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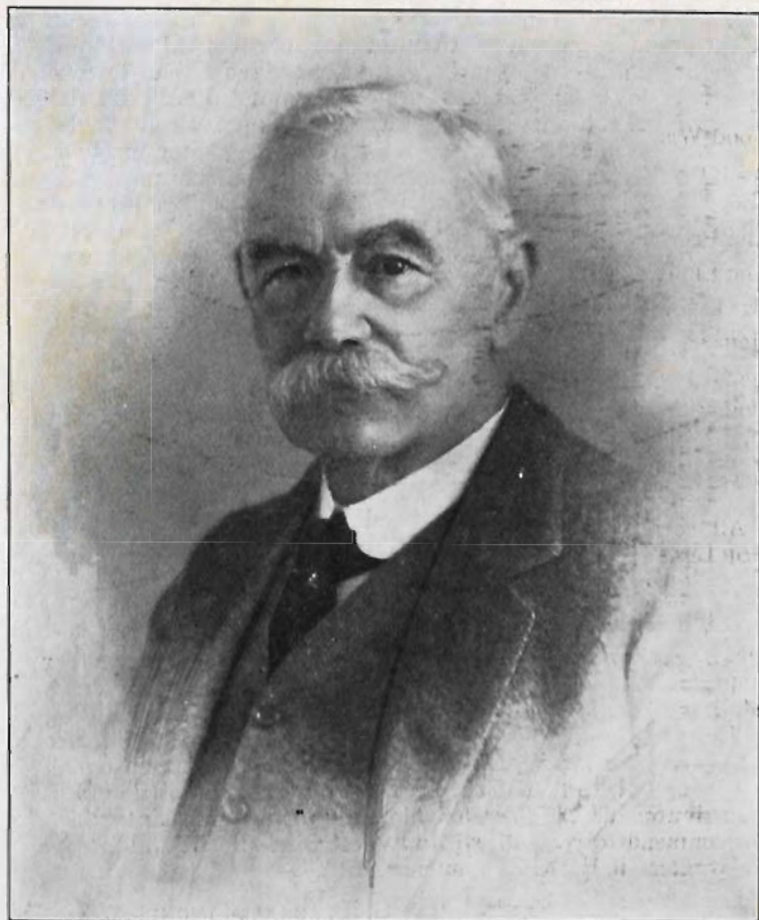
The Hop Leaf Gazette.

*The Monthly Journal of
H. & G. SIMONDS, Ltd.*

No. 1.

OCTOBER

1926.



GOOD WISHES FROM OUR CHAIRMAN. (See over).

GOOD WISHES FROM OUR CHAIRMAN.

When facing a new adventure it is well to have a letter of recommendation "to all whom it may concern" asking their support for our enterprise, so it behoves me as Chairman of H. & G. Simonds, Ltd., to recommend to those in our employment, and others, our new venture—THE HOP LEAF GAZETTE.

Some of you may be inclined to ask: "Why have a magazine?" In truth, I hardly know; but, certainly, it cannot be only to "Chronicle small beer." If its circulation were confined to Reading and its neighbourhood, I fear that the above would be its lot, and its life probably a short and inglorious one. But when I reflect that our products are sent to the uttermost parts of the earth and that we, including our allied Companies, have more than thirteen hundred employees distributed over our own and other countries, then it does seem to me that the Magazine may prove to be a very useful bond of union between us. Given an able Editor and, what is equally important, regular contributors from our home and foreign Branches and Agencies, the articles contributed might prove of great interest both at home and abroad, not only from a commercial point of view—though that would doubtless be a valuable asset—but topical, historical, social, and even, occasionally, political news, from the foreign Branches and Agencies might be of great interest. It is impossible to trust all newspaper accounts—which are often propaganda—as to local disturbances, riots, etc. For instance, I remember when I was living in Rome, under the rule of Pope Pius IX., being much amused by reading in an English paper, of bloody revolution, a reign of terror, with the streets running blood. As a matter of fact, we were all going about our business much as usual in the daytime and sipping our coffee in the evening at the cafes. There had been a little fighting outside the Lateran Gate, in an abortive attempt to bring two or three waggon loads of arms for the would-be insurgents into the city. Two or three men were killed, a few were wounded and more taken prisoners by the papal Zouaves, and that was the worst that happened.

Personal items concerning the Firm and its employees, together with sports and pastimes, would of course be of general interest, but it is not for me to instruct our future Editor in his duties, even if I were able to do so, for doubtless his important office will be well and worthily filled. I only wish to impress on all whom it may concern that the best of Editors can do little unless his contributors do their best for him, and for the Magazine, which I now commend to you all, with my best wishes for it and for my fellow-workers in H. & G. Simonds, Ltd.

G. BLACKALL-SIMONDS,
Chairman.

August 29th, 1926.

EDITORIAL CHAT.

A BOND OF UNION.

October 1st has always been looked upon as a memorable date and now it has been endowed with added importance by reason of the fact that on that date THE HOP LEAF GAZETTE first saw the light of day. In his most interesting article wishing the venture success, our revered Chairman, Mr. G. Blackall-Simonds, uses the phrase "bond of union." That admirably sums up the aims and objects of this journal—to bring us all closer together in work and play, and to inspire work with the spirit of goodwill.

HOW YOU CAN HELP.

It will greatly lighten the task of the Editor if contributors will send in their "copy" early. With a business of such worldwide ramifications there should be much interesting news. The very word NEWS is made up of the letters with which the words North, East, West and South begin, and so from all points of the compass send along your notes of notable events so that all connected with the Brewery may be informed of what all are doing. He who gives quickly gives twice and he who sends in his "copy" quickly adds a like big percentage to the value of his contributions.

WHAT'S IN A NAME?

When the idea of starting this Magazine was first mooted the question naturally arose—what shall we name it? A few suggestions occurred to the writer's mind before THE HOP LEAF GAZETTE was finally decided upon. He still thinks that "The Barrel Organ" takes some beating. Or why not "The Quarterly Review"? "Hop, Hop, Hop, Hurray!" would not have been so bad. Everybody knows that Bradley's are excellent printers, but we still have our doubts as to whether such a magazine should not have been produced by the Wine Press. We are not inserting advertisements. Had we decided to do so, we should doubtless have appointed Mr. F. Jefferies to do the canvas(s)ing!

THE PRINCE OF WALES' VISIT.

The outstanding event of the year has been the visit of the Prince of Wales to The Brewery. When one who has been well described as the biggest asset possessed by the British Empire saw fit to choose H. & G. Simonds' as the first Brewery he ever visited, the Firm naturally looked upon it as about as high a compliment as they could be paid. H.R.H. took an intense interest in all he saw and he listened with the closest attention

to the explanations given by the Directors of the various processes of brewing. So much indeed was there for him to see and hear that he overstayed his time to a considerable extent. He was evidently delighted with the cordiality of the reception accorded him and seemed particularly pleased with the decorations. None in Reading were better. The Prince also looked in at the Social Club, signed the visitors' book and expressed his pleasure at seeing such fine accommodation provided for the social intercourse of those employed at The Brewery. The visit was in every way a memorable one and will fill a very interesting page in the history of a great and ever-progressive firm.

MR. A. P. F. CHAPMAN.

We are all glad to think that Mr. A. P. F. Chapman is connected with the Firm. He is at the Hythe Brewery. There was much criticism, some of it none too friendly, when he was chosen to captain the English team against the Australians. However, he did his job well, and everybody had to admit it. No less an one than Jack Hobbs paid him a glowing tribute which was published in *The Weekly Dispatch*, while practically all the other newspapers testified to the splendid manner in which he carried out a task of such tremendous import. He sought, and obtained, the advice of older heads than his, but he frequently acted on his own initiative, making some almost dramatic moves in the matter of changing the bowling. And he came out on top every time. His splendid generalship was the more remarkable considering his comparative youth. His extraordinary keenness and enthusiasm were infectious and his colleagues knew it and rallied round him to a man. That was one of the great factors in a great victory. After the match the Directors kindly entertained Mr. Chapman and other friends at dinner at the Carlton. It was a gathering such as those who attended are never likely to forget.

PLAYING THE GAME.

It is only right that when a big football match is taking place in Reading all who can should witness it. But it is more important to play than to watch others. When Notts Forest visited this town the Seven Bridges Cricket Club had a match on and the Captain feared he would have to scratch the fixture, thinking most of the players would rather see the football. However, he experienced no difficulty in raising a team and he wishes to thank the players for putting their own club first. Even those who went to the football showed fine sportsmanship by kindly informing their Captain that if he could not do without them they would play, keen as they were on going to Elm Park.

MR. J. C. MULLIN GOING TO HYTHE.

We all wish Mr. J. C. Mullin, who is shortly going to Hythe Brewery, the very best of luck. Mr. Mullin came to the Reading Brewery as a pupil in May, 1919. He finished his pupilage and was taken on the staff in May, 1921, and has remained there since. He is well known and much liked, particularly in sporting circles. He was formerly Hon. Treasurer of the Seven Bridges Football Club, and he has played for the Seven Bridges Cricket Club. He was at one time Hon. Secretary of the Reading Rowing Club and rowed for Reading. He is Hon. Secretary of the Reading Lawn Tennis Club and has played for them. He has played hockey for Berkshire and Reading, and enjoys a game of golf at Sonning.

AN INTELLIGENT CAT.

Mr. Tom Lawrence of "The Brewery Tap," Broad Street, possesses a very intelligent cat named "Tibber." No sooner does the landlord call "Time, gentlemen, please!" than "Tibber" runs to the door and sees that all the customers leave without delay. One wonders what the cat would do if Mr. Lawrence allowed his visitors to overstay their time. But that is a contingency never likely to arise at a house so well conducted as is "The Brewery Tap." On rare occasions Mr. Lawrence does not rise quite so early as at others, and when he is a little late there, sure enough, is "Tibber" at his bedroom door "calling" him.

TRAVELLER'S JOY.

The words Traveller's Joy call to mind a pretty wayside climbing plant with white flowers. But there is another kind of Traveller's Joy—or otherwise! It is when a man on the road sets out on his rounds and is confronted at every place where he calls with the one and only topic—the weather. One of our travellers made many calls the other day, in the ordinary course of his duties, and at four out of every five houses he visited the weather was the absorbing topic of conversation. At the first place he was greeted with the exclamation: "What a lovely morning!" the speaker going into details as to his experience of other Septembers. A lady was the next person to hold forth on the weather. "You know, Mr. —, I have seen — summers (as she is a lady we will not give the number), and I do not remember one September when the weather was so tropical." Topical might have been a better word. "You know—" but here again were many details, too numerous to mention and wholly uninteresting.

And so on and on all the morning and well into the afternoon it was nothing but the weather. At the very last place visited the poor traveller was welcomed with the words, "Now this is the sort of weather for a job like yours. Do you know my father, who is 86, said he has never known such weather and—" "O, d—the weather!" said the disconsolate traveller, "for heaven's sake say 'S.B.!' " And that *was* more refreshing.

"FOR LOYAL SERVICE AND FRIENDSHIP."

The above title was part of the inscription on a presentation which Messrs. H. & G. Simonds made to Mr. H. F. Lindars on the completion of sixty years' service with that firm. Mr. Lindars was entertained at luncheon at Olympia, where he met many of his old friends. As one of our local papers well says, Mr. Lindars is a well-known bowler, and throughout his life has always "played the game." But he is much more than a bowler—he is a fine type of the English gentleman. His charming manner and rare kindness of heart have endeared him to all whose privilege it is to know him—and to know him is to like him, even love him. His many fine qualities of heart and mind have won for him numerous friends and he has no enemies. For sixty long years he has battled for his side, the great firm of H. & G. Simonds, and he is still "not out." Frank by name and nature, widely known and respected by all who know him, we hope that nothing but happiness will come to Mr. Lindars in the evening of a long and very useful life.

A GOOD TENNIS STORY.

During the recent Tennis Tournament at Reading a writer for the Press had taken infinite pains to prepare a good report. This duly appeared, and while he and other friends were in the pavilion a well-known lady player comes in with the paper. She makes a good deal of fun about the report. "Now isn't this rich!" she says, and quotes a passage word for word. "But this beats all," she adds, and reads out loud again. Then she comes to remarks about herself. These, too, were complimentary for she is a fine player. Dead silence reigned as she read on intently, to herself. Then she observed, "You know, after all, I think the fellow understands what he is writing about." The company knew the writer well, enjoyed the joke immensely—and so did he!

CRICKET SUPPER.

A correspondent writes suggesting, and hoping, that the cricket suppers will be resuscitated. We think it an excellent idea, and several of the players have expressed the same wish. An amusing feature of our correspondent's letter—we do not know whether it was done purposely—is the fact that at the end of it, wishing to emphasise a point, he writes:—

"S.B.—Don't arrange an elaborate meal, but just a nice little spread so that players and supporters alike can meet together and have a friendly chat."

After all there is not so much difference between N.B. and S.B. The one means note well and the other well noted.

SOME FINE HORSES.

THE SUBJECT OF MUCH FAVOURABLE COMMENT.

It is well known that the Directors of Messrs. H. & G. Simonds Ltd. are very solicitous as to the welfare of every man in their employ. But their considerateness does not end there. They also see that the horses have every care and attention. And when you see these fine animals, so well groomed and fed, about the streets you hardly know which to admire the more, the splendid creatures themselves or the wonderful manner in which they are handled by the draymen. Concerning both one often hears much favourable, and well deserved, comment.

There are 50 horses on the establishment at the Brewery at Reading, and about 48 at Branches, including Malta and Brussels. They are fed three times a day with the best food obtainable, and water is always at hand for the thirsty. There are a number of stablemen employed for the purpose of grooming and cleaning the stables daily. The town horses are out all day (except returning for mid-day meal) delivering beer, etc., in town and country. Country horses take a supply of forage with them in the van. On their return to stables they are fed (hay is provided in the racks) and comfortably bedded down for the night with clean wheat straw. Each horse knows its own stable and seldom makes a mistake. In case of sickness all horses are properly cared for and rested until fit for work. The shoeing is done at the firm with expert shoeing smiths who pare the horses' feet, remove corns and fit the feet with comfortable shoes.

At present all horses are fit and well. This, Major Kaye generously states, is due to the men who have looked after them during the hard work of the summer months.

VISIT OF H.R.H. THE PRINCE OF WALES.

The first issue of THE HOP LEAF GAZETTE would be incomplete without a detailed record of the visit paid to the Brewery by His Royal Highness The Prince of Wales on the 25th June. This occasion was notable from two important points of view, the event marking the first visit paid by Royalty to the Brewery, and also the first Brewery to be honoured with an inspection by His Royal Highness. As this first edition will be filed in the oldest Libraries in the country and a permanent record of the visit thereby assured, briefly we should like to recapitulate the order of the proceedings. After the tremendously enthusiastic reception of His Royal Highness at the Brewery entrance the following gentlemen were presented:—Mr. G. Blackall-Simonds, Mr. F. A. Simonds, Mr. F. Simonds, Mr. S. V. Shea-Simonds, Mr. H. D. Simonds, Mr. J. H. Simonds, Mr. C. W. Stocker, Mr. C. E. Gough, Mr. H. F. Lindars and Mr. H. L. Chaplin.



A stall showing the raw materials for brewing and the finished article.

The procession then made its way to the Brewery, the Prince being escorted by the Mayor of Reading (Mr. L. G. Sutton), the Directors, the Heads of Departments, the Chief Constable (Mr. T. A. Burrows), and Representatives of the Press and the whole process of brewing was inspected and explained. The Prince

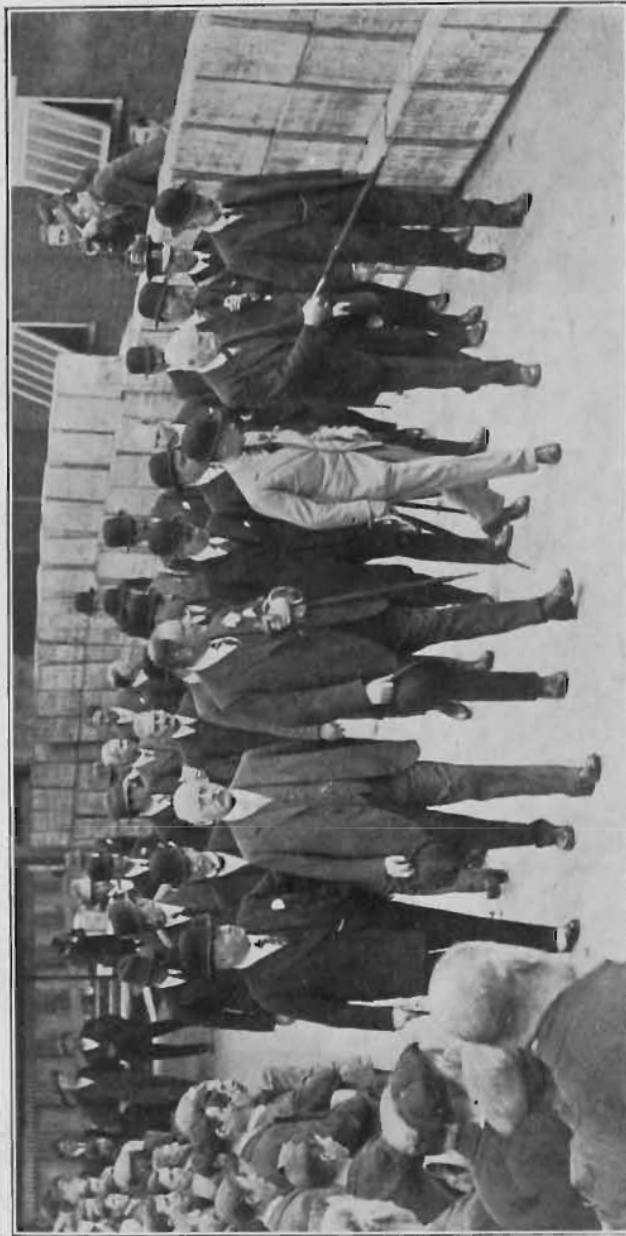
evinced considerable interest, especially in witnessing the boiling of the wort in the huge coppers, the method of sparging in the mashtun, the various stages of fermentation and the racking of the finished beer. Subsequently a move was made to the wharf, where beers in cask and large stacks of cases of bottled beer were being loaded into barges for conveyance to London Docks for export to distant parts of the world. It is well known that His Royal Highness takes a keen interest in export trade, which was very apparent on this occasion. After inspecting the long line of ex-Service Men, many of whom, wearing historic decorations and medals, received the Prince's special notice and were honoured with handshakes, a visit was made to the Brewery Social Club, where the Club Officials were also presented, viz., Mr. F. C. Hawkes (Chairman), Mr. G. W. Cook (Vice-Chairman), and Mr. W. Bradford (Secretary). Throughout the visit the wholehearted enthusiasm of the employees spoke volumes for the popularity of the Heir to the Throne.

Our illustration shows a decorated stall, arranged in a corner of the Brewery by a member of the staff, displaying the raw materials of brewing, the finished article, the microscope used for examining the ingredients and yeast at various stages, as well as a miniature marquee made in our Canvas Department and an illuminated silhouette of the Brewery.

At this stall H.R.H. The Prince of Wales spent some time examining the delicate pale green hops and choice malt which have made our beers so famous.

WHAT THE PRINCE SAW AT THE BREWERY.

Those of our readers who missed seeing the film of the Brewery which was exhibited at the Central Picture Palace throughout the week of 13th to 18th September, had cause for a good deal of compunction. In execution, its purpose was amply fulfilled, but it accomplished considerably more than the advertisement stunt, judging by the reception it received in this town. Commencing with an outside view of the Brewery, a deeply interested audience were then taken through the various departments and witnessed the whole operation of brewing, which was recently inspected by His Royal Highness, The Prince of Wales, as described on another page. We also saw the loading of the beers in casks and cases for home and foreign use. At this juncture our friend the sailor is seen travelling the high seas on his raft with an empty bottle to his eye for a telescope and his subsequent landing on an island where he commences to build a wireless set from the case and bottles which he was carrying on his raft. The bottles formed



H.R.H. The Prince of Wales, accompanied by the Directors, making a tour of the Brewery.

the valves and a large shell the loud speaker, while to see oysters, of all shell fish, running across the sand upon the sailor's summons by whistle and taking their place as rheostats on the wireless set, was a stretch of whimsicality in the mind of the author which did not fail to communicate itself to the audience, whose hilarity was now reaching the loquacious point. Another appeal to the imagination of the audience was the arrival of a monkey, whose services the sailor enlisted in erecting the aerial on a palm tree, which he had himself unsuccessfully failed to climb. The tuning in of the set and the reception of a message " ' S.B.' to all Stations " epitomised the final triumph of the shipwrecked and thirst-racked sailor who thereupon exclaims, " Saved " ! The film concludes with another view of the Brewery whence the message was broadcast, and the applause of the vastly amused audience broke out amidst many and various exclamations of delight at the originality of a firm who could so skilfully combine advertisement with education and round it off with a finale as amusing as any present day comic film. Incidentally it is a film entirely of English production.

Our salutations to the author and respect for the versatile brain which evolved the idea and saw it through. Just a way they have in the Navy !

THE LIGHTER SIDE.

TOM : What's better than a pint of Simonds' beer ?

DICK : A quart.

* * * *

NOT A TUMOUR.

A young boy under the age of 14 had been sent to the nearest hostelry to obtain some refreshment for his parents. On emerging from the public-house he was seen by a policeman. The boy thereupon put the vessel containing the liquid under his coat, thus making an ominous bulge which was instantly spotted by the observant " Bobby."

" What's that, my boy—a tumour ? he asked.

" No, a *can*, Sir ! " replied the boy.

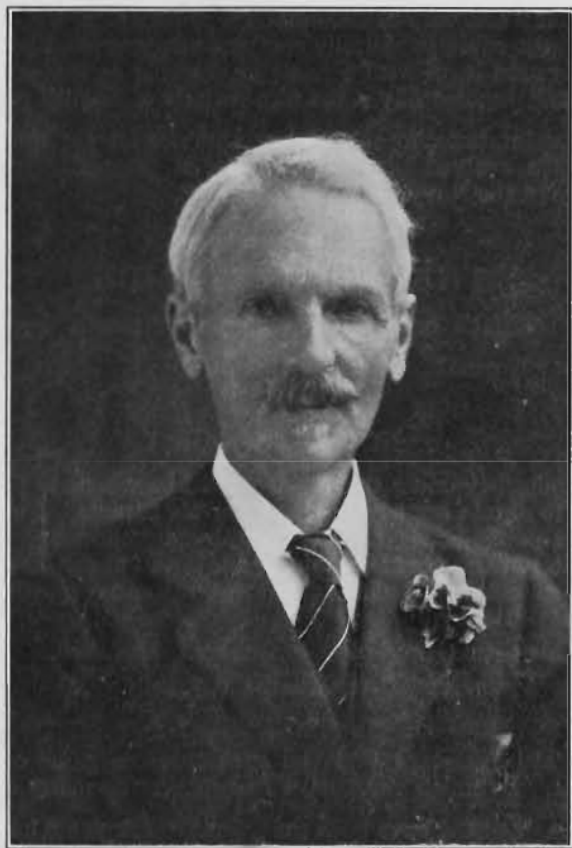
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" I say, I'm sorry I played such a rotten game of billiards last night. I think I must have had rather too many drinks."

" Yes, it might have been that, but I think you'd have played better if you'd taken the cue out of the case ! "

Mr. H. F. LINDARS HONOURED.

For the long period of sixty years Mr. H. F. Lindars has rendered loyal service to the firm of H. & G. Simonds, Ltd., Reading, and on the 23rd July to celebrate the event the Directors entertained Mr. Lindars at luncheon at Olympia. Mr. George Blackall-Simonds presided, and other Directors present were Mr. F. A. Simonds, Mr. S. V. Shea-Simonds, Lieut.-Commander H. D. Simonds and Mr. J. H. Simonds. Mr. Fred Simonds was unavoidably absent. Not only has Mr. Lindars gained and retained the high esteem of every member of the firm, but he is also held in affectionate regard by a very wide circle of friends, and the Directors invited, to meet him, about 160 of H. & G. Simonds' tenants from



Mr. H. F. Lindars.

Reading and district, the senior members of the brewery staff and a number of Mr. Lindars' bowling friends. The attendance included the Rev. Canon F. J. C. Gillmor, Messrs. C. E. Gough, H. L. Chaplin, F. C. Hawkes, R. Biggs, P. F. Knapp, E. S. Phipps, W. J. Roberts, C. Mullin, A. Lock, Major H. Kaye, Messrs. A. R. Bradford, S. Murton, F. R. Josey, H. C. Shepherd, H. James, H. E. Marston, H. Goatley, R. Huddy, V. Lindars (Hythe), J. D. Carter (Slough). The following bowlers also attended: Messrs. George Baylis, W. Galt Millar, Frank Butler, J. Webber, T. Knight, B. White and R. Arnold.

The health of Mr. Lindars was proposed from the Chair, Mr. BLACKALL-SIMONDS, in a charming little speech, paying warm tribute to Mr. Lindars' fine personal qualities and his long and loyal service to the firm. He then handed Mr. Lindars a handsome silver salver and tea service, each item being suitably inscribed.

On behalf of Messrs. H. & G. Simonds' Tenants' Association, Mr. A. WHEELER presented Mr. Lindars with a beautiful silver rose bowl, which also bore a suitable inscription. Mr. Wheeler, too, spoke in high terms of Mr. Lindars' charming personal qualities.

Mr. Lindars' health was drunk with musical honours, and on rising to respond he met with a very hearty reception.

Mr. LINDARS thanked the Chairman for his very kind and far too flattering remarks and all present for their extremely kind reception. He was proud to say that he had always had the entire confidence of the firm which was one of the most popular and generous in the United Kingdom. He had frequently heard people, quite out of their line of trade, say the same thing. During the sixty years he had had the honour of being in the firm's service he had seen wonderful changes. The brewery premises when he first saw them were very different to what they are now. They existed only on the east side of Bridge Street and covered about two acres. Now the firm possesses more than half of Bridge Street, the whole of Fobney Street with the exception of the Reading siding, and the acreage is now about twelve. He commenced as a boy between 14 and 15 years of age in the cask office. From there he went to the ledger office, then to the branch office and finally to the estates office. His predecessor, Mr. J. H. Johnston, had occupied that position for fifty years. He had had another fifty years, so that the two of them had represented that office for a century, which he thought was unique.

Mr. GEORGE BAYLIS expressed his gratitude at being allowed to be present as a very old bowling friend of Mr. Lindars. On coming to Reading many years ago Mr. Lindars was one of the very first young men who extended to him the hand of friendship,

a friendship that had ripened with the years, and it was his great pleasure to present Mr. Lindars with a pair of pipes, which he hoped he would live to wear out. (Applause.)

Mr. GEORGE SMITH thanked the Directors of the firm, on behalf of their tenants, for the hospitality that had been so generously provided, Mr. H. E. COLES and Mr. A. FROOME endorsing all that Mr. Smith had said.

Before the party broke up Mr. F. A. SIMONDS expressed his pleasure and that of the other Directors at meeting so many of the firm's tenants on so happy an occasion.

A GREAT THOUGHT.

*If every man's eternal care
Were written on his brow,
How many would our pity share
Who raise our envy now?*

COURTESY OF OUR LICENSED TENANTS.

A CANON'S COMPLIMENTS.

A Canon of the Church of England pays the following high tribute to some of our licensed tenants:—

"I have been driving through Berkshire and Hants with my daughter, and I wish to express my appreciation of the courtesy and service rendered to us by some of your licensed tenants, more especially the Boydes at Eversley, as well as the new licensee at Kingsclere.

"We were most hospitably entertained at Eversley Cross, 'man and beast,' and wherever we go now we look out for the sign of 'Simonds' with the feeling that your Firm exercises especial care in the selection of representatives. Last year we were in another direction and never experienced the old-fashioned consideration that your houses provide. The Boydes were scrupulously clean, reasonable in their charges, and put themselves to inconvenience to accommodate us.

"In so many places only motorists are wanted, and the charges are out of touch with the realities of a post-war world."

GREETINGS FROM OUR TENANTS' SOCIETY.

The Editor, THE HOP LEAF GAZETTE.

Sir,—I am desired by the Committee of the Tenants' Society to wish all success to THE HOP LEAF GAZETTE, which, no doubt, will prove interesting and useful to all who are in any way connected with the Firm. I appeal to all, whether members of our Society or not, to become subscribers, and when possible to take an active interest in contributing to its columns items which they may consider worthy of recording.

A. FROOME,

Hon. Secretary, H. & G. S. Ltd. Tenants' Society.

ITEMS OF INTEREST.

On Thursday, August 19th, the Tenants' Society had a very enjoyable char-a-banc trip to Brighton, when about sixty, including wives of the members, started from St. Mary's Butts about 7.45 a.m.

A halt was made at "The Leathern Bottle," Cranleigh, and Brighton was reached at 12.15. We drove direct to Skerry's Hotel, where a luncheon was already awaiting the party.

After luncheon the party separated and enjoyed themselves in various ways, the weather being ideal.

About 6 o'clock the return journey was started and, with a stop or two on the way, Reading was reached about 11 p.m., everyone voting the outing a great success.

It is understood that the Ladies' Protection Society are organizing another grand Dance to be held at Olympia sometime in October. The exact date has not yet been fixed. There is no doubt they are a very live body, and it is hoped their efforts will be as successful, or more so, than before, and that they will receive the patronage they so well deserve.

We have also to announce that the Tenants' Society are holding a Dance on Wednesday, November 3rd, at Olympia, particulars of which will be advertised.

ONE FOR MR. LINDARS.—Where to play bowls: *Wood Green.*

ALTERATION AND ADDITION TO THE BREWERY PREMISES.

Among the rumours heard at The Brewery is one that a very extensive alteration and addition to the Brewery premises, on the Fobney Street side, will shortly be commenced.

We hear that Messrs. Collier & Catley are likely to be kept very busy there for the next twelve months.

READING FOOTBALL CLUB.

GOOD PROGRESS WITH THE NEW GRAND STAND.

The manner in which the Reading Football Club players are settling down to the stiffer work which they are up against in the Second Division is very gratifying to all. At The Brewery they have many most enthusiastic supporters.

Messrs. H. & G. Simonds have advanced the Club a large sum of money, on easy terms, to assist them in providing the new grand stand which was so badly needed at Elm Park, and it should prove a great asset both to the Club and the spectators. The work could not be in better hands than those of Messrs. Humphries & Co., Ltd., the well-known contractors, who have so wide an experience in the erection of such structures.

In spite of the difficulties with which they have been confronted owing to the coal crisis they are making rapid headway with the work, and it is hoped that the stand will be completed by the end of October.

READING FOOTBALL CLUB FIXTURES.

The Reading Club play the following matches this month:—

Oct. 2nd	...	Portsmouth (home).
„ 9th	...	Oldham Athletic (away).
„ 16th	...	Notts County (home).
„ 23rd	...	Wolverhampton Wanderers (away).
„ 30th	...	South Shields (home).

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OUR SOCIAL CLUB.

THE CENTRE OF NUMEROUS ACTIVITIES.

It was, indeed, a very happy and generous thought of the Directors of the Firm when they decided to provide the employees with what is one of the finest Clubs in the neighbourhood. It is doubtful if any employees, for many miles around, can boast of having such premises at their disposal wherein they are able to meet in social intercourse and partake in the games which are provided. The Club contains two commodious billiard rooms with full-size tables, a large concert room, games room, skittle alley, air rifle range and last, but not least, another room known as the bar, where members can obtain the "Englishman's beverage" (beer) and other stimulants. A further evidence of the Directors' interest in their employees' social welfare is borne out by Mr. F. A. Simonds becoming the first President of the Club, which position he still retains, while Mr. G. Blackall-Simonds, Mr. Fred Simonds, Mr. H. D. Simonds, Mr. S. V. Shea-Simonds, Mr. John Simonds and Mr. C. W. Stocker are Vice-Presidents. Despite the many calls upon their time they take every opportunity of visiting the Club on occasions when big social events are taking place.

The Club was recently inspected by His Royal Highness the Prince of Wales, who did not hesitate to express his admiration of the premises. It is a matter of great pride to the members to think that theirs is the only Club in the district to be honoured with a visit by His Royal Highness.

The Prince's signature in the Visitor's Book was obtained by Mr. F. A. Simonds and has now been framed with a photograph of H.R.H. leaving the Club.

Mr. F. C. Hawkes still retains his position of Chairman, Mr. G. W. Cook is the Vice-Chairman, Mr. S. Bird Treasurer, Mr. W. Bradford Hon. Secretary, and they have a very able Committee to assist them in the conduct of the Club.

The Committee are now faced with the task of arranging the Winter programme and plenty of opportunities will be provided for members to spend very enjoyable hours during the coming dark and cold evenings. The following is a brief outline of future events:—

PARTNER WHIST DRIVES.—These are held every Wednesday evening and the fact that they have been held continuously for nearly two years testifies to their popularity.

BILLIARDS.—The Club will be represented in both Divisions of the Reading Billiards League and we have high hopes of bringing

the Cup and Shield back to Bridge Street. The Club Handicap will commence early in October, when competition will again be keen to capture the prize which is given annually by Mr. C. W. Stocker.

GAMES TOURNAMENTS.—A series of tournaments is being arranged. These are always very popular and members look forward to keen contests and very enjoyable evenings when they meet the members of the Reading Borough Police Club, the Reading Football players, also the licensees of Messrs. H. & G. Simonds' houses. Dates and further particulars of these tournaments will be published in these columns in due course.

DEPARTMENTAL TOURNAMENTS.—Arrangements are now well in hand for these, a new feature introduced this season. The Directors are providing a silver cup to be played for by the various Departments of the Brewery. As, however, some of these are not strong enough to form individual teams the Committee has drawn up a scheme of amalgamation and the following will show how this will work. The names of the Captains of the teams are also appended.

<i>Departments.</i>	<i>Captains.</i>
Offices	Mr. R. Broad.
Coopers and Scald	Mr. W. Sparks.
Transport and Engineers	Mr. A. O. Taylor.
Building and Wheelwrights	Mr. H. E. Mitchell.
Beer Cellars	Mr. W. Curtis.
Wine Stores, Canvas Department, Stables, Garage and all not included in above ...	Mr. S. Bird.

The following is a copy of the fixture list:—

1926.			
Oct. 1st	...	Wine Stores, etc., etc.	v. Coopers and Scalds.
" 15th	...	Beer Cellars	v. Offices.
" 29th	...	Building and Wheelwrights	v. Transport and Engineers.
Nov. 12th	...	Wine Stores, etc., etc.	v. Beer Cellars.
" 26th	...	Coopers and Scalds	v. Building and Wheelwrights.
Dec. 10th	...	Offices	v. Transport and Engineers.
" 17th	...	Building and Wheelwrights	v. Wine Stores, etc., etc.
" 31st	...	Coopers and Scalds	v. Beer Cellars.
1927.			
Jan. 7th	...	Transport and Engineers	v. Wine Stores, etc., etc.
" 14th	...	Offices	v. Building and Wheelwrights.
" 21st	...	Transport and Engineers	v. Coopers and Scalds.
" 28th	...	Beer Cellars	v. Building and Wheelwrights.
Feb. 4th	...	Wine Stores, etc., etc.	v. Offices.
" 18th	...	Beer Cellars	v. Transport and Engineers.
Mar. 4th	...	Coopers and Scalds	v. Offices.

Mr. H. F. Lindars has kindly offered to provide a Cup for the "runners-up" in these contests.

CONCERTS.—These are held periodically throughout the Winter months and in the past have proved most attractive, and we hope to again have the pleasure of hearing programmes provided by the Simonds' Concert Party and also by our members' children, which last year gave great pleasure to many. Messrs. J. Maxwell and J. Champion will, no doubt, soon be busily engaged in the training of the children as in other years.

DINNER.—The date of this always anxiously awaited treat is left to the convenience of our President, Mr. F. A. Simonds, and will be announced later.

It is with great regret that we have to announce the death of W. Moody, one of our members, who died under such sad circumstances on Tuesday, August 31st. He will be greatly missed by many of his fellow-workers, amongst whom he always enjoyed much popularity. A floral wreath was sent from the Club members as a token of their sincere regret.

LATEST.

Please note! The date of the Tournament of Games with the Licensees of H. & G. Simonds Ltd. Houses, referred to above, is now arranged for Thursday, 21st October, 1926, commencing at 7.30 p.m.

WIRELESS NOTE.

Probably the inventor of the first "Bedtime Story" was a certain festive gentleman, who, having stopped late at the Club, upon his return home had to make his peace with his irate spouse.

* * * *

He had been sent to take the inventory of the furniture in a large house that was for sale. Unfortunately he commenced his operations in the cellar, which was well stocked, and, having gazed over-long at the "red red wine," he became rather drowsy. However, he stuck manfully to his task and completed the job. Later on he was found fast asleep in the drawing room with his inventory book wide open, the last entry of which read, "One revolving carpet."

* * * *

In answer to a correspondent, wattle grows in Australia and has nothing to do with "What'll you have" heard in certain places in England. We understand this expression is seldom used in Scotland.

CRICKET.

REVIEW OF THE SEASON.

The football season is with us once again and that means the short span of the year allotted to the "Flannelled Fools" is a thing of the past. Well, we of the Seven Bridges Brewery Cricket Club have no cause for regret. We have had a jolly good season—full of ups and downs, close games and runaway victories.

We have again managed to field two teams and although on one or two occasions difficulty was experienced in getting a full eleven, the task was accomplished and we have not had to scratch a match owing to lack of men.

Both teams have met new opponents this year and strange grounds. One or two of the latter would puzzle the Australians, let alone our boys, but the friendly spirit of the game has been maintained throughout wherever we played and whatever the result.

Our country trips have included Heckfield, Wargrave, Hackwood Park, Ipsden, Camberley and Cold Ash for the premier team, and Bucklebury and Knowl Hill for the second string. On most of these occasions we had the use of the Firm's lorry and on the others had to hire a char-a-banc.

We should certainly welcome a few more ardent supporters, for our games are attractive and our outings good; and yet, where the odd six hundred of our workmates get to on Saturday afternoons is a cause for much cogitation.

Our best wins were against Heckfield (away), Hackwood Park (home) and Palmer Park Institute (home), and the worst trouncing was given us by Camberley Working Men's Club (away)—and we *did* bump severely on that occasion.

We must give the Junior Eleven a pat on the back for they have done much better this season and have won three of their matches. On previous occasions they only managed to get home once a year. Is this improvement due to the leadership of Mr. Hawkins, or the coaching of Mr. Caryer and Mr. Croom last year and this respectively? We will not attempt to solve the problem, but hope to see the number of wins outdo the losses in the future.

For those interested in figures, perhaps the full record of the year will not be out of place:—

First XI.—Played 18, won 9, lost 6, drawn 2, abandoned 1.

Second XI.—Played 13, won 3, lost 10.

Appended are the principal bowling and batting averages for the past season:—

1ST XI.						
BATTING.						
	Inns.	Runs.	Highest Score.	Not Out.	Aver.	
T. Bartholomew	...	13	211	58	—	16.23
A. E. Croom	...	17	215	43	—	12.64
J. Rumens	...	14	124	26	2	10.33
C. H. Perrin	...	12	104	25	1	9.45
J. W. Jelley	...	14	96	36	1	7.38

BOWLING.						
	O.	M.	R.	W.	Aver.	
C. H. Perrin	...	23.4	8	60	14	4.28
A. E. Croom	...	166.4	31	448	69	6.49
R. Broad	...	28	4	84	11	7.63
J. Rumens	...	99.3	7	378	36	10.50
F. Collins	...	70.4	6	232	21	11.04

2ND XI.						
BATTING.						
	Inns.	Runs.	Highest Score.	Not Out.	Aver.	
J. B. Doe	...	7	41	14	—	5.85
F. S. Hawkins	...	11	39	18	3	4.87
W. Bolton	...	7	33	17	—	4.71

BOWLING.						
	O.	M.	R.	W.	Aver.	
G. Benford	...	84.5	14	160	32	5.00
F. S. Hawkins	...	25.4	1	72	13	5.53
F. Clark	...	105	15	248	41	6.04

Our thanks are due and are hereby conveyed to the Firm for the use of the aforementioned lorry and also the tent. The latter is becoming a well-known land-mark in Prospect Park and is much appreciated by our friends from the outlying districts. We say nothing of the journey which "runs up hill and down."

It is, of course, too early to make any report from the financial side, but it is quite safe to say that owing to much heavier expenses, our balance will not be so high as at the commencement of the year.

In passing, we must say that so far we have not been able to confirm the rumour that a number of the playing members are going into strict training during the close season, prior to throwing down the gauntlet to Mr. A. P. F. Chapman and his merry men at Hythe.

COMMENTS BY THE CAPTAIN.

It has been my lot to figure in a good many forms of athletic recreation, but I have never met a better company of sportsmen than those belonging to the Seven Bridges Cricket Club. To be a skipper is not all beer and skittles; he generally comes in for any amount of criticism. I repeat what Mr. Balfour said on a great occasion: "I have done my best." I should like to place on record the wonderful help I have received on every occasion and the very friendly advice given. The best of feeling has prevailed throughout the team and it has been a great gratification to me to note what a very favourable impression the Eleven has created everywhere it has played. "We always look forward with exceptional pleasure to the visit of the Seven Bridges Club" is the sort of expression one often hears and so long as we can gain such unsolicited testimonials we can rest assured that, win or lose, we have "played the game."

The players are as open to friendly criticism as is the Captain, and I hope I shall not be exceeding my duties if I offer a few comments on the play of individual members of the Club.

J. RUMENS, our worthy Deputy Captain, is most useful both with the bat and ball. His "slows," which break both ways, are very puzzling to the best of batsmen. In addition to getting a good share of runs and wickets, he is a fine field, his general demeanour on the ground setting a good example to the whole side.

E. S. PHIPPS, our former genial Captain, is unable to join us often, but he, too, is a most useful all-round player and one whom we are always delighted to see.

A. C. CROOM, a name well known on the cricket field, has been rendering yeoman service. A stylish and effective batsman, he is equally good with the ball and is certainly an acquisition to the team. He bowled and batted more than any other player and in each case was second in the averages.

J. H. WADHAMS has done some very clever things behind the sticks. He can wield the willow, too, and when he gets one to leg it goes hurtling to the boundary. Full of enthusiasm, he is just the sort of man to look to when things are going none too well.

H. OSBORNE is as good a bat as we have in the team. His forward play is particularly pretty and he can hit hard. Just the man to send in first, for only the best of bowling will beat him.

T. BARTHOLOMEW is our hardest hitter and he has meted out severe punishment to quite good bowling. At the same time, he plays attractive cricket. As a wicket-keeper, too, he has put in a lot of smart work.

A. G. RIDER, though he has not scored heavily, has done very valuable work by generally going in first and putting up a stubborn defence against the best of the bowling. It would be difficult to over-estimate the good service he has rendered the team in this connection.

J. W. JELLY would be worth his inclusion in the team as batsman, bowler, or field, and in all these departments he has proved a valuable member of his side. As Hon. Secretary, too, he puts in a lot of hard work and does it most cheerfully. To no member is the Club more indebted.

H. WOOLCOTT, a very useful member of the side, for he can knock up runs and send down a good ball. The oftener he is seen on the field the more pleased are we all.

R. BROAD excels as a bowler. He has a natural break from the leg, which is very deceptive and by means of which he has taken some good wickets.

S. BIRD. The team has no better friend. He is ever willing to do anything—play, score or umpire, and we all always greatly value his presence.

F. COLLINS is a sound bowler of medium pace. He generally keeps an excellent length. On one occasion he pulled the match out of the fire by a fine stand at the wicket, knocking up top score.

P. JAMES is brilliant in the field and has brought off some remarkably fine catches. The clean and quick manner in which he picks up the ball from a hard drive and the accuracy with which he throws in, frequently hitting the wicket, are a treat to witness. His smartness in the field often wins the applause of onlookers.

C. THATCHER umpires without fear or favour and rarely makes a mistake.

J. CHOLWILL, though he does not bat, can always be relied upon for a good score.

In conclusion, I should like to warmly thank the Second XI, for so kindly lending us some of their best players occasionally.

POLICE v. BREWERS.

An interesting cricket match took place on the Hythe cricket ground on August 2nd between the Elham Division of the Kent County Constabulary and Mr. A. P. F. Chapman's Eleven, which consisted of employees at Messrs. Mackeson's Brewery, Hythe. The game resulted in a win for the Police by 57 runs. A large crowd was attracted to the ground. Chapman won the toss and put the Police in to bat. They compiled 99, P.C. Munds being top scorer with 62; P.C. Holman was the only other batsman to reach double figures. For the Brewery G. Dray made ten, the other chief scorers being H. Rose and Mr. F. A. Simonds. The Brewery were all out for 42.

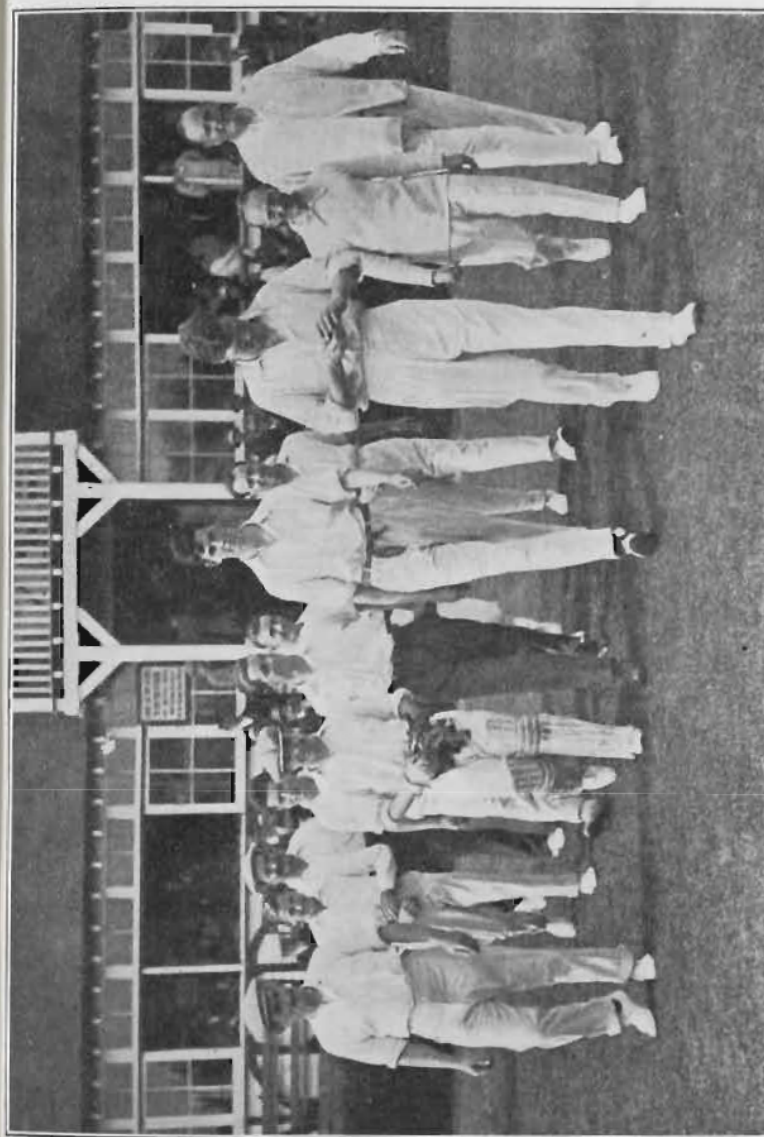
The teams then had forty minutes' batting each. The Police-men scored 73 for nine wickets, Mr. Chapman's Eleven replying with 85 for nine wickets. Scores:—

ELHAM DIVISION K.C.C.				
Sergt. Smith, c Dray, b Blackman	9
Det.-Con. Molyneux, b Rose	2
P.C. Munds, by Cole	62
P.C. Sutton, b Blackman	2
Sergt. Burren, c Middleton, b Rose	7
P.C. Holman, c Rose, b Chapman	11
P.C. Baker, b Cole	1
P.C. Sheepwash, b Cole	0
P.C. Green, b Cole	1
Sergt. Marsh, c Chapman, b Cole	0
P.C. Clarke, not out	0
P.C. Terry, b Cole	0
Extras	3
Total	99
HYTHE BREWERY.				
W. Gubbins, b Burren	1
H. Rose, run out	8
S. Middleton, b Burren	0
A. Tugwell, b Burren	2
A. P. F. Chapman, c Baker, b Smith	3
G. Dray, b Smith	10
F. A. Simonds, b Holman	8
G. Wood, b Smith	0
F. Blackman, b Smith	6
C. Dray, c and b Holman	0
E. Cooper, b Holman	4
H. Cole, not out	0
Extras	0
Total	42

BOWLING ANALYSIS.

ELHAM DIVISION K.C.C.—Rose 2 wickets for 23; Blackman 2 for 19; Dray 0 for 30; Chapman 1 for 17; Cole 6 for 6.

MR. A. P. F. CHAPMAN'S XI.—Burren 3 for 18; Smith 4 for 18; Holman 3 for 6.



Mr. A. P. F. Chapman leads his side on to the field. On the extreme right is Mr. F. A. Simonds who displayed good form.

LAWN TENNIS.

Due mention must be made of the Tennis Club which provides many hours of health-giving enjoyment (writes A.M.P.) Our membership roll is by no means as large as we should like and we shall be very happy to enrol new players for next season. We who play would be sorely at a loss during the summer months if the Club did not still exist. Although the majority of us do not aspire to exhibition form we are most enthusiastic and it is rarely that the courts are deserted on fine evenings. These are situated near Messrs. Freebody's Boathouse, at Caversham Bridge, and although they were perhaps a little bumpy at the commencement of the season they are now very good. At the beginning of August a Mixed Singles Tournament was commenced. These tournament games were keenly contested and have added greatly to the interest of the game.

In the final Mr. Perrin, owe 40, met Miss Perrin, rec. 15, and won 6-4, 6-2.

Our Tennis Club is fortunate in having on its membership roll the name of Mr. C. H. Perrin, who is well known in the tennis world, and he is always most willing to give his time, and advice, to encourage less able players, and never fails to give a word of praise when difficult strokes are attempted and carried through.

A Daily Paper asks, "Do teetotalers live longer?" No! Naturally it seems longer.

* * * *

Further information and candid criticisms may always be heard at the Brewery buffet.

You can't tell. Maybe a fish goes home and lies about the size of the bait he stole.

To the one that walks well the way is never long.

"Rags," a Yorkshire terrier, belonging to Mrs. Ravenscroft, of "The Cheddar Cheese," is collecting a lot of money for charitable institutions. The intelligent little dog takes all the coins to the cook and, in return, expects, and receives, choice pieces of meat.

* * * *

FROM THE BIBLE.

Drink no longer water, but use a little wine for thy stomach's sake and thine often infirmities.—1 Timothy, Chap. 5, v. 23.

* * * *

We understand Pussyfoot Johnson considers England really is a "Tight little Island."

transferred to p 16

BRANCHES.

BRIGHTON.

"The Queen of Watering Places" offers a warm welcome to all readers of this magazine, where all the year round there is enjoyment and entertainment to suit all tastes. If one can choose one's holiday, the spring and autumn months are no doubt the ideal seasons to visit Brighton, when the beach and promenades are not swarming with day trippers, and when the freshness of the sea air is most invigorating. Come to Brighton for your annual holiday. You cannot get an idea of the interesting parts and beauties of the town in a day trip.

Unfortunately for the trade of Brighton, the day trippers are increasing in these days of motor transport. If you must come that way, do not think you are doing Brighton a good turn by bringing your nosebag and water (?) bottle, perhaps breaking a bottle on the beach to the detriment of bathers, filling your lungs with our salubrious air, and going back home tired and happy.

London and Provincial Territorial units are appreciating the benefit derived by troops training by the South coast, each year more and more fixing their camps by the sea. During the recent training season H. & G. Simonds, Ltd., were very busy in catering for the needs of a large number of London Territorials. The accompanying photo taken at Falmer, near Brighton, shows that the "Hop Leaf" was well to the fore.

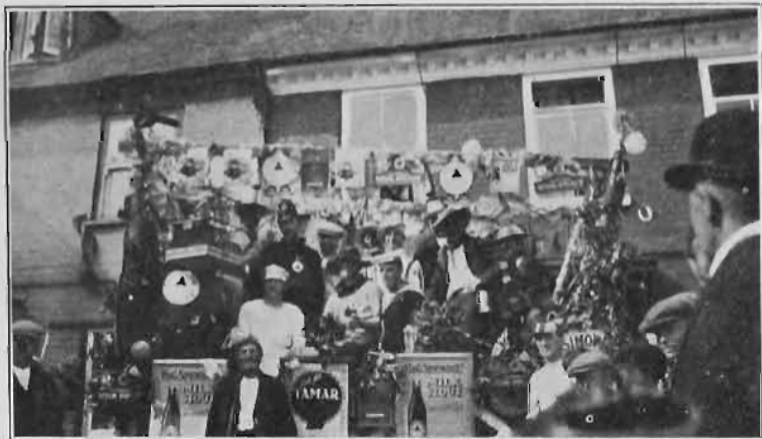


This picture speaks for itself.

THE TAMAR BREWERY, DEVONPORT.

Following the Plymouth Carnival the Villages of Kingsand and Cawsand inaugurated a procession of decorated vehicles and cycles. Mrs. E. J. Jenkins, of the "Rising Sun," Kingsand, entered a decorated waggon advertising the various "Hop Leaf" brands and bearing an impromptu jazz band, a prominent figure amongst which was the rag-time constable who proudly displayed his "trade mark" medal. We assume this was awarded in recognition of his being in full possession of "Nine P(o)ints of the Law."

Plymouth Races (Autumn Meeting) were held in Chelson Meadow on Wednesday and Thursday, September 1st and 2nd. On Wednesday the morning proved wet, with the result that the attendance was not all that could be desired; however, fair justice was done by those who did attend to augment the revenue. Thursday was a much brighter day and there was an all-round improvement.



Decorated Lorry at Kingswood and Cawsand Carnival.

It is recognised that the Ford, generally speaking, is a vehicle of many gifts and graces, but the ton truck of that ilk belonging to us here endeavoured the other day to outshine all other Fords. It apparently thought it would be a success as a mud-lark for, in the process of turning round on Tamar Wharf, instead of reversing as any self-respecting Ford would do, it decided "Forward was its watchword," and took a header over the quay, landing on its back in about two feet of the canal's best mud. It was very fortunate for the driver (W. White) that it happened to be low tide, otherwise he would have without doubt been drowned, the drop being over

ten feet. The crowd who rushed to the spot directly the accident occurred were more than relieved to see him crawl out of what was left of the cabin and wade ashore with no serious damage to himself beyond being shaken and bruised.

The Annual Half-Day Char-a-banc Outing of the "Freemasons Arms," Devonport, took place on Saturday, the 4th September, starting at 1.30 p.m., the weather being ideal. After leaving the town the route lay through the sunny country lanes of Plympton and Ivybridge and from there to Ashburton, leaving Ashburton for Newton Abbot and thence to Teignmouth. Returning to Newton Abbot tea was served at Phillip's Restaurant. The journey home *via* Totnes was thoroughly enjoyed. We arrived at the "Freemasons Arms" at 9.30 p.m., just in time for "More S.B.!"

It may interest football enthusiasts at Headquarters to know that it was definitely stated a short while ago that Plymouth Argyle considered they had a very good chance of PROMOTION this season. The wag, of course, added "This year, next year, sometime, ———?"



A Decorated Boat at Saltash Regatta.

Telegram.—Plymouth Argyle to Reading Football Club: "Are you coming down or do you want us to come up. Want our revenge."

The transfer of the "Chester Cup" (Plymouth) licence to Mr. Peter Cuffe was successfully carried through on September 7th. This property has been recently acquired by the Firm. Mr. Cuffe is a retired M.A.A., Royal Navy, and was in the Battle of Jutland in H.M.S. *New Zealand*.

Mr. T. P. Duncan of the "Wheatsheaf Inn," Saltash, Plymouth, gained a prize in the decorated boat section at Saltash Regatta.

THINGS WE SHOULD LIKE TO KNOW.

Whether the man who made the shilling wager did not consider he had his money's worth, seeing that he did not pay up?

If his stable companion would have acted in a like manner?



Plymouth Lorry in Tamar Wharf.

FARNBOROUGH.

Farnborough Branch Cricket Club have just concluded a successful season, finishing up with four successive victories. In all 15 matches were played, 9 were won and 6 lost. These included two wins against the Seven Bridges Brewery Cricket Club. The Club sent a telegram of congratulations to Mr. A. P. F. Chapman on leading England to victory in the last Test Match. It is hoped to have the averages prepared for the next issue of THE HOP LEAF GAZETTE.

E. Crutchley, a member of our clerical staff, has been elected Captain of the North Farnborough Junior Imperial League Football Club (N. Farnborough Imps). This Club competes in the "Burdett Cup," a competition open to all local branches of the Junior Imperial League. N. Farnborough Imps are the present holders.

T. Kent, our first-aid man, whom we find of great assistance here, is a member of the Camberley Division of the Guildford Corps (No. 8 District) of St. John's Ambulance Brigade. This Division are the holders of the Earl Onslow's Challenge Cup, which was competed for by the whole district. T. Kent was a member of the team, who were each presented with a cigarette case mounted with the St. John Ambulance crest.

An "Outing Club" is successfully carried on at this Branch. Members of the staff have been appointed as Secretary, Treasurer, and Trustees, whose duty it is to collect small amounts from the employees weekly. This is banked with the Post Office Savings Bank and paid out a few days before the annual trip. This year an enjoyable day was spent at Brighton.

A hospital collection box for the Farnborough and Cove War Memorial Cottage Hospital is taken round among the employees here every Saturday morning. The last time the box was sent in (July 15th) £1 9s. 5d. was taken out.

On August 31st our Farnham traveller, Mr. F. Kimpton, met with an alarming experience whilst proceeding on his round at Rowledge. With no warning his motor cycle skidded and he was thrown over the handle bars, turning a complete somersault. Fortunately he was not injured and no damage was done to his machine.

Mr. Rogers of the "Old Ford Hotel," Ash Vale, has shown much enterprise in forming a Rifle Club at his house. This is quite a novelty at a licensed house in this part of the country. It is an idea which originated in Birmingham. To meet the initial outlay and to cover working expenses a charge of 1d. for five shots is made. It has already proved a great success, and from the profits on the Rifle Club they have been able to form a Badminton Club and to make a miniature golf course of nine holes. Besides these extra privileges the members of the "Old Ford Rifle Club" have also enjoyed two char-a-banc trips during the summer.

Mr. Rogers has also commenced a Branch of Ye Ancient Order of Froth Blowers at his house. This is described as the world's cheeriest order, which subscribes to the world's cheeriest charity, *i.e.*, Sir Alfred Frupp's East End Charities. Sir Alfred Frupp is Frothblower No. 1. Mr. Rogers would be pleased to give any further information regarding the "Old Ford Rifle Club" and also Ye Ancient Order of Froth Blowers.

Farnborough Branch wish THE HOP LEAF GAZETTE every success.

FARNBOROUGH MILITARY DEPT.

We regret to record the death of Air Mechanic P. Crunden, 31st Squadron, R.A.F., Karachi, which occurred in a crash near

to Mooltan. Air Mechanic Crunden was the son of Mr. H. Crunden, one of our Military travellers at Farnborough. The latter served in the Royal Sussex Regiment, retiring in 1910 as Regt. Sergt.-Major, 1st Battalion.

He has since served the firm at Aldershot, Salisbury Plain and in Ireland. Air Mechanic Crunden was a junior in our Office at North Camp, Farnborough.

Owing to the coal crisis the Divisional Trainings which should have taken place in the New Forest area were cancelled and a modified programme arranged in the vicinity of Aldershot.

The firm were once again selected as sole brewers to:—1st Cavalry Brigade, 1st Division and 2nd Division, and have successfully carried through the work.

Messrs. Sir Lindsay Parkinson & Co. (of Blackpool), Ltd., are the contractors for building barracks at Smallshot, Aldershot, to accommodate the Royal Corps of Signals. It is anticipated the work will take some two years to complete. A Working Men's Club has been formed for the convenience of the employees, and Messrs. H. & G. Siminds, Ltd., have been selected to supply the malt liquors. The Club was opened on the 13th September.

Our Chief Clerk, Military Department, Mr. J. M. Hammond, has been away from business since the 3rd August suffering from rheumatic-neuritis, a most painful ailment. We wish him a speedy return to business and have missed him during the very busy training season.

HYPHE BREWERY.

Much interest was evinced in the visit to Hythe Brewery on Thursday, September 9th, of the Kent and M.C.C. teams. Piloted by Mr. A. P. F. Chapman (the Kent Captain) and Mr. V. W. Lindars, the teams made a tour of inspection round the Brewery. They were particularly interested in the processes of brewing and bottling and expressed their complete enjoyment of the "finished article." It is noteworthy that Pat Hendren (after a sample of XXXXX) returned to Folkestone and made a score of 107.

LONDON.

Although such a large portion of our London business is closely associated with the leading events of the day which have already been published in the daily Press, there are frequently interesting items of detail which do not find their way into the newspaper columns. During the Test Match which was held at the Oval from the 14th to 18th August, our beers were on sale in all the bars, numbering 12. To meet the extraordinary demand two temporary bars were erected and the largest sales for any

match ever played at the Oval were recorded. The beers were in excellent condition and high compliments paid thereon. The arrangements, which necessitated a large staff on the spot, under the supervision of Major F. J. Johnson, were carried through successfully and with great credit.

[We hope that amidst the stress of business, the work of our staff at the Oval was interspersed with a little pleasure.—ED.]

The following Race Meetings are supplied through this Branch:—Newmarket, Epsom and Lingfield. The beers for Goodwood and Ascot meetings are sent direct from Reading, although supervision of the former business is carried out by our staff.

Other large contracts which are conducted from this Branch are the Royal Agricultural Hall, the Royal Albert Hall and all buffets on stations belonging to the Southern Railway (London, Brighton & South Coast Section). Forthcoming Exhibitions to which our beers will also be supplied at the Royal Agricultural Hall, are as under:—

Shoe and Leather Exhibition ... 4th to 8th October.
Dairy Show 19th to 27th October.
Brewers' Exhibition 30th October to 5th November

The Kent Cricket Club Ground, Rectory Field, Blackheath, is also supplied from this Branch.

Our readers will see from the foregoing that there are numerous opportunities for obtaining Hop Leaf brands whenever they are on pleasure or business bent in or around the Metropolis.

AN ENQUIRY FROM THE BREWERY.

Can we have a little news of Mr. Benham's activities in the Boxing World, or has he entirely given up the noble art?

LUDGERSHALL.

The past "Season" on the "Wiltshire Riviera" has been very quiet owing to the industrial situation in the country. The "Season" usually commences early in April and extends to the end of September. However, we must not grumble, but look forward to the "rush" next year.

We have had a very bad attack of "SBitis" in the district during the summer and the epidemic shows no signs of abating.

It is with regret that we announce the death of an old member of the Staff, F. Bevis, more generally known as "Mason."

The Ludgershall Sports Club Cricket Team finished at the top of the Andover and District League for the second season in succession. Two members of the Staff, Messrs. Pearce and Hockings, figured prominently in their success.

Mr. Pearce had a very fine bowling analysis, having taken 116 wickets at a cost of 4.17 runs each. He was also successful with the bat, having an average of 16, three times topping the half-century.

Mr. Hockings is a very useful change bowler, and a very fair bat, but his efforts with the latter seldom caused the scorer to sharpen his pencil.

Now the winter is coming on several members of the Staff will be turning their attention to the billiard table. We have a pretty useful team here and if any of the Branches feel inclined to take us on we will be only too pleased.

OXFORD.

The customary Pleasure Fair of St. Giles, dating back to the Fifteenth Century, caused Oxford a mild form of excitement on the 6th and 7th September. Coinciding with the St. Giles' Fair a Carnival was held in the vicinity of Oxford. The premier award was made to Trade competitors of ours. The carriage, representing a bottle of "delectable fluid which cheers," was drawn by four prancing ponies. It is not generally known, but the proud driver wagers the ponies will not budge under any persuasion but his own. The authorities of the City proved themselves far less stubborn in granting an extension of licence of one hour each night of the Fair. It is understood that there is a shortage of small change in Oxford since the revels; we venture to think 'twould have been far worse but for the extra hour.

Under the "Hop Leaf" banner sport has ever been well encouraged and represented.

Punting on the Cherwell has given way to punting on the field. In Bickerton, a junior on the High Street Staff, we hang our hopes, invitation being extended him to turn out for Whites v. Colours, a trial game for the choice of the City eleven. This lad seems to hold charm over the proverbial "sphere," being equally playful with the smaller leather; the cunning of his right hand accounting for many wickets during the past season of cricket.

The series of "S.B." advertisements have been watched with much interest, but why "Say S.B.," when the weather calls for more practical demonstration?

Our Old Berkshire Strong Ale XXXXX is well known at the 'Varsity, and is largely used for the training of the crews for the Torpids and Summer Eights.

It cannot now be said that Oxford is the home of lost causes, as things are very much alive to-day, and the streets present an animated appearance even in vacations with people attending the various conferences, etc.

During the early part of August the British Association under the Presidency of His Royal Highness The Prince of Wales, added to the gaiety of the City, with the many receptions, meetings, etc. The Inaugural Meeting was a most magnificent affair, crowned by the presence of His Royal Highness, who was surrounded by the leading scientists of all nations wearing their decorations and orders. One must not forget the ladies who were richly caparisoned in gorgeous gowns and jewels, making a not-to-be-forgotten scene.

From these few remarks one may gather that Oxford is to-day as enterprising as any other city.

Mr. Harry Organ, our tenant of the "New Inn," St. Aldate's Street, Oxford, was catering on Thursday, the 2nd September, for the City Bumping Races Dance. The attendance was over 300, and a very enjoyable evening was spent.

PORTSMOUTH.

Being attached to Britain's premier Port, matters connected with the Navy must of necessity take pride of place under the Portsmouth Notes, and, judging from the large number of visitors who come to Southsea from Reading, Aldershot, Woking and Guildford areas, items of Naval interest will be a popular topic. Visitors to Southsea during August had remarkable opportunities of seeing quite a number of the larger vessels, and of all the ships the bulky aircraft carrier H.M.S. *Furious* was perhaps one which caused the greatest wonderment. In addition, the largest vessel of its type, H.M.S. *Hood* was at this Port, also H.M. Ships *Revenge*, *Iron Duke*, *Malaya*, *Queen Elizabeth* and *Renown*. Many others which took a prominent part in the Great War could be mentioned, but of these more anon.

To revert to the question of the "Hop Leaf," with the departure of the Fleet from this Port it can truly be said that "'S.B.' to all Stations" is the happy result as far as we are concerned, to say nothing about Milk Stout, which is always popular.

One more word about Sunny Southsea (Portsmouth). The responsible authorities here have made wonderful improvements in this ancient town (now city), and, as historical as it now is, Southsea portends to make history in the future as a holiday resort; the variety of trips to the Isle of Wight being of course a great feature.

With regard to sport, now that Reading and Portsmouth are in the same Division of the Football League, an old time rivalry will be renewed, and whatever the aspirations of the Reading Club might be, they will require to lose no time if they wish to wipe off old scores, as rumour has it that "Pompey" will be in the First Division next year. Our Mr. Lloyd entirely dissociates himself from such a view, and for the sake of the "Pompey"

supporters we will refrain from giving his estimate of the goals that will be scored in Reading's favour when the two Clubs meet.

We were much interested to read that Mr. H. F. Lindars has quite recently completed sixty years' service with the firm, and we heartily congratulate him on attaining this honour. Our veterans, Mr. W. Toms, in his 88th year, and Mr. S. Farrington, in his 87th year, are still hale and hearty which will be interesting to many of their old friends. We are always pleased to see them when they call at these Offices.

The season is now on the wane, and we have had opportunities of meeting some of our old friends from the Brewery and elsewhere, and to these, as well as all associated with the "Hop Leaf," we extend our hearty wishes.

SALISBURY.

To one of our staff the environment of this ancient city has provided a peculiar opportunity for displaying the rarest of all talents—the human voice. As a tenor soloist in such an ancient edifice as the Cathedral, where only the purest notes are ever heard, our Mr. J. H. Law has rendered signal service to the Choir on various occasions, and, when called upon, his assistance has always been readily given. Even if he considers it an honour to be selected for this purpose, we, who are privileged to listen, pay tribute to the high quality of his vocal performances.

Mr. Law is also Captain of the Salisbury and District Lawn Tennis Club, which has met with considerable success. He won the Singles Cup for 1926 (Men's) by defeating the Challenger in three Sets 5—7, 8—6, 6—0.

Enquiry from Reading:—

Has Mr. Law any vacant dates?

SWANSEA.

The Staff of Swansea Branch send fraternal greetings to all members of the Firm, both at home and at all Branches, on the occasion of the launching of the first number of THE HOP LEAF GAZETTE, our Firm's own paper, which it is hoped will prove a great success.

Regarding Swansea, which is still in the midst of industrial gloom on account of the prolonged coal strike, we will simply say that everyone here is merry and bright, looking heartily forward to catch the first glimpse of the silver lining of the strike cloud which it is hoped will soon appear.

Swansea is a very good centre from a sportsman's point of view. We have a good Soccer team in the "Swans," as no doubt the Reading team found when they paid their visit for the first match of the season. We also have the Swansea Rugby team which, especially of latter years, has been undoubtedly one of the finest teams in the four countries, and although Soccer has made big headway, the Rugby team will, we hope, keep up the old tradition, and make a good show again this year. Cricket in South Wales has taken on splendidly this last few years, and all feel very proud of the great improvement in the play of Glamorgan, whom most of my readers will know finished well up in the championship table this year. Many of the County games were played at Swansea, and the splendid attendances prove conclusively how the game has succeeded.



Alan Woodward, a wonderful swimmer and winner of many championships.

Swimming is getting very popular, and with the great advantage of having such a lovely bay as Swansea Bay, and within a radius of seven miles we have many smaller bays at the Mumbles, we have every advantage of producing good swimmers. We are very proud of one of our Staff (Mr. Alan Woodward) who has won numerous championships and quite recently won the 1 mile open sea championship for Swansea for the third successive year, thereby creating a record, and enabling him to retain the valuable Cup and Shield for this event. Mr. Woodward's record, we feel sure, is very hard to beat, and should like to hear whether any other member of the Firm can beat the time he took for the mile in open sea,

which was 24 minutes 12 seconds. We should like to mention a few of the many important races he has won:—

1921—1922	...	Schoolboy Champion of Swansea.
1922	...	Champion of Wales (Junior).
1924	...	Breast Stroke Champion (Junior).
1925	...	100 yards Champion of Swansea.
1926	...	" " "
1925	...	150 " " "
1926	...	" " "
1925	...	Quarter-mile Champion of Swansea.
1926	...	Diving Champion of Swansea.
1924	...	} 1 Mile Open Sea Champion of Swansea.
1925	...	
1926	...	
From 1922—26	...	Six Seconds in Welsh Championships.
1925	...	Five Miles from Swansea to Mumbles. (Winner Open Championship).

As Mr. Woodward is only 18 years of age, we are hopeful of him adding still further to his successes.

THAME.

Undoubtedly the oldest house belonging to the Brewery is that at Thame, "The Birdcage," or as the writers of the period would have described it "Ye Olde Birdcage." The style of architecture dates back to the Fourteenth Century and is a splendid example of Early English perpendicular. The interior carvings in oak having, in quite recent years, been exposed are clean-cut and are fine examples of the craftsman's art, considering the somewhat primitive implements he had at his command. The annexes or lean-to's are not of the original building and it would lead one to believe that these were erected in order to prevent the spoliation of things appertaining to the church during the troublous times of the Reformation. However, they were covered up during the period and are now perfectly intact and well worth a visit from anyone interested in things of real antiquity. The origin of its pseudonym is obscure, but there is little doubt that it came through the shape of the house which is that of a bird's cage. The building has played very prominent parts in the history of the town, having for many years been used as the bridewell or prison. It was here that the Napoleonic Officer prisoners were housed with a certain parole during 1815 and relics of their footwear are still in existence. In the opinion of several antiquarians, the cellar was formerly a place of worship, inasmuch as it contains the piscina, the stone-carved archway and other indications that it was used for that purpose. Modern buildings on either side somewhat obscure what is undoubtedly a splendid example of the craftsman's art of the period, but it has withstood the brunt of centuries' wear, and with slight attention bids fair to withstand the onslaughts of elements and many future generations.



"Ye Olde Birdcage," the oldest house belonging to The Brewery.

WOKING.

The scheme of alterations sanctioned recently by the Firm was duly commenced at the end of August. The accommodation of the Branch will thus be brought up to present requirements. The large loading stage and cellar that have been planned will reduce unnecessary labour to a minimum, and the garage in front of same will be commodious and will bring all vehicles to the point where they are needed. A new bottle wash-house will be built, and the much-needed increase in accommodation for bottling, storing and packing of bottled beers has been provided for. The Woking Branch covers a large area in its distribution of the products of the Firm and will, when the alterations are completed, be better able to cope with the business.

The Contractors are Messrs. J. Harris & Son, Woking, a firm that has been established for a large number of years, and has been responsible for carrying out the erection of many important shops and dwellings in the town and district.

A very pleasant outing was enjoyed by the employees in July, the trip taking the form of a char-a-banc ride to Southsea, where several hours were spent by the sea in glorious sunshine. This was the first outing of its kind at the Woking Branch and was so successful that it has been decided to make it an annual event. The arrangements were admirably carried out by Mr. A. Taplin.

WOOLWICH STORES.

It may be interesting to members of the Firm to know that last month we were kept fairly busy with our canvas, a few of the principal sports meetings such as Messrs. Thomas Tillings, the London Omnibus Company, Messrs. Peek, Frean & Company, the well-known biscuit firm, the "R" Division Metropolitan Police Sports, also the Westerham Horse Show (one of the finest in the country) being supplied by us. We also (the first since the Great War) had the pleasure of supplying the 9th (Queen Victoria's Rifles), 10th (Hackney Rifles), 11th (Finsbury Rifles) and 12th (Rangers) Battalions, the London Regiments during Annual Training at Middlewick Camp, Colchester. Satisfactory reports have been received and a special remark was passed on the excellent marquees provided.

We are glad to know that one of our Bottling Staff, Mr. E. T. Kingwell, has, after a trial at Headquarters, Reading, been posted to Oxford Branch, where we hope, he will meet with every success. A small parting gift (a silver cigarette case, suitably inscribed) has since been sent to him.

S.H.S.