



**THE HOP LEAF**

**SIMONDS**

**HOTELS & CATERING HOUSES**

# PICTURE MAP

*showing positions of*

***Simonds Hotels and Catering Houses***

***see inside***

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**H. & G. SIMONDS LTD**

BREWERS, WINE & SPIRIT MERCHANTS AND INNKEEPERS

*Registered Office:* 32 Bridge Street, Reading

*Breweries & Branches:* Reading, London, Bristol, Devonport, Newport, Mon., Bridgend, Brighton, Catterick, Oxford, Penzance, Portsmouth, Staines, Salisbury Plain and Swindon

*Associated Companies:* Malta G.C., Gibraltar and Nairobi

**HOTELS AND CATERING HOUSES**

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TELEPHONE : READING 55931 & 54571

PAM/1/4



*List of*

# SIMONDS


**HOTELS & CATERING HOUSES**

*With Tariffs*

JANUARY 1957

PAm/1/4



  
*List of*  
**SIMONDS**  
**HOTELS & CATERING HOUSES**  
*With Tariffs*  
 JANUARY 1957

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## RESIDENTIAL HOTELS

ADDRESS	Telephone No.	Bed-rooms	Single Room with Breakfast	Daily Charge for 3 Days or over	
<b>BASINGSTOKE</b> , Hants. Red Lion Hotel, London Street Station Hotel, Station Hill	Office 1271 Guests 535 197	16 8	21/- 17/6	35/- 27/-	Garage Garage
<b>BRIXHAM</b> , Devon †Bolton Hotel, Bolton Cross	233511	10	21/-	35/-	—
<b>CHEDDAR</b> , Somerset †Bath Arms Hotel, Bath Street	25	7	21/-	35/-	Garage
<b>CIRENCESTER</b> , Glos. Crown Hotel, West Market Place	Office 288 Guests 811	12	20/-	33/-	Garage
<b>DARTMOUTH</b> , Devon *†Royal Castle Hotel, The Quay	25	23	21/-	35/-	—
<b>FARNBOROUGH</b> , Hants. *Queen's Hotel, Lynchford Road	1000	40	22/6	35/-	Garage Ballroom
<b>FROME</b> , Somerset George Hotel, Market Place	Office 2584 Guests 266111	12	18/6	28/6	Ballroom
<b>HIGH WYCOMBE</b> , Bucks. Swan Hotel, Paul's Row	624	8	16/-	27/6	Garage
<b>KENNFORD</b> , Nr. Exeter †Anchor Hotel (on Exeter-Torquay Road, Kennford-By Pass)	344	11	21/- (Annexe 18/6)	35/- (Annexe 28/6)	Garage
<b>LONDON</b> , Strand, W.C.2. The Devereux, Devereux Court	Central 4740 City 4562	6	25/-	—	—
<b>MAIDENHEAD</b> , Berks. *Bear Hotel, High Street	183	14	27/6	42/-	Garage
<b>NEWBURY</b> , Berks. Queen's Hotel, Market Place Bacon Arms Hotel, Oxford Street (on Bath Road)	47 408	12 10	21/- 21/-	35/- 35/-	Garage Garage
<b>NEWPORT</b> , Mon. *Queens Hotel, Bridge Street Greyhound Hotel, High Street Talbot Hotel, Commercial Street	62171 59670 64325	50 9 16	23/6 16/- 16/-	35/- — 27/6	Garage adjoins —
<b>NEWTON ABBOT</b> , Devon Commercial Hotel, Queen Street	92	14	18/6	28/6	Garage
<b>OXFORD</b> *Eastgate Hotel, In "The High"	269411	26	25/-	37/6	—

ADDRESS	Telephone No.	Bed-rooms	Single Room with Breakfast	Daily Charge for 3 Days or over	
<b>PAIGNTON</b> , Devon Coverdale Hotel, Dartmouth Road †Gerston Hotel, Victoria Road †Waterside Hotel, Three Beaches	59680 59016 57553	20 20 10	21/- 21/- 21/-	35/- 35/- 35/-	Garage Garage Garage
<b>READING</b> , Berks. *Ship Hotel, Duke Street	302911	35	21/-	35/-	Garage
<b>STAINES</b> , Middx. Angel Hotel, High Street Railway Hotel, Kingston Road	156 46	14 9	20/- 18/6	33/- 27/6	Garage Garage adjoins Garage Ballroom
*Pack Horse Hotel, Thames Street	41	16	22/6	35/-	—
<b>SUNNINGDALE</b> , Berks. *Sunningdale Hotel	Ascot 208	10	25/-	37/6	Garage adjoins
<b>SWINDON</b> , Wilts. *Goddard Arms Hotel, High Street	Office 3791 Guests 204211	18	21/-	35/-	Garage Ballroom m
<b>WARGRAVE-on-Thames</b> , Berks. †St. George and Dragon Hotel	15	9	22/6	35/-	Garage
<b>WARMINSTER</b> , Wilts. Bath Arms Hotel, Market Place	3088	17	21/-	35/-	Garage
<b>WOKINGHAM</b> , Berks. Bush Hotel, Market Place	134	4	19/6	30/-	Garage

\* WIRELESS IN BEDROOMS † SPECIAL WINTER AND HIGH SUMMER TERMS ON APPLICATION

## RESTAURANTS AND TAVERNS NON-RESIDENTIAL

<b>BRIDGEND</b> , Glam. York Tavern, Wyndham Street	224	Bars, Snacks, Restaurant, Banqueting
<b>BRISTOL</b> , Glos. Sceptre Tavern, Bristol Bridge Alma Tavern, Clifton	25965 35171	Bars, Snacks, Luncheons at the Bar Bars, Snacks, Restaurant
<b>EXETER</b> , Devon Chevalier Tavern, Fore Street	73891	Bars, Grillroom, Restaurant, Ballroom and Banqueting Suite
<b>PLYMOUTH</b> , Devon Lockyer Tavern, Lockyer Street	64263	Bars, Restaurant & Grillroom Private Dining Room
<b>READING</b> , Berks. The Cheddar Cheese, Broad Street The Marquis of Lorne, Friar Street The Grosvenor House, Kidmore Road, Caversham.	381811 317611 72045	Bars, Snacks at the Bar, Grills Bar, Snack Bar, Restaurant Bars, Billiards & Games Room, Ballroom and Banqueting Suite. Rose Garden. Four Tennis Courts. Car Park.
<b>SALISBURY</b> , Wilts. The Haunch of Venison, Minster Street	202411	Bars, Snacks, Restaurant
<b>WINDSOR</b> , Berks. Grapes Tavern, Thames Street	208	Bars, Snacks, Restaurant

This inset gives brief particulars of hotels and restaurants under the control of H. & G. Simonds Ltd., The Brewery, Reading, and descriptive leaflets are enclosed.

The Managers of Simonds Hotels will be pleased to arrange accommodation at any other Simonds hotel if available, but intending guests are advised to give as long notice as possible.

It is the policy of the Company to provide a high level of comfort, catering and service at as low a Tariff as possible, and should there be any occasion for complaint, guests are requested to inform in the first instance the Manager of the Hotel or, *if necessary*, The Manager, Hotels and Catering Department, H. & G. Simonds Ltd., 19/23, Castle Street Reading. Telephone: Reading 55931 (Ext. 65 or 66).

#### Notes

**Residential Terms:** Inclusive terms are for a stay of three or more days, but they must be claimed when the room is booked. These terms cover room, breakfast, luncheon, tea and dinner, but do not include coffee after meals, early morning tea or garage.

Terms in Seasonal Hotels vary according to the time of the year.

The minimum residential quotation is for Bed and Breakfast.

A reduction of 25% is made for children between the ages of 5 and 12, and of 15% from 12 to 16.

For children under 5 the reduction is 50% if a separate room is not occupied.

**Garage Charges:** Lock-ups 2/6 a night, 10/- a week. Covered accommodation 1/6 a night, 7/6 a week. No

charge is made for garage or Car Park during the daytime.

**Cheques:** Personal cheques cannot be accepted unless they are tendered five days in advance, but Travellers Cheques issued by the principal Banks and Agencies can be accepted without notice.

**Room Service:** Meals served in bedrooms and private rooms are subject to an extra charge of 1/-.

**Dogs:** Charge per day 1/-. Not allowed in restaurants.

**We draw attention to our right to alter tariffs without notice. In any such cases, guests who have made advance bookings will be notified and may cancel if they so wish.**

THE COMPANY RESERVES THE RIGHT TO MAKE ALTERATIONS IN CHARGES WITHOUT NOTICE

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.



**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.

*(see illustrations on reverse)*

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



*Saloon Bar*

*Restaurant*



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 Pack Horse—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.

*(see illustrations on reverse)*



*Facing High Street*



*Restaurant, entered from  
the Winter Gardens*

*The Winter Gardens, with Dickens Bar beyond*



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:** 9 bedrooms with hot and cold running water. Electric fires in bedrooms free of charge. Dining Room to seat 40. Residents' Lounge. Saloon Bar. Buttery. Car Park. Garages.

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

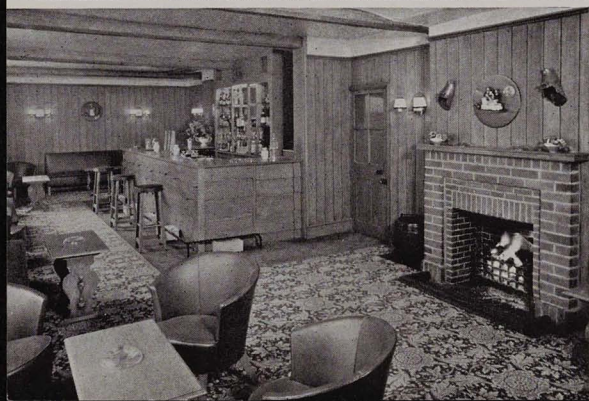
*(see illustrations on reverse)*



*Restaurant  
typical of a  
Roadside Inn*



*The Bedrooms  
are very  
comfortable*



*The Long Bar  
with entrance to  
Restaurant*

MARKET PLACE WARMINSTER WILTSHIRE

# THE BATH ARMS HOTEL

TELEPHONE: WARMINSTER 3088

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 farther 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.



**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.

*(see illustrations on reverse)*



*Main entrance:  
Car Park and Garages  
at rear*



*(LEFT) The Sherry Bar*

*(BOTTOM LEFT)  
Dining Room*

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



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.

*(see illustrations on reverse)*



*The entrance  
drive*

*Restaurant,  
showing doors to  
Gardens and  
Car Park at rear*



*Lounge Hall*



*The Tyrolean Bar*

*Photographs by Norman Greville Ltd.*



*Accommodation* :—15 bedrooms in different colour schemes and fitted in the most modern manner with hot and cold shower baths and razor plugs. Tyrolean Bar, Lounge and Aperitif Bar ; Restaurant to seat 40.

*Services, etc.* :—London 26 miles. Frequent bus and train services. Bus Station 200 yards. Railway station (Western)  $\frac{1}{4}$  mile. London Airport 8 miles.

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HIGH STREET MAIDENHEAD BERKS

# THE BEAR HOTEL

TELEPHONE: MAIDENHEAD 183



*All that is best in English Inn-keeping*

CAN BE FOUND IN A SIMONDS HOTEL

# THE BEAR HOTEL

The benign eye of the black bear over our door has watched successive generations of travellers alight from horse, post-chaise and automobile, and has seen them depart in due course, rested, satisfied, and well content with the open and generous welcome which is the happy tradition of The Bear at Maidenhead.

How the names ring, Maidenhead, Henley, Ascot, Windsor, famous place-names nestling along the banks of the historic, lovely, Thames ! Here, indeed, is the perfect centre for the visitor, who, wherever he fares by day, may return at night to an hotel where gracious living, courtesy, admirable cuisine and modern comfort are all allied to minister to his needs and provide an appropriate background to his recollection of the day and to his eager planning of further journeys.

The Bear is within very easy reach of London and is, indeed, but a pleasant eight miles from London Airport. The atmosphere that attaches to an inn whose foundations were laid even before turnpike days is still preserved but there is no insistence on the maintenance of the old merely because it is old. Indeed, the inn is proud of the visitors' bedrooms, all in different colour schemes and fitted not only with hot and cold shower baths and radio but with that epitome of our civilisation, the plug for an electric razor ! It also boasts, if quietly and decorously, of a restaurant which seats forty guests and a Tyrolean Bar, a Lounge, and a Lounge Bar.

Whether your stay be long (and you may find it hard to pass onwards from this lovely town) or whether you dine late and hasten away early in the morning, you will deem yourself at home from the moment you step inside the hotel.

The Bear and mine host (for they properly appreciate each other's worth) are wise in the ways of travellers and seek but one end—the giving of pleasure and warmth and happiness to those who call upon them.

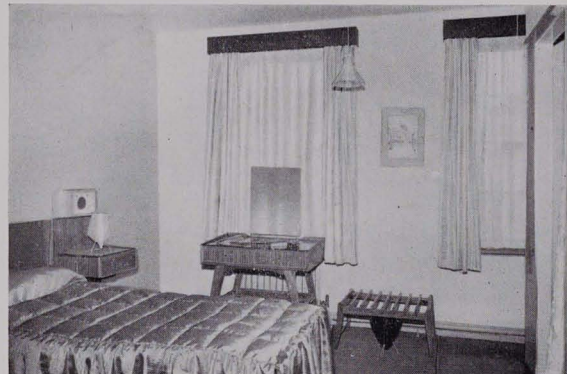
Good food, prepared with due thought as well as with gastronomic skill ; admirable wines, treated as good wines merit ; peace and quiet elegance—it is all yours to command, unfliningly and most willingly.

Nor is such friendly greeting priced beyond the pocket of today's traveller. Charges are, indeed, sensible and reasonable, as they have ever been throughout The Bear's long history.

Did we not say that the bear was most benign and kindly ?



*The Lounge Bar*



*A typical bedroom*



*The Entrance Hall  
and Reception Lounge*

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.

*(see illustrations on reverse)*



*Facing  
Bolton Cross*



*Restaurant*



*The Cocktail Bar  
on Ground Floor*

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.

*(see illustrations on reverse)*



*Entrance from  
Market Place*



*The Lounge Bar*

*Restaurant, with windows overlooking the Market Place*





FORE STREET EXETER DEVON

# THE CHEVALIER

TELEPHONE: EXETER 73891

The new Chevalier Tavern and Restaurant although not built on the same site is nevertheless a worthy successor to its bombed ancestor, familiar to so many generations of Exeter folk. Situated in the heart of the City at the top of Exeter's hill, the Chevalier is a four storeyed building in the modern steel framed style. It incorporates in its fore street frontage, the off-licence shop of Arthur Cooper and also a kiosk for the sale of tobaccos and cigarettes. The most attractive entrance hall leads into the ground floor bar known as the Devon Bar. This is a spacious and elegant room decorated in the contemporary manner and containing among other interesting features, many sketches of local Devon life. Entrance to this bar may also be effected through a special lobby at the rear of the house. Downstairs there is the Cellar Bar. This has been cleverly designed and furnished so as to present the effect of a traditional English chophouse; customers can select their steaks from the glass walled refrigerators and watch, if they are so minded, the chef subsequently preparing them. The restaurant of the Chevalier is situated on the first floor and is entered either direct, or through the delightful Foyer Bar. The decor of this latter is wholly in slender bamboo. The seating capacity of the restaurant is 120 and a further 30 can be accommodated for banquets and similar functions for which it will be available. Regency is the period chosen for its furnishings and the predominant colours of claret and gold give an air redolent of that age of taste and elegance. The service here offers a Table d'Hôte luncheon at popular prices or a more extensive à la Carte menu is available at the customer's wish. As might be expected of a Simonds House, the wine list is comprehensive and its prices reasonable. Wine may also be obtained en carafe. The central section of this beautiful

*(continued on back page)*



*The Restaurant*

*The Foyer Bar*

*The Devon Bar*



*The Entrance Hall*

room is laid for dancing. The modern kitchen adjoins the restaurant at the same level and is the last word in hygienic design, ventilation and lighting. It is the proud domain of a first-class chef.

This then is the Chevalier Tavern and Restaurant of Exeter—product of this day and age—prototype maybe for the inn of the future. Its guise may be new but it carries on nevertheless, the old tradition of the English tavern—that microcosm of the English way of life and habit of thought.

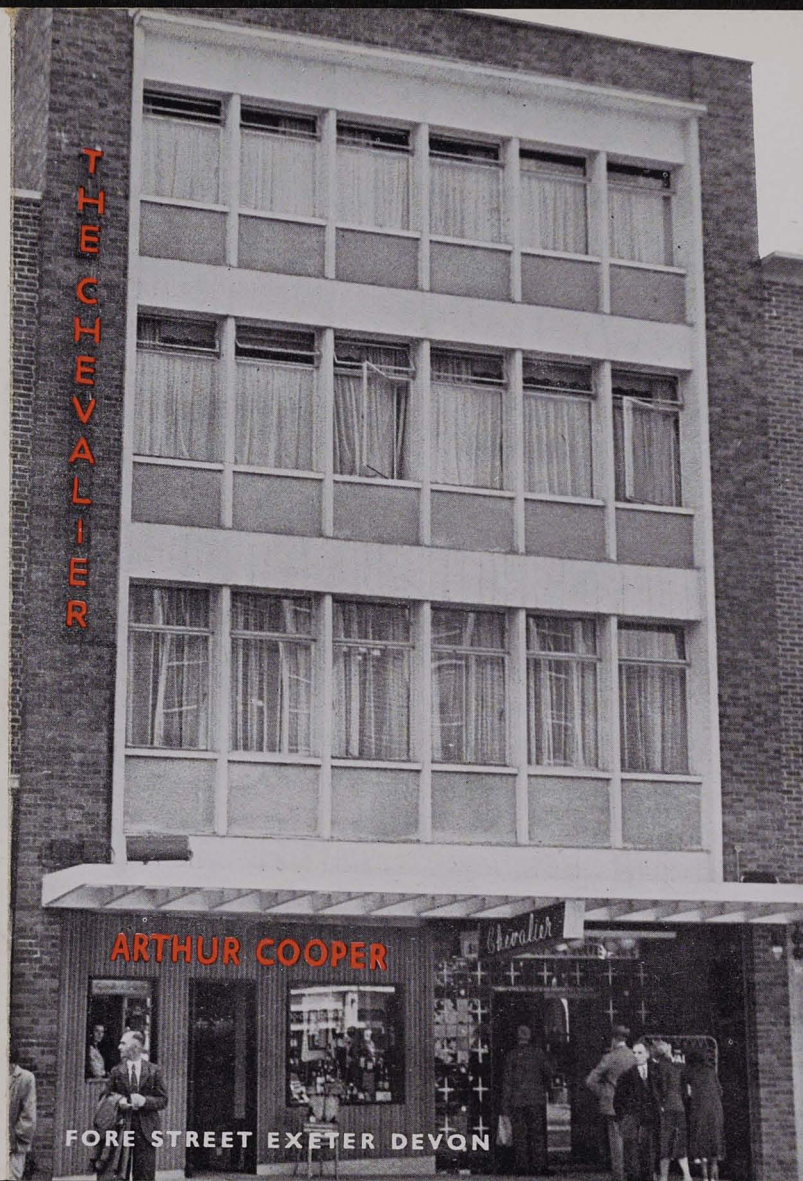


*The Cellar Bar Grill*



**ACCOMMODATION:** Grill Room to seat 40. Restaurant to seat 120. Restaurant also available for banqueting and dancing for numbers up to 180. Telephone Number Exeter 73891. (The Devon Bar).

**TOPICS OF LOCAL INTEREST:** Exeter (St. David's) Railway Station  $\frac{1}{2}$  mile. Large Car Park adjoining. Accommodation in a Simonds Hotel available at the Anchor Inn, Kennford on the Exeter-By-Pass. Telephone No. Kennford 344.



BROAD STREET READING BERKSHIRE

# THE CHEDDAR CHEESE

TELEPHONE: READING 381811

THE CHEDDAR CHEESE, standing right in the centre of Reading's busiest thoroughfare, Broad Street, has been completely redecorated and refurnished during the past twelve months. The old Victorian style of this House has been replaced by the most modern decor and fittings. The carved mahogany bar with its elaborate back fitment has vanished and in its stead there is a modern one, forty feet long, with combined facilities for serving snack meals and grills of attractive variety, or drinks. The restaurant on the first floor is now a very pleasing cocktail bar to which is added the innovation of a snack trolley service. Morning coffee is also served here, as well as light meals. THE CHEDDAR CHEESE has been for years the obvious choice in Reading for those requiring a quick drink or a tasty snack, the alterations have, therefore, laid emphasis upon improving the facilities for meeting patrons' wishes in this respect. An ever widening circle of friends provides ample proof of the popularity of the decision to modernize this House.



**NON-RESIDENTIAL:** Well-appointed Bars with Snack meals and grills a speciality. Buttery Bar. Fully licensed.

*(see illustrations on reverse)*



*Entrance in Broad Street*



*Buttery Bar*

*Saloon Bar and Snack Counter*



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, as evidence by its new Cotswold Bar. 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:** 15 bedrooms with running hot and cold water. Electric fires in all bedrooms free of charge. Dining Room to seat 72. Residents' Lounge. Cotswold Bar. Sherry Bar. Saloon Bar. Garage. Fully licensed.

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

*(see illustrations on reverse)*



*Restaurant*



*Typical Cotswold  
Fireplace in  
Saloon Bar*



*The  
Cotswold  
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—inevitably—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.

*(see illustrations on reverse)*

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



*First floor Restaurant*



*The Essex 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. Cocktail Bar. 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.

*(see illustrations on reverse)*



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

*The Restaurant  
has an interesting  
show of  
College crests*



*The Buttery  
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.



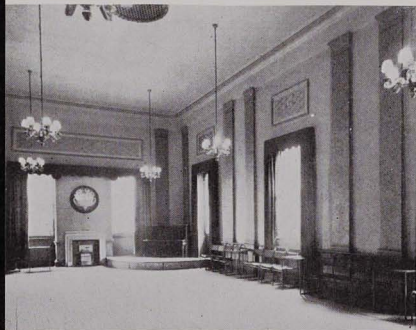
**ACCOMMODATION:** 12 bedrooms with running hot and cold water. Electric fires in bedrooms free of charge. Dining Room to seat 60. Private Dining Room. Ballroom for 250 dancers or Banqueting Hall to seat 120. Residents' Lounge. Cocktail Bar. Saloon Bar. Fully licensed.

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

*(see illustrations on reverse)*



*Facing the  
Market Place*



*The Ballroom*



*Main Entrance Hall*



*'The George'  
Cocktail Bar*

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. Riverside Bar. 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.

*(see illustrations on reverse)*



*Taken from the Shiplake bank*



*Restaurant, with windows  
over the Thames*



*The Sun Lounge opens  
onto the river bank*

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 kindness. 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.

*(see illustrations on reverse)*

*A Corner view  
of the Hotel*



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

*The spacious  
Saloon Bar*



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 in 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.

*(see illustrations on reverse)*



*Restaurant, with  
Grill Room beyond*



*Hotel Bar*

*The Ballroom and  
Banqueting room*



THAMES STREET WINDSOR BERKSHIRE

# THE GRAPES TAVERN & RESTAURANT

TELEPHONE: WINDSOR 208

THIS ancient Tavern is situated exactly opposite the walls of the historic castle. It has been treated recently to its long-promised reconstruction and refurnishing and the result has been to make THE GRAPES one of the most attractive and beautifully furnished houses to be found up and down the country. In its new form it consists of a large front bar and a small foyer bar, this latter standing at the entrance to the re-designed restaurant. The alterations, which have involved a vast amount of constructional replanning, have been undertaken with the one reason common to all the recent Simonds improvements—to increase the comfort and facilities for the entertaining of those Windsor townsfolk and visitors to the Royal Borough to whom good food superbly cooked and liquor in first-class condition are high among the most desirable things in life.



**NON-RESIDENTIAL:** Restaurant. Snack Bar. Lounge Bar. Fully licensed.  
LONDON 21 miles. Fast main line service. Station 200 yards.

*(see illustrations on reverse)*

*The Foyer Bar  
with its  
indoor vine  
and Restaurant  
beyond*



*The Coronation  
Bar*



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.

*(see illustrations on reverse)*



*Ballroom, with French windows leading into the Gardens*

*View from the hard Tennis Courts*



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.

(see illustrations on reverse)

*Taken through an arch of the old  
Buttermarket*



*Restaurant showing original wall timbers*



*The Bar as seen from  
the entrance door*

LOCKYER STREET PLYMOUTH DEVON

# THE LOCKYER TAVERN & RESTAURANT

TELEPHONE: PLYMOUTH ~~20571~~ 64263

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.

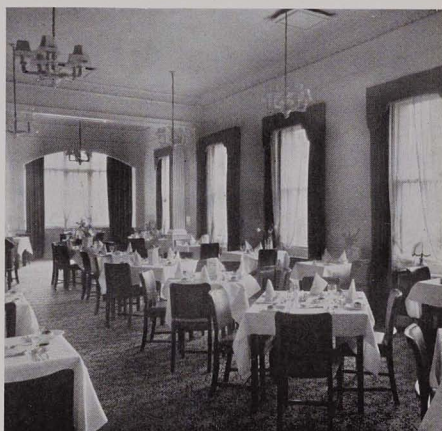
*(see illustrations on reverse)*



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



*L'Apéritif Bar*



*Main Restaurant*

THAMES STREET STAINES MIDDLESEX

# THE PACK HORSE HOTEL

TELEPHONE: STAINES 41

THERE is something appealing about staying in an hotel situated on a river bank. Of these is THE PACK HORSE 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 PACK HORSE, 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 PACK HORSE.



**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.

*(see illustrations on reverse)*



*Landing Stage  
from the Thames*



*The Breakfast Room  
overlooking the  
River*

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



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 four popular Bars—the new Cocktail Bar 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.

*(see illustrations on reverse)*



*Entrance from  
the London-  
Portsmouth Road*



*The smaller  
Dining Room*



*The 'Queens'  
Bar with  
Lounge beyond*

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.



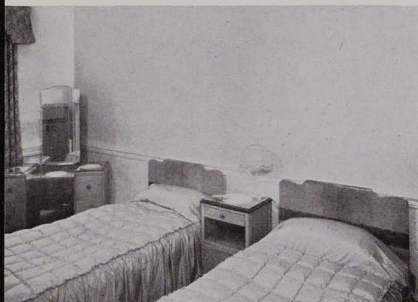
**ACCOMMODATION:** 12 bedrooms with running hot and cold water. Electric fires in bedrooms free of charge. Dining Room to seat 24. Residents' Lounge. Saloon Bar. Lounge Bar. Car Park. Garage. Fully licensed.

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

*(see illustrations on reverse)*



*Dining Room*



*One of the first-floor Bedrooms*



*The Residents' Lounge  
and Writing Room*

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 for the lowest possible tariff is here fully exemplified.

On the ground floor there are three 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. A more cosmopolitan luncheon may be ordered in the new Tyrolean Brasserie, a popular rendezvous for drinks or food.

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.

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.

*(see illustrations on reverse)*



*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.

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.

*(see illustrations on reverse)*



*Saloon Bar entered from Kingston Road*

*Dining Room*



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.

*(see illustrations on reverse)*



*Restaurant*



*Main Entrance with Car Park  
and Garages on right*



*Saloon Bar and original brick-  
work in centre*

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.

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.

*(continued on back page)*

*Residents'  
Lounge*



*Entrance Hall,  
formerly the  
Coach-yard*

*Dining Room  
overlooking the  
Boatfloat*





*The four-poster bed has an interior sprung mattress*



**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.



BRISTOL BRIDGE BRISTOL GLOUCESTER

# THE SCEPTRE TAVERN

TELEPHONE: BRISTOL 25965

THE SCEPTRE TAVERN, overlooking the river-side and Bristol Bridge, is another Simonds House which has recently received the attention of their architectural and building departments. The resultant alterations have given this old established Tavern a completely modernized interior. The Victorian furnishings of marble, mahogany and ornate plaster work have given way to a contemporary decor which is as pleasing as it is original. A business man's bar luncheon at a very reasonable cost is now available, with a quick cold snack service as the alternative for those with less time to spare. Both have proved highly popular with the Sceptre's many friends both old and new.

ALMA VALE ROAD BRISTOL GLOUCESTER

# THE ALMA TAVERN

TELEPHONE: 351711

IN nearby Clifton the Company has now acquired the Alma Tavern and this too is scheduled for reorganization and improvement. There is, however, at present a good bar and snack service, whilst the restaurant on the first floor provides a most varied and satisfying menu for those who prefer to take their meals in a more leisurely fashion. Clifton residents and visitors alike find the Alma a most comfortable and pleasant rendezvous where they can relax in that friendly atmosphere always so characteristic of a Simonds Tavern.

*(continued overleaf)*



*The Bar—Sceptre Tavern*

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**ACCOMMODATION:** Within easy range of Bristol, the following residential accommodation is available within the Simonds organization.

MIDLAND HOTEL

*Telephone:* BATH 30 29 11

BATH ARMS HOTEL

*Telephone:* CHEDDAR 25

LAMB AND FLAG HOTEL

*Telephone:* BRISTOL 67 68 41

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.

*(see illustrations on reverse)*



*Restaurant*

*Residents' Lounge*



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. The comfortable Lounge, the Writing Room, the delightful bedrooms and ample bathroom accommodation make a stay here a most enjoyable experience.



**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.

*(see illustrations on reverse)*



*Facing Tor Bay  
and  
Three Beaches*



*The Tyrolean  
Bar*



*The Restaurant,  
with entrance  
on to the Sun  
Terrace*

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.

*(see illustrations on reverse)*



*The Garden, from the Lily pond*

*Dining Room, from the Hall*



*Front entrance and Car Park*





**L O O K F O R**



**T H E S I G N**



**O F T H E**



**H O P L E A F**

