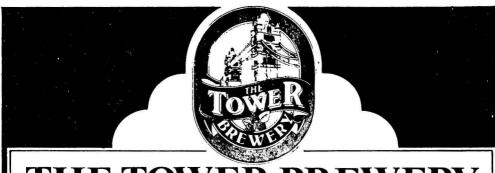
Vol.4 No.2 MARCH 1982

LONDOR

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





THE TOWER BREWE

are pleased to announce that their new exceptionally strong beer Old Yeoman Ale (1074 original gravity) is now available in some of our outlets.

STOP PRESS. Our own pub 'The Bridge House' to be situated next door to our brewery is due to open in mid April!

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LONDON DRINKER

Contributions, correspondence and subscriptions (£1.40 for 6 months) should be sent to: 122 Manor Way, Uxbridge, Middx.

Our next issue will be available early in April Closing date for copy 17th March

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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 contributor and are not necessarily the view of either the London Branches of CAMRA

or the Campaign for Real Ale Ltd.

News & Views

GREAT YORKSHIRE TURN-ABOUT

THE RUSH BY national brewers to push the least attractive of their northern beers in the London market has at last taken a turn for the better. Webster the Halifax subsidiary of the Watney and Truman giant, Grand Metropolitan – should soon have their Yorkshire Bitter (Original Gravity 1037) available in cask-conditioned form in about 100 London pubs. An advance list of pubs is given in our 'Local' section.

Many issues ago, Mostyn Lewis wrote in the *Drinker* about the Great Yorkshire Fiddle perpetrated by the big brewers, in which keg versions of Stone's, Tetley's and John Smith's bitter are promoted in the South as if they are staple Yorkshire fare. Whereas, in the first two cases and notably with Tetley's, no self-respecting Tyke would soil his lips with anything but the true draught versions of the beers. We congratulate Watney London, who have themselves been guilty of the Great Lancashire Fiddle by importing keg Wilson's from Manchester, for at last reversing the trend.

On the subject of real Yorkshire beers, we have had a few comments about Samuel Smith's and the Great Yourkshire Head. The GYH is the name Southerners give to the half-inch or so of froth which sits on the top of a Yorkshireman's pint, the result of compressing the outflow of beer through a sprinkler attached to the pump tap. Smith's use these sprinklers in their London tied houses and in some of these, so we are told, this can lead to an excessive head.

We are not sure about the ruling on whether a head of froth counts towards a pint and agree there is some logic in Sam Smith's selling their beer in its accustomed form. If this does result in persistent "shortening" over and beyond the statutory length of foam, however, then clearly something should be done.

NEW FROM SURREY

LAST MONTH we referred briefly to a new brewery in Woldingham, Surrey. This turns out to be the Pilgrim Brewery started in early February by David Roberts. He is brewing about 10 barrels a week, using 100% Malt. As yet, we do not know if any of his outlets can be found in Greater London.

GRAND-METTING IN THE PACIFIC

WHENEVER MAXWELL JOSEPH or Keith Showering or the other heads of our giant brewers feel like salivating, they no doubt lie back and think of the Philippine Islands. For the Phillippines are the home of San Miguel, the dream of all monopilists. According to Michael Jackson's World's Guide To Beer, the three San Miguel breweries on the islands churn out enormous quantities of just one beer. And according to Campaign, no rival has been allowed to brew in the Philippines because the Government believes the industry is over-crowded!

What a goldmine! Imagine if Great Britain was allowed to produce one moderately-strong lager and nothing else! No good to us, but think of the money Grand Metropolitan or Allied-Lyons would make.

However, there is now a fly in the ointment. The Enter' Asia Brewery, with its Beer has been unleashed on the Philippines and, unlike other attempts to break the monopoly, has made an impact. San Miguel are worried.

What have they done to hit back? Improve the beer? No chance. As any student of our Big Six might have guessed, they have gone for a mix of massive advertising and a new cutprice brand. Campaign reckons that Beer Hausen, with its "high alcohol content", continues to thrive and we suspect that the relation between price and quality works in its flavour. As, of course, it does in Britain between large and small brewers.

DROP OF WATER

IN HIS COLUMN last August, Linden Drunker referred to the incidence of watered beer in South Yorkshire pubs.

It appears that the tests carried out by the local Consumer Protection Department have done some good. When they started three years ago, 10% of the beer tested was diluted. The figure, reports the *Morning Advertiser*, dropped to 3% in March 1981 and has since fallen considerably.

Continued

NEWS & VIEWS CONTINUED

GOODBYE, BLEEP

THE GOOD NEWS is that the space invader bubble has burst. A statement from Associated Leisure reported in the *Morning Advertiser* says that the number of machines in pubs and cafes has dropped from 5,800 to 4,600. Another 1,000 should, with luck, disappear by the end of the year.

HOLDING THE POST

AS ANNOUNCED in our last issue, we have had to put our cover price up to 12p

Our postal rates were increased in the December-January issue to anticipate the rise in postal charges. We intend to hold that rate for at least another two months.

CROSSWORD APOLOGY

WE MUST APOLOGISE to the many who entered our December-Xword Competition. The entries were collated and then, through a mix-up, sent to the wrong address! There is a chance they can be recovered, in which case the competition can go ahead.

REAL BEER IN LONDON

ELSEWHERE in the *Drinker* we give details of how to obtain *Real Beer In London* by post.

It can also be bought over the counter in several pubs, as well as in bookshops. Many pubs which stock our magazine also take *RBIL* and it is worth asking your *Drinker* stockists if you wish to buy a copy of the book.

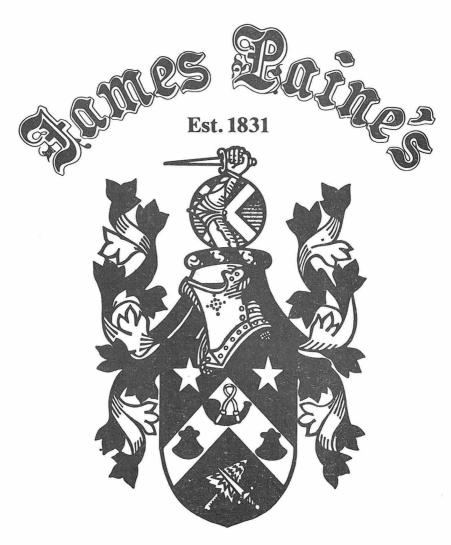
TWO FOR RUDDLES





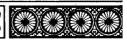
LONDON PROVIDED two of the eight winners of the recent competition for the best ideas on how to advertise Ruddle's on the radio.

The prize was a trip for two round Ruddle's Langham brewery. Our pictures show the two winners celebrating with Tony Ruddle, the Chairman of the brewery. On top is Tony Baker (left) of Highbury with his drinking partner Jim Lindsey; pictured below is David Piggott (centre) Chingford with his brother Mike. (Photos: courtesy OK News, Oakham)



FINE TRADITIONAL ALES FROM A COUNTRY BREWERY ST. NEOTS, CAMBS.

🕻 The Linden Drunker Column 🕏



FORGET GRUNHALLE. Welcome to Freddie Laker lager. The news that Warrington brewers, Greenall Whitley have bought one of the Laker travel companies opens up all sorts of possibilities for hack journalists. First evening paper headlines in London talked obscurely of 'Vodka Tonic for Freddie'. They had spotted, you see, that Greenall's make the Wodka from Varrington.

Cartoonisits have had a field day with pictures of worse-for-wear holidaymakers proclaiming "I've no idea where we are, I'm only here for the bear (sorry, beer)".

My guess is that the canny Cheshire mob have been planning this coup for longer than they let on. In the days before the news broke, posters appeared all over London advertising the aforementioned vodka which pictured young ladies in beguiling swimsuits sunning themselves in tropical climes. I half-expected a quick change on the posters with the Vladivar vodka insiginia covered over with 'I'm Freddie, Fly Me' stickers or some such slogan.

With beer sales being what they are, it's hardly surprising that Greenall's want to diversify out of brewing. It's come as a nasty shock these last few months for brewers to realise that customers react to inflated prices by buying less of the product. The mythology that people buy more beer to drown their sorrows in a depression is surely now dead. In Greenall's eyes it has clearly been replaced by the myth that the unemployed save up for package holidays instead. We shall see Meanwhile the people of Nottingham, who have seen their beer prices soar in the city since Greenall's took over Shipstone's brewery a couple of years back, must be crying in their inflated pints at the news that their least favourite brewery has taken over business from the man who brought cheap travel to the general public.

As we go to press it looks as if 'Sir' Freddie may go into business with Tiny Rowland — the man Ted Heath called the unacceptable face of capitalism. Less well known is that Tiny runs several breweries making quite vile beer in the heart of Africa:

All this seems to suggest that the breweries these days have more money than sense. Greenall paid £4M in cash for Laker's

Arrowsmith Holidays set-up. That's £4M of good drinking money from their customers. And Greenall's already pay some of the biggest dividends in the business to their shareholders.

Am I alone in wondering whether CAMRA is right to campaign for a freeze on beer duty? Is there really a case for beer being made a special case? When the Chancellor opens his budget box on 9 March he may well leave beer alone. It's well known that chancellors give 'beer and backies' a hard time in the early years of their Governments and then ease off when it gets to election time. But isn't CAMRA just asking the Chancellor to bail out the spendthrift, profit-hungry, inefficient, big brewers? It is the brewers rather than Government which have, in recent years, priced beer so high that sales have slumped. Duty has in fact only kept pace with inflation since the mid-1970s. We should know by now that the brewers charge what they can get away with. They have a term for it: 'What the market will bear.' In the long run it won't make much difference whether beer duty goes up in the budget or not. If duty is held it will give the brewers a licence to raise their prices even more. If duty goes up the barons will just have to grit their teeth, hold their prices, apologise to their shareholders and postpone their Rolls Royce orders. If anyone should be imposing a freeze it is the big brewers rather than the Chancellor.

I see Egon Ronay has managed to get his Bulmers-sponsored pub guide out before CAMRA again. It turned up in early February ahead of the new earlier launch-date for the CAMRA guide. At this rate Egon could be publishing two 1982 guides.

What is so extraordinary about Egon is how he manages to find a dramatic new shift in the state of the nation's pubs each year. This year there is a 'conspicuous improvement' in the standard of bedrooms (a barrel in every room, perhaps?). And 'the food served in pub bars has greatly improved.' This is cobblers. He knows and we know that any changes across the nation's 60,000-odd pubs can only be minute. And there is no way his inspectors would pick up any minute shift. It is, like the

Bulmers sponsorship, all a marketing ploy. Stick with the real thing, the CAMRA Good Beer Guide. The original and still the best.

I notice Egon Ronay says 'the guide has become increasingly aware of a general desire for more flexibility in licensing hours.' My God. The man's quick!

He proudly proclaims that he has 14 inspectors. 14! CAMRA has that many inspectors in every one of over 100 branches throughout the country. Other fascinating facts. Egon has named Findus, the largest frozen food manufacturers in Britain, with the prize for

'winning dish.' So much for home-cooking.

Just in case we hadn't got the message the guide concludes from its 'survey' that 'the transformation of drinking men's bars into informal restaurants is well and truly under way.' It adds that 'the writing is on the wall' for the traditional drinking house. So now we know where we stand. Fish fingers to Egon, I say.



DRINKER XWORD 29

8 10 9 12 13 14 16 17 18 19 20 22 21 23 24 25 26 27

Complied by Dave Richmond

LAST MONTH'S SOLUTION



Across

- 1. Pale-face? (5)
- 5. Beachcomber's valley. (5)
- 8. Praise. (5)
- 9. Strong compulsion. (5)
- 10. A touch between two planes. (5)
- 11. Reverie in the Sierra Madre. (5)
- 14. Brewer's cooker. (4)
- 15. Willing but has no flight so not well (3)
- 16. Butter tree. (4)
- 17. Not a loud fairy rather ethereal. (4)
- 18. Rib. (3)
- 20. Was a cone on one occasion only. (4)
- 21. Jump at the beginning. (5)
- 23. Eraser land. (5)
- 24. Green voile. (5)
- 25. Short performance. (5)
- 26. Point of a thorn. (5)
- 27. Occurrence. (5)

Down

- 1. Hate faction for artificiality. (11)
- 2. Arab dealer? (11)
- 3. Sounds like a doughy requisite. (4)
- 4. Tough street to fish. (5)
- 5. Quiet mollusc. (4)
- 6. Search in Med. for goods. (11)
- Oppression and victimisation two of seven (11) mental tortures.
- 12. Metal fastener. (5)
- 13. Daler board draw a tree. (5)
- 19. Colourless, revalued quality. (5)
- 21. Cord for a cummerbund. (4)
- 22. Carry a bet around. (4)

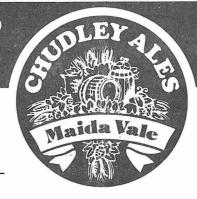
The first correct entry to be picked out of the hat will receive a voucher entitling he or she to £4.00 worth of real ale.

Closing date 19 March 1982.

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LOCAL LINE BITTER O.G. 1038



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Firkins (72 pint cask) 31.68*

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Bitter Experience

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Wholesale rates on application.

Lambeth Walk-1

"I'VE GOT THIS great title for an article" he said, putting down his pint of Brakspear's and fixing me with his steely Copy Editor's glint. I groaned inwardly. The last time he had had one of his great ideas I had carted, to little avail, a bottle of Worthington White Shield some 6,000 miles.

"You work in Lambeth" he continued, "so why not do a series of articles for the London Drinker on the pubs in the area?"

I supped thoughfully for a moment. It wasn't exactly a great idea, but after two pints of Brakspear's it didn't seem a bad one, either. It was true that I did work in Lambeth and I was an occasional visitor to many of the pubs in the area. Also, although I had not received any fan letters after my last article for the London Drinker I hadn't received any vitriolic ones, either. So, what the Hell! Anyway it was your Copy Editor's turn to buy the next round (beautiful timing, the man has). I agreed.

Firstly, however, a bit about what I look for in a pub. One, it should serve real ale, although this seems to be the rule rather than the exception these days, even if you overlook the fact that bottled Guinness is a real ale. Two, and just as important to me, the pub should have some character about it, either in its clientele, its landlord or its building. I do not enjoy crowded pubs frequented by noisy beer-swilling cliques and I loathe pubs where the beer is spilled all over the bar and seldom cleaned up.

Let us start where your Copy Editor had his great idea — the Royal George in Carlisle Lane, SE1. This is just off Westminster Bridge Road and not far from Waterloo Station and St. Thomas' Hospital. A free house, it serves a wide range of beers including Brakspear's Special Bitter and Ruddles's County. Sadly it does not stock White Shield, my favourite tipple. It must have been one of the first pubs in the area to serve Ruddle's County (apart from the Hole In The Wall) as I remember supping County here in 1975. The Brakspear's is a relatively recent addition, replacing Courage Director's a couple of years ago.

The pub satisfies all my criteria. A jovial and bewiskered landlord, an odd mix of customers ranging through railwaymen, hospital workers, GLC workers and civil servants. The draught by Howard Gladwin

beer is usually in superb condition and the prices reasonable by London standards. You can always get something to eat at lunchtime, although for my palate the fare is somewhat greasy.

However it is in its building that the Royal George excels. Squeezed on to a piece of land right up against the main and elevated railway line into Waterloo, it has the air of being put there just to fill in a rather awkwardly-shaped vacant space. It has two bars — a medium-sized Public and a rather cramped other bar which I hesitate to call a Saloon.

The general air of crampedness has been added to by the landlord who has plastered the interior with all sorts of bits and pieces—ships' badges, foreign bank notes, pictures of railway engines etc. etc. But it is the Gents' loo which for me is the centrepiece of the pub. Tucked away behind the Public Bar it has a ceiling so high that to let your eyes wander upwards whilst in there can have distressing results. I know not whether the Ladies' boasts a similar high ceiling.

Next, and finally for this month, The French Horn in Lambeth Walk itself. This is a Watney's pub and one of my favourites. It serves at least one of the Watney real ales but for me White Shield is the drink here. Although frequented by civil servants and the like, it is very much a 'local'. There is a friendly, warm atmosphere amongst the regulars, most of whom I guess live nearby. When they walk in and see acquaintances already there, they pick up conversations unfinished from a previous encounter and seem not to mind the presence of strangers, even though a stranger may sometimes feel he is intruding on a warm family gathering.

Allied to this, the French Horn is beautifully clean and polished. No dusty bottles on the shelves and everywhere bright and sparkling. When I also tell you that the lunchtime food (cooked meals are served as well as snacks) is excellent and reasonably priced and that the place seldom gets crowded, you can see why I go there frequently — a peaceful and friendly haven from the toils of office life.

Next month I shall cover a few more pubs in the area, and perhaps return to the Royal George and visit its Beer Garden!

CLICKWILLY STRIKES AGAIN

"TURNED A bit cold."

"That it has."

"Musn't grumble."

"It's an ill wind that blows till the cows come home."

"Arr. Arr."

Working behind the bar enables you to partake of such edifying chat, Osbert Clickwilly said to himself as he drew a spurt of bitter, decapitated a Light Ale and passed glass and bottle across the counter. The founder of Clickwilly's Brewery and currently Mine Host at the Brewery Tap was quite enjoying his new role.

Formerly known as the Roaring Twenties, the pub had been the most run-down and avoidable of the many Gurgepis houses nearby. After the brewing giants had spent a few bob on transforming a town-centre publinto a GuzzlePalace ("Cook your own succulent steak on our coinoperated Charco-matic grills!") they tried to recoup the money by putting a few of their outlets in the back streets up for sale. At about the same time Osbert, struggling to maintain his corner of the free trade, began to ponder the joys of a captive market.

He somehow managed to scrape enough money to buy the pub and raise it to the minimum standards of comfort and hygiene. His wife had by now learnt the brewing process so she remained in charge of the plant while he looked after the tied estate. Helped by his contacts in the business, he stocked up cheaply with spirits. All the draught beer came from his brewery.

How to get anyone to set foot in the place was the problem. An inauspicious site and a reputation for squal or and violence nurtured lovingly through the years by a succession of unscrupulous landlords had combined to frighten away the more desirable customers. Osbert had built something of a local trade but he needed to attract punters from a wider area.

In particular, he hoped for support and support and publicity from the Real Ale Movement. He had suggested to the town's Chapter that they use his upstairs room and a group were dropping in that evening to run their expert eyes over the pub. In fact Les, the Head of the Chapter, had already been around. Having muttered about the heating of the upstairs room and bemoaned its distance from the Gents, he nevertheless agreed to hold meetings therein. After all, who elsewould offer them a room without charge?

When the first Chapter member turned up, Osbert recognised him not by sight but by his opening remarks, "Pint of bitter, please, and why haven't you got a Public Bar?"

Osbert explained that any discrete recesses, vaults, atria and the like had vanished following a distant Gurglepis face-lift and that he did not as yet have the money to pay for structural alterations. He anticipated the next question by apologising for the bleeping space invader and promising that he would soon replace it with a noiseless brand of bandit.

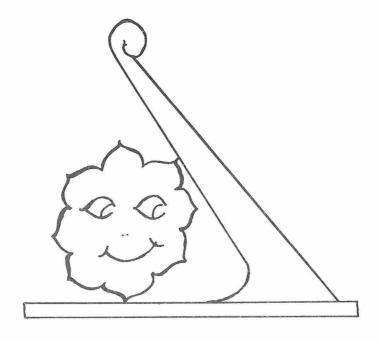
Another came to the bar and stared with disgust at the pump-handle serving the strong winter brew which Osbert, dissuaded from his original choice of Old Willy, had insisted on calling Willy Wonder. "Why do you want to brew one of those mind-blowing beers? If you must have a dark beer, what's wrong with a mild?"

"No one touches mild in these parts" Osbert explained. "But I will get one in if you promise to drink it all, even after it has turned to vinegar in the cellar."

Among the next arrivals was the legendary Charlie Smithwick, connoisseur extraordinary. After sniffing warily at his glass he placed it on the counter and took from his pocket what looked like a small bicycle-torch. "I don't suppose you have seen one of these before" he said. "It is a Gunge And Haze Enumerator. You hold it over the glass, press the button and a lazer beam cuts into the beer. It measures such things as clarity and the extent of pollution from outside bodies and records its findings on this screen."

He indicated a part of the gadget which was sparkling with luminous green digits and peered carefully at it. "As I suspected. Anything over 1.75 on the Throgmorton Scale means that the beer has enough foreign badies floating about to affect the taste. The reading of this pint is 2.43." He showed the numbers on the screen to those near the bar, restored the Enumerator to his pocket and walked straight out the door. His pint;untouched by human lip, remained on the counter.

"Good Old Charlie!" chuckled one of the drinkers. "No wonder he looks so fighting fit. I don't think he has found a pint clear enough to drink for the past couple of months."



SUN dial

405-8278

CLICKWILLY STRIKES BACK

Other Chapter members dropped in, none causing much of a stir apart from one gentleman who never even reached the counter. His first act on entering the pub was to drop on to his hands and knees, pull out a magnifying glass and scrutinise the carpet. Whenever he spotted one of the many worn patches he wrinkled his nose and made a note in his pocket book.

Having crawled over half the pub he rose and began to peer at the seating accommodation. Again, he made a note of every tear. He then examined the ash trays, all of which were empty apart from one which had recently been used by a couple who had consumed the contents of a packet of dry-roasted peanuts.

At this point, the man glared at Osbert, mumbled what sounded like "It's a total rip-off" and stalked out of the pub.

"I thought you people preferred your pubs on the scruffy side." said Osbert.

"We do," came the reply. "But Arthur is eccentric. He will be writing to you with his list of complaints and demand that you put them right before he sets foot in the place again. Sometimes he writes to the local press as well, so you may get a bit of free publicity out of it."

* * * * * * * * * *

The evening wore on. The Chapter had long since set off on a crawl of the neighbourhood. Few customers remained. Osbert decided to check the takings and he was thus immersed in the contents of the till when a fist crashed on the counter behind him and a voice thundered "I expect instant service in this rat-hole!"

It was Theodosius Dogg. "Always wanted to see what life was like when you crawl under the stone. First time I have been in a pub owned by a brewery that is smaller than mine."

He asked for a pint of Willy Wonder, took a large sip and meditated. "An Old Retriever it isn't, but pleasant all the same. Tell you what, though, this stuff needs a thimbleful of Creme de Menthe to give a touch more resonance.

"As well as trying your beer," he continued "I am here to do you a favour. Have you heard the news about Gurglepis? A total shut-down. No beer has left the brewery for two days."

Osbert asked what had happened.

"It's the draymen, God bless 'em! One was caught getting his leg over in the kegging store when he should have been delivering half way across the Pennines. Claimed he could not understand the winter schedules. The management threatened, his mates backed him and it has blown up into a king-size industrial dispute. Gurglepis pubs are running dry and I thought you might tide some of them over with your beer."

"Why are you telling me this?" Osbert was puzzled, "Surely Dogg's will be in there like a shot."

"So we shall. But there has been a slight technical hitch. In fact" Dogg looked almost sheepish "I admit to being hoist with my own petard.

"As you probably know, we have recently been doing up the brewery and expanding it. When the time came to buy fermenting vessels I decided, after weeks of agonising, to risk some of those new contraptions that look like ice-cream cornets. Not as good as the usual kind, but they do come a lot cheaper. Made in South Korea.

"We install them and start brewing. Suddenly there is an accident. A combination of inferior Oriental welding and dodgy English plumbing and two weeks supply of Boxer Bitter goes straight down the plug-hole. Even working flat out we can barely keep our own pubs happy and we certainly cannot satisfy all the Gurglepis pubs in the area.

"So here is your chance. We can handle your deliveries as there will be plenty of room on my drays. I'm thinking of bringing up the horses. A bit outside their normal traipsing area but they need a change of scene. The crowds always love them and we do allotment holders a favour by providing manure on the house.

"Anyway, mine's another pint. This time, put in a small Remy Martin and a drop of Worcester Sauce. Anything to keep warm in this weather!"



Enfield & Barnet Branch of CAMRA in confunction with:

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Folk and Ale

on Thursday March 18th

concessionary prices on Bass and IPA and other attractions.

Floor singers welcome

Letters

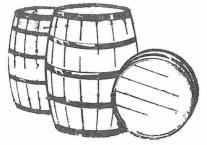
DRAUGHT RETURN

Laurie Bishop was quite right. Draught beer was not available in my Lewisham shop, nor in most of my other shops just before Christmas. In the lead-up to Christmas, we had a tremendous demand for polypins and casks and we were just not able to cope with draught beer simply through lack of space.

There is draught beer on now at Lewisham, and with the introduction of new dispense equipment it is anticipated that jug beer will even be available during future heavy Christmas lead-up periods.

Alan Greenwood, Wallington, Surrey.

barrels REAL ALE OFF-LICENCE



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WIDE RANGE OF DRAUGHT BEERS TO TAKE AWAY IN OUR OWN 4 pint OR 8 pint CONTAINERS.
POLYPINS AND FIRKINS ALWAYS IN STOCK.
OPEN EVERY EVENING UNTIL 10 P.M.

Alan Greenwood's Beer Diary

THE POLYPIN HOMECASKS that I mentioned last month do not of course suit everyone. The principle alternative and until about eight years ago the only one — has been beer packaged in cans and bottles. Whilst these do have the advantage of convenience unfortunately a lot has to be sacrificed, not least the very taste, flavour and character of the original beer.

Packaged beers are produced for long life so that they can sit for a week or two on a warehouse floor, another week or two on a shelf in the Off-Licence or Supermarket, and perhaps for another week at home. But the reality is that most packaged beers will be delayed substantially longer at the various stages, and can be quite stale (even if not out of date) by the time they are consumed. Packaged beers purchased from supermarkets can be particulary vulnerable. Supermarkets buy in such large quantities to obtain the maximum discounts with which certain brewers tempt them, that the beer may not be sold out quite as quickly as one would like.

Beer is a foodstuff and as such is soon perishable. To extend the long life freshness of it by packaging, is an advantage, but of convenience only. The packaging process means treating the beer so it ends up sterile, fizzy and tasteless. This involves filtration and chilling to remove all the living yeast and malt sediment and with it most of the flavour and character too. To make sure the beer is really dead they then pasturise it. After this the beer still has its colour and an alcohol content but it is otherwise flat and dead. To liven it they inject carbon dioxide gas which fizzes it up like alcoholic lemonade.

This processing of bottled beer has not always been so; before we had the large modern bottling plants of today many beers were sold in bottles complete with a yeast sediment, and a subsequent bottle conditioned sparkle. A few still remain, like Guinness Worthington White Shield and Imperial Russian Stout. But apart from Guinness most are difficult to obtain. Russian Stout is made by Courage, but is totally unavailable in the Courage-owned Arthur Cooper or Roberts Off-licences and is found in only a few Courage pubs. Similarly very few Galleon Off-licences, owned by Bass Charrington, sell White Shield and fewer of their pubs do so.

Apart from these few naturally conditioned bottled beers most packaged beers, and

certainly all cans, are of the highly treated, tasteless, fizzy type. If they are a poor buy in these terms of quality, when it comes to economic value they are a disaster. The old belief that people drink beer at home because it is cheaper, is a fallacy. A lafge can of Fuller's, London Pride, or Felinfoel's, award-winning, Double Dragon averages out in the free trade at about 55p. Whilst this may not sound un reasonable, a large can contains barelythree quarters of a pint. Extended out, it is in reality over 70p a pint. Small cans of the same beers are even worse, working out at 78p a pint.

This is not to say there is gross profiteering. The cost of processing the beer is expensive as are the bottling/canning machines and factories. The weight of 48 dozen cans or bottles is heavier and bulkier and therefore more expensive to transport than the equivalent one barrel of draught beer. Of course there is also the cost of the can, approximately 10p. Another cost not to be overlooked is that of having to fund stocks of bottles and crate deposits. So tight are the margins that it has been estimated by the specialist stockbroker, Colin Mitchell of Buckmaster & Moore, that some brewers have been losing as much as 5p. a pint on their canned beers just to keep their investments ticking over.

Add on the ecological and conservation aspects and packaged beers are a most unsatisfactory solution to the problem of how to enjoy beer in the comfort of your own home. Apart from parties, people like to have a home pint when friends come round for a card game or social evening, and with the restrictions of our archaic licencing hours Laws, take-home beers are a fundamental part of social life. So is there a more economical, practical and tasty alternative to packaged beers?

The answer is 'Yes' with the re-introduction of the Jug. As in the 'Old Jug and Bottle' type shops a canister (it must have a lid) can be taken into a Real Ale Off-licence or into certain pubs, where it will be filled with Real draught beer, fresh from the cask. These beers are completely untreated and still contain all their goodness and flavour. Taking the two beers mentioned before, London Pride and Double Dragon, they may sell at between 14p to 18p. a pint less than the canned versions.

So do not despair of the eighties, because the 'Jug' shop is now with you. Have a 'jugging good Time'!

The sign of great beer



For well over two hundred years, the name of William Younger has been synonymous with brewing such renowned traditional ales as Wm.

Younger's No. 3, I.P.A. and Scotch Bitter These, and many other fine Scottish and English Real Ales, can be found in the vast majority of Wm. Younger's Inns.

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Look us up, you won't be disappointed





LOCAL

WEBSTER WHEREABOUTS

AS MENTIONED EARLIER, Webster's Yorkshire bitter is being brought to London. The following list of tied outlets has been supplied by Watney London:

W1	Dover Castle, Weymouth Mews,
	Portland Place.
W1	Red Lion, Waverton St.
W1	Yorkshire Grey, 28 Maple St.
N6	Woodman, 414 Archway Rd.
N12	Jubilee Inn, 359 Ballards Lane.
NW1	Allsop Arms, 137 Gloucester
	Place.
NW1	Green Man, 383 Euston Rd.
NW10	Coach & Horses, Stonebridge
SW2	Railway, Atlantic Rd.
SW11	Latchmere Arms, Battersea Park
	Rd.
W2	Green Man, 309 Edgware Rd.
W4	Hole In The Wall, 12 Sutton
	Lane.
W11	Duke Of Norfolk, 202 Westbourne

LALEHAM Three Horseshoes, Shepperton Rd. TEDDINGTON Royal Oak, High St.

Grove.

We were somewhat amused to find the Jubilee Inn on the list. This pub was included in error in the new Real Beer In London, an event which aerated the local CAMRA branch to the extent that we were asked to publish a disclaimer on behalf of the publishers in the February issue of the *Drinker*. Now we learn that the Jubilee's status has changed from a deletion to that of an amendment! A coincidence, no doubt, but perhaps we should try to include more Watney pubs by mistake and watch them change overnight to real ale?

Be warned, incidentally, that lists provided by major brewers have not always been shown to be particularly accurate, at least in the short term. We hope to be able to confirm the entries next month.

WHOSE BREW?

WE HAVE HAD a letter from a Mr. Whitaker of Bradford. He recently did some drinking in London while on his honeymoon, sensible fellow, and has asked us if we can identify some beers that were unfamiliar to him.

The answer to one question — does the Market Porter in Southwark brew its own beer? — is Yes. He also asks for the name of the brewer and the original gravity of Bob Welch bitter, which he drank at the Welch Bros. pub in East Finchley, and the same for Horseshoe Special bitter which he found in the Horseshoe in Southwark.

Please let us have the answers and we shall pass them on.

BARGAIN BEERS

A GOOD-VALUE Courage pub is the Royal Albion in Hibernia Road, Hounslow. The standard price in both bars for Best Bitter is 54p and Director's costs 60p.

The Percy Arms, Gt. Percy St., WC1 knocks 10p a pint off Bass and Charrington IPA between 5.30 and 7.30 from Monday to Friday.

Dick's Bar in Tottenham Lane, N8 sells a 'beer of the month' at 50p a pint.

Happy-time at the Malt Hops in Caledonian Road, N1 is 5.30 – 7.00 from Monday – Friday. Gibbs Premium and Wadworth 6X cost 53p a pint, Young's Special, 54p and both Gibb's Bishop's Tipple and Wadworth's Old Times 64p. At weekends, all drinks are reduced in price by 20%

We have had few replies to our request for

up-dated information on previous entries. As the details sent to us were positive, and we did not after all allow much time, we have decided to include the full list of bargain pubs again. Please note, though, that no pub will be included next month unless we receive confirmation by 18 March.

Pubs on the list include the King's Head, Merton; the Wattenden Arms, Kenley; the Cavalier in Wallington; the Royal Connaught in Holborn; the Bricklayer's Arms in Shoreditch; The Lord Wellington, Bermondsey; the King Edward V1, Islington; Welch Bros. in East Finchley; the Moon, Bloomsbury; the Pied Bull in Streatham; the Island Queen in Islington; the Ship & Shovel in Charing Cross; the Wellington in Waterloo; the Old Windmill in Hadley Highstone; Marler's in Islington; the Norfolk Tavern, South Kensington; the Golden Lion, St. James; the Worcester Arms in Marylebone; the Salisbury, Barnet; the King William IV in Hampstead; the King's Head, Acton and the Prohibition, Croydon.

REAL BEER IN LONDON NEW EDITION NOW AVAILABLE

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- 61 Breweries
- 48 Maps

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See list on inside back cover

TRUSCOTT'S~True or False Bill Niblock

DURING THE early days of 1980, Brian Lee was manager of the BRICKLAYER'S ARMS, Shoreditch and I was his assistant. Trade was rather slack, so we had to think up something unusual for 29 February, 1980, which was Leap Year Day.

After putting our heads together with several others, Archie Truscott was re-born. An octogenerian, born 20 February, 1896. A Master Brewer, still hale and hearty and willing to brew fabulous beers for special occasions.

A sample brew was produced for Valentine's Day and acclaimed by all. A little subtle advertising in WHAT'S BREWING (CAMRA's house magazine) and the stage was set for the 29th.

The great day arrived. Eight Truscott beers were on draught. Seven of these on handpump (pump clips designed and made by R. Barrett) and a firkin of Special Truscott on the back of the bar. The firkin was marked 'A. Truscott & Sons, Erewhon' — which spells 'nowhere' backwards.

He produced many excellent brews from time to time and naturally when Ian Clarke bought another pub it was re-named the TRUSCOTT ARMS. This entailed long research into the origin of the name. The TRUSCOTT was



opened on 3 March 1981 amid great favour by a close relation of Archie.

Now the crunch. We all know that James Lynch brews great beers at Andover and Truscott's are no exception. All Truscott's have been brewed at Bourne Valley, as was Brian's Special Ale. The olde genetleman who performed the opening ceremony at the TRUSCOTT ARMS is a former Bourne Valley drayman, Bill — bless his rustic socks!

So don't be upset. Just tuck in and enjoy your pints of Bourne Valley Truscott and thank God for Brian Lee and his good thinking.

Good luck, Archie! Here's to another 80 years.

• SMALL PUB seeks men and women (18+) to drink CHEAP Real Ale — ROYAL OAK, TIGER, GODSON'S BEST and RUDDLES BITTER — and enjoy good hot & cold homemade lunches.

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EARL'S COURT tube stations.

Keep the Breweries Free by Laurie Bishop

THE RECENT NEWS that Boddington, the Manchester brewers with a high reputation for real ale, were bidding for the Oldham Brewery company has caused great concern within CAMRA. Whether the takeover goes ahead or not it will not directly affect London beer drinkers but there are many interesting points to come out of the whole exercise so it might be worth having a look at it all.

CAMRA started up in the early Seventies to combat, amongst other things, the apparently inexorable takeover of the small independent breweries up and down the country by the large conglomerates like Courage and Watney's. The threat towwards the end of the seventies and now in the eighties is not that this will continue but that a different style of takeover is emerging. Hull Brewery were taken over by Northern Foods, Tolly Cobbold were taken over by Ellerman Lines. We also saw Greenall Whitley take over Shipstone. This last example saw a large independent brewer who was doing little to promote real ale take over another whose beers were held to be the finest in a town (Nottingham) overflowing with the quanlity, quantity and variety of its real ale. And the net result was a further deterioration in Greenall Whitley's real ale output and a quite disastrous fall from grace by Shipstone's.

Could it happen again with Boddington and Oldham Brewery? On the face of it this seems to be a perfect takeover for real ale drinkers. Surely Boddington's, who have built their reputation with CAMRA on a supremely bitter bitter, so pale and straw in colour in looks like lager, would convert the Oldham pubs they are to take over to real ale thus increasing choice and availability at a stroke?

This may be so but there are other factors to consider too Boddington will not be looking to keep Oldham's brewery going for longer then they can possibly help it. They have recently increased capacity at their own brewery in the centre of Manchester and must be looking to fill the capacity with Oldham's outlets, both pubs and clubs (Oldham have quite a few club outlets; probably a much higher proportion of their business is with clubs compared with Boddington). Further, the obvious result of closing Oldham's brewery will be to reduce the variety of real ales available in the Greater Manchester area.

There are other factors as well, such as Boddington's attitude towards some of Oldham's older and lower turnover pubs and this will only be resolved in time. I ought to stress at this stage that Boddington themselves as a company have always struck me as a very fair minded company. Their beers have always been above average in quality and not over-expensive. They seem to treat their employees fairly and their publicans well. They have what I would describe as a good social conscience and are probably not the sort to get involved in too many shady and underhand deals. No, the reason I am sceptical and slightly saddened by the news from Boddington is that somehow one got to the stage that one supposed that this sort of thing would never happen. Now that it has I feel that whilst there is a possibility that the consumers might benefit from this business there is a much stronger possibility that they won't.

At this stage you could reasonably say; Well, fair enough, but how does this affect us in London? The answer is of course that it doesn't, or not directly at any rate. What it does show is that we cannot take our two established independent breweries for granted. Young's in particular are as solid as a rock at the moment and either they nor Fuller's would be in any danger of disappearing from the beer scene. But, and this is the most important point, if they were to disappear into another brewer's clutches, would they emerge a better unit? Would the pubs and the beers be better? You can be sure that there are no equivalents of Boddington around London.

We ought to value our local brewers and not take them for granted. They are worth more to us than just the cost of a pint of draught bitter or mild. They represent our means of bargaining and arguing with the big boys. Let us hope that Boddington do not overreach themselves to the extent of becoming a big boy themselves.

LIGHT (AND BITTER) READING

I see that the new edition of Real Beer In London-has now been published. On a quick look this seems to be a great improvement on its predecessors, with the maps in particular an excellent addition. It is well worth the money and will be an invaluable companion to you as you travel around the

Capital. And I cannot resist the temptation to suggest an excellent place to go to this summer for a peaceful drink. That is to Downe which is south of Bromley, Reached by 146 bus from Bromley North or South station, this is the home of Charles Darwin and it is strange to think that such a sleepy village should be within the Borough which effectively scrapped the cheap fares on London Transport and is also the watering hole of the author of what some would call the most controversial piece of writing ever. To return to the pubs, they are both Big Six but both are excellent and well worth a visit, particularly the George and Dragon Cheers!



The Britannia Tap, Warwick Road, W14 as featured in our last October issue

BRANCH DIARY

The following events will be held by CAMRA branches during March. For branches not mentioned, please ring Branch Contact concerned.

EAST LONDON & CITY: Fri. 12 (7.00). Crawl (see South-West London). -Tue. 16 (8.00). Branch. Northcote Arms, 110 Grove Green Rd., E11.

NORTH LONDON: Tue. 9 (8.00). Branch. Venue to be arranged. - Tue. 16 (8.00). Social. Prince Albert, 2 Acton St, WC1 (3 Truman beers). - Tue. 23 (8.00). Social. Abbey Tavern, 8 Violet Hill, NW8. - Wed (8.00). Social with SPBW Lamb's Lambs Conduit St., WC1. – Tue. 6 (8.00). Social. White Horse, 80 Liverpool Rd., N1.

RICHMOND & HOUNSLOW: Thu. 11 (8.00). Open committee. Greyhound, Hampton Court Rd., Hampton Court. - Mon. 22 (8.00).

Branch. Red Cow, Sheen Rd., Richmond. -Mon. 19 Apr. AGM – Advance warning. SOUTH-WEST LONDON: Thu. 11 (8.00). Branch. Prince of Wales, Union Rd., SW8. - Fri. 12 (7.00). Crawl with East London branch. Start Black Friar, 174 Queen Victoria St., EC4; finish Bishop's Finger (9.00) in Smithfield Market. - Sat. 20 (9.15am). Coach trip to Canterbury. £5. Ring Branch Contact. - Tue. 30 (8.00). Social. Royal Oak, Lytham Rd., SW2. - Sun. 4 April. (12.00). Social. Prince of Wales, Union Rd., SW8. WEST LONDON: Mon 8 (8.00). Pub of the month. Bricklayer's Arms, 31 Gresse St., W1. - Thu. 18 (8.00). Branch. Truscott Arms, 55 Shirland Rd., W9. - Sun 4 April. (12.00). Social. Worcester Arms, 55 George St., W1. WEST MIDDLESEX: Tue. 9 (8.30) Games. Bridge Hotel, Western Ave., Greenford. -Wed. 17 (8.30). Branch. Crown & Old Treaty House, Oxford Rd., Uxbridge. - Fri. 19 (7.45).

Holborn Crawl. Start Ship Tavern, Gate St, WC2; finish in Lamb, Lamb's Conduit Street.

CAMRA Branch Contact

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 66 (W)
E. LONDON & CITY	PETER ROBERTS	Upminster 23581	213-7374 (W)
ENFIELD & BARNET	TONY MORGAN	440-2186 (H)	
KINGSTON & LEATHERHEAD	ANDY BAGLEY	548-2941 (H)	
NORTH LONDON	LAURIE GORDON	448-1692 (H)	359-1340 (W)
RICHMOND & HOUNSLOW	ANDY PIRSON	977-1633 (H)	
SOUTH-WEST ESSEX	CHRIS CASHMORE	Brentwood 211703 (H)	283-1030 x 356 (W)
SOUTH-EAST LONDON	MIKE WARNER	852-7759 (H)	227-3391 (W)
SOUTH-WEST LONDON	JIM SMITH	671-3482 (H)	
WEST LONDON	RODNEY HOLLOWS	723-2798 (H)	
WEST MIDDLESEX	KEITH WILDEY	423-1243 (H)	965-7414 (W)

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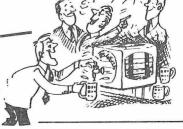
The new equipment uses no pressure and the quality, flavour and palate of the beer is as pure as it would be served by gravity direct from the cask.

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CLAPHAM SW4 215 Clapham Park Road 01-720 6999

Real Beer in London-Update 2

Additions		BELVEDERE			04 Nuxley
NW10	Park Royal Hotel, Western				ctor's (H)
	Avenue, Courage: Best Bitter,	BIGGIN HILL			n Rd. Ind
	Directors (H)		Coope: B		
SE 15	Newland's · Tavern, 40 Stuart	BIGGIN HILL			Main Rd.
	Rd. Trumans: Tap Bitter (H)		Friary Me		
SE 16	Prince of Orange, 118	CHISLEHURS			
	Lower Rd, Truman: Tap		Courage:		
	Bitter (H)	CROYDON			Park St.
NW11	Catch 22, 750 Finchley Rd.,		Wethered		
	Temple Fortune. Mann: IPA;	CROYDON			24 Church
	Tamplin: Bitter (H)				rton Ale (H)
NW11	White Swan, 243 Golders	LEAVES GREI			
	Green Rd. Ind Coope: Bitter			Best Bitt	er, Director's
	(H)		(H)		
HARROW	Ploughman, 221 Station Rd.	SW1			Grosvenor
	Ind Coope: Burton Ale;		Rd. Trum		
	Taylor Walker: Bitter (H)		Bitter, Pr		
SUDBURY	Rising Sun, 138 Greenford	SW14			Richmond
	Rd. Courage: Best Bitter (H)				IPA; Watney:
SE1	Mudlark, Montague Close.				ag Bitter (H)
	Charrington: IPA; Bass; (H)	SW19			St, Colliers
SE5	Robin Hood & Little John,				ix: Bitter (H)
	123 Flaxman Rd. Ind Coope:	W6			Shepherds
	Bitter (H)				: Best Bitter
SE11	Greyhound, 336 Kennington	****	Director's		***** 0 .
	Park Rd. Courage: Best Bitter,	W11			Hill Gate.
	Director's (H)		Bass; Cha	rrington	: IPA (H)
SE 13	Sir John Morden, 62 Camp-	Deletions			
	shill Rd. Charrington: IPA (H)	The following en	ries in RBI	L do no	ot sell
SE15	Kellies, 14 High St. Bass;	Real Ale:			
	Ruddle: County; Young:	W1 Falcon			
	Bitter, Special (H)	EC3 Red Lion	SAY MICHAEL	SE13	Anchor
SE18	Gatehouse, Leda Rd. See	N4 Hornsey Wo	ood Tavern		DON Oval Tavern
	February Drinker.	N17 Ship		SW4	Oxford Arms
SE20	Crown, 54 Maple Rd. Shep-	NW3 Hare & Hou		SW8	Bell
	herd Neame: Bitter, Best	NW6 Canterbury	Arms.	SW8	Market Tavern
	Bitter (H)	NW9 George		SW8	Queen's
SE25	Beehive, 47 Woodside Green.	NW 10 Pantiles		SW8	Queen's Arms
	Bass; Charrington: IPA (H)	NW 10 Willesden J		SW14	Oxford Arms
SE26	Woodman, 110 Kirkdale.	SE8 Duke of We	ellington	SW14	Halfway House
	Wethered: Bitter (H)	SE8 Woodman		SW19	South Western

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SE18 MELBOURNE ARMS, Sandy Hill Road,
SE18 GATEHOUSE, Leda Road.
SE18 VILLAGE BLACKSMITH, Hillreach.
SE19 ROYAL ALBERT, Westow Hill.
SE20 LONDON TAVERN, Maple Road.
SE27 HOPE, 49 Norwood High Street.
SW16 LEIGHAM ARMS, Wellfield Road.
SW16 MITCHAM MINT, Lillian Road.

PIELD BULL, 418 Streatham High Road, ALEXANDRA, Wimbledon Hill Road KING'S HEAD, Upper Tooting Road EATHER BOTTLE, Garratt Lane. KING'S HEAD, Merton High Street

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CROYDON CROYDON CROYDON CROYDON

CATHERINE WHEEL, High Street.

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SHIP, 47 High Street. JON, Pawsons Road

RAILWAY TAVERN, Ewell Road

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ORD NELSON, Lower Road.

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litter Experience, 128 Lee Road

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SE13 SE23 SE11

SE27 SW4

2 Brewer's 97 Dartmouth Park Road

Carval Wines, Norwood High Street.

Alan Greenwood's, 215 Clapham Park Road

Aajestic Vintners, Hester Road

9er, Webbs Road

Alan Greenwood's, 308 Haydon's Road,

Alan Greenwood's, 120 The Broadway

Alan Greenwood's, 8 Butter Hill

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The Campaign for Real Ale Ltd 1981



ISSN 0144 7866