

VOL I No2

April 79

THE

# LONDON DRINKER

10p

Produced by the London branches of the Campaign for Real Ale Ltd



## THE PRICEY PINT

This month 'London Drinker' begins a series on the ever increasing price of beer

# This month

IN DEFENCE OF MILD	3	LETTERS	12
HORSELYDOWN TO CLOSE?	4	NEW 'REAL' PUBS	15
WHY YOUR PINT COSTS MORE THAN IT SHOULD	6	PLUS XWORD, CAMRA DIARY AND MUCH MORE	
DRINKING IN HAMPSTEAD	10		

We must apologise that due to pressure of space, we have had to hold over to a future issue the article by RON ATKINS on Jazz in pubs and also the home brewing piece by VIRGIL.

## Hard times?

The licensees' Trade Paper, the "Morning Advertiser" has been full of tear-jerking propaganda lately on how the 3p price increase which most brewers are after is necessary to help keep publicans out of the workhouse. As an example of how this deprived section of our society is suffering one need only look at the special holidays for licensees which the same paper is advertising. Some examples:-

17 Days in East Africa for £447

11 Days in Barbados for £479

14 Days Mediterranean Cruise for from £330 to £595

We can only applaud the organisers of these exclusive-to-licensee hols for helping the poor folk to get away for a summer break. But it seems a pity that something better couldn't be fixed up. It can't be much of a holiday going to places which will be filled up with their public bar customers.

## Advertising

Advertising in LONDON DRINKER is not expensive, and should reach more and more drinkers and pubgoers with each successive issue.

For details of introductory rates (Display or Classified) write to Brian Sheridan, 6 Ashburton Road, Croydon, Surrey, or telephone during the day (Monday - Friday only) on (01) - 211 6698

A half yearly subscription to LONDON DRINKER costs £1.10 from Brian Sheridan 6 Ashburton Rd Croydon Surrey

Cheques payable to CAMRA London Ltd

LONDON DRINKER is published by the combined London Branches of CAMRA, the Campaign for Real Ale Ltd. The opinions which are expressed in this publication are those of the individual contributors and are not necessarily the views of either the London Branches of CAMRA or of the Campaign for Real Ale Ltd.

### Editors

Brian Sheridan  
Ron Atkins  
Robin Bence  
Mike Hammersley

### Artwork and Layout

Mike Hammersley

---

# In defence of Mild

## A PERSONAL VIEWPOINT

Following last month's article (by accident unsigned, but in fact by RON ATKINS) which took an unfavourable view of Mild and some of its defenders, we present the other side of the coin. TOM PEPPER writes.....

Your anonymous correspondent in March's LONDON DRINKER seems to have a pretty low opinion of Mild and those who drink it. But may I suggest that his deprecation of CAMRA's efforts on behalf of Mild is misplaced?

I would be the first to admit that Mild is a minority taste in the London area. But isn't the preservation of choice - including the choice of minorities - what CAMRA is all about? In any case, your correspondent doesn't question the reasons for the decline in the demand for Mild. I don't accept the view that people are simply 'going off' Mild, and that changes in taste, somehow spontaneously generated, are responsible for the decline. I suspect that it's a bit more complicated and a bit more sinister than that.

You need only look at Beer advertising to-day to see how the Big brewers spend their money on promoting some products and not others. When did anyone last see a commercial for cask beer on T.V? No, the idea of advertising is to promote the products that you want the punter to drink - and that usually means the beers which carry the highest profit margins and which are convenient for the brewer to handle - i.e. keg beers and lagers. Mild Ale, being a cheap pint, and carrying lower profits per pint, is simply not being given the boost which the premium brands get. And even though many drinkers are discerning enough to let their own palates act as judge, if they are not even aware that Mild is still available, how are they to carry out this judgement?

I would suggest also that your correspondent is a bit unfair to those CAMRA members who drink mild in "conspicuous fashion." It may be the case that some of them are "indulging in a form of trendy one-upmanship," but a lot of them, and I number myself among them, do genuinely enjoy a different flavoured pint from time to time. And if conspicuous consumption draws attention to the existence of the product then it can only do good. On aesthetic grounds, I would much rather see a group of sincere drinkers behaving in this mildly eccentric fashion than have to put up with second rate ham actors talking in exaggerated Northern accents on the box about some foul-tasting muck that sells at 40p and tastes of sod-all.

On page 7 of the last LONDON DRINKER you report the possibility of price increases of up to 7p a pint in the coming few months. If this does happen, there are a lot of people who will have difficulty in paying for their pint of bitter - pensioners, the unemployed, and the low-paid for example. The excellent value for money which Mild still represents may very soon become an important feature. But one should not think of mild as simply a poor man's drink. It is a drink which can be very pleasant; which can have its own character of flavour; and which is often stronger than the much-advertised lagers which cost around 10p a pint more. Brewers like Fullers and Courage who are in the process of killing off Mild may be choosing the wrong time to do so. If they thought more of trying to promote this drink they might well see a comeback for a beer which does not deserve to die.

---

# Horselydown to close?



Rumours concerning the future of Courage's London brewery still continue to circulate, and the behaviour of the company still verges on the eccentric.

Although the company have no plans to close the Horsleydown plant "in the foreseeable future" a lot of the signs point that way. For a start, there's that massive new chemical beer factory just outside Reading which is coming on stream this year. This will at first be brewing to replace the output from the older Reading brewery, but the capacity of Worton Grange is much bigger, and could ultimately be enough to replace the London brewery.

The experience of Kent points the same way. Courage have had a bit of a blitz on Real Ale in Kent and have been selling the London brewed Best Bitter in Bright form. Although CAMRA pressure has led to some backtracking on that blitz, the signals are ominous. Courage are well known for their nasty habit of 'softening up' beers they intend to phase out. This process consists of reducing the quality and possibly the strength of the beer concerned over a period of months and even years. By reducing the quality of the ale slowly, they hope no-one notices. Then, when the new all-fizz brewery starts to substitute its inevitably poor product, nobody objects too much - because the beer they are losing wasn't that marvellous any more. Lovers of the Courage Reading Bitter will have observed that this process has been applied to that once fine brew in preparation for the switch to Worton Grange beers. And the John Smiths arm of Courage did exactly the same with the famous Barnsley Bitter a few years ago. Now it looks as if Kent may be in for similar treatment and London may well be next.

Directors' Bitter, which is now too popular for Courage to kill off, is being brewed in Bristol, and is going into pubs as close to London as Reading. It is, according to our source in the management of the Courage Bristol brewery, an open secret in Bristol that the London brewery is down for the chop.

The ultimate result for the drinker in London seems to be that if he wants Real Ale in a Courage house he will have to take Bristol brewed Directors' Obviously, this will have heavy transport costs added to the price to pay for the 120 mile journey - but that's the sort of thing that happens these days. Courage have made an expensive mistake in building a vast centralised brewery at Reading instead of sticking to more localised breweries. The only trouble is that Courage shareholders won't pick up the bill. That privilege, if the company have anything to do with it, will be given to the drinker.

---

## FEELING BITTER ABOUT PRICEY BEER? SEE PAGE 9

---

---

# But next door...

Although the future of the Courage Brewery at Horsleydown may be doubtful, it looks as if brewing will still be alive and well in the area of Tower Bridge even if Horsleydown goes. A new brewery is due to start production in a few months - and it will be right next door to the Courage plant.

Simon's Tower Bridge Brewery, as the new venture will be called, is situated in a former rope factory just across Horsleydown Lane from Courage. The proprietor, Simon Hosking, was not able to go into the details of his plans yet, as a lot still has to be done to prepare for the start-up, but he did tell us that he planned to produce "Traditional Ales of flavour and character". It looks therefore as if drinkers in London have something to look forward to - perhaps in the summer. Naturally, we will publish more details of this welcome new venture as they become available.

## **REAL ALE AT HOLLYCOMBE STEAM FAIR SUNDAY 20 MAY**

Real Ale and Steam - what better combination?

Join the special Train from London Bridge 1120 (back 2110), Clapham Jc., West Croydon, Sutton, Epsom to Liphook - vintage bus shuttle to Hollycombe.

10 BREWS requested for Real Ale tent open through the afternoon - including Bourne Valley, Ringwood, Gales, Simpkins, King and Barnes, Holdens.

UNIQUE WORKING COLLECTION OF STEAM fairground rides - narrow gauge railway - and much more - in a beautiful woodland gardening setting.

ALL THIS FOR ONLY £4 - including Free pint! Tickets will be valid for travel from ANY SOUTHERN REGION STATION, at no extra cost. Send remittance NOW (sae please) to S. Hughes, 9 Highview, Avenue Elmers, Surbiton, Surrey (390 1396).

STOP PRESS: Real Ale Ramble No. 9, Saturday 9 June. Euston to Lancaster, Carnforth and Ulverston - for £5.75!



---

# Why your pint costs more than it should

It looks as if 1979 will be a year of little cheer for the Beer drinker. We have already had one round of Price increases, and there's more likely to come. LONDON DRINKER thinks it's time beer-lovers started to fight back. We will be giving a good deal of attention to prices in this and subsequent issues. We start with an examination by SUSAN FINCHAM on.....

The prediction in March's LONDON DRINKER that beer prices could rise by as much as 7p a pint over the next few months. Already four of the Big Six have had the green light from the Price Commission to stick on 3p - and our surveys suggest that many publicans are taking another penny for themselves and calling it 4p. This month sees the Budget, and if Treasury orthodoxy is any form guide then at least 2p more is on the cards.

The other penny could come from various sources - a rise in the price of petrol in response to the effects of the Iranian revolution could affect brewers' transport costs; or wage settlements could work through into costs. There is even a suggestion that Britain's levy to the Common Market (that's the levy we pay to subsidise inefficient farmers on the Continent and also make sure that our food is dearer than it need be) could be raised via increases in duty on drink and tobacco.

Handpumps in a Young's managed house. Good beer, and as good value as you're likely to get in London.



---

Sharp rises in prices of this order must inevitably focus the attention of drinkers on prices, and pose the question - is it all really necessary? We at LONDON DRINKER believe that it is not all necessary, and feel it is about time we tried to show readers why.

Obviously, when we live in inflationary times, we must expect some prices to rise. Brewers have to buy materials, pay wages, and burn petrol like anyone else; and if Chancellor Healey follows the usual narrow minded quasi-economists at the Treasury and sticks up ale tax because he knows people will still drink beer, then we just have to accept that too. But there are other ingredients in the cocktail - and these are less palatable for being unnecessary.

The principal factor is the inefficiency of our Big Six Brewers, and their stranglehold on our pubs which allows them to pass on the cost of their incompetence. As we have no doubt said before, the Big Six own two-thirds of the country's pubs and are responsible (guilty might be a better word) for brewing three-quarters of our beer. In London the position is even worse. The Six own nearer 90% of the pubs in the capital. This market dominance means that the companies involved do not indulge in major competition with one another - on prices for example. (Why this oligopoly, as economists term it, does away with competition is a complicated matter to explain, but basically the stakes are too high for firms with a big market share to take risks which may well end with them all being worse off)

The Big Six therefore do not compete with each other on prices. What little competition takes place is usually confined to things on the fringes - like advertising - which tend to cancel out but add nevertheless to costs. This lack of competition among the giants of the industry might be acceptable if the customer were given some compensating benefit in return. At one time, the spate of takeovers in Brewing was defended on the grounds that big companies with big breweries could produce beer at lower unit cost. But this theory has been exploded with a big bang. Indeed the Price Commission found in 1977 that the big brewers actually had higher costs per pint; so much so that even though their prices were higher than the small boys', their profit margins were still lower!

What all this adds up to in London is that with 90% of the pubs owned by brewers who are more expensive than they need be, prices are bound to be higher on average than elsewhere.

But what of the other 10%? In London there are two small brewers still in operation who own pubs - Youngs and Fullers. But between them they account for only around 200 pubs out of 5,500 or so, the bulk of the remainder being Free Houses. It seems to be the case that these firms are a little cheaper than the majors, but not by a great deal. This is probably because they produce good beer which they know folk want, and by keeping just a small distance behind the Big Six can do very well indeed.

The prices charged by the many independent brewers who supply the Free Trade vary, but on the whole are cheaper. Unfortunately, there are many additional costs involved with getting these beers into the pubs, and even when it gets there the benefit soon gets swallowed - and not by the customer.

For a start, many of the independents' beers which are finding their way into London as a result of the demand for good quality ale come from a long way away. London is often outside the normal trading area of these brewers, so it is brought to the city by Agencies who



The pumps are busy in a Real Ale Free House. But not all of them are being fair in their pricing.

sell it to pubs. Although these agencies are able to get discounts for bulk from the brewers, this discount is not high, and so their profits have to come through additions to the wholesale price. It could be argued that this is a reasonable price to pay for getting some decent beer into London, but, inevitably it all really comes back to the Big Six. If they could only produce the goods at sensible prices then the quality beers from the provinces would not be so much in demand.

The reluctance of the Big Brewers to brew good beer, and the high price of what little they do brew, means that the Free Trade can exploit the situation. Demand for quality is high; supply is limited; and the result is that many Free Houses cash in by charging prices which in many cases are a downright scandal. The drinker is the loser every way round.

Is there a solution? There is, but it would have to be a pretty radical one. It would involve the Government taking action to make the Brewing and pub industry more competitive. In the long term that will probably mean that the Big Six have to be forcibly broken up into smaller companies - and the enforced break up of the Six is a policy objective of CAMRA. In the shorter term CAMRA is arguing that the tie between brewers and pubs should be relaxed so that licensees can obtain at least one draught beer of their own choice from any source they please. This would mean that any pub could sell at least one decent beer which would increase competition and pull



---

the rug out from under that Free Trade rip off merchants. It would also make it possible for more companies like Godsons to start up because the potential number of outlets for their beer would be increased dramatically. And, inevitably, it would shake the Big Six out of their lethargy and stimulate them to a way of life which at the moment seems anathema to them - the brewing of good beer at a fair price.

But in the meantime it's up to us all to start making a big row about prices and the state of the industry. LONDON DRINKER intends to pursue the issue to the bitter end, and elsewhere in this issue we discuss what can be done. CAMRA has shown that the consumer can fight back by its success in getting Real Ale back on the map. The issue of fair competition, choice and prices is one which every drinker should be prepared to do battle on.

## We need YOUR help

We have made quite a fuss in this issue of LONDON DRINKER about the price of beer. But it's not enough just to talk about it. We need to do something about it.

Now we at LONDON DRINKER cannot hope to bring much influence to bear on the powers of Whitehall to do what is really necessary - inject more competition into brewing and pubs - but we can do something about the ridiculous overcharging that goes on in some of the Capital's pubs.

All our readers can help in this. What we would like you to do is to tell us about the worst examples of overpricing that you come across. We will publish the names of the pubs concerned (and the prices they charge) in next month's issue and we hope to be able to do one or two other things as well.

But as well as sending us examples of overpricing, there is one other piece of information that we would welcome. It is the law of the land that pubs must display a price list which is visible to customers; but we suspect that a lot of pubs are disobeying the law. So if you can tell us whether any pubs that you visit are failing to display a Price List then we will pass on that information in the form of a complaint to the relevant authorities.

So get writing. The more fuss we can make about the worst excesses of overcharging, the more chance we have of getting some of those concerned to stop. We have one or two ideas up our sleeve which we can't say too much about yet, but we do need the information.

Please send information to Brian Sheridan, 6, Ashburton Road, Croydon, Surrey by April 21st. You should include the following details:-

- Name and address of pub.
- Whether a Brewery Tied House or a Free House.
- Whether a managed or tenanted house (if known)
- Name and price of each beer
- Whether Public Bar, Lounge, Saloon, etc
- Whether a Price list is displayed

P.S. While we're on the subject of pricing, why don't we do a little to encourage those pubs who are giving good value. So if you know of any boozers who are selling a cheap pint, let us know and we'll try to give credit where it is due!

---

# Drinking in Hampstead

In the first of an occasional series of articles describing areas of London where a variety of ales may be sampled on foot, RON ATKINS writes on the pubs (and the prices) to be found in HAMPSTEAD.

Most of London's regular suppliers sell their Real Ale in Hampstead. Central London aside, there are few places where you can drink so many different beers with so little physical effort - give or take a hill or two. Most of the pubs have space for drinking outside, ideal for the summer crowds who pour off the Heath, although at the time of writing of interest only to Eskimos. As a guide to prices, which are no cheaper than elsewhere in London, the cost of a pint should be taken as at least 40p unless indicated otherwise.

We suggest you start the walkabout literally at the top - up Holly Hill and into the Holly Bush Tavern. Like so many places in Hampstead this has connections with culture; the painter George Romney lived nearby, and the pub, about 150 years old, was constructed out of part of his stables. It is a splendid mixture of contrasting alcoves and snugs, and a recent renovation has enhanced the natural, old style charm. The beer is Ind Coope Romford Bitter at 38p and Burton Ale, and they are usually in top condition.

Go down the steps to Heath Street, turn right and into the saloon bar of the Nag's Head, a typical London Free House with a forest of pump handles proclaiming beers from Dunbar, from Henley-on-Thames, from Wainfleet and from many other centres of brewing. Such establishments always involve a bit of a lottery, but the standard here now compares with that found in any similar haunt and the pub enjoys a good relationship with the local beer cognoscenti. This was not so when it was first taken over by the CAMRA investment company, even though they changed its name back from the Cruel Sea (the area used to be known as the "Nagg's Head Side"). Nothing under 40p in the saloon, but the Public Bar still qualifies.

The first of Hampstead's Young's houses, the Horse and Groom, is directly opposite the Nag's Head. An imposing facade, a tasteful interior with modernish prints on the wall, and both Young's Bitters on sale. If you then walk up Heath Street and look right at New End you will see the dreaded sign of the Red Barrel. This indicates the Duke of Hamilton, worth a visit for its collection of posters and for its old cellar. On sale is Watney's Fined Bitter, although this is dispensed from DCL air pressure pumps.

At the bottom of New End is the Olde White Bear. We suggest you ignore it for the moment and return to Heath Street, veer left down the alley past the Horse and Groom and arrive at the other Young's House, The Flask. Re-built 100 years ago, it was known previously as the "Lower Flask" (the "Upper Flask" became a maternity home) and was mentioned in a book by the eighteenth-century novelist, Samuel Richardson. "Second-rate persons.....found in swinish condition" was how he described the regulars of the day, and this tradition is not altogether defunct. Fortunately, it is patronised as well by admirable persons of near faultless deportment, and it must be among the least self-conscious of Hampstead pubs. The full range of Young's beers is on tap and the public bar prices for mild and

bitter, though increased drastically this year, remain below 40p

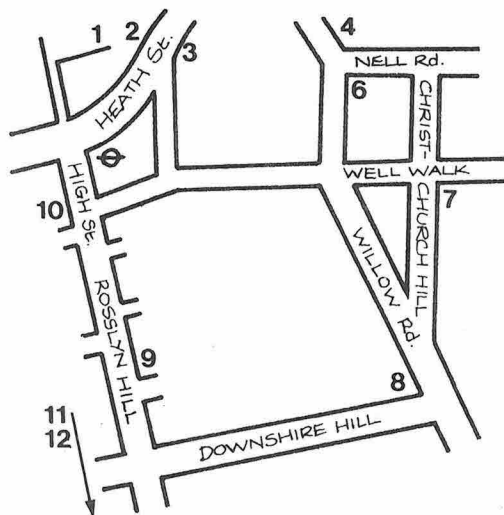
Down Flask Walk and make a detour if you wish up New End Square to the Olde White Bear, a pleasant and roomy pub which sells Ind Coope Bitter and Burton. Otherwise, carry on until you reach the terrace lounge (public bar) of the Wells Hotel. A pub has stood on this site for well over 100 years and John Keats was supposed to have lived here briefly. The Wells is owned by Whitbreads and their Wethered's Bitter is available at the knock-down price (by Hampstead standards) of 37p.

Walk down Christchurch Hill alongside the Heath until you come to Downshire Hill. If Keats were alive to-day and living in nearby Keats Grove, one presumes he would drop into the Freemason's Arms for his Bass or Charrington IPA. This pub has not only plenty of room but a skittle alley, and is one of only two London pubs where the old game of "pell-mell" is still played. As is often the case with Charrington houses, the beer ranks among the cheapest in the area.

A hike up Downshire Hill brings you to the crossroads. Right, along Rosslyn Hill, is the Rosslyn Arms, an unvarnished two-bar pub in which the Courage Directors' bitter is always well kept. If the Holly Bush is the nicest pub, and the Flask the matiest, this is the most normal; the one in which the arties, hearties and nasties that contribute to the flavour of Hampstead are least likely to penetrate.

You can now walk up to the Tube, perhaps risking more Directors' in the King William IV, or you can turn back down Rosslyn Hill until you find the George. This is a Scottish and Newcastle pub, fulsomely decorated about the bar and with a sizeable interior. Handpumps serving Younger's No.3 Scotch Ale can be spotted, half-hidden amidst the S & N keg illuminations.

There is more Bass in the Post House Hotel opposite. Or, if after all this you are desperate for a taste of the most notable ale so far unsampled, a number 187 - that rare jewel among North London buses - will take you from the George to the Rosetti in Queen's Grove. This pub is about a mile away, and serves Fullers' beers.



#### KEY

1. Holly Bush
2. Nag's Head
3. Horse and Groom
4. Duke of Hamilton
5. Flask
6. Olde White Bear
7. Wells Hotel
8. Freemason's Arms
9. Rosslyn Arms
10. King William IV
11. George
12. Post House

---

# Letters

Sir,

In response to the note on page 7 of the March LONDON DRINKER, relating to the Report on Alcoholism by the Royal College of Psychiatrists, I suggest whoever is responsible takes their head out of the sand before it is too late. I feel that CAMRA has a responsibility to encourage 'responsible' drinking.

It is possible to become alcoholic on beer alone, even while enjoying its taste and being selective. The report suggests that one of the signs of early alcoholism is that the subject suffers unease at having to go a day without alcohol. Can the writer of the note manage a day without beer? - or even an opening session?

I think it is time for the Editor to consider a policy for LONDON DRINKER. I also suggest someone read the Report concerned, as it does not say 'anyone who sups 4 pints a day is alcoholic

Una Warner

Blackheath S.E.3

(Fair enough. We made the mistake of commenting on second-hand information, i.e. the Press, and we should have known better than to do that! We hope to look at the Report in more detail in some future issue. The writer of the piece has handed me details of his daily consumption of beer over the last fortnight. They are as follows, approximately and in pints:- 0,4,0,0,4,3,0,0,10,0,4,0,0,0.)

Sir,

I recently purchased a copy of your new 'LONDON DRINKER'. My first reaction was to be unimpressed with both print and price - too small the former, too high the latter.

Also, I did not agree with the Mild article, neither the content nor the fact that it was unsigned. Although I didn't agree with this article, I like to see criticism expressed and hope that letters such as mine, even if criticising CAMRA itself are printed. Besides these complaints I found the magazine quite interesting and wonder whether Branch Meeting place will eventually be included?

Tony Baker

Highbury N.5

(We too accept that the print was too small in the first issue. We did, however, compare the quantity of Editorial matter with other CAMRA newsletters on sale elsewhere and found that we compared well. It may be that the small print, and the consequent low number of pages gave a worse impression than was justified and that our switch to larger type and more pages avoids this.

The Mild article was intended to be signed by its author Ron Atkins but a mix-up meant that the 'lead in' to the article was not printed. This would have made it clear that the piece was very much the opinion of the writer. From this month on, such articles will be printed in a section headed 'Personal View')

Sir,

I found the March edition of LONDON DRINKER, the first I have seen incidentally, of some interest. I have been a regular pub user for many years and regard myself as reasonably well informed on beer.

---

However, I must admit I did not understand some of your terminology. For example, what is 'gravity' and 'original gravity' and what is the difference between 'traditional' and 'draught' beer?

By the way, I very much enjoy dark London Mild Beers and was most upset at your disparaging comments about Fullers' Hock. Until I read your magazine I did not realise it was about to disappear, which I and my friends greatly regret.

Ian Markew, London N11.

(A glossary of beer terminology appears elsewhere in this LONDON DRINKER, and we hope to include more detailed informative articles on Brewing and Dispensing Beer in future editions. We are a little surprised that you took our piece on Hock as disparaging - we simply reported what we thought the situation to be, even if we didn't like what was happening ourselves - ED)

Sir,

In the March Edition of LONDON DRINKER, under the heading 'New Pub' you wax lyrically about Marlars Bar in North London and how tasteful it is in a simple sort of way. It is regrettable that the article fails to mention how distasteful this Bar's pricing policies are and how it is London's latest 'Rip-off Joint'

The price of your pint in this converted betting shop is:-

Rayments' BBA	43p
Devenish Bitter	43p
Arkells' BBB	45p
Greene King Abbott Ale	45p
Devenish Wessex	45p

CAMRA members, suitably attired and well-heeled, may claim a reduction of 2p per pint. It is hoped that few will take up this 'bargain offer' The printing of such adulatory garbage does nothing for a Campaign which should be seen to be fighting for Real Beers in Real Pubs at realistic prices.

C. Riddett, Winchmore Hill N21

(We received other letters about this pub all saying much the same things. We can only apologise for not mentioning the high prices. The omission was due to lack of time available for checking this point; if the information had been to hand we would certainly not have been 'adulatory' about the prices - ED)



■ With all the talk of 7p on the price of a pint, it is interesting to note what happens in other parts of the country. Manchester is a city which is well supplied with decent beer. In addition to the Big Six, Manchester has a host of local independents as well as pubs owned by 'foreign' independents. No company has a dominant share of pubs. The result is that Manchester has the best choice of beers of any city and the lowest prices.

Just how good things are is exemplified by the action of local brewers Joseph Holt Ltd. Like the other brewers, Holts recently announced a price increase. Their excellent bitter, which the brewery is producing flat out, has gone up from 24p a pint to 25p.





---

# New 'Real' Pubs

Each Month, LONDON DRINKER will be trying to keep its readers up-to-date with pub developments - new Real Ale houses, new beers, and even the occasional loss of Real Ale. We are indebted to the London Branches of CAMRA this information.

BALHAM	<u>Prince of Wales</u> , Cavendish Road, S.W.12 - Courage Directors' Bitter
CITY	<u>New Moon</u> , Gracechurch Street, E.C.4 - Wethered Bitter <u>Talbot</u> , London Wall, E.C.2 - Truman Tap
CROYDON	<u>The Orchard</u> , Orchard Way, Shirley - Youngs Special and Youngs Bitter
ELTHAM	<u>Cross Ways Hotel</u> , Sidcup Road, S.E.9 - Courage Directors' <u>Prince of Wales</u> , Mottingham Road, S.E.9 - Directors'
GREENWICH	<u>Cutty Sark</u> , Bolstat Quay, S.E.10 - Bass
HACKNEY	<u>Royal Standard</u> , 84 Victoria Park Road, E.8 - Courage Directors'
KENNINGTON	<u>Mansion House</u> , Kennington Park Road, S.E.11 - Wethered Bitter <u>Royal Oak</u> , 355 Kennington Lane, S.E.11 - Charrington IPA, Bass
PECKHAM	<u>Sailor Prince</u> , Gordon Road, S.E.15 - Theakston's Old Peculier (G), Best Bitter.
SOUTHWARK	<u>Horseshoe and Wheatsheaf</u> , Melior Street, S.E.1 - Young's Special, Young's Bitter, Bass
TOTTENHAM	<u>Ferry Boat Inn</u> , Ferry Lane, N17 - Truman Tap

---

## CHANGES IN BEERS SOLD

CITY	<u>Windmill</u> , Tabernacle Street, E.C.2 - now selling Everard Burton Mild in addition to other beers
CLERKENWELL	<u>Yorkshire Grey</u> , Theobalds Road, W.C.1 - also selling Everard Burton Mild in addition to other beers
FOREST HILL	<u>Railway Telegraph</u> , Stanstead Road, S.E.23 - now selling Shepherd Neame Stock ale in addition t.o.b.
SOUTHWARK	<u>Hole in the Wall</u> , Mepham Street, S.E.1 - now selling Brakspears' Pale Ale in addition t.o.b.
CAMBERWELL	<u>George Canning</u> , Grove Lane, Denmark Hill, S.E.5 - Courage Best Bitter added.
GREENWICH	<u>Prince Albert</u> , Royal Hill, S.E.10 - add Courage Best Bitter

---

## LOSS

CITY	<u>Wine Lodge</u> , Fenchurch St, E.C.3 - Belhaven 60/-; 70/- and 80/- ales now in keg form (other real ales still sold)
------	--

---

---

# Guide to the ads

Millions of pounds are spent every year in advertising Beer on TV. Unfortunately, the blokes who write the commercials are often a little bit reticent about what they really mean to say. LONDON DRINKER is proud to bring you a guide to what messages the jingles are really trying to convey.

## WHAT THEY SAY

Harp - puts out the fire

"Brewed by Danes"

"You can taste the hops in Ben Truman."

"E - That's Beer"

"Full of Yorkshire flavour"

"Less than half the carbohydrates of normal beers and lagers"

"Watney's Special, the Special Special"

"Skol Drinking - it's the taste that makes you do it"

"Look at that beautiful body"

"You should savour such a fulsome flavour"

"Long Life starts life where other beers end up."

## WHAT THEY REALLY MEAN

It's rather like water.

In Northampton

But only just

There should be a question mark at the end.

If it sells well, we'll brew it at Reading.

(a) And about one tenth of the flavour

(b) But the same number of calories.

The only thing special about it is that it's weaker than other Specials Retch, that is.

We had to have an excuse to put a lady with a large bosom in the ad.

Our dictionary defines 'fulsome' as 'disgusting by excess or grossness, coarse, excessive, satiating.' In other words, the advert is not in the least misleading.

Precisely.

---

# The 'Drinker' Glossary PART 1

LONDON DRINKER has been taken to task by several of its readers for using technical terms in its articles. We hope, therefore, that the following glossary of terms will make matters clearer.

## AIR PRESSURE

Method of dispense (q.v.) which involves injecting air under pressure into the cask in order to force the beer up from the cellar to the bar.

## BIG SIX

The Six major British Brewing companies (Allied; Bass-Charrington; Courage; Scottish & Newcastle; Watney-Mann-Truman; Whitbread) who

---

	between them own some two-thirds of our pubs and brew some three-quarters of our beer
BLANKET PRESSURE	The practice of keeping beer under a light covering of Carbon Dioxide(q.v.) in order to lengthen cellar life. Considered by many to impair the flavour. Differs from Top-Pressure(q.v.) in that the gas does not play a part in pushing the beer up to the bar.
BRIGHT BEER	Beer which has had the natural yeast removed, usually by filtering(q.v.)
CASK BEER: CASK CONDITIONED BEER	Beer which is allowed to continue the process of fermentation(q.v.) in the cask, thereby developing flavour and character.
CARBON DIOXIDE CO <sub>2</sub>	The gas which is formed as a result of the fermentation process. It is present in solution in all beer but is often added under pressure to give the beer a sparkle. If present in excessive quantities it can ruin the flavour of the beer. Also used as a means of serving keg(q.v.) beers and in top-pressure systems.
DRAUGHT	Beer served from large-volume containers (i.e. non-bottled beers). Nowadays the term is frequently used to denote beers which correspond to CAMRA's definition of Real Ale
ELECTRIC PUMP	Method of dispense which uses an electrically driven system to replace the manual effort needed with hand pumps. Not commonly found in London, but is widespread in the Midlands and the North. Can be used in conjunction with Pressure Systems(q.v.)
FERMENTATION	The process by which sugars in the wort(q.v.) are converted into alcohol by the action of yeast.
FILTERING	The Removal of Yeast by passing the beer through very fine spaces. Depending on the fineness of the filtering, it may also remove other solids - solids which help give the beer flavour.
FINING	The addition to cask-conditioned beers of material which causes the yeast in the beer to fall to the bottom of the cask. This results in the beer being clear and not cloudy.
FIZZ	Deprecatory term applied to beers which are served by means of Carbon Dioxide Pressure systems. Used because the beer is liable to be gassy like lemonade. Fizz house - pub selling only such beers. Fizz factory - a brewery producing only such beers.

---

TO BE CONTINUED

---

# Branch Diary

CAMRA Branches are active in all areas of London. Below is a list of April meetings and Social Events being run by Branches. All CAMRA members are urged to attend their local Branch functions to help to further the aims of the Campaign. Non-members are also assured of a warm welcome.

BARKING, DAGENHAM, ILFORD & ROMFORD (S.W. ESSEX BRANCH) - contact

BEXLEY Branch Meeting, Tuesday April 10th, "The Victoria" Victoria St. Belvedere. 8.30p.m.  
Social and Snooker, Monday April 23rd, "The Alma", Alma Rd, Sidcup. 8.30p.m.

BROMLEY Branch Meeting, Thursday April 26th, "Freelands Tavern", Freelands Road, Bromley, Kent. 8.00p.m.

CROYDON AND SUTTON Branch Meeting, "Newton Arms" Queens Road, Croydon, Surrey, Tuesday April 24th.

EAST LONDON AND CITY Branch Meeting, Tuesday 17th April, "Norfolk Arms", Cecilia Road, Dalston, E8. 7.30p.m.  
Socials, Thursday April 12, "Bohola House", 423 Bethnal Green Road, E2, 8.00p.m and Tuesday 24th April, "Bishop's Finger", 8, West Smithfield E.C.1 - 5.30p.m.

ENFIELD AND BARNET Branch Meeting, Monday April 16, "The Falcon", South Street, Ponders End. 8.00p.m.

KINGSTON AND LEATHERHEAD Branch Meeting (AGM), Thursday April 12, "Victoria", Surbiton. 8.00p.m.  
Darts Match, Wednesday April 11, "Victoria" Surbiton. 8.00p.m.

NORTH LONDON for details, contact Derek Thorne, 637-7141 ext 66

RICHMOND AND HOUNSLOW for details, contact Rick Brown, 572-1616

SOUTH EAST LONDON Branch Meeting, Monday April 9, "The Sultan", 238 St. James's Road, Bermondsey, S.E.1 8.00p.m.  
Sponsored Pub Crawl of Greenwich, Friday April 27th. In aid of Lewisham Talking Newspaper for the Blind. Further details from all CAMRA meetings or contact Mike Warner, 852-7759

SOUTH WEST LONDON Branch Meeting, Wednesday April 11th, "Kings Arms" Wandsworth. Guest Speaker from Young's Brewery. 8.00p.m.  
Social, Tuesday April 24th, "Royal Oak", Lyam Road, SW2. 8p.m.

WEST LONDON Branch Meeting (AGM), Thursday April 26th, "Brook Green Hotel", 170 Shepherds Bush Road, W.6 7.30p.m.  
Pub-of-the-Month Social, Tuesday April 17th, "Yorkshire Grey" 46, Langham Place, W.1 8.00p.m.

WEST MIDDLESEX Branch Meeting (AGM), Wednesday 18th April, "Crown and Old Treaty House", Oxford Road, Uxbridge. 8.30p.m.

Please Note. Meetings marked AGM are for CAMRA members only and those attending should bring their membership cards.





# **2 BREWERS**

## **REAL ALE OFF-LICENCES**

**Pins, Firkins, Bottles & Cans  
from 40 traditional breweries**



Also over 700 items of  
ingredients & equipment  
for home-brewing and  
winemaking

The best choice of real  
draught beer in London

Order by phone or send  
s.a.e. for list

**8 Pitfield Street,  
London N1. 01-739 3701**

---

**97 Dartmouth Road,  
London SE23. 01-699 1326**

---

---

# Bexley's Bid

CAMRA's Bexley Branch has been co-operating with local preservationist groups to get one of the area's historical pubs re-opened.

The Lamb in Swanley village, as well as being a building of some historical interest, was, until its closure by Courage a few months ago, the only 'beer only' pub in Kent. Courage have not yet come out with any firm statement of intention over the Lamb's future but the alternative to re-opening would probably be to sell the property. Courage have a better record than some companies when it comes to selling pubs. Whereas some firms sell unwanted pubs as dwelling houses with conditions prohibiting their use as pubs, Courage have tended to be more willing to sell pubs to buyers intending to open them as Free Houses. It may be that a sympathetic buyer could prove the next best option to Courage's re-opening this historical pub under the same conditions as before.

---

## Events

We have news of two forthcoming CAMRA Beer events. On Saturday May 26th, there will be a CAMRA-run Real Ale Tent at the London Borough of Ealing's Acton show in Acton Park, W.3. As well as a choice of Real Ales, the event will feature a variety of entertainments. Admission is Free. At the time of going to press, the opening times have not been finalised but we hope to give details in the next issue of LONDON DRINKER.

Saturday June 23rd sees the staging by CAMRA's Bromley Branch of the 3rd Bromley Real Ale Festival in Norman Park, Hayes Lane, Bromley, Kent. The Festival, which will run from 2p.m. to 11p.m. will feature more than 25 different Real Ales. There will also be food and entertainment. Tickets are bookable in advance at £1 which includes a free souvenir glass. Write to Roger Mayhew, 27 Sandy Ridge, Chislehurst, Kent.



I wish to become a member of Campaign for Real Ale Limited. I agree to abide by the Memorandum and Articles of Association of the Campaign, and I enclose £4 (£6 joint husband and wife membership) as my annual membership subscription. (Any additional amount will be welcomed as a donation.)

FULL NAME (Block capitals) \_\_\_\_\_

FULL POSTAL ADDRESS (Block capitals) \_\_\_\_\_

SIGNATURE \_\_\_\_\_

Cheques should be made payable to Campaign for Real Ale Limited. Applications should be sent to Membership, CAMRA, 34 Alma Road, St Albans, Herts. AL1 3BW.

