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# LONDON DRINKER

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



*'The Britannia' Allen Street, W8 as featured in last months edition*

# The **Bitter Experience**

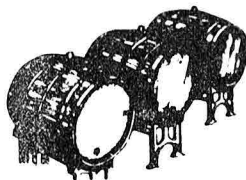
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# News & Views

- **TRUMAN TAKE THE PLUNGE**  
THE COMMITMENT SHOWN by Truman to real draught beer could be underlined irrevocably over the next few months. In the past, they have been rather tentative and have also done their cause no good by serving most of their beer by a system which CAMRA frowns upon.

All this should change. Firstly, the new beer which has been hinted at in our columns from time to time is to be launched officially this month. Truman Bitter is the name and it will weigh in at 1036 Original Gravity, a few degrees weaker than Truman Tap. The brewery hope to install it in 30 pubs each month so that it should be available in about 400 pubs throughout their trading area by the end of 1982.

The beer will be brought from cask to bar by proper beer engines and not by the controversial DCL air-pressure system. DCL is used in most of the Watney houses as a means of dispensing London and Stag bitters, so the comment attributed to a Truman official that 'DCL is dead' may have implications beyond Truman.

## ● CANNED HEAT

HOLD ON TO your nerve ends. The can war is about to start. The five big can manufacturers have set up the Can Makers, a pressure group which intends to tell everyone how wonderful cans are and all the rest of it.

Cans have been losing out to bottles recently, at least in the soft drinks end of the market. Bottles have also developed a positive image in the field of ecology, where cans are weak. The Can Makers hope to start a programme for retrieving and recycling cans as a means of countering the Glass Manufacturers' Federation.

On this issue, we need not deliberate at length over which side to back. Real ale and cans just do not mix, for a start. The can affects the taste of alcohol.

Anyone disagree?



## Trumans-going Full Circle

A change of livery for the pubs is also on the cards, no bad thing since Truman's house style has never been either attractive or stimulating. The full name of Truman, Hanbury & Buxton will be featured prominently. We hope somebody gives us a list of the pubs so that we can pass them on.

## ● AWAY THE LADS

AN ARRANGEMENT which certainly has possibilities enables supporters of Watford Football Club to get a free pint each week, so long as their team does well. The fans are given a card which entitles them to a free pint of Benskin's every Thursday – provided Watford did not lose on the Saturday before.

As Watford are riding high at the moment the scheme must be giving widespread satisfaction. It will be fascinating to see what happens when they lose three or four matches on the trot.

Perhaps Young's might do the same for Wimbledon.

COMPLETION TO A FISHY TALE, which was omitted. The answer was that the fish was not a fish after all but a plaster dummy.

## NEWS & VIEWS CONT.

### ● PROPORTIONAL REPRESENTATION

IN THE HOPE of finding evidence for some cosmic theory about beer trends, we recently analysed the distribution of London pubs over several editions of CAMRA's *Good Beer Guide*. The figures turned out not to support our theory, so we scrapped it. But having spent so much valuable drinking time on the project, we could not bear to think it was a total waste, so we looked to see if anything could be extracted.

The *Guide* reflects CAMRA's attitude towards different breweries. We selected Whitbread, Ind Coope and Fuller, Smith & Turner along with the free trade because these seemed to offer the greatest potential for change in London during the period under review. As you can see from our Table, the most dramatic change has taken place with Ind Coope. From a paltry 2% in 1976 they have 15% of the pubs in 1981 *Guide*, after climbing to 19% in 1979.

The interesting comparison is with Whitbread, whose share has barely risen over the six years even though the proportion of their pubs selling draught beer in London has increased substantially. We suggest two possible explanations. On the Whitbread side, there is a tendency for the beer to be too expensive and for the pubs to run out of it too easily. While price should not influence a

decision to consider a pub for entry, we all know that such matters are often taken into account when the pubs are short-listed.

As for Ind Coope, they have been far more positive about putting in the draught beer. Once they decided to introduce Burton Ale they shoved it into several of their pubs overnight. A few did not know what to do with it, but the majority not only retained the beer but started serving the Romford bitter from pumps. The number taking draught beer was again increased dramatically when Taylor Walker and the other revived beers were launched, backed by the nearest thing to a publicity campaign which a major brewer has undertaken on behalf of cask-conditioned beer.

We do not know how many pubs could be involved, but the relative commitment of Whitbread and Ind Coope can perhaps be gleaned from figures which relate to the area covered by CAMRA's North London branch. Out of roughly 130 Ind Coope pubs, nearly 100 serve beer to CAMRA's specifications. The equivalent figures for Whitbread are 70 and 20.

Most of us would rate Whitbread's standard bearer, Wethered's bitter, as intrinsically superior to the old Ind Coope Romford bitter. This would tend to favour Whitbread in the *Good Beer Guide*, other things being equal. That they are not equal explains why Ind Coope's rate of conversion to real ale is reflected in the *Guide* to a greater extent.

|            | 1976 | 1977 | 1978 | 1979 | 1980 | 1981 |
|------------|------|------|------|------|------|------|
| Whitbread  | 6    | 8    | 7    | 5    | 7    | 9    |
| Ind Coope  | 2    | 5    | 12   | 19   | 14   | 15   |
| Fuller     | 5    | 7    | 9    | 9    | 9    | 8    |
| Free House | 5    | 7    | 11   | 10   | 9    | 12   |

*Free houses and pubs tied to certain breweries as a percentage of the total number of pubs given separate entries in the 'Good Beer Guide' 1976 - 1981 (Greater London Area).*

### ● ONE FOR A VERY LONG ROAD

WE DON'T KNOW whether the 135 Club, that growing band of travellers who can prove to have sampled each of Young's tied premises, have turned their attention to 'gricing' Young's free-trade outlets on any scale.

If they do, they will of course have a little

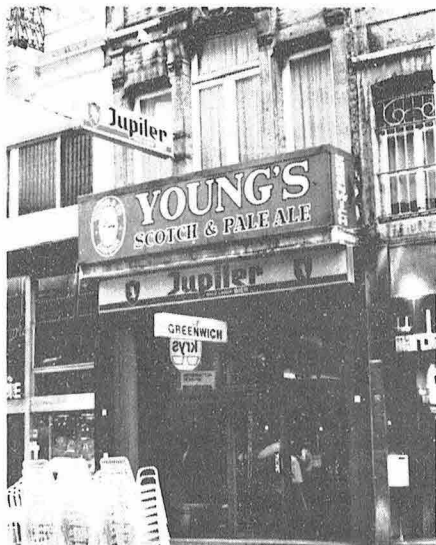
more travelling to do. This typical Young's outlet, emblazoning the name with pride, is the furthest we know - 250 miles from Wandsworth in Liege (Luik), Belgium.

The beer is in fact produced under licence by the Gistel brewery in Ostend, which may account for the odd beer names of Scotch and Pale. To make us feel more at home, the bar is called Le Greenwich. You can find it in the Rue

## NEWS & VIEWS CONTINUED

Pont d'Avroy.

If anyone can offer a more remote Young's outpost, let us know even if it breaks the 135 Club's members' hearts.



### ● YOU HAVE BEEN WARNED

THIS REPORT should be read with concern by all who are contemplating parenthood.

Some time ago, we made a light-hearted reference to Whitbread's influence on Heineken advertisements and even made light-hearted suggestions for future ads.

Whitbread seemed at first to be too clever for us. An ad. appeared in the London *Evening Standard* — we believe that the *Standard* came up with the idea — which linked Heineken with the long-suffering Ching Ching. Ching Ching, as all the world knows, is the panda in London Zoo who was currently assumed to be 'expecting'. The Heineken catch line, for those unfortunate enough to have missed it, was that the lager reaches the parts that other bears cannot reach. The implication was obvious.

Alas! Ching Ching's pregnancy turned out to be as phantom as the taste of a pint of Heineken. No patter of tiny panda feet were on the way. For 174 days, during which the Nation held its breath, she fooled them all.

The moral is clear. Whether you are a female panda, keen to experience the pangs and delights of motherhood. Or whether you are a male panda wishing to put your virility to its ultimate test.

Lay off the Heineken!

### ● WELCOME

If you live in southern Essex or have access to parts therein, you may come across the new tabloid *Opening Times*. Produced in conjunction with the local CAMRA branches, it is distributed free to pubs and clubs in the area every month.

Which reminds us that the Fates prevented us reviewing the new Essex guide in time for the summer. Briefly, it is called *Real Ale in Essex 1981/82*. It costs 75p and can be obtained for that amount plus s.a.e. from J. Abson, 10 Brockwell Walk, Wickford, Essex. Apart from the fact that the maps do not show the First Class Cricket grounds (and that they can't spell indispensable) the Guide is thoroughly recommended. It includes nearly 750 pubs, about 100 up on its predecessor.

### ● CREDIT WHERE DUE

WE HAVE BEEN asked by Mostyn Lewis to mention the help which he received in writing his article on Charrington from Nick Winnington, mine host at the *Village Blacksmith* in Woolwich.

Incidentally we left out the name of the author of the piece on Beasley's brewery which appeared in the same September issue. It was, in fact, Mostyn himself.

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## NEWS & VIEWS CONTINUED

### BACK TO THE LAKES

ONE OF THE independent brewers has pulled out of London. Jennings of Cockermouth in Cumbria have announced that they have withdrawn their beers from all points south of the Mersey.

They say that they have increased their local sales to the point where it has become difficult to meet any other requirements. Once alterations are made to their brewery they may have the capacity to return.

We wish them well. In the meantime, we bring to your attention an offer from the brewery to supply readers with details of accommodation in Jennings' pubs in the Lake District. Will anyone interested please send us an A4 self-addressed envelope and we shall pass it on to Jennings.

As an inducement, B & B tends to be in the £4-£7 range while the bitter will set you back not more than 46p a pint.

## Another New Brewery Breakthrough

EVERY TIME you blink, a new brewery starts up somewhere in London. The latest is a bit special, because it is the first to be tied, if that's the work, to an off-licence.

Brian and Elisabeth Brett have built a brewery into the 2 Brewers, their shop in Pitfield Street, N1. The beer is a proper full-mash job and is brewed under conditions which the Bretts describe as a miniature tower system.

Pitfield Bitter, 1038 Original Gravity, is sold almost entirely through their two shops, the other being in Dartmouth Road, SE23. A polypin costs £17.50. Jug and Bottle works out at 49p a pint.

The photographs show brewer Rob Jones and various sections of the brewery.





# CHEF & BREWER *by Ian Christie*

## *(Anatomy of a Grand Metropolitan Giant.)*

Chef & Brewer is a name familiar to many a pub-goer, but few can describe the organisation accurately. The company has taken various forms down the years and was first registered in 1925 by the catering firm of Levy & Franks - Levy & Franks having been born in 1892 when the daughter of Mr. Isaac Levy, owner of the **Pitt's Head** in Old Street and the **Bell** in Shoreditch, married Mr. Harry Franks.



In 1894, the partnership acquired the **King Lud**, Ludgate Circus and started pub catering in the guise of the 'Penny Welsh Rarebit', and the provision of wholesome meals at reasonable prices quickly became a prime aim. Levy & Franks was incorporated in 1911 and steadily purchased pubs further afield. It also made small inroads into the hotel, off-licence and import-export fields.



In 1966, Levy & Franks was taken over by Grand Metropolitan Hotels and Chef & Brewer was merged with Berni Inns, already owned by the Hotel chain. In 1971 and 1972, the group acquired Truman, Hanbury & Buxton and Watney Mann. Watney Mann had already begun to develop the catering side of its tied estate, which had resulted in the establishment of Schooner Inns and of the more up-market Buckingham Restaurants. With its strong historical emphasis on catering, the name 'Chef & Brewer' was used from 1974 to describe the company comprising all Watney Mann and Truman pubs, together with Berni and Schooner Inns.



In 1976, all tenanted pubs were transferred back to the direct control of Watney Mann and Truman brewers and Berni/Schooner was

established as a separate company. Chef & Brewer therefore became effectively the Watney Mann managed estate, as the Truman managed houses were returned to direct control.



Since then, however, Chef & Brewer have expanded once more to become the parent company of all managed pubs in England which belong to the Grand Metropolitan group. Only Drybrough of Scotland retain control of their own managed houses.



The Chef & Brewer pubs are divided regionally into operating companies which run over 1,600 pubs nationwide. There is a limited overlap between companies but the majority have their own agreed areas relating to the trading area of the local Grand Metropolitan brewery. Thus in the Watney (London) trading area are St. George's Taverns, Herald Taverns, Richmond Taverns and Raven Taverns. On the Truman side are Truman Taverns North, South and East. Each company aims at an optimum size of 120 houses and adjustments are made from time to time where appropriate to maintain this balance.



The large majority of Chef & Brewer outlets are, naturally, tied to Watney Mann and Truman or to their sister companies' products. There is a degree of discretion, however. If a strong case can be made for a foreign beer on trading grounds in a particular pub, the request might be granted if management can be convinced. By the same token, Chef & Brewer appear to have been a little more responsive than the Watney and Truman tenanted houses in moving towards hand-pump dispense for their cask-conditioned beers, instead of the air-pressure DCL system which CAMRA believes affects the beer that it serves.

This discretion reaches its zenith in Clifton

## CHEF AND BREWER CONTINUED

Inns, a Chef & Brewer company trading mainly in central London. It comprises 91 pubs of which some 25 are genuinely 'free houses', the best known being probably the **Clarence** in Whitehall. Some of these are experimental, others are commercial operations in busy trading areas that have proved their trade increases because of the variety of beers. Many of these outlets were inherited as free houses when the original Chef & Brewer was taken over.



A further aspect of Clifton Inns is that the company actually runs 12 houses on behalf of other brewers. Usually the brewer in question has a prime site and turns to Clifton to carry out the catering side of the operation so that the brewer benefits from the increased barrelage that, it is hoped, the food sales generate. Two examples of this inter-brewery co-operation are the **Salisbury**, St. Martin's Lane (an Allied Brewery house) and the **Park**, Bedford (a Wells house).



Apart from pubs, Chef & Brewer now run various restaurant and entertainment

interests. Barnaby's Restaurants is a new low-cost, self-service 'traditional' restaurant group. Huckleberry's is a fast-food chain. Falcon Catering undertakes new styles of licensed trading for research and possible future development; it also looks after the food and drinks catering at Lord's and the Oval. Tucktonia is a leisure complex near Bournemouth.



Primarily, though, Chef & Brewer look after the managed houses of the Grand Metropolitan breweries. Rather than seeing themselves as part of a vast multi-national conglomerate as one might expect, they lay great store on individuality and independence. Each regional company is responsible for its own trading policies and the concept of a small and personal company is fostered. If you believe what their Public Relations men tell you, it was the Chef & Brewer operation that led the fight against the 'Watney's Red' image in the early 1970s and is today in the forefront of the effort to preserve the English pub.

Let us hope that Grand Metropolitan have the good sense to encourage such individuality and to leave the various Taverns free to develop their policies with national 'guidance'.

## BRANCH DIARY

The following events will be held by CAMRA branches during November. For details of other branch events, please ring the Branch Contact concerned.

**ENFIELD & BARNET:** Wed. 11 (8.30). *Branch.* Ye Olde Cherry Tree, The Green, N14 – Tue. 24 (8.00). *Social.* Stag & Hounds, 371 Bury St. West, N9.

**NORTH LONDON:** Tue. 10 (8.00). *Angel Crawl.* Start Shakespeare, Upper Street, then York Hotel, Islington High St. Finish in Prince Albert, Elia St. – Tue. 17 (8.00). *Branch.* Enterprise, Haverstock Hill, NW3. – Tue. 24 (8.00). *Social.* Red Lion, The Hyde NW9 followed by *The Plough*, Kingsbury Road, NW9 – Thu. 3 Dec. (8.00). *Social.* King's Head, Blackstock Road, N4.

**RICHMOND & HOUNSLOW:** Mon. 9 (8.00). *Open committee.* Royal Albion, Hibernia Road, Hounslow. – Mon 16 (8.00). *Branch.* Cricketers, The Green, Richmond. – Thu. 26 (8.00). *Social.* Eel Pie, Church Street, Twickenham. – Sun 6 Dec. (12.00). *Lunchtime social.* Shakespeare, Lower Richmond Road, Richmond.

**SOUTH-WEST LONDON:** Sun 8 (12.00). *Social.* Duke Of Devonshire, Balham High Street, SW12. – Thur. 12 (7.45). *All London Evening with John Young* with film show at the Alma, Wandsworth, SW17. Details from Jim Smith (671-3422-H) or Jane Scroggie (870-6571-H).

**WEST LONDON:** Thur. 26 (7.30). *Branch.* Crown & Anchor, Chiswick High Road, W4. – Sun. 29 (12.00). *Noon social.* Clarence, Old Brompton Road, SW7.

**WEST MIDDLESEX:** Tue. 10 (8.15). *Games evening.* Bridge Hotel, Western Ave., Greenford. – Wed. 18 (8.30). *Branch.* Black Horse, Harrow Road, Sudbury Hill. – Sat. 28, Day trip to Ringwood Brewery, Southampton and Winchester. Please ring Branch Contact for details.



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## LOCAL

### ● REPRIEVE FOR THE TRAMSHED

writes Louise Joselyn,

THE TRAMSHED at Woolwich, has had a reprieve from demolition until July. It was due to be flattened at the end of January to make way for a large super-market complex and car park.

No official reason for the setback has been given by the council but the centre of Woolwich is running down so fast that it is thought that there is now some doubt of the viability of another supermarket.

Terry Malone, manager of the real ale bar and the theatre said: 'we are still looking for a suitable site to move to, but we haven't found one yet'.

The local cinema, also closing down, has been suggested as a possibility. This is unlikely to be knocked down, but it may be kept as a 1700 seat theatre.

Let's hope that something comes up soon, As Terry himself says: 'Woolwich certainly needs something to liven it up'.

The Tramshed has a busy schedule for the next few months and is still drawing the crowds, not only to sup the ale but to watch such artists as George Melly and Ivor Biggun!

### ● STRANGE GOINGS ON

THE OPENING of a new pub in Leytonstone called the Sir Alfred Hitchcock Hotel was associated with mysterious undertones that could almost have come from the eponymous hero's films.

Somebody tried to stop the owners from using

his name. At first it seemed, according to the *Morning Advertiser*, as though Sir Alfred's old film company was protesting. Then it appeared to be representative of his Estate.

The pub, anyway, is a free house which sells Tolly Cobbold beers. The address is 145 Whipps Cross Road, E11. One suspects that the Great Man, who was born in Leytonstone and who never lost his English accent even after 40 years or so in the United States, would have been delighted with this form of tribute.

### ● BARGAIN BEERS

THANKS TO Robin Gandy for telling us about the Worcester Arms in George Street, W1 which sells Director's, ESB, King & Barnes bitter and a guest beer. 5p is knocked off the price from 11.00 to 12.30 and from 7.30. - 8.30, Monday to Saturday.

The Norfolk Tavern, part of the Norfolk Hotel in Harrington Road, SW7, is another free house which sells Ruddie's, Sam Smith's and others. Between 8 and 9.30 each evening all beers cost 50p.

Our list is slowly building up. Again, we ask you to send details of cheap pints, happy hours and anything else to do with bargain beers. We should also be grateful for any updated information such as, for example, a pub on our list that has stopped offering bargains.

The current list is as follows. The Wattenden Arms, Kenley; the Cavalier in Wallington; the Bricklayer's Arms in Shoreditch; the Lord Wellington in Bermondsey; the King Edward VI, Islington Welch Bros in East Finchley; the Royal Connaught in High Holborn; the Moon in Bloomsbury; the Pied Bull in Streatham; the Island Queen in Islington; the Wenlock Arms in Shoreditch; the Ship & Shovel in Charing

## LOCAL CONTINUED

Cross; the Wellington in Waterloo; the Old Windmill in Hadley Highstone and Marlers in Islington.

### ● WETHERED WONDERS

OUR SEARCH for a cheaper pint of Whitbread has not gone unrewarded. We cannot honestly include this in the 'bargain' category, but Chris Bruton has come up with a pub in Central London that sells Wethered bitter for under 60p a pint. This is the Grove Tavern in Beauchamp Place, SW3 where the beer costs 59p. About 200 yards in the direction of Knightsbridge Barracks, you will find the George IV in Montpelier Square where the beer is 66p.

Another pub selling Wethered's at 59p a pint, a little further from the centre, is the Victoria in North Hill, N6.

In connection with our earlier remarks about Whitbread, it is perhaps significant that both the Grove and the Victoria are in the latest *Good Beer Guide*.

### ⌘ PUB CHANGES

DEER STALKERS at the ready! Moriarty's in Baker Street Tube Station is selling Truman's Tap from handpumps.

Bloom's Bistro in Hornsey High Street sells Courage Director's and Ind Coope Burton.

In nearby Tottenham Lane, N8 a new free house has opened called the Grape & Grain or Dick's Bar. It is a Martin's house and the range of beers is extensive.

Yet another conversion in the Fleet Street area — the Crown & Anchor in Shoe Lane serves Courage Best and Director's.

The Black Horse in Royal College Street, NW1 sells Watney London and Stag by approved methods.

### ● WANDSWORTH REUNION

writes Laurie Bishop

A friend, suggested a tour round some Youngs pubs in Wandsworth. Quite apart from the excellence of the beer (52p for ordinary bitter in the saloon bar of the ALMA must be one of the cheapest in London) I noticed that most of the pubs seemed hardly to have changed since the last time I was in them. The GRAPES was an exception where the loss of the public bar is scandal. At least the conversion is in reasonable good taste. The SHIP is still as seedy as ever. The TWO BREWERS, the SPREAD EAGLE, and the BREWERY TAP cannot have changed in years apart from the last's tasteful improvements five years or so ago. I wonder what the others are like now.

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# A Suitable Case for Treatment

by  
Laurie  
Bishop

Every day on my way to work I go past Whitbread's hop farms at Beltring near Tonbridge in Kent. It is a beautiful sight to see the twenty five oast cones standing proud above a landline that is otherwise flat and uneventful. Whitbread's like to feature this scene in their publicity blurb when attempting to convey a 'traditional' atmosphere to what is basically a big industry as far as they are concerned.

Whitbread's have always tried to foster a countryfied and benevolent image ever since the days when they started their expansionist activities. The Whitbread umbrella, whereby in the 1950s Whitbread would give financial and technical advice and support to ailing small breweries by putting appropriate directors in the small companies board, was reciprocated by outlets in that breweries pubs for their keg and bottled products, thus greatly increasing their free trade. Wholesale takeover followed later on.

Things are not always as they seem. Close to Whitbread's hop farms is their Watlington brewery. A magnificent sight and a fine brewery even if it has not produced any real ale in recent years. Whitbread's are closing the brewery in the new year. They are also closing their Tiverton brewery. There are fears for their Liverpool brewery. There is even doubt about their Luton plant. Londoners will of course be able to reflect on the fact that it was only six years ago that Whitbread shut their Chiswell Street brewery in the City and raked in a nice fat profit from the sale. Londoners had to wait a few years before real ale alternatives, in the form of Wethered's bitter and Fremlin's Tusker, were available in Whitbread pubs in London again.

But how does this affect the London beer drinker, you may ask? As a big brewer Whitbread suffers from the disease of giantism, to the extent that accountants take over from brewers and cost effectiveness and profit margins take over from flavour and value for money. Whitbread's at present are charging some of the highest prices in London for their beers. Part of the reason is their own inefficiency. Too much centralisation. Too much reliance on high price premium drinks which people are bound to shy away from in a recession.

The other reason is sheer greed. This situation is not unique to Whitbread. Courage

and Watney have tried the same thing with equally disastrous results in recent years. One might have thought that Whitbread would have learned by their mistakes. The answer would seem to be 'no'.

In London the drinker will expect to pay several pence a pint more for Whitbread beers (Real, keg lager) than he would in Young's, Fuller's, Shephred Neame and other similar brewery tied houses. Previously I have always tried to put forward positive and helpful proposals which could be used by Whitbread to help improve their lot and with it that of the London beer drinker. Alas, I fear that this time there is little that can be done. Some possibilities do, however, spring to mind.

1) Start brewing real ale again at Luton. There is no doubt that this ought to lead to a cheaper pint than shipping real ale in from Marlow and Faversham. Incidentally, I know that the use of the word 'again' is strictly wrong as Luton was built as a keg factory. Nonetheless the old Green's brewery in Luton (swallowed by Flowers then swallowed by Whitbread) did produce excellent ale.

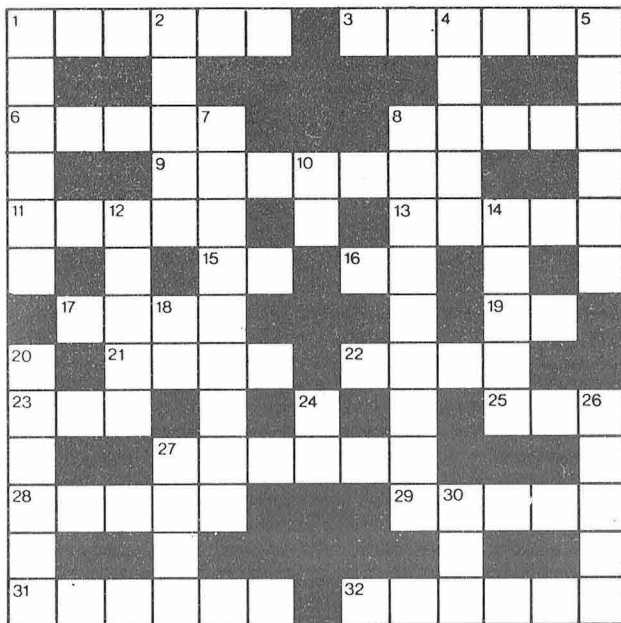
2) Start offering a real draught mild beer again. This is old hat, some will say. Yes it is in a way but the arguments still hold good as they did before. Mild is a tasty cheap alternative to bitter and, in these times, could show a real return on investment. In any case it is an alternative and anything which increases choice is to be welcomed.

3) Allow licensees more say and freedom. I used to lose count of the number of times I went into a Whitbread pub, asked for draught beer, was told they didn't sell it and was told 'We want to but the brewery won't let us'. Licensees are not the most radical of groups of people, so if they think a change is worthwhile then surely it must be!

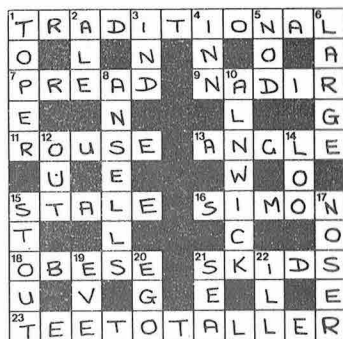
4) Stop messing around with the pubs. This is self explanatory. How many times have you been into a Whitbread pub and found it's been given the treatment? Too often is my experience.

Whitbread as a brewer still has some of the best brewing plant in the country. They also serve up some very acceptable beers. They also rip the customer off, are far too prone to massive centralisation and consequently produce inferior ales with reduced choice for the consumer. It is a depressing thought that Whitbread's were, until recently thought to be one of the more benevolent of the big brewers. Compared with Courage and Watneys that was probably true. Whether it will continue to be

# Drinker Xword 27



## LAST MONTH'S SOLUTION



### DOWN

1. Get classy shaving brush from this beer! (6)
2. Mean drunk (5)
4. Real beer has this (5)
5. Desert before the female comes, preferably (6)
7. Wood rope in the ship. They open windows (9)
8. Dramatic trials (9)
10. Sweet nothing (1,1)
12. It's a funny game I make appearance at. (5)
14. Sounds like Festival city is in front (5)
18. Electric Light Orchestra out east (1,1)
20. The wig overturned the mass (6)
24. Award for bravery is short sex-bomb (1,1)
26. Maybe the Frenchman is drunk on the ski trail (5)
27. Brewer's house (4)
30. Jump in the beer. (3)

### ACROSS

- 1 and 3. What CAMRA members want (6,6)
6. You may have to scrape the barrel for these (5)
8. Should be a Hibernian course (5)
9. Tipsy in the messy calf hut (4,3)
11. Gives out new times (5)
13. Dig that bit of the Handel version! (5)
15. Never, never finds Kentish sticks in short supply (1,1)
16. Sounds like you could eat this geometrical relation (2)
17. Find powder in capital city (4)
19. Re-write letter for nameless ex-drinkers (1,1)
- 21 and 22. What CAMRA wants more of (4,4)
23. Look the same back and front (3)
25. Do this up after the last bell (3)
27. A lager drinker out at a CAMRA social (3,3)
28. Away with keg! (2,3)
29. Nottingham brewer off colour (5)
31. To abstainer, the queen is a rag-and-bone man (6)
32. Enjoy your drink, but leave a little tip, please (6)

## A SUITABLE CASE FOR TREATMENT CONT.

the case I doubt.


I have said in the past that Whitbreads, in the form of Fremlin's Bitter, provide a tasty alternative to Shepherd Neame in my part of Kent. Unfortunately Whitbread's pricing policy, allied to their pub closure programme

where pubs are sold off without a licence when there is another Whitbread pub nearby (shades of Watney's in Norfolk in the early 1970s?) means that I may find this alternative a difficult one to pursue.

It is unlikely that pub closures will ever hit urban and central London in the same way. High prices will and drinkers should make their protest now.

## CAMRA Branch Contacts

|                        |                 |                      |                     |
|------------------------|-----------------|----------------------|---------------------|
| BEXLEY                 | BILL BECKETT    | 300-9757 (H)         | 283-1000 x 2943 (W) |
| BROMLEY                | R. MASON        | 464 2909 (H)         | 407-4466 x 294 (W)  |
| CROYDON & SUTTON       | DAVE HAMER      | 647-0992 (H) Epsom   | 41511 x.55 (W)      |
| E. LONDON & CITY       | PETER ROBERTS   | Upminster 23581      | 213-7374 (W)        |
| ENFIELD & BARNET       | TONY MORGAN     | 440-2186 (H)         |                     |
| KINGSTON & LEATHERHEAD | ANDY BAGLEY     | 399-0915 (H)         |                     |
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| SOUTH-EAST LONDON      | MIKE WARNER     | 852-7759 (H)         | 227-3391 (W)        |
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# To Bavaria with a Bitburger by John Conen

In a spur-of-the-moment decision to escape the Royal Wedding, I took a charter flight to Frankfurt and spent a week exploring the 'Romantic Road' that runs from Würzburg down through Munich to the Alps. This is a very beautiful and interesting part of Germany noted for several well-preserved Mediaeval towns. Beer was not my prime objective, and I regret to say that I failed to do any background reading (eg. Michael Jackson) before I left. However my nose for good beer did not let me down as I travelled from Franconia into North Bavaria.

I spent a couple of days in Würzburg, an attractive city on the river Main, with several imposing buildings and Baroque churches. The tourist office issues a list of restaurants etc. in which 'special beer outlets' are mentioned. Some of them are not really very special, but it did at least put me on the right path.

The local brews are Bitburger, Warsteiner, Zirndorfer, Patrizier-Brau and Würzburger Hofbrau. The latter has an attractive Beer-garden at the brewery just outside the town, with beer from wooden barrels. None of these breweries products was anything special, but there are a number of 'Gastatte' in the town where the beer was rather more interesting. I should mention that the gastatte which combines pub, restaurant and guest house is the standard source of booze in this part of Germany.



*The Brewers at Rothenburg*

The **Gasthof Winzermann** near the Main bridge was selling Munchener Hofbrau Bockbier on draught, a very rich, strong and sweet brew. At Warsteiner Drucke there was Warsteiner

Pils and Frankenheim Alt. This is a trendy pub with 'draught' Guinness and a bank of (unused) handpumps. At **Alt Dortmund**, owned by the DAB brewery, there was DAB Pils and Alt, and at the Hacker-Pschorr brewery's **Hackerbrau Munchener Bierstube** there was a range of beers including an excellent Animator strong dark beer which was not too sweet.

Down the Romantic Road into Bavaria local brews were much in evidence. The usual offering was a light ordinary beer served in .5 litre glasses like English 'straights' and a stronger and hoppier Pils served in tulip-shaped .4 litre glasses. Rothenburg is a beautifully situated mediaeval town with its fortification complete and many fine old buildings and streets looking much as they did 500 years ago.

An outstanding beer was available locally from the Rothenburg Landwehr brewery at Reichelshofen. This is not to be confused with the ancient but undistinguished Brauhaus Rothenburg within the town walls. There was a fruity, hoppy Pils and a dark, full-bodied Altfränkisch Dunkel (Old Franconian Dark). Outlets are a bit elusive but include a very pleasant beer garden at the **Bronnenmühle** just outside the town on the river Tauber.



*Drays taking casks of Patrizier -  
Brau around Würzburg.*

Nordlingen is another walled town and is thankfully less popular with the tourists. There are two breweries, Nordlingen and Sixen, as well as two home-brew pubs. Unfortunately, of these the Dehler brewery appeared to be closed for the holidays and Meyer's Keller only had bottled beer at its pleasant woodland beer-garden.

Prices were very reasonable throughout the area. With an exchange rate of DM4.50 to the pound, beer was starting at around 40p a pint, and single accommodation in both Rothenburg and Nordlingen cost me only £4.50 a night.

Inner  
SUNctum

# THE LINDEN DRUNKER COLUMN

'SIX PENCE on Watney beer price' said the headline in the Financial Times. Was that the share price or the price of a pint, I wondered? It turned out to be both. The higher the price of a pint — the more the stock exchange seems to like it. Perhaps they have a subsidised bar in there. But can it have been a co-incidence that, on the day Watney's latest price hike was announced, Whitbread — whose prices nationally are even higher than Watney's — revealed to the world that they are trying out an experiment in home brewing in a few of their houses?

Perhaps this is the new wave. As prices rise at the rate of more than a shilling a time, so sales slump . . . In turn brewery shutdowns follow (Whitbread wielded the axe in Cardiff last month after recent forays in Hampshire and Devon). As the breweries close, home-brewing starts. The logic is impeccable. At this rate the big brewers may shortly disappear up their own four-letter word.

Perhaps they should take a leaf out of Ken Livingstone's book. Cheap beer in the capital - 30% off a pint. They could even try selling beer on the tube. If price cuts can generate business for London Transport then why not for the big brewers?

A nice dream. But more to the point, why doesn't our Ken set up a brewery himself? The GLC's London Enterprise Board is shortly to get going providing cash to set up industry in the capital. So far the big beneficiary of Ken's Largesse appears to be *Street Life*, the transmogrified *Time Out*. This outfit seem a bit middle class to me. The workers get their pleasure not from watching French movies, taking part in Agitprop and rummaging through Jumble sales. They go to the boozer. Or at least they did until the price of a pint rocketed to more than the tube fare to Mars. Brewing is a good labour-intensive industry. The capital has been denuded of its breweries over many years as the big boys move out. What could stimulate the regeneration of the capital more than a new brewery? What about it, Ken?

I'm always fascinated how dumb City Editors on national newspapers are. Take John Davis on

the Observer, for example. Last month he conducted an interesting survey of how brewery share prices have fared since 1975. He found that, among those breweries quoted on the stock exchange, Boddington's of Manchester stood put (Young's, of course, aren't quoted — nobody has ever been known to want to sell their shares in this capitalist dream-firm).

Boddies share price has leapt from 11p in 1975 to 146p today — that's a six-fold increase in value, even allowing for inflation. I doubt if your friendly neighbourhood building society could have offered you these kind of terms. Close behind is Burtonwood which leapt from 26p to 355p — not bad.

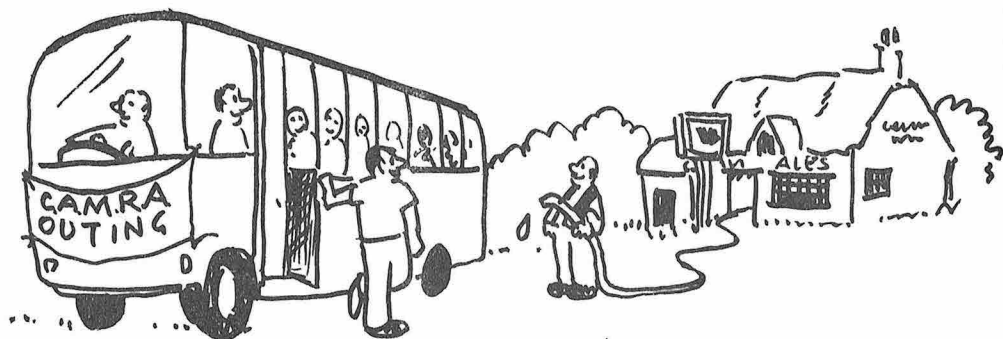
By contrast three of the Big Six brewers — Allied (Ind Coope owners), Guinness and Scottish and Newcastle — had shares worth less, after inflation than they did in 1975. To you and I the message is clear. Behind all the claptrap, these lumbering giants — Guinness included — are not good for you or your pocket. The hot tip would have been to sell the big brewers. But not a bit of it. For Mr. Davis this information made the big brewers a bargain. They have 'great scope for upward rerating', he said.

What can have got into the man? Perhaps he's a G and T man.

In case you thought Boddies and Burtonwood were exceptions, try these. Lucky owners of Wolverhampton and Dudley — the Midlands mild specialists — have seen their shares go from 28p to 222p; Morlands have gone from 60p to 177p, Greene King has gone from 43p to 266p, Marstons have leapt from 10p to 66p. The healthiest of the big brewers appears to be Bass, which has gone from 47p to 204p.

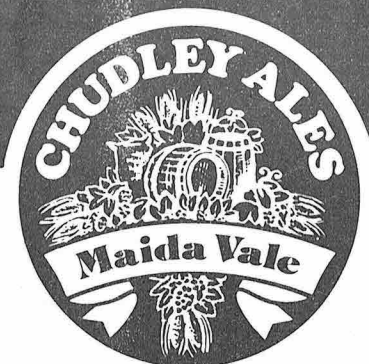
Not bad, but I wouldn't put my money there if I were you. When they start mucking about with draught Bass next year — they're jacking in the old Burton Union system in favour of some newfangle stainless steel plant — you and I know that the drinker will have the final say on those share prices. I wonder when the Tower Brewery will go public?





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# TARAG

## THE ANAGALACTIC REAL ALE GUIDE

### Episode 13

### FOR THE GOOD OF ALL

Lazarus Earnshaw, intergalactic Real Ale expert, sat attentively in the Court. 'This should be really good' he said to his companions, Laclair Brocard and Graafian. Laclair wore a silver tunic with shining white thigh-length boots. Her dark hair fell across her shoulders.

Graafian wore a full-length white cape, edged with gold, with matching merkin and boots. Looking at her with her ultramarine blue skin, Lazarus was reminded of creatures called 'smurts' who had faded into folklore after the 21st Century Oil Wars.

Herbert the Robot stood against the rear wall of the Court and watched three of the guards.

A silence fell over the Court. Cyclon Gehenna peered through his evil red eyes and cleared his throat. Supreme High Court Judge Dennis began to daydream about wet afternoons in Grantham.

Cyclon began his defence. 'Ladies and Gentlemen, I stand before you accused of killing four men by poisoning a barrel of ale from the Deadwater Brewery. I know that on Hybogroje this offence is punishable by slow and painful death.'

He paused. The thick black hairs on his yellow arms became beaded with perspiration. Supreme High Court Judge Dennis actually started to pay attention. Cyclon continued 'I admit I contaminated the beer and caused the four deaths'.

A gasp went round the Court. 'But' Cyclon said softly, 'I did it for the good of all throughout the Universe. As we all know, Deadwater Brewery has been a bone of contention for eons. Monopolizing. Increasing prices. Brewing Real Ale only after 38,000 people died during the Real Ale War on Craavon XI. For years the butt of humour, Deadwater attempted to gain favour. They brewed better beers and changed their policies.

'This was merely a deceptive ploy. Their latest beers are, to even the most critical, well balanced, well hopped and pleasant. But they contain ERD 38C, one of the most powerful mind-controlling drugs, known. Tasteless and virtually impossible to detect, except by laser photometry. Deadwater planned to take over, yes, take over the entire Cosmos. Bending the will of all until they controlled everything'.

He paused again. 'However, do not take my word for it. I could say anything to save my own skin. Analyse the beer and prove that I have, by my actions, saved the entire Universe at the expense of only four lives'.

'That's a turn up for the books' said Lazurus. 'I could do with a pint'.

Supreme High Court Judge Dennis looked bewildered as Cyclon finished. As he was about to speak, Cyclon continued 'There, M'Lud, rests both the case for the prosecution and that for the defence'.

Supreme High Court Judge Dennis made a brief resume, then concluded by saying 'The Jury will now retire and consider their verdict. There is plenty of food and ten kilns of Jung's Special in the Jury Room. Court will be adjourned for two weeks, when we shall hear the verdict and pronounce sentence'.

He banged his gavel and Herbert shivered with delight.

GARY D. WILLIAMSON

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# ALAN GREENWOOD'S BEER DIARY

If you have just moved, you may be lucky enough to know someone in your new area who will invite you down to his local pub so that you will be able to settle immediately into the swing of the local community. On the other hand, if there is no pioneer available it can be an awesome and lonely ordeal. First you trundle the back streets, lanes and alleys until eventually you find a suitable homely looking pub, then comes the decision that says more about you than any credit account card ever can. Faced with a variety of doors marked with Saloon, Lounge, Private, Public or just Bar, which one do you choose.

Today it does not matter quite so much because, having deliberated for a while and then taken the door by the handle you're likely to find that all doors lead to the same large impersonalised bar. But if you are really lucky you'll come across one of those super old pubs that still retains the true traditions of a genuine British pub with individual bars, particularly a public one.

Lounge type bars are not so relevant for local pubs, as they were more generally associated with Inns, Hotels and the old type of railway station pubs, and as such were more for 'fleeing regulars'. These are people who stop for a swift half while rushing to or from their train, or who end their hotel stay, or just as you were getting to know them, leave.

Traditional Saloons were only in the larger pubs and were the best rooms in the house. Always large, usually carpeted with plenty of tables and chairs. However, although quite well furnished, I always felt Saloons cold and unwelcoming except on Friday and Saturday nights when the piano might be wheeled out making them the friendliest, warmest places in the world.

Lounges and Saloons have their place in the traditional pub picture but it is the Public and Private Bars which really give the pleasure of a local, because of their more club-like atmosphere. This really started in the Victorian era

when pubs were made up of numerous small bars. If you are in an old pub now, look round and see how many doors there are, (or were). In their day each led to a different bar, which served its own individual clientele. The Railway workers would swell one bar, the porters another and the clerks another, all having their own common interests.

It is known that Lloyds (insurance) started from gatherings of people of similar persuasion in a bar, albeit one referred to as a tea room (they all sold liquor in those days). Also that Dr. Johnson did most of his lexicography with other similar-minded intellectuals in the private bars of pubs. Unfortunately, most of these club like assemblies died away as more suitable premises for commerce and learning became available. Railways and other large industries also declined, so eventually the only bar still operating with any sense of club like affinity was the public bar for the, ever present, ordinary working man.

Those too, might even have died quicker if it had not been preserved by a fluke, an early type of government, prices and income policy known as 'Retail Price Maintenance'. The system was quite simple. The manufacturers decided prices and, to prevent unfair competition, all retailers sold at those prices. Publicans and brewers of the day could not, of course, accept that all pubs offering vastly different standards and facilities could all stick to the same price. So they compromised, agreeing to keep one bar to a basic standard where the beer was sold at a basic recommended price. This bar was almost universally the Public Bar.

The price was to be at least ½d. (about 4%) cheaper in the Public Bar. Whether it meant that much to people in actual value is debatable, but it did attract those who were not interested in fancy trimmings and the need to appear flash. They liked the people of all walks of life who could be met therein, discussing how to put the worlds to right, or the sport of the day, or playing a game of cribbage, dominoes or darts.

It has been said that the Public Bar is the working man's bar, to which he can go in his soiled clothes straight from work, allotment or pigeon loft. While this is true, it is only part of the attraction. In some country areas all types, including the wealthy and the titled landowners, frequent only the Public Bars as



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## ALAN GREENWOODS BEER DIARY CONTINUED

these are usually the largest bars in the pub. It is not class nor wealth that selects Public Bar patrons, but something special.

Retail Price Maintenance has gone now, and with it the obligation to provide a cheaper pint. But if you are a Public Bar-type person and you've got one that sells a good-priced pint and provides dominoes, cards and crib, congratulations and I'd like to hear about it.

# THE ANGERSTEIN

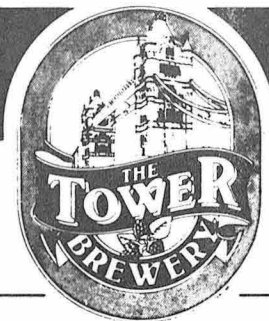


THE ANGERSTEIN HOTEL, in Woolwich Road SE10, dates from the 1880s and is one of the most impressive pubs of its period surviving in South London. Note the figure-head over the door.

Some features of the original interior also remain, mostly in the ceilings.

The name derives from a local family who were heavily involved in the industrial development of the area — the wharf now being used for Thames Barrier construction still bears their name. Redevelopment in the form of the Blackwall Tunnel Waterway has separated the pub from other buildings.

A convert to real beer a few years ago, it serves Courage Director's bitter and still offers B & B.



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 E2 MARKSMAN, Hackney Road.  
 E2 ROYAL STANDARD, 165 Kingsland Road.  
 E8 ROSE & CROWN, Mare Street.  
 E11 NORTHCOTE, 110 Grove Green Road.  
 E14 IRONBRIDGE TAVERN, 447 East India Dock Road.  
 N1 CROWN, Cloudeley Road.  
 N1 EUROPA LOUNGE, King's Cross Station .  
 N1 LORD WOLSEY, White Lion Street.  
 N1 MALT & HOPS, 33 Caledonian Road.  
 N1 MARLERS, 54 Pentonville Road.  
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 N1 POTTERS BAR, Gt. Northern Hotel, Kings Cross.  
 N1 PRINCE ARTHUR, 49 Brunswick Place.  
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 N2 WELCH BROS, 130 East Finchley High Road.  
 N2 WINDSOR CASTLE, The Walk, Church Lane.  
 N6 ANGEL, 37 Highgate High Street.  
 N6 DUKES HEAD, 16 Highgate High Street.  
 N6 VICTORIA, 28 North Hill.  
 N9 CROSS KEYS, Edmonton Green.  
 N9 RISING SUN, Winchester Road  
 N10 MARTIN'S FREE HOUSE, 89 Colney Hatch Lane.  
 N12 MOSS HALL TAVERN, 283 Ballard's Lane.  
 N20 BULL & BUTCHER, 1277 High Road, Whetstone.  
 N20 RISING SUN, Oakleigh Road.  
 N22 STARTING GATE, Buckingham Road.  
 NW1 SHIRES BAR, St. Pancras Station.  
 NW1 VICTORIA & ALBERT BARS, Marylebone Station.  
 NW3 NAG'S HEAD, 79 Heath Street.  
 SW1 FOX & HOUNDS, 29 Passmore Street.  
 SW6 WEATSHEAF, 562 King's Road.  
 SW7 ANGLESEA ARMS, 15 Selwood Terrace.  
 WC1 LAMB, Lamb's Conduit Street.  
 WC1 MOON, 18 New North Street.  
 WC1 PAKENHAM ARMS, Calthorpe Street.  
 WC1 SUN, 63 Lamb's Conduit Street.  
 WC2 GEORGE IV, 28 Portugal Street.  
 W1 ANGEL, Thayer Street.  
 W1 CARPENTER'S ARMS, Seymour Place.  
 W1 BRICKLAYER'S ARMS, Aybrook Street.  
 W6 CROSS KEYS, 157 Black Lion Lane.  
 W11 FROG & FIRKIN, Tavistock Crescent.  
 W14 BRITANNIA TAP, 150 Warwick Road.

## OFF TRADE

E17 Bootlegger, Hoe Street.  
 E17 Old Cellas, Pretoria Street.  
 N1 2 Brewers, 8 Pittfield Street.  
 N10 Finlay Wines, 392 Muswell Hill Bdwy  
 N15 Majestic, Colina Mews, Park Road.  
 W14 Alan Greenwood's, 17 North End Rd.  
 W14 Outside Inn, 156 North End Road.

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N9 COCK, Hertford Road.  
 SW1 BUCKINGHAM ARMS, Petty France.  
 SW5 DRAYTON ARMS, Old Brompton Road.  
 W9 TRUSCOTT ARMS, Shirland Road.  
 W14 THREE KINGS, 171 North End Road.  
 BEDDINGTON  
 CROYDON  
 CROYDON  
 CROYDON  
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 KENLEY  
 PLOUGH, Croydon Road.  
 BIRD IN HAND, Sydenham Road.  
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 ROYAL STANDARD, Sheldon Street.  
 WATTENDEN ARMS, Old Lodge Lane.

### Off Trade

NW6 Grogblossom, 253 West End Lane.

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 NORTH EALING  
 OSTERLEY  
 SUDBURY

ALEXANDRA, Wood Street  
 WINE HOST, 243 East Barnet Road.  
 CRICKETERS, Chase Side Place.  
 FALCON, 115 South Street.  
 OLD PARK HEIGHTS HOTEL, Old Park Road.  
 WINDMILL, Windmill Road.  
 CHARIOT, High Street.  
 RED LION, Uxbridge Road.  
 STAR, Uxbridge Road.  
 EARL RUSSEL, Hanworth Road.  
 GREYSTOKE, Queens Drive.  
 HARE & HOUNDS, Syon Park, Wyke Green.  
 BLACK HORSE, Harrow Road.

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