORIA ROAD PAIGNTON DEVON

THE GERSTON HOTEL

TELEPHONE: PAIGNTON 5016

PERHAPS the most notable point about THE GERSTON is the atmosphere of welcome it generates the moment the visitor enters the front Lounge. This quality, for which no arrangement of bricks and mortar, furniture, or luxury fittings can account, permeates the whole place. The building itself—it is one of the oldest in Paignton, and a photograph taken as far back as 1878 shows it surrounded by fields—has something to do with this warmth and friendliness; Simonds' flair for tasteful adaptation and decoration also plays its part. The fact remains, THE GERSTON is an hotel of character and kindliness. As such it is jealous of its reputation as a place to which visitors return, and of its Bars and Lounges as being part of the social life of Paignton.

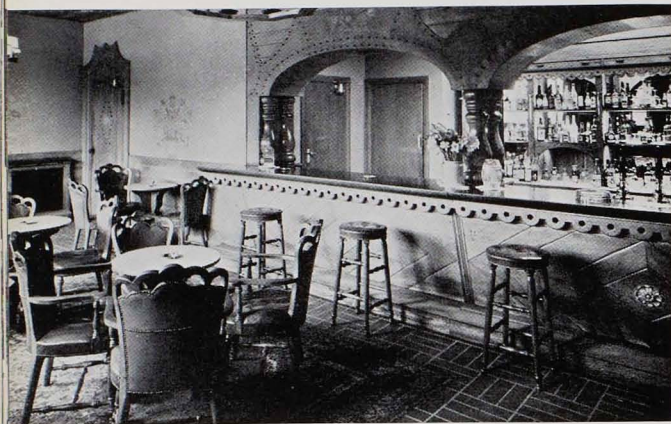
Savoyards should regard it as a place of pilgrimage, for the old wing at the back of the building was once the Byron Theatre where that famous Gilbert and Sullivan opera 'The Pirates of Penzance' had its première. And, of course, as with other local Simonds Hotels—the Coverdale, the Waterside, the Bolton and the Royal Castle at Dartmouth—the whole of Devon awaits the explorer who makes of THE GERSTON his headquarters.

ACCOMMODATION: 20 bedrooms with running hot and cold water. Central heating. Electric fires in all bedrooms free of charge. Dining Room to seat 40. Residents' Lounge. Cocktail Bar and Lounge. Two Saloon Bars. Public Bar. Fully licensed. Private beach huts for residents.

LONDON 193 miles. Western Region station 200 yards. Express Coaches—Royal Blue all the year. Grey-Green and Timpson's—seasonal.



*Facing Tor Bay
and
Three Beaches*



*The Tyrolean
Bar*



*The Restaurant,
with entrance
onto the Sun
Terrace*

THREE BEACHES PAIGNTON DEVON

THE WATERSIDE HOTEL

TELEPHONE: PAIGNTON 57553

CLOSE to Paignton's famous Three Beaches—the walk down Cliff Park road, immediately opposite the hotel, to Goodrington Beach is not more than 200 yards—is THE WATERSIDE HOTEL; completely modern, fitted with all those amenities which one only associates with high-class hotels. Its situation is superb: on its hill overlooking Paignton from the front it commands sweeping views of the whole of Tor Bay and from the back the rolling hills and wooded coombes of rural Devon.

The Three Beaches—Goodrington, Waterside and Broadsands—are all within walking distance, while frequent local buses ply to Brixham, Paignton or Torquay. Yachting and Regattas in the lovely Bay, golf at Churston Ferrers, Newton Abbot and Haldon races, Salmon fishing in the Dart, boat trips and cruises, bathing anywhere along the coast—hotel residents have private huts in Goodrington Bay—riding stables close at hand . . . so much for the situation and amenities. What of the Hotel itself? Its Dining Room—which opens out on to the sun terrace with a pretty garden beyond—normally small, can be adapted to accommodate large parties by throwing open the partition into the roomy Sherry Bar. It is becoming increasingly necessary to do so, for this house is a favourite, not only locally but with seasonal visitors. Incidentally, it should be noted how attractive it is *outside* the Season. The comfortable Lounge, the Writing Room, the delightful bedrooms and ample bathroom accommodation make a stay here a most enjoyable experience at any time of the year.



ACCOMMODATION: 10 bedrooms each with running hot and cold water. Central heating. Dining Room to seat 35. Residents' Lounge and Writing Room. Sherry Bar. Tyrolean Bar. Public Bar. Sun Terrace. Car Park. Fully licensed. Stables nearby. Private beach huts for residents.

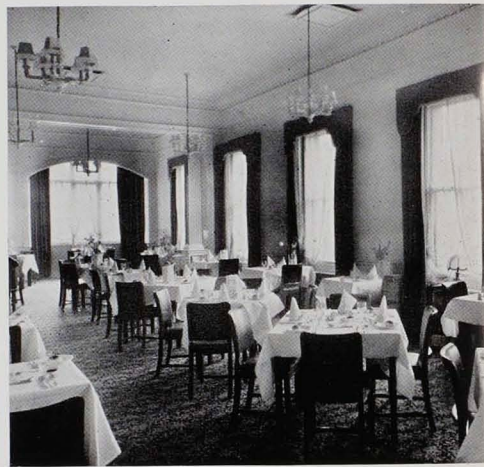
LONDON 194 miles. Western Region station 1 mile. Frequent service Motor Coaches—Royal Blue Express all the year. Grey-Green and Timpson's—seasonal.



The 'Mayflower' Bar and a glimpse of one of the historic murals



L'Apéritif Bar



Main Restaurant

LOCKYER STREET PLYMOUTH DEVON

THE LOCKYER TAVERN & RESTAURANT

TELEPHONE: PLYMOUTH 426311

THE most tantalizing fact about THE LOCKYER, in the heart of the great port of Plymouth, is that it is non-residential. To enter the place is to wish to stay there, for the whole atmosphere is one of welcome. There would be great satisfaction among tourists and travellers if THE LOCKYER could once again take residents.

The two principal features—both exceptional—are the Restaurant with its fine wallpaper, deep-pile carpets, quietly beautiful curtaining and attractive lighting; and the 'Mayflower' Bar, possibly unique in the West Country. In the 'Mayflower' the clinker-boarded oak Bar, backed by its superb fittings, serves as a foil to the murals, joyous paintings depicting the Pilgrim Fathers about to set sail, the gallant 'Mayflower' under full sail, and the arrival in America. The ceiling is richly ornamented and hand-painted. It is only to be expected that a town of maritime experts such as Plymouth should show interest and appreciation, and the 'Mayflower' has acquired a popular reputation as a social centre.

In the Restaurant with l'Apéritif Bar at its entrance, the Simonds standard has proved highly acceptable in Plymouth and the Devon room is being used more and more for Dinners, Weddings and other functions. The Ladies' Lounge—that social boon—is an innovation that might be copied, to advantage, in all modern hotels.



NON-RESIDENTIAL: Restaurant to seat 80. L'Apéritif, Devon Meeting or Dining Room to seat 50. Mayflower Bar. Oak Room Bar, and Regency Lounge. Fully licensed.



Restaurant



Residents' Lounge

DUKE STREET READING BERKSHIRE

THE SHIP HOTEL

TELEPHONE: READING 302911

UNDERNEATH this former Coaching Inn, one of the first buildings to be erected in modern Reading though largely rebuilt in 1912, flows that small subterranean stream, the Holy Brook. Formerly known as the Hollow Brook, it formed the boundary of Reading Abbey grounds, an Abbey founded in 1121 by Henry I; and THE SHIP, according to an ancient map of the area, appears to stand upon the site of the original Abbey Mill. Some remnants of the venerable structure of the hotel may be seen in the fifteenth-century brickwork, and a few original beams which still help to support the roof. The underground stream, too, may be glimpsed—by permission—as it flows for some few feet in the open outside the Manager's private room.

Outwardly undistinguished, the interior transformation of THE SHIP, under Simonds management, has been remarkable. While the genial, mellow character of the 'family' hotel has been maintained, modern comfort is installed. The brilliantly original Spanish Bar with its fine murals, the spacious Dining Room, the newly-decorated Lounge and re-furnished bedrooms—here is comfort with atmosphere. In designing and equipping the Hotel Bar, as in all other improvements, Simonds' architects have taken the greatest care to preserve the character of the house. As Jingle said of another famous Inn 'fine house—fine beds', and for THE SHIP he might have added 'fine food—fine drinks'.

The family atmosphere of THE SHIP, the comfort and the cuisine, are greatly appreciated by business men, and by parents visiting students, or cadets, at Reading University, Pangbourne, St. Anne's Girls' School, Bradfield and other educational establishments in or near Reading.

ACCOMMODATION: 35 bedrooms, all equipped with running hot and cold water. Electric fires and radio free of charge in all bedrooms. Central heating. Dining Room to seat 72. Residents' Lounge. Rooms for private parties. Hotel Bar. Oak Lounge Bar. Spanish Cocktail Bar. Car Park. Hotel Garage. Fully licensed.



A Typical Bedroom in the Ship Hotel

READING

AT the end of the eighteenth century the firm of H. & G. Simonds Ltd, whose beers are known and consumed all over the world, was founded in Reading. It is with this Berkshire town that the firm is principally associated, but since those early days its expansion has been rapid. Simonds Beers, with their Hop Leaf trade-mark, are now brewed in Reading, Devonport, Bristol, Newport Mon., and Malta, and they are bottled and distributed from many branches throughout the south of England.

Reading itself is a notable commercial centre—it is on the road to anywhere in the Midlands or the West Country—but its potentialities as a tourist centre ought not to be overlooked. Nor should it be forgotten that it is also an excellent alternative for London when accommodation in that overcrowded city is lacking. Fast trains bring London closer to Reading than it is to some of its own suburbs. Reading as a convenient centre, then, has few rivals. Ascot and Newbury Races, the Farnborough Air Show, Henley, Marlow and other regattas, Windsor, important Livestock markets, fishing, golf at Calcot, Emmer Green and Sonning, riding, flying—Reading has its own airport—for all these there could be no better centre than THE SHIP HOTEL in Duke Street.

LONDON 38 miles. Frequent express trains. Western and Southern Region station 6 minutes walk. Express Motor Coaches—Greyhound/Royal Blue joint services. Thames Valley Traction Co.

Mileages: Wokingham 7 miles, Wargrave 7, Henley 8, Roman Silchester 9, Marlow 13, Ascot 14, Newbury 17, Windsor 18, Oxford 27. All places named are served by local bus services.

FRIAR STREET READING BERKSHIRE

THE MARQUIS OF LORNE

(THE TUDOR BAR)

TELEPHONE: READING 317611

A MOST attractive, friendly Bar and Restaurant in the heart of Reading. The Tudor scheme of decoration has been carried out with unobtrusive skill and charming effect. THE MARQUIS has established its reputation as an ideal spot for a quiet drink—it stocks the whole, comprehensive Simonds range of Ales, Stouts, Wines and Spirits—and tasty meals, to be enjoyed in an atmosphere in which a genial welcome, comfort, and cosiness are equally blended.



The Long Bar and Snack Counter



One end of the Restaurant

NON-RESIDENTIAL: Tudor Bar. Restaurant to seat 30. Luncheons and dinners. Snacks at the Bar. Fully licensed. Western and Southern Region stations 4 minutes walk.



Ballroom, with French windows leading into the Gardens

View from the hard Tennis Courts



KIDMORE ROAD CAVERSHAM READING

GROSVENOR HOUSE

TELEPHONE: READING 72045

THIS fine modern building with its handsome amenities has come to be regarded as the central family and country 'Club' of the district. Situated on the edge of Reading and the fringe of the Chiltern hills, it is only a few miles from Twyford, Sonning, Henley, Goring, Pangbourne and Marlow and is the ideal centre for wedding receptions, banquets, dances, dinner-dances, staff and club outings—every form of function—for all of them. It is doubtful if a finer private Ballroom or Banqueting Hall exists in Reading, equipped with an interior Bar and leading out on to sun-terraces and a pleasant garden with four first-class tennis courts.

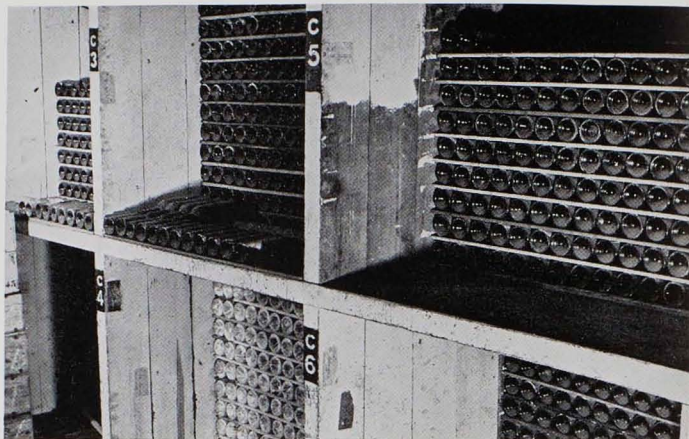
The whole spirit of the place is friendly, happy and comfortable, and it performs a public service as an established centre for local social activities, making a special feature of its excellent catering.



Car Park and entrances from Kidmore Road

NON-RESIDENTIAL: Banqueting Room to seat 100. Ballroom for 250. Lounge Bar. Saloon Bar. Public Bar and Games Room. Billiards Room. Garden and four hard Tennis Courts. Spacious Car Park. Fully licensed.

IN THE HEART OF READING



*Fine Wines imported by H. & G. SIMONDS LTD.,
maturing in cask and bottle*



BROAD STREET READING BERKSHIRE

THE CHEDDAR CHEESE

TELEPHONE: READING 381811

THIS ancient Tavern maintains the Simonds standard for well-served and well-cooked meals. Right in the centre of Reading's main thoroughfare, Broad Street, it is naturally a popular centre for a quick drink and a tasty snack, as well as for more leisurely restaurant meals. The days when gentlemen were not allowed on the premises unless garbed in full morning dress have long since passed, but THE CHEDDAR CHEESE still keeps up an established reputation for appetizing fare and good drinks.



Snack Bar on Ground Floor

NON-RESIDENTIAL: Well-appointed Bar with Snack meals a speciality. Restaurant to seat 40 for luncheons and dinners. Fully licensed.

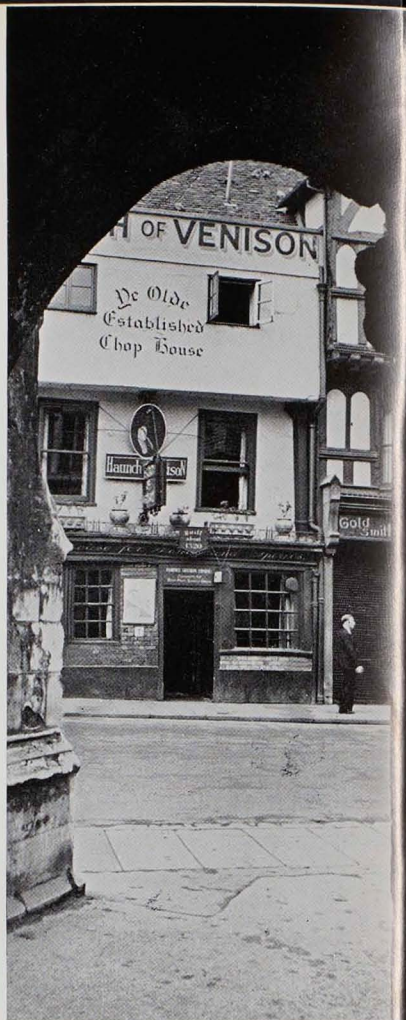
*Taken through an
arch of the old
Buttermarket*



Restaurant showing original wall timbers



*The Bar as seen from
the entrance door*



MINSTER STREET SALISBURY WILTSHIRE

THE HAUNCH OF VENISON

TELEPHONE: SALISBURY 202411

ONE is tempted to think that in THE HAUNCH OF VENISON all the elements that go to make the ideal Tavern of English tradition have taken actual shape. The corners and the angles, the low roof here and the twisty stairway there, the beams and the panels—no Dickensian description could do justice to this small jewel of architectural evolution. Like Topsy, it 'just grewed', and it began growing as far back as 1320—in other words, six and a half centuries ago. A wonderful old pub indeed. The eminent American hotelier who saw it, fell in love with it, and reproduced it with exact fidelity in the United States had an artist's appreciation of the haphazard perfection that occasionally—but so rarely—just happens.

Its L shaped Dining Room on two levels, that small jewel of a room known as The Cloisters Bar, the landing where four is a crowd but fourteen are happy to drink together, the old black oak Saloon Bar where barrels of beer must be rolled with nice exactitude through the Bar itself to manoeuvre them into the cellar, the 'machine' which adorns the Bar with its eighteen pewter taps once connected to the same number of casks of Sherry, Port, Gin and Rum, the delectable food and quality drinks—no wonder this popular and live Tavern has established itself as a favourite with everyone who finds himself in Salisbury. For full measure there is a ghost, the Grey Lady, who walks the churchyard adjoining THE HAUNCH OF VENISON.

Salisbury itself, with its superb Cathedral and the loveliest Cathedral Close in Europe, should not be missed by any visitor from Overseas who sets foot on English soil.

NON-RESIDENTIAL: Dining Room to seat 48, Saloon Bar. The 'Snug'. The Cloisters Bar.



Saloon Bar entered from Kingston Road

Dining Room



KINGSTON ROAD STAINES MIDDLESEX

THE RAILWAY HOTEL

TELEPHONE: STAINES 46

Its many friends will hardly quarrel with the word 'homely' as a description of the exterior of THE RAILWAY HOTEL; but even as it stands today—and Simonds intend, as soon as possible, to build a new hotel on this extremely valuable site—its appearance is deceptive. Inside, the whole rambling Inn has been made cosy, comfortable and intimately friendly.

The Hotel is 'two-faced' in the best sense. The main entrance is on the Kingston Road, and this serves the Hotel, the Public Bar and Games Room, the Saloon Bar and the Restaurant. At the south end of the premises two more Bars cater for the Station trade and the local bus services which use the Station yard as a terminus.

The Hotel is becoming increasingly popular for many reasons. Business men drive into the Station yard from anywhere within a twenty-mile radius, leave their cars there and complete their journey to London by train. For these 'daily breaders' a 'refresher' on the homeward way is followed, possibly, by a satisfying meal, and the evening begins well. Clubs, and other organizations, find the Ballroom a boon—it is used five or six evenings a week—and parents visiting their children at nearby schools—such as the Welsh School for Girls—are glad of so comfortable a base as THE RAILWAY HOTEL. Finally, as a centre for Hurst Park, Sandown, Kempton Park, Windsor and Ascot Race meetings, for Regattas, and for its proximity to Heath Row Airport, its importance is only restricted by its present limited accommodation.



ACCOMMODATION: 9 bedrooms with hot and cold running water. Electric fires free of charge. Dining Room to seat 30. Residents' Lounge. Writing Room. Ballroom for 150 dancers (convertible into Banqueting Hall for 70). Dispense. Public Bar and Games Room. Saloon Bar. Buffet Bars. Car Park. Petrol obtainable. Fully licensed.

LONDON (Waterloo) 17 miles. Frequent fast electric trains (25 minutes). Southern Section. Western Section station (to Paddington) $\frac{1}{2}$ mile distant.



Facing High Street



Restaurant, entered from the Winter Gardens

The Winter Gardens, with Dickens Bar beyond



HIGH STREET STAINES MIDDLESEX

THE ANGEL HOTEL

TELEPHONE: STAINES 156

LOCAL tradition maintains that Charles Dickens stayed at THE ANGEL for some time, writing part of one of his novels—unspecified—while under its friendly roof. No evidence has been found to support this belief, but this 300-year-old Inn is in every sense Dickensian, although recent renovations and re-decoration have made it into one of the best equipped Hotels to be found on the A.30 highway. Its half-timbered front on the busy High Street; the panelled interior, fine staircase and enchanting landing; the old yard which has seen many a fine team of spanking horses led from the shafts of famous coaches; and, lastly, the ancient 'Tap' standing behind the main building—all these things speak, with the authority of three centuries, of the quality of this old Inn. By the way, the 'Tap' in the yard is the original building in which the beer used to be brewed, and its loft was used for cock-fighting, as traces of the outside ladder indicate.

Old it most certainly is, but recent renovations bring it into the luxury class for comfort, good food, fine wines and Simonds' own beers and stouts. The Restaurant is particularly attractive, and it is doubtful if the new Bar—which specializes in appetizing snacks—has a rival in the area. Incidentally, it was in THE ANGEL's old Bar that the Staines Regatta was born in 1850, just over 100 years ago.

A grand old Inn this, and a fine modern Hotel. Not even the expert can tell where the one ends and the other begins, and as with its fellow Simonds Hotels in Staines—the Railway and the Packhorse—it is perfectly situated for the Races, Regattas and many other local events.

ACCOMMODATION: 14 bedrooms with hot and cold water in each room. Electric fires are provided free of charge. Restaurant to seat 48. Residents' Lounge. Public Bar. Saloon Bar. Lounge Bar. Car Park in Hotel yard. Garage. Fully licensed.

LONDON 17 miles. British Railways—Western and Southern section stations $\frac{1}{2}$ mile. Green Line buses stop in Staines centre. 100 yards.



THAMES STREET STAINES MIDDLESEX

THE PACKHORSE HOTEL

TELEPHONE: STAINES 41

THERE is something appealing about staying in an hotel situated on a river bank. Of these is THE PACKHORSE HOTEL, built on a lovely curve of the river of history—the Thames—its very name linked with river life. On its sun terrace there is a stone carved with the inscription '40 feet above Trinity', and the house next door—suitably named 'Hook-on and Shove-off'—marks the spot where the tow path ends on the left bank and begins again on the right. Here the packhorses rested while their loads were ferried across the river, and no doubt the drivers rested, too, refreshing themselves with a mug of ale. In the oldest wing of the hotel there used to be a theatre to entertain, as well as to refresh, the passing teams.

The modern PACKHORSE, although it retains many of its old features, is an attractive place with exceptional facilities for every class of trade. River parties, Dances, Banquets, Wedding receptions, Staff outings, Business Conventions or other functions . . . the Manager is able to provide for most requirements in these spheres. The fine Ballroom with its windows opening on the river garden—it has a separate entrance, cloak-rooms and Reception Rooms—is so carpeted and arranged that it can be used solely for dancing, solely for banqueting, or for a combination of both. In season or out the Bars, well-equipped residents' rooms and genial atmosphere, give the hotel a homely quality highly appreciated by its customers. London, Ascot, Henley and all other centres of sport, pageantry and history, remarked upon at length in the descriptions of Simonds' other Staines houses—the Angel and the Railway Hotel—are, of course, equally handy from THE PACKHORSE.



*Landing Stage
from the Thames*

*The Breakfast Room
overlooking the
River*

*The Banqueting and
Ballroom, with
riverside terrace on left*



ACCOMMODATION: 16 bedrooms with running hot and cold water. Gas fires in all rooms free of charge. Dining Room to seat 35. Ballroom to accommodate 350 for dancing or to seat 160 for Banquets. Two Lounge Bars. Public Bar. Riverside Garden and landing stage. Car Park. Hotel Garages. Fully licensed.

LONDON 17 miles. British Railways—Western and Southern Sections stations each $\frac{3}{4}$ mile. Green Line buses stop in Staines centre, $\frac{1}{4}$ mile.



Front entrance from
London-Oxford Road



The Saloon Bar



Residents' Room

OXFORD ROAD STOKENCHURCH BUCKS

THE KINGS ARMS HOTEL

TELEPHONE: RADNAGE 243

THIS sixteenth-century Coaching House on the main London to Oxford road is set in beautiful pastoral country. For motorists or rambles the Chiltern hills and the Thames valley have equal charm, and with livery stables near at hand lovers of horses may be sure of an ideal holiday, particularly in the Spring and Autumn. So, too, may sportsmen. All around is good shooting country, and the apparent isolation of the Hotel is misleading for Henley and Marlow, with their famous Regattas, are less than ten miles away.

Unimposing outside, THE KINGS ARMS is warmly inviting inside. Its pleasant little Dining Room sets a standard of catering and the Hotel has facilities for wedding receptions, parties, dinners—every kind of function—while the Bars are equally popular with local people and passing motorists.

An innovation for Simonds Hotels is the all-day service provided for long-distance Coach services in a Cafeteria set well back from the main building. This trade, unnoticed by regular Hotel guests, has proved a boon to coach travellers in need of refreshment at reasonable prices.

ACCOMMODATION: 10 bedrooms each with running hot and cold water. Dining Room to seat 20. Commercial Room to seat 60. Cafeteria. Saloon Bar. Lounge Bar. Car Park and Coach Park for 30 coaches. Garage (Petrol). Fully licensed.

LONDON 35 miles. Station—Aston Rowant 3 miles. Express Coaches to London —Oxford (see p. 37) pass the Hotel.



The Garden, from the Lily pond

Dining Room, from the Hall



Front entrance and Car Park



SUNNINGDALE BERKSHIRE

THE SUNNINGDALE HOTEL

TELEPHONE: ASCOT 208

STANDING on one of Britain's great arterial highways, A.30, this pleasant hotel figures more as a Country Club than as an ordinary hotel. Ascot and Epsom Races; the Windsor Horse Show; Windsor Races; Windsor itself — one of the show places of the world, for the Royal Castle is the finest in Europe; Henley Regatta; the Farnborough Air Display; with first-class Golf at Sunningdale, Wentworth and the Royal Berkshire; a Riding School close at hand; and the Garth Hunt only a short distance away—surely such a wealth of attractions is unusual?

The high-ceilinged Dining Room, looking out over the garden and dominated by two remarkable oil-paintings, has an enviable reputation for comfort, service and cuisine. The American Bar is recognized as a social meeting place, and the general air of comfort and homeliness to be found in all the rooms, private or public, has given the Sunningdale high standing in this pleasant sporting district. It is popular, too, with people who desire the attractions of London without having to stay there, and also with parents visiting their children at Eton, Wellington, Beaumont, Woodcote House and Heatherdown schools.

ACCOMMODATION: 10 bedrooms, all with running hot and cold water. Gas fires without charge. Central heating. Dining Room to seat 45. Residents' Lounge. Sun Lounge. Cocktail Bar. Saloon Bar. Garden. Car Park. Three Golf Courses and Riding School close at hand. Fully licensed.

LONDON 18 miles. Frequent fast service of electric trains. Green Line Coaches.



*Restaurant, with
Grill Room beyond*



Hotel Bar

*The Ballroom and
Banqueting room*



HIGH STREET SWINDON WILTSHIRE

THE GODDARD ARMS HOTEL

TELEPHONE: SWINDON 3791

IN old Swindon on the hill, the focal point of good-neighbourliness and social comradeship is THE GODDARD ARMS. When Swindon, now an important railway centre, was a small market town, the local Goddard family was highly respected throughout the West country. The family Arms are to be found worked into a stained glass panel in the door of the Saloon Bar.

It is a fine old building, THE GODDARD ARMS, and the recent large-scale improvements—neatly unobtrusive as always in Simonds' houses—have brought it right to the forefront. The Ballroom performs a public service for the variety of the functions it accommodates, seating 160 people for banquets, or permitting 250 to dance in comfort. The Restaurant with its excellent catering—this comes to be accepted as a matter of course in all Simonds' houses—is used by business and farming men for many miles around. The Residents' Lounge and Writing Room, and the contentment of a luxurious bed, make the hotel a regular place of stay for experienced travellers.

ACCOMMODATION: 18 bedrooms with hot and cold running water, and gas or electric fires without charge. Central heating. Restaurant to seat 70. Private Dining Room. Residents' Lounge. Writing Room. Ballroom. Banqueting Room to seat 160. Saloon Bar. Lounge Bar.

LONDON 79 miles. Fast service main line trains. Western Region station 1 mile. Express Motor Coaches—Greyhound. Royal Blue—seasonal.



Taken from the Shiplake bank



*Restaurant, with windows
over the Thames*



*The Sun Lounge opens
onto the river bank*

WARGRAVE-ON-THAMES BERKSHIRE

ST. GEORGE & DRAGON HOTEL

TELEPHONE: WARGRAVE 15

THE Thames is one of the world's most beautiful rivers, winding its way through such scenery as men remember in dreams. Yet nowhere along its pleasant reaches is there a finer curving stretch of water, woodlands and meadows than at Wargrave where the famous ST. GEORGE AND DRAGON HOTEL looks out from its vantage point on the river bank between Shiplake and Henley. It is no wonder that artists gravitate to this serene village, that Dickens, Tennyson and the Kingsleys worked there, or that Jerome K. Jerome mentioned it in his classic 'Three Men in a Boat'.

THE ST. GEORGE AND DRAGON, standing on such a site, and backing on to the unspoilt village street, is faced with a big responsibility. Anything short of excellence here would be failure—but in no respect does it fail. On the contrary, it is so exactly right that it is an essential part of this reach. With its own landing stage and gardens running down to the water, its gaily curtained verandahs and much frequented Sun-Lounge, it is the haven that fishermen, artists, and business-men who must work in London, but may live in Arcady, hope to find but so seldom do.

BUT THE ST. GEORGE is more than this. It is the natural objective for river parties—indeed parties of any kind—during the Wargrave Mock Regatta and Firework Display—held on the meadow opposite the hotel, or during Henley and other Regattas. A most comfortable Inn this, blest with the magic of personality. And that famous sign? Well, the original was painted by those well-known Victorian artists George Leslie, R.A. and J. D. Hodgson—rumour says to pay for their bill—and it may now be inspected inside the Hotel. It merits inspection, if only to discover that Saints appreciate good Ale, and that even a noble Knight's horse, ignoring the death agony of the unfortunate Dragon, may sigh for a long pull at a tankard!



ACCOMMODATION: 9 bedrooms with hot and cold running water. Gas fires in all bedrooms. Dining Room to seat 40. Sun Lounge. Residents' Lounge. Lounge Bar and Public Bar. Garden on River bank. Landing stage for private craft. Car Park. Lock-up garages. Fully licensed.

LONDON 32 miles. Western Region station $\frac{3}{4}$ mile.



MARKET PLACE WARMINSTER WILTSHIRE

THE BATH ARMS HOTEL

TELEPHONE: WARMINSTER 99

STANDING in the market place of this Wiltshire town on a hill—it is a rarity to find towns built upon hills in this part of the country—is THE BATH ARMS, by pedigree and right a County Hotel. There can be few hostleries in Britain with such a wealth of architectural, archaeological and historical treasures grouped within so small an area as those which surround Warminster. The glorious Longleat House—'Treasure House of the West'; Salisbury Plain and Salisbury itself; Bath, Wells and Glastonbury only a short run in a car from the Hotel door; Sherborne, Shaftesbury, Amesbury and Frome; all are within the metaphorical stone's throw. Nor is sport lacking. Excellent trout fishing, riding, hunting with the Wylie Valley, races at Salisbury, Bath and Wincanton, golf on the Downs, and grand walking country—this is a favoured spot indeed, highly appreciated by the School of Infantry in the near neighbourhood and many another Military establishment further afield.

Recent large-scale rebuilding in the Hotel has been carried out with artistry and restraint. The old place has lost no whit of its character—that mellow, welcoming atmosphere born of the ripeness of age—indeed it has gained by the modernization which has increased comfort without destroying graciousness. Residents are particularly well catered for in the luxurious Lounge, the easy comfort of the Coffee Room, the Dining Room and the redecorated and well-furnished bedrooms; while local people hold THE BATH ARMS in high esteem both for the excellence of the food and the comradeship which seems to flow so naturally in its Bars.

*Main entrance:
Car Park and Garages
at rear*

(LEFT) The Sherry Bar

*(BOTTOM LEFT)
Dining Room*

*(BOTTOM RIGHT)
Bedroom, showing
plain decorative scheme*



ACCOMMODATION: 17 bedrooms with running hot and cold water. Electric fires free of charge. Dining Room to seat 50. Residents' Lounge. Coffee Room. Separate room for private parties. Sherry Bar. Saloon Bar. Car Park. Lock-up garages. Fully licensed.

LONDON 97 miles. Western Region station $\frac{1}{4}$ mile.



*Facing the
walls of
Windsor Castle*



Restaurant

THAMES STREET WINDSOR BERKSHIRE

THE GRAPES TAVERN & RESTAURANT

TELEPHONE: WINDSOR 208

ALMOST under the walls of Windsor Castle, this 250-years-old Queen Anne building has, at this moment, none of the unobtrusive perfection of decorative schemes, new fittings and deep carpeting that characterize Simonds' houses. True, it is to be entirely reconstructed at the earliest possible moment, but it might be thought that, until the usual Simonds transformation takes place, THE GRAPES must be content with moderate trade. On the contrary, the atmosphere of welcome about the place, the fine catering, the popular Lounge and Snack Bars, and the indefinable *quality* of Simonds' products has made this public house one of the most popular meeting places in Windsor. To join your friends at THE GRAPES for a drink, a first-class meal, or both, is a pleasurable routine for those who live in Windsor, and a delightful experience for those passing through it.

And, incidentally, the whole world passes through this Royal town, one of the earth's show places built around the most beautiful castle in Europe . . . England's Versailles. If, when passing through, visitors look for the sign of the Hop Leaf under the shadow of the Curfew Tower they will find the warmest of welcomes within the portals of THE GRAPES.

NON-RESIDENTIAL: Restaurant. Snack Bar. Lounge Bar. Fully licensed.
LONDON 21 miles.



*Entrance from
Market Place*



The Lounge Bar

Restaurant, with windows overlooking the Market Place



MARKET PLACE WOKINGHAM BERKSHIRE

THE BUSH HOTEL

TELEPHONE: WOKINGHAM 134

A GRAND old Inn, THE BUSH, truly in the ancient tradition, for its sixteenth-century characteristics have been enhanced and mellowed with the passing of the centuries. One attractive feature in the Saloon Bar is the old fireplace decorated with the Tudor Rose motif, a fireplace, by the way, which lends itself to the frieze of flint-lock gun, bow and arrow, and churchwarden pipes arranged over its mantel. The whole building, with its beams and odd corners, seasoned panelling, landings at different levels—all built round a Coaching Inn yard—is full of charm. It is a pleasure to wander round it, but the real test of an Hotel, after all, is the fare, service and comfort provided. At THE BUSH the catering and fine Simonds' products are well known and appreciated locally, but the Hotel's proximity to Henley, Ascot, Windsor and Reading seems to have escaped more general notice. All these places are well served by the local bus service which stops at the Hotel's front door, and even London by bus—and this too stops at the front door—takes only one-and-a-half hours.

ACCOMMODATION: 4 bedrooms. Fire in each bedroom free of charge. Dining Room to seat 44. Residents' Lounge. Sherry Bar. Public Bar. Market held in Hotel Yard each Tuesday. Car Park. Garages. Fully licensed.

LONDON 32 miles. Southern Region branch line Reading. Main line fast service to London. Excellent local bus services.

RECENT ADDITIONS

HIGH STREET NEWPORT MONMOUTHSHIRE

THE GREYHOUND TAVERN

TELEPHONE: NEWPORT 350811



BRISTOL BRIDGE BRISTOL GLOUCESTER

THE SCEPTRE TAVERN

TELEPHONE: BRISTOL 25965

THESE well-known Taverns are now under the control of the Hotels and Catering Department, of H. & G. Simonds Limited, and plans for their reconstruction and redecoration are in hand. Meanwhile, a full range of Simonds beers, wines and spirits and a good snack service are available.

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H. & G. SIMONDS LTD

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HOTELS AND CATERING HOUSES

TELEPHONE No: READING 60120 AND 3431