

September 79

# THE LONDON DRINKER

70p

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

|                              | <u>PUB 'A'</u> | <u>PUB 'B'</u> |
|------------------------------|----------------|----------------|
| SAM SMITH OLD BREWERY BITTER | 41p            |                |
| WATNEY LONDON BITTER         | -              | 50p            |
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VALUE FOR MONEY  
CONTEST~SEE INSIDE**

# This month

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| PRICES CONTEST | 4 | LOVE FROM |    |
| BOTTLED LIVE   | 7 | DENMARK   | 13 |
| SLIMMING       | 9 | PUB NEWS  | 20 |

## Apologies

We must apologise for the omission of two clues in the August Cross-word. They were as follows:-

23 down. Game for eight squared squares (5)

24 down. Reminder of the past - like a Watneys Red container? (5)

In view of this error, we have extended the closing date to Sept 29th. Those enterprising individuals who have submitted solutions with inspired guesses as to the answers will also have their entries considered.

July's winner was Richard Lemon, 24 Arden Road, Furnace Green, Crawley West Sussex. He will be invited to be our guest at the GBMF at Ally Pally on September 2nd.

LONDON DRINKER is published by the London Branches of CAMRA, the Campaign for Real Ale Ltd.

The views expressed in this publication are those of the individual contributors and are not necessarily the views of either the London Branches of CAMRA or the Campaign for Real Ale Ltd.

Advertising in LONDON DRINKER is not expensive - and the magazine is reaching an increasing number of Beer Drinkers and pub users every month.

For details, contact our Advertising Editor, Caroline Bennett at 11 Betttridge Road SW6, or telephone 077-8787 ext 324 (Tuesday to Friday only, please)

## THE LONDON DRINKER

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Ron Atkins (Features)  
Robin Bence  
Mike Hammersley (Artwork)  
Caroline Bennett  
(Advertising)

# Will beer join the British bad quality product list?

EVERY YEAR at this time some of our beers can be virtual rubbish. I have written on this subject with great regularity, and you have invariably reported my complaint.

Each year, we in the front line, the licensees, have to face complaints from the public.

Do you think that the brewers are going down the same road as other industrialists?

In buying British clothes, shoes, electronic equipment, motor cycles, cars, etc, and you will find that the "couldn't care less" attitudes have put in well down the quality bonzo.

Will beer be the next victim to decline?

W. HAYDON  
Earlsdon Cottage Inn,  
24, Warwick Street,  
Coventry, CV5 6ET

The above letter appeared recently in the publicans' Trade Paper, the "Morning Advertiser"

It's nice to see that Mr Haydon is awake again after all these years. Or has Coventry in some way missed the onslaught of JC,DD,Tartan,E,Red, Tankard,Trophy,lager,etc,etc,etc, which led many drinkers to realise the truth of his remarks years ago?

## FALSIES

Dear Sir,

I recently visited the "Elm Tree" in Harlesden High Street, where I found handpumps with large clips proclaiming Charrington TTA. My pleasure at finding these soon turned to dismay when I ordered a pint as instead of pulling the pump, the barman operated a little lever underneath which brought forth a pint complete with CO<sub>2</sub>!

Can this vile practice ever be stopped, or can at least the pubs concerned be made to state that the beer is pressurised. The Park Tavern in Merton Road, Wandsworth has signs stating this.

Miss K. Youngman  
Tulse Hill SW2

(This practice is clearly liable to mislead the drinker. It is best to complain to the local authority Trading Standards Officer about such cases. However, the response you will get can vary from borough to borough. Wandsworth took the view that the phony handpumps were likely to mislead, which is why the Park Tavern has its notices. Other local authorities seem to take the view that the practice is OK - which gives them the excuse to do nothing. ED)

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# 'Drinker'contest

Our cover this month shows the Price Lists in two London pubs (or to be strictly accurate, one pub and one Station bar). Both carry a wide selection of Real Ales, many of which are common to both establishments. The amenities in the two places are not all that different. Only the prices vary widely.

One of these establishments is in the running for our "Most Overpriced London Pub of the Year" award; the other is likely to prove a contender for "Best Value London Pub of the Year".

LONDON DRINKER is running this two-part contest as an alternative to the EVENING STANDARD's "Pub of the Year" Competition because we feel that the STANDARD has not got its own format right. With beer prices having taken something of a knock recently with the Brewers' rise and the Budget, we believe that a lot of drinkers are becoming more and more price-conscious. The high priced pub whose list is pictured on the cover is in fact a finalist in the STANDARD's competition, which suggests that value for money is not a criterion which will be taken into account by the Judging Panel. Presumably they will discuss with great eagerness the merits of a pub which has freshly squeezed orange juice, and whether it rates higher than another establishment which can offer you passion fruit juice for your lager, but while such crucial issues are being decided, it will be some lackey from the paper who has to hand over the money (if drinks for the panel of nonentities and sub-stars are not free, that is). The judges will in all probability not be asked to take price and value into account, and we regard this as a trifle unrealistic.

The form opposite has two sections, one for each part of the contest. Fill in either or both with the details as indicated and send it off to us. The form will appear again next month, and the final closing date will be October 31st. The names of the winners, and of as many runners-up as deserve mention, will be published in December's LONDON DRINKER, and suitable awards will be made to the winners. And here you have the chance to win a couple of gallons of ale from us. When you send in the pub details, suggest in the space provided, a suitable prize for the pub which wins the "Most Overpriced" Section. The best idea will, if it is practicable, be implemented and the suggestor will get the two gallons.

Please remember that we are not looking for the highest priced pint of beer, or the cheapest pint, but the best value or poorest value. A pint of strong beer like Ruddles' County or Old Peculier will obviously cost more than a pint of Young's Mild. So please take into account what the brews are when submitting your entry.

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Congratulations are due to Gerry Colvin, licensee of the Seven Stars in Footscray. He recently won the South Eastern Regional section of the "Best-Kept Cellar" competition for Charrington Houses. The first-rate pint of IPA from this Good Beer Guide listed pub is only 35p too. Yet again we see an example of quality going hand in hand with value.

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# Entry form

NAME & ADDRESS OF PUB \_\_\_\_\_  
\_\_\_\_\_

BREWERY (OR FREE HOUSE) \_\_\_\_\_

PRICES \_\_\_\_\_ p a pint (Saloon/Public Bar)\*for \_\_\_\_\_

\_\_\_\_\_ p a pint (Saloon/Public Bar)for \_\_\_\_\_

\_\_\_\_\_ p a pint (Saloon/Public Bar)for \_\_\_\_\_

\_\_\_\_\_ p a pint (Saloon/Public Bar)for \_\_\_\_\_

NAME AND ADDRESS OF PUB \_\_\_\_\_  
\_\_\_\_\_

BREWERY (OR FREE HOUSE) \_\_\_\_\_

PRICES \_\_\_\_\_ p a pint (Saloon/Public Bar)for \_\_\_\_\_

\_\_\_\_\_ p a pint (Saloon/Public Bar)for \_\_\_\_\_

\_\_\_\_\_ p a pint (Saloon/Public Bar)for \_\_\_\_\_

\_\_\_\_\_ p a pint (Saloon/Public Bar)for \_\_\_\_\_

I suggest the following as prize for the "Most Overpriced London Pub of  
of the Year":-

NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_  
\_\_\_\_\_

\*If possible, include prices in Public Bar and Saloon, otherwise delete  
as appropriate.

Send completed forms to "Pub Prices Contest", LONDON DRINKER, 6 Ashburton  
Road, Croydon, Surrey. The Prize Suggestion part is optional.

# The Bitter Experience



Bringing you the best in real ale, Fine Wines, and Home brewing, Now in SE LONDON you can have traditional ale fresh from the barrel in your Home, just bring along your own container, or if you prefer, take away in one of ours, for only a small deposit extra. We also stock a complete range of Fine Wines including a specially selected House Wine, offering extremely good value. Popular varieties of bottled and canned beers and lagers plus 30 or more bottled beers from traditional real ale breweries are also available. The range of draught beers varies each week, with always 6-8 to choose from. A wide range of Polypins and furkins are available for parties. Glasses for loan, no charge.

129 LEE Road, Blackheath, SE3  
Telephone 01-852-8819

Open till 10pm every day - except Sunday 12-2.00pm.

Experience  
Tells

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# Bottled live

# I

In the first part of a three part article on 'Real' Bottled beers, DOUG BATEMAN covers the products of the major companies which are on sale Nationally.

The very fact that the term 'Real Ale' is now in the vocabulary of the majority of drinkers is undoubtedly one of CAMRA's major achievements, but it is equally certain that there is much misunderstanding of the term, not least in the range and variety of styles falling within CAMRA's definition of Real Ale.

Provided a beer is British in style and character, has a yeast sediment in its container, and is served without the use of any form of top pressure it gains universal acceptance as Real Ale - be it weak or strong, hoppy or malty, pale or dark, sweet or bitter, draught or bottled. It is this latter aspect which is often overlooked, despite the fact that some of the finest of Real beers are bottled. Although their number is small, they encompass a very wide variety of flavours. There is, for instance, at least as much difference between Worthington White Shield and Courage Russian Stout as there is between, say, Young's Bitter and Theakston's Old Peculier.

Bottle conditioned beers do, however, possess the common feature of a depth of character and a subtle bitterness of flavour not to be found in their brewery-conditioned counterparts, and since a Real bottled beer is almost invariably matured over a longer period than draught beer, it is possible to argue that the ultimate expression of Real Ale is to be found in the bottled product.

In case you think this claim to be rather overblown, try a Guinness, and try to imagine you are drinking it for the first time. This beer is so justly famous that an appraisal is quite pointless, so suffice it to say that, with the exception of canned and 'draught' (keg) Guinness, all Guinness Extra Stout on sale in Ireland and on the British mainland is Real, and is so distinctive that, were it as rare as Gale's Prize Old Ale, it would be just as coveted.

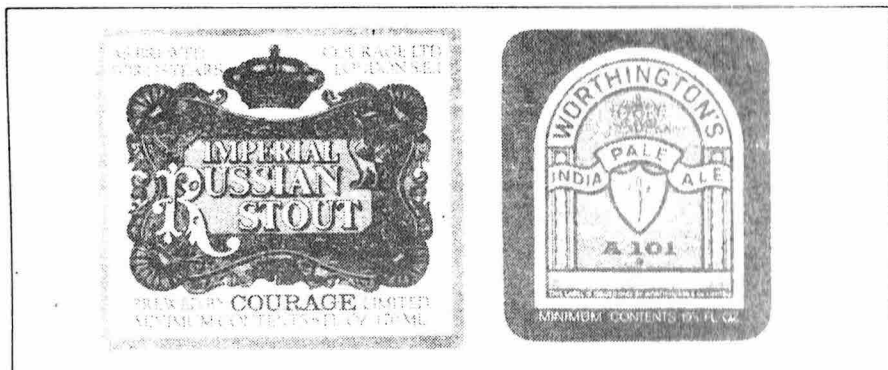
Next in terms of availability is Worthington White Shield. Not to be confused with Worthington 'E', this celebrated pale ale is brewed by the so-called Burton Union System in huge oak casks at the old Lass Brewery at Burton-on-Trent. The etiquette of presenting a White Shield is considered so important that no self-respecting publican would ask the customer to pour it himself. But there is always the possibility of being handed the bottle and the glass at the same time, so make sure that you know what to do. White Shield should be poured into a traditional Worthington glass - crocus shaped and short stemmed - initially held almost horizontal and at eye-level. It should be poured steadily, but quickly enough to put a good head on the beer. If you have done the job properly, the sediment should be left in the bottle, and the head should stand just proud of the rim of the glass.

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What happens next divides opinion down the centre, but for myself I have for years been in the habit of pouring the remainder in after taking a couple of mouthfuls. I cannot speak for others, but has never done me any harm, and it often enhances the flavour of the beer. Incidentally, a drink I can heartily recommend is Bass and White Shield. To hell with being accused of drinking light and bitter!

Courage Imperial Russian Stout is the strongest beer regularly brewed in this country, and one of the strongest of any kind in the world. It still bears the name Barclays on the crown cap, and the year of brewing on the neck label. It has changed little since it gained the approval of Catherine the Great, Empress of all the Russias, in the 1770's. It can be said, without much fear of contradiction, that Russian Stout is one of the finest beers in the world. Provided it is at least two years old, it will be very dense, with a peculiar bitter-sweet taste and a kick like a mule.

Unfortunately, Courage policy may soon jeopardise the continuation of this remarkable brew. Demand is said to be falling and it gets practically no promotion. Where it is on sale, it is usually pushed away into some insignificant corner. I have met many discriminating beer drinkers who were unaware of the fact that it still exists! So, if you haven't tried Russian Stout, please do. If you like it, and are worried about its future (as I am), anything you can do to help may turn the tide.



Next month: Real Bottled Beer from the Small Brewers

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Horsham based brewers King and Barnes have been working hard at installing new plant to enable them to increase their production capacity. This is obviously yet another example of a brewer who brews quality ale finding that demand is outstripping supply. Rumour has it that the company may be making its ales available to the Free Trade in London in the near future, as the new plant comes on stream. We hope that these rumours will prove true, and we will report developments.



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'Low-carbohydrate' lagers may be fashionable, but in implying that they are less fattening than normal beer, the brewers are misleading the drinker in what could be for some a dangerous way. For those who want to lose weight but still enjoy the occasional pint, UNA WARNER gives more sound advice in the first of a series on -

# Slimming

# I

The Editor has asked me for ways to help the beer drinker keep slim (I think he means himself). While it is good for health for the overweight person to lose weight, this should be done with care. Your diet must include all the necessary protein, vitamins and minerals, so freaky diets (like eating only apples) should be avoided.

Beer gut, flab, spare tyre, obesity - call it what you will - can be a problem for the regular drinker, even if he does not consume vast quantities. This is because beer is highly fattening and is usually taken in addition to the body's requirements, which have already been met by the day's food intake. It is only the extra that makes you fat. Unfortunately, alcohol also has the effect of increasing the appetite, and the food usually available when drinking is highly fattening - fish and chips, curry and rice, sandwiches, nuts, crisps, etc.

Obesity not only causes heart attacks in young men but is also an important factor in diabetes, varicose veins, high blood pressure, flat feet and bow legs, bad teeth, depression, and loss of libido!

The only way to lose weight is to eat and drink less. The only way to ensure that you consume less is to keep a written record of all you consume, before you take it. A small notebook is useful for this purpose as it acts as a conscience and makes self-deception difficult. To slim, forget all those excuses that it is your build, personality, glands, or that it runs in the family.

The next step is to estimate the energy value of your food and drink. All food and drink, except water, contains energy and so is fattening. All the energy from food is absorbed into the body from the gut and if it is not needed for growth, repair or activity then it is stored as fat.

The CALORIE is the unit of measurement used in describing the energy content of food. Lists of the calorie contents of all common foods are available from your family doctor, or by sending a stamped addressed envelope to me. The address is given below.

A daily intake of 1000 calories per day should lead to a weight loss around 2lb per week. A lesser intake is not recommended. If the reader wants to include beer in his daily allowance, then rather than replace food with beer, it is better to set a larger allowance - say 1500 calories per day. The extra 500 calories allows you to drink  $2\frac{1}{2}$  to 3 pints, and weight will still be lost, although at a slower rate.

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A sample 1000 calorie diet might be as follows:-

Breakfast -  $\frac{1}{2}$  grapefruit or glass of unsweetened fruit juice  
- boiled or poached egg or 2 thin slices lean ham  
or a small portion of grilled or poached fish  
- 1 thin slice or toast or 2 crispbread  
- tea or coffee with milk and sweetener

Lunch - 4oz lean meat,grilled or roasted or 2 boiled or poached eggs or 4oz cottage cheese or 4oz grilled or poached fish  
- 1 large portion of fresh or boiled vegetables or salad  
- 1 piece of fruit or a carton of low fat yoghourt

Dinner - Clear soup or fruit juice or portion of melon  
- 4 oz grilled or roast meat or 4oz portion poached fish  
- 2 large portions of vegetables or salad  
- 1 fresh fruit

**FOR LEAFLETS WRITE TO:**

**UNA WARNER, 6a ELIOT VALE, BLACKHEATH, LONDON SE3**

(Acknowledgements to South East London CAMRA's  
HOP VINE for permission to reproduce the above)

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■ The new 1979 CAMRA Guide to Kent shows a welcome boost to Real Ale in the county. Over 850 pubs are included, which is an increase of over 150 on 1978. The number might have been even higher but for the fact that Whitbread Fremkins' decision to put hand-pumped Tusker into 100 pubs came too late for details of all the houses to be printed.

The Guide is presented in plain matter-of-fact style, avoiding the 'photos and labels' syndrome which can make some guides rather twee. The book tells you what each pub offers in terms of ale, food and facilities and is in the reviewer's opinion all the better for its concentration on these essentials.

Maps of the centres of the larger towns are provided showing the locations of the relevant pubs, and there is a larger county map which helps the thirsty traveller to find the places where real ale pubs can be found. It is reassuring to note that the maps have not forgotten that Britain still has railways. Too often, CAMRA local guides forget the fact that not everyone travels by car, but the Kent Branches have not made this mistake.

The Guide is a handy size for the pocket, and is printed on heavy paper so that it will stand up to constant use. The Editors and the production team are to be congratulated on a worthwhile publication.

"A Guide to Real Ale in Kent" published by CAMRA in Kent. Copies may be obtained by sending cheque/P.O. for 60p together with SAE 9" x 6" (12p stamp) to Tony Green, 1 Milton Avenue, Gravesend. Cheques should be made payable to "CAMRA in Kent"

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■ A new CAMRA guide to Hampshire has also recently appeared. Listing 769 Real Ale Pubs, it costs 60p plus 9" x 6" SAE from The Editor, Real Ale in Hampshire, 1 Westley Close, Winchester, Hants SO22 5LA

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# The IADG

Visitors to Ally Pally for the Great British Beer Festival may find their descriptive powers stretched somewhat when confronted with 200 or more different beers to sample.

But thanks to our special Instant Ale Description Generator, you can now come up with 1000 different ways of describing beer. Guaranteed to impress the fizz drinkers in your local and turn you into a poor man's Richard Boston overnight.

- |                |                  |                                   |
|----------------|------------------|-----------------------------------|
| 1. beautiful   | 1. hoppy         | 1. nectar                         |
| 2. delicious   | 2. malty         | 2. brew                           |
| 3. delicate    | 3. aromatic      | 3. example of the<br>brewer's art |
| 4. dramatic    | 4. bitter        | 4. libation                       |
| 5. refreshing  | 5. creamy        | 5. eau-de-joie                    |
| 6. unusual     | 6. dark          | 6. cooking beer                   |
| 7. subtle      | 7. well-balanced | 7. concoction                     |
| 8. delightful  | 8. sweet         | 8. ambrosia                       |
| 9. distinctive | 9. fruity        | 9. potion                         |
| 0. magnificent | 0. heady         | 0. beverage                       |

To use the Generator, simply think of a number of three digits. Look up the word corresponding to the first digit in the first column, that corresponding to the second digit in the second column, and so on. For example, 2-8-0 on the IADG represents not a heavy freight locomotive's wheel arrangement but a 'delicious sweet beverage'. If you claim that you had a 069 last night you had a 'magnificent dark potion'

IADG can be used in two ways. The expert can think of his description first then make a note of the appropriate number for future reference. But in the company of keg and lager drinkers there is no need. Simply make a number up at random and they'll be impressed. This is because the Instant Keg/Lager Description Generator is much shorter:-

- |                  |                 |         |
|------------------|-----------------|---------|
| 1. fairly bland  | 1. fairly fizzy | 1. p*** |
| 2. bland         | 2. fizzy        | 2. p*** |
| 3. nasty-tasting | 3. very fizzy   | 3. p*** |

(Editor's footnote - I thought Richard Boston was the poor man's Richard Boston)

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● Recently advertised in the 'Morning Advertiser' was a clever device for displaying the prices of bottled beers. It consists of a clip which fits onto the neck of a bottle and a little display panel which has two reels. By turning the reels, numbers from 0 to 9 appear - so it can be used to indicate any price from 1p to 99p.

It sounds like a fine idea, but a poor investment. At the rate the brewers, the Government, and some publicans are combining to increase beer prices, the device will soon require replacing with one which has an extra reel to show the pounds.

# Keep Yours Cool...

## **EXCLUSIVE OFFER!**



lager and fruit juice is a lovely drink - but half a pint is a lot in one go!

The big macho guys may slam a half back in less than twenty minutes - but that means six pints in an evening. And we all know what can happen to people who drink that much!

The more refined lager drinker used to run the risk of his lager getting warm and losing its sparkle. And try as the brewers do, they have never managed to eliminate entirely that nasty malt-and-hops taste that can intrude when lager is warm and flat.

LONDON DRINKER (Lagerama) Investments Ltd have solved the problem at last!

The unique "LAGER-O-FRESH GLASS HAT" embodies the very latest in Japanese technology to ensure that your half of Pferdwasserbrat and Rawlings stays cool and sparkling to the last drop - no matter how long you leave it!

The "LAGER-O-FRESH" fits over your glass like a little brown hat. But inside that hat is a micro-miniaturised cooling system which pumps cooling fluid through the cooling coils which run from under the hat down into your glass. A silicon chip memory ensures that the flow of cooling fluid is regulated to maintain your lager at just the right temperature!

But that isn't all! The miraculous "LAGER-O-FRESH" also has its own CO<sub>2</sub> injection system running into the glass. Operated from a Sparklets Bulb, this system injects CO<sub>2</sub> into the bottom of your glass - and collects it at the top for re-cycling. That way, the bouquet of the fruit juice - so essential for maximum lager satisfaction - is not lost.

Also prevents gnats from mistaking your lager for a lavatory.

The "LAGER-O-FRESH" is exclusive to LONDON DRINKER. Made of hygienic plastic, with its own carrying box, it fits easily into handbag or pocket, or can be worn round the neck on a chain. Each hat has its own motto printed on it - choose from "HELLO SAILOR", "HELLO CHEEKY", "KISS ME QUICK", "AFTER THREE I'M ANYBODY'S", or "I'M PIZZY AND I'M FRUITY".

SEND NOW for your "LAGER-O-FRESH" to avoid disappointment. For only £569.99 (including VAT) a new dimension in lager enjoyment can be yours. Batteries not included.

SEND NOW to "LAGER-O-FRESH", Hofmeisterstrasse 13, Kronenbourg, Bavaria, enclosing cheque with order. Allow three weeks for delivery.

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# Lager corner

We continue our exclusive serialisation of the torrid romance of love and lager. Part Three of HARRY STAINES' million seller -

## Love From Denmark

### The Story so far

Nigel Kendal-Brown, former advertising copywriter and amateur dress designer, is having an affair, founded on a mutual love of lager and fruit juice, with Sven, a visiting Danish lager brewer. Nigel went through a crisis of self-doubt which at one point nearly resulted in his conversion to cask beer, but the influence of Sven prevented him from taking the final step of ordering and drinking a pint.

### Now Read on.....

Since coming to terms with his lager drinking tendencies, Nigel had plunged himself into the life of the 'fizz and fruit' community. He had even written articles for 'Lager News', and his poem 'The Love that Dares to breathe Carbon Dioxide' had been a major sensation. The poem, which had suggested that St Paul had been converted to lager on the road to Damascus, and that the 12 Disciples had been an early Hemelings Weight Watchers' Society, had been the subject of a blasphemy trial at the Old Bailey. Nigel had been proud to stand in the Dock alongside 'Lager News' editor Denis Lime and this pride had not been diminished by the verdict of Guilty. Nigel was a detested figure among 'straights' but was a celebrity among his own kind.

And now, another occasion for pride! Lager drinkers everywhere were proclaiming 'Lager Pride Week' and to-day the culmination of the week was a march to Hyde Park. As the column of lager drinkers threaded its way along Park Lane, Nigel felt deeply moved. That so many people were willing to defy the taunts and abuse of the 'straights' and openly proclaim their 'lagerness' was truly an occasion for thanksgiving.

With the march over, the gay crowd of lager drinkers had dispersed. Nigel had become separated from Sven, but he knew that Sven would be at a pub they both loved just off Oxford Street.

Entering the bar, Nigel observed that Sven had not arrived. He would wait for the Dane.

"Half of Meistersingervonnürnbergbräu and blackcurrant please" Nigel asked the barman.

"Sorry sugarbox" replied the barman "No lager left. Those marchers have finished the lot. Only cask beer left - and I don't suppose that you'd be interested" Nigel saw the barman's lip curl in a sneer.

"In that case, give me a pint of Best Bitter" It was Nigel now who sneered as the surprised barman pulled the pint and set it before him

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Trembling, Nigel grasped the glass. This was not going to be easy, but he determined to do it. He raised the pint to his lips.

Before Nigel could drink, the silence was shattered by Sven's scream of anguish as, entering, he saw what Nigel was about to do. The Dane flung himself on Nigel and dashed the glass to the floor. Sobbing, Nigel allowed Sven to lead him into the street.

That night, Nigel discovered a new savageness in Sven's lovemaking, of a kind that the Dane had never before revealed. As he often did, Sven brought into the bedroom a chilled bottle of Achme in liebergottbräu. This time, however, it was different. Sven did not even pause to remove the gold foil from the bottle, and Nigel screamed, half in agony and half in ecstasy as Sven repeatedly and violently thrust the bottle up.

(Continued on Page 69)

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## Poetry Corner

It seems as if our decision to serialise Harry Staines' moving and sensitive novel "Love from Denmark" has brought out the literary streak in some of our readers. We have received the following poem from "Henry Wadsworth Longfellow"

### PUB FEVER

I must go down to the pub again, to the welcoming pub in the town  
And all I ask is decent ale and service without a frown  
And a sensible price, and a quiet drink, and space to rest my legs  
And a chance to reflect on the heaven that is a pub devoid of kegs.

I must go down to the pub again, to the quiet country local  
And all I ask is decent ale amongst the village yokels  
And a game of darts and a decent snack and a break from the daily grind  
And a chance to talk about those things that may be on my mind.

I must go down to the pub again, to the pub just down the street  
And all I ask is a happy smile, and a simple wooden seat  
And a chance to escape from the hectic times in each new hour  
And the time to reflect on the ways of the world, and the shape that it is taking.

I must go down to the pub again for some real traditional beer  
And not some dreadful national keg, or lager just as queer  
But Young's or Fullers', King and Barnes, or Mac's fine AK ale  
So come along and join me there, where the real thing is for sale.

While we are in the poetic vein, we would like to know if any of our readers have heard of any poems in praise of keg, lager, plasticised pubs, disco bars, microwave cuisine and the like. Alternatively, you may feel that it's time to write one. Prizes of the new 1979 Real Beer in London for any good enough (and fit) to print. To the Editor, please, by September 10th at the latest.

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# For a Taste of Tradition



John Fuller



Henry Smith



John Turner

150 years ago these three were the first members of their families to come to the Griffin Brewery, Chiswick, which was even then over 100 years old.

The history of the family firm they helped to form, a guide to the famous Fullers beers and the pubs where those beers can be found are in a new leaflet called 'For a Taste of Tradition'.

## FULLERS



Fuller Smith & Turner, Griffin Brewery, Chiswick W4 2QB

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# Letters

Dear Sir,

Thanks for re-printing my "whining" letter to the Morning Advertiser.

Taking the reasonable view, I feel obliged to give a full explanation. Having spent some 22 years in the business including 4 years running the Managed House section for Wethereds, Marlow, in March 1977 I opened the Sun. I love being a publican, so, now owning a Free House, I obviously put in the beer which I felt should always have been offered to the public, starting with Young's, Ruddles and Brakspear's. The response was enormous and many people asked for a wider selection so I spent about £5000 on my cellars and put in Felinfoel and Abbot. The response was tumultuous, and our philosophy which therefore developed was to carry a range of beers. Not 40 at the same time, but in fact currently 46 beers over a given period. Let me explain further. The cellars (which are open to the public) have room for approximately 70 barrels and we sell roughly 70 barrels a week. Each week we purchase a selection from our listed range of the 46, which are all listed by customer request, and when one beer is finished a different one (whichever is ready) is substituted. So, as we have only 15 engines plus some racked ale on the counter it is only necessary to carry about 20 lines at any one time. 20 beers can easily be carried in a cellar carrying 70 barrels. We have two full time cellar men, take in 15 deliveries a week, and, most importantly of all, consistently sell 2000 pints per day. Surely this is the ultimate recommendation. If any person is not happy with a pint it is immediately changed. Our take away trade is approximately 30 polypins per week plus firkins and winchesters.

The wholesale company (B&W Beer Co) developed because so many other publicans saw my success and approached me for supplies. We now have a depot of 10000 sq.ft at Tower Bridge which sells about 200 barrels a week, and we have also opened another Free House, The Moon in New North Street, WC1. Both pubs take only a small part of their supplies from B&W.

As to prices, I feel very competitive. For example, Penrhos Porter is 44p, Abbot 46p. We also have a special reduced rate in the morning when Brakspear's P.A. is only 30p per pint. Our criterion is volume, not high price.

Yours faithfully

Roger N. Berman  
"The Sun"  
63, Lambs Conduit Street  
London WC1

"The Moon"  
18, New North Street  
London WC1





NEW 112 PAGE EDITION CONTAINS  
24 MAPS, 66 BREWS, 1600 PUBS

TO GET YOUR COPY SEND £1  
(CHEQUES PAYABLE TO CAMRA LONDON)  
TO RBIL(LD), FLAT 5, 2 TALBOT ROAD, LONDON W2

# DD OK KK RIP?

Ind Coope have at last announced that their Romford brewed light mild, KK, is to go. The company has said that brewing of KK will stop "within twelve months". Sales have, Ind Coope claim, dropped to under 100 barrels per week. At the same time, sales of the keg version, Pale Mild are said to be increasing.

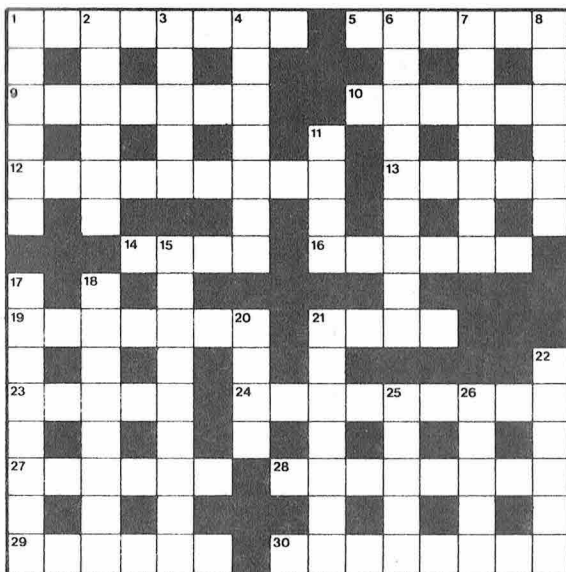
However, underlying the demise of KK is what seems to be a rather nasty attempt on the part of Ind Coope to kill off the brew. No attempt whatsoever has been made to promote KK (this is fairly standard Big Six tactics with Real Ale) but it seems as if deliberate attempts to kill sales have been made as well. Managed houses have been refused supplies for the last couple of months. Depots and sales offices have been frustrating supplies to tenants. And during June, there was a fortnight when the beer was simply not brewed at all - leading to rumours that the beer had been finally killed off. Publicans have been fobbed off with pathetic excuses for non-availability, such as "We have run out of finings".

In an attempt to save the beer, which discerning beer drinkers rate highly, CAMRA branches in Hertfordshire, Essex, Buckinghamshire, London and Kent are to embark on an effort to stimulate demand. They will in effect be doing a job which the brewery are callously refusing to do - that of promoting the beer. Drip mats, posters, badges etc will be produced and distributed to pubs selling KK in the expectation that if drinkers know the beer exists, they might at least try it.

Obviously CAMRA is in no position to launch multi-million pound TV campaigns like the big brewers do for keg beers and lagers, but it is hoped that demand will be assisted by word of mouth and the merits of the product. This style of promotion contrasts greatly with the other announcement made by Ind Coope. It seems as if rumours that Double Diamond, Ind Coope's answer to Watney's Red, is to be phased out, are not true. "New plans" are in the pipeline for this brand and will be made known soon. Presumably another large slice of cash (offsetable against tax, naturally) will be pumped into an attempt to convince the public that this disgusting apology for beer is quite wonderful. The fact is that the reputation of Double Diamond, in common with other keg beers, has suffered as a result of the renewed interest in proper beer. At least Watneys had the sense to recognise that Red was a busted flush and administer euthanasia. Unless Ind Coope intend to turn DD into beer, it looks as if more taxpayers' money is to be wasted. Quite clearly, somebody at Ind Coope needs a slap on the wrist.

# Drinker Xword

# 7



SEE PAGE 2 FOR JULY'S  
WINNER

## ACROSS

1. Area of Dakota - Full of fizz pubs? (8)
5. Very drunk in Sheffield? (6)
9. Beer and cider mixture causes wind (7)
10. Parliamentary Arm? (6)
12. Beer Inspector who sat down on the job (3,6)
13. Yokels who drink strong beer from St. Austell? (5)
14. Irrational number (4)
16. Old City in gas cloud affects nerve cell (6)
19. Wayfarers' rest - sounds a bit like keg (7)
21. Regretted sounding coarse (4)
23. (and 22 down) Soup for incontinent Scot? (4,1,6)
24. Off on a boat? No, just off to look. (4,2,3)
27. Like Gunther and Hagen - or like Oedipus and his dad? (6)
28. London to Brighton maybe (4,4)
29. Gays in drag saw. (6)
30. Artist merges into part of Lake District (8)

## DOWN

1. Cricketer-actor drunk in Brierley Hill (6)
2. "The Sirdar", Leyton, has Yorkshire ale (6)
3. Sam's last stand! (5)
4. Doctor admitted to being overcome by water (7)
6. The beer's not free here! (4,5)
7. Slightly shortened, Verdi's third (7)
8. Pressure - though not as applied to beer (6)
11. 3 for length; 9 for elevation (4)
15. I ran a unit for a religious denomination (9)
17. Sin check for birds (8)
18. A.C? So I cry for equality of power (8)
20. Hit to slip (4)
21. Bitterness - but spoken by Roy Jenkins it sounds self-descriptive (7)
22. See 23 across.
25. Guest confused Lisbon's river (5)
26. One of the choristers in 7? (5)

Send your solution to Brian Sheridan, 6 Ashburton Road, Croydon, Surrey to arrive by October 5th.  
The two winners drawn from the correct (or most nearly correct - 27ac is a nasty one) solutions received will each receive a gallon of Real Ale.



The Beehive, SW11. Handpumps at last, but only because the Brewery has changed  
(Photo - Roy Randall )

The Fuller/Charrington swap deal reported in last month's LONDON DRINKER looks like providing good news for Real Ale lovers. Several of the ex-Charrington licensees to be have informed CAMRA branch reps that they will be accepting Fullers' offer of handpumps.

The Beehive in Battersea intends to install them, and the licensee is reported as saying that he had been pestering Charringtons for pumps for some time, without success. Clearly Fullers are a little more prepared to listen to the man behind the bar.

The railway Tavern in Carshalton is due to go over to Fullers and to Real Ale on September 18th. Croydon & Sutton CAMRA will be present in force for a Celebration Social.

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# Pub news

The two outlets in S.E. London selling Fremlin's Tusker Bitter (in addition to the "Hare and Billet" in Blackheath mentioned last month) are the "Horse and Groom" in Sidcup and the "William Camden" in Bexleyheath. Our informant describes the former as "expensive" and the latter as "very expensive"

"The Plough" in Mandeville Road, Northolt, Middlesex, now has handpumps selling Fullers London Pride and ESB. This pub has a genuine thatched roof, and the Real Ale is only in the Saloon Bar.

"The Wheatsheaf", 126 South Lambeth Road SW8 has newly installed hand pumps. At the moment these are dispensing Courage Best Bitter, but the landlord hopes to add Directors' soon. The pub is in the course of being renovated and the job so far looks a pleasant one.

Also in SW8, the "Fentiman Arms" in Fentiman Street, has added Courage BB on handpumps to the existing Directors'. When we visited the pub, the normally uninspiring BB proved very pleasant indeed.

In Peckham, the "Old Nun's Head", Nunhead Green, has added Charrington IPA on handpumps to the Bass already available.

A new Real Ale pub in Edgware is the "Green Man", 128 Hale End. Ind Coope Burton Ale and Bitter are available on handpumps.

The "Dick Turpin", 383 Long Lane, Finchley, N2 has taken off Ind Coope Burton and has replaced it with Ind Coope Romford Bitter.

"The Ship", Croydon High Street, has recently extended the range of Real Ales on sale. It has Ruddles County and Bitter; Bateman XXB Bitter; Young Special Bitter; Shepherd Neame Bitter. A sensible feature is the prominent display of Real Ale Prices incorporating the Original Gravity of the Beer and a description of its flavour. The prices are not unreasonable.

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## Real Belgian

An unusual bottled beer is being introduced to the UK from Belgium. Gueuze Belle-Vue is brewed largely from conventional ingredients (it has, however a higher wheat content than British beers normally have - 30%). The difference is that instead of using a selected strain of yeast for the fermentation, the brewery relies on wild yeasts present in the atmosphere to do the job. The beer is conditioned for several years at the brewery and the final product to be bottled is blended from various batches to obtain the correct flavour and strength.

The beer, which is still living in the bottle, has a very distinctive taste which is quite unlike British bottled beers. It is likely to prove expensive, but it is sufficiently unusual to make the extra cost worth considering. We will let readers know of any outlets in London for this beer as details come to hand.

# Wm YOUNGER'S TRADITIONAL No 3 ALE

No. 3 Ale is brewed to satisfy the demands of discerning ale drinkers, and is one of the range of famous ales from the house of William Younger.

Conditioned in cask in the traditional manner, No. 3 is a high gravity ale with all the strength for which Scotch ales are justly famous.

No. 3 ale is brewed to a darker than usual colour, and possesses more than the usual degree of true hop flavour. It has a unique, very distinctive character which sets it apart from more ordinary ales.

William Younger's No. 3 ale. A classic example of how 200 years brewing expertise and craftsmanship can be applied to the creation of a superior beer to satisfy today's most discerning taste.

**WILLIAM YOUNGER**  
ESTD. 1749



## HOUSES STOCKING No.3

### FREE HOUSES:-

PAKENHAM ARMS - W.C.1  
NAGS HEAD - HAMPSTEAD  
LONDON APPRENTICE - E.C.1  
NEW MERLINS CAVE - W.C.1  
CHRISTIES - RICHMOND  
GOOSE & FIRKIN (BRUCES BREWERY) - SOUTHWARK

### Wm YOUNGER HOUSES:-

CROSSROADS - SHEPPERTON  
DUKE OF WELLINGTON - W.1  
EDINBURGH TAVERN - W.C.2  
GEORGE - HAMPSTEAD  
HORSE & GROOM - S.E.1  
NEW INN - W.1  
NEW SAVOY TAVERN - W.C.2  
OLDE LONDON - E.C.4  
ROEBUCK - RICHMOND  
SHIP - E.C.3  
SHIP TAVERN - W.C.2  
THREE COMPASSES - W.C.1  
TURNERS ARMS - W.1  
THISTLE - W.1  
GREENMAN - E.C.4

# Branch diary

Space considerations have made it necessary to restrict Branch Diary this month to details of Branch Business meetings only. For details of other events please get in touch with the Branch Contact as listed.

|  |   |
|--|---|
| BEXLEY                                     | Tuesday 11th Sept (8.30) Victoria, Victoria Street, Belvedere               |
| CROYDON & SUTTON                           | Tuesday 25th. Greyhound, Carshalton, Surrey.                                |
| ENFIELD & BARNET                           | Wednesday 19th. King's Head, Enfield Town                                   |
| RICHMOND & H'SLOW                          | Monday 24th. Beehive, Brentford   |
| ROMFORD, ILFORD,<br>DAGENHAM<br>(SW ESSEX) | Wednesday 12th. Mawney Arms, Romford  |
| S.E. LONDON                                | Monday 10th. Duke of Wellington, Old Woolwich Road, East Greenwich, SE10    |
| S.W. LONDON                                | Thursday 13th. King's Arms, Wandsworth, SW18                                |
| WEST LONDON                                | Tuesday 18th. Crown and Anchor, Chiswick High Road, W4                      |
| WEST MIDDLESEX                             | Wednesday 19th. Drayton Court Hotel, The Avenue, (Near West Ealing Station) |

## Branch contacts

|                     |                |                                  |                    |
|---------------------|----------------|----------------------------------|--------------------|
| BEXLEY              | Bob Belton     | 303-4590                         |                    |
| BROMLEY             | Bob Darvill    | 697-1631 (h)                     | 491-7050 x 246 (w) |
| CROYDON & SUTTON    | Dave Haner     | 647-0992 (h)                     | 215-3603 (w)       |
| E.LONDON & CITY     | Ras Clarke     | 531-6933 (h)                     | 222-4213 (w)       |
| ENFIELD & BARNET    | Brian Seymour  | 803-4062 (h)                     | 366-1112 x 329 (w) |
| KINGSTON & L'HEAD   | Andrew Hayward | 942-9834 (h)                     | 623-7511 x 2706(w) |
| NORTH LONDON        | Derek Thorne   |                                  | 637-7141 x 66 (w)  |
| RICHMOND & HOUNSLOW | Chris Bruton   | 940-8270                         |                    |
| SOUTH WEST ESSEX    | Chris Cashmore | Brentwood 211703 (h)             | 283-1030 x 356 (w) |
| SOUTH WEST LONDON   | Laurie Bishop  | 942-2045 (h)                     | 928-8933 x 438 (w) |
| SOUTH EAST LONDON   | Mike Warner    | 852-7759 (w)                     |                    |
| WEST LONDON         | Robin Plough   | 997-4871 (early evenings please) |                    |
| WEST MIDDLESEX      | Keith Willey   | 423-1243 (h)                     | 828-7733 x 61 (w)  |

*Roy & Eileen Randall (Croydon & Sutton)  
wish to announce the birth of a son, John  
on Wednesday 8 August at 7.04 am.*

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# CAMRA members raise £200 for charity

The Bradford Branch of CAMRA recently organised beer drinkers' five day holidays in the West Yorkshire area. Based in Bradford, the visitors were taken on trips to surrounding areas in order to sample the wide range of local brews available.

Several London CAMRA members took advantage of the package, which enabled them to sample upwards of thirty brews from twenty-odd different breweries. Foremost among the group were Roger Farenden and Tim Wilding of the Croydon CAMRA branch. They arranged to be sponsored by various people for every pint in excess of fifty that they managed to drink on the trip. The result was that they raised between them over £200 for the Diamond Riding School Charity. Roger just failed to make his ton (which is a shame in Geoff Boycott's county), but Tim managed to get to the 115 mark. Both were assisted by the consumption of local curries.

While this was going on, Roger Farenden's brother was being sponsored not to drink! By going through thirteen sessions in a Young's pub without touching a drop of alcohol, Graham raised another £75 for the same Charity. All three deserve our congratulations. The Branch hope to present the cheque to the Diamond Riding School at their next Branch Meeting at the Greyhound, Carshalton on Tuesday September 25th.

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## Ve haf vays...

Have you seen the Heldenbrau Commercials? The theme is "What have you done to deserve it?" Since the person seen supping said joke liquid has usually just made some almighty cock-up, it is appropriate that he should be given a can of a "beer" so thin that some sick people are calling it "Belsenbrau"

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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.

