

Sept  
1985



15p

# LONDON DRINKER



See page 7

The Bell and Crown—Strand on the Green, W.4.

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

Vol  
7

No 8

## BRANCH DIARY

If your branch is not mentioned please ring the branch contact. Dates for September of which we have been notified are as follows. Branches please send information to Andy Pirson. Branch contacts page 3

**EAST LONDON & CITY:** Thur 5 (7.30) Social. ESSEX ARMS, 92 Victoria Dock Road, E16 — Wed 11 (8.00) Branch Meeting. KNAVE OF CLUBS, 25 Bethnall Green Road, E1 — Mon 16 (5.30) Social. GRIFFIN, 93 Leonard Street, EC2 — Tue 24 (8.00 — provisional) Darts v Tony Almanteam. FISH AND RING, 141A White Horse Road, E1 — Mon 30 (8.00) Social. MOULDERS ARMS, 50/52 Bromley High Street, Bromley by Bow, E3.

**ENFIELD & BARNET:** Thur 5 Sept (8.30) Social. RISING SUN, Mill Hill, NW7 — Wed 11 Sept (8.30) Branch Meeting, BULL & BUTCHER, High Road, Whetstone, N20 — Tue 17 (8.30) Social, CROWN & ANCHOR, Great North Road, High Barnet — Thur 26 (8.30) Social STAG & HOUNDS, Bury St, N9 — Tue 1 Oct (8.30) Pub of the Month/LD Pickup Social RAILWAY TAVERN, New Barnet.

**KINGSTON & LEATHERHEAD:** Sun 1 (12.00) Social. KING WILLIAM IV, Mickleham — Mon 9 (8.30) Committee Meeting/Social. GAZEBO, Kingston — Thur 12 (8.30) Branch Meeting, KINGS ARMS, Epsom — Wed 25 (8.30) Social. PRINCE OF WALES, OATLANDS PARK — SUN 6 OCT (12.00) SOCIAL. Victoria, Oxshott.

**NORTH LONDON:** TUE 3 (8.00) Two Pub Social. FAT HARRY'S, 60 Isledon Road, N7 then FAVOURITE, Queensland Road, N7 — Tue 10 (8.00) Two Pub Social. ANGEL AND CROWN, 235 Upper Street, N1 then FOUR SISTERS, 25 Canonbury Lane, N1 — Tue 17 (8.00) Two Pub Social. MARLERS BAR, Stoke Newington High Street, N16 then PRINCE OF WALES, 59 Kynaston Road, N16 — Tue 24 (8.00) Two Pub Social. PARRS HEAD, 23 Plender Street, NW1 then SPREAD EAGLE, 141 Albert Street, NW1 — The Sunday Lunchtime Social for the month of September is at GEORGE IV (Thwaites), Copenhagen Street, N1.

**RICHMOND & HOUNSLOW:** Thur 12 (8.30) Committee Meeting. SHAKESPEARE, Shakespeare Terrace, Lower Richmond Road, Richmond — Mon 23 (8.30) Branch Meeting. GRIFFIN, Brook Road South, Brentford.

**SOUTH-WEST LONDON:** Wed 11 (8pm) Darts Match v. SPEW (Campden Hill) at VICTORIA & ALBERT BARS, Marylebone B.R. Station — Thur 26 (8pm) Branch Meeting, SPREAD EAGLE, Wandsworth High Street (Back bar).

**WEST LONDON:** Wed 4 (8.00) Pubs of the Month Social. ARCHERY TAVERN, Bathurst Street, W2 followed by VICTORIA, Strathearn Place, W2 (approx. 9.30)

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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 Limited.

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## The Editors . . .



Are on Holiday.

## SHORT PINTS

The prosecution of a Sheffield landlord for serving pints of lager 15% short and not having a price list has revealed an anomaly in the trading laws. Apparently you can be prosecuted for serving short pints of lager but not for beer. In 1982, a court ruled that the head of a pint of beer was integral to the pint and therefore pints could be sold containing less than 20 fluid ounces. This has made prosecution of short measure very difficult for beer, but not for lager which is supposedly less frothy. At the enormously inflated lager prices these days, the lager drinker obviously needs more protection than the beer drinker.

## TURN IT DOWN

I'm sure that I'm not alone in complaining about the volume of canned music in pubs. These days, we seem to be continually bombarded on all sides by pulp music wherever we go, whether it be in shops, restaurants or out in the open air, assaulted by some socially deprived youths ghetto-blasters. It is regarded as normal and the general public lets it wash over them, not worrying what it is, or even if it is good or bad — it is just noise to fill in the gap between the ears. Pubs are becoming the worst offenders. What should be a haven for relaxation, where people can talk, exchange views and generally pass the time of day, has become a place where the music played at mind-numbing volume totally dominates.

This would not be a problem if the rest of the pub's facilities were bad, then the place could be avoided like the plague, but it is often the case that an otherwise excellent pub is totally marred by this one oversight. Originally canned music was not meant to be listened to, just soft bland musical wallpaper, but background music seems to have become foreground music. The irony of the matter is that I actually like a fair proportion of the recorded music and have an extensive record collection, but there is a time and place for everything, and I would like to choose when to listen to music and when to be able to talk without risking a sore throat. When will landlords realise that recorded music comes a long way down the list of a pub's attractions? Live music is different, because it is usually not an everyday occurrence and then it becomes a major attraction for the evening. So please, try turning the music down and let people talk without having to raise their voices.

**Rob Tough.**

## BRANCH CONTACTS

BEXLEY	DES WARD	Erith 45716 (H)	Orpington 38321 x29 (W-Fri only)
BROMLEY	JOHN WATERS	851 5111 (H)	
CROYDON & SUTTON	PAUL EVERITT	Lodge Hill (66)	405
E.LONDON & CITY	ADRIAN HALL	471 5361 (H)	405 7686 x501 (W)
ENFIELD & BARNET	TONY MORGAN	440 2186 (H)	283 1000 x 2944(W)
KINGSTON & LEATHERHEAD	JOHN NORMAN	546 3476 (H)	Weybridge 47282 x 2380 (W)
NORTH LONDON	ANNE LODGE	888 5300 (H)	
RICHMOND			
& HOUNSLOW	ANDY PIRSON	977 1633 (H)	
SOUTH-WEST ESSEX	ANDREW CLIFTON	Romford (0708) 65150 (H)	
SOUTH-EAST LONDON	DAVE FOORD	690 5104 (H)	632 4646 (W)
SOUTH-WEST LONDON	CHRIS COBBOLD	674 0556	
WEST LONDON	RODNEY HOLLOWES	723 2798 (H)	
WEST MIDDLESEX	KEITH WILDEY	423 1243 (H)	

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## CAMPAIGN STRENGTHENS

Three or four years ago it was fashionable to dismiss CAMRA; everyone said that CAMRA's job was done, real ale was widely available, especially in the South East. Such complacency was completely unfounded and today we are faced with a troubled brewing industry operating at 50% of capacity, high prices causing reduced consumption and brewery takeovers becoming rife, causing reduction in choice.

Over the past year CAMRA have not been idle. Scottish & Newcastle's attempted takeover of Hartlepool brewery Camerons was not wanted by the management who were very grateful for CAMRA's help to resist the offer and refer it to the Monopolies Commission. Scottish & Newcastle have moved their sights to Blackburn brewery Matthew Brown who have also turned to CAMRA to help them resist the takeover. This too has been referred to the Monopolies Commission and we have high hopes of success here too. We can only fight takeovers if the brewery does not want to be taken over, which unfortunately is not always the case.

A great deal of work is done by various committees within CAMRA. A nationwide campaign on beer prices received extensive publicity with questions being asked in the House of Commons. A lot of effort has been expended on the case for changing licensing

hours and it is at last beginning to be a case of "when" not "if". The Pub Preservation Group continues to fight pub closures and the trendy desecration of the traditional English pub.

Membership appears to have passed through a trough and has been increasing consistently over the year as more and more people are realising that there is a job still to be done. The membership fee is unchanged yet again at £7 for the fifth year. Inflation over the same period is 30%, so CAMRA membership is cheaper now in real terms than it ever has been, the recently introduced computerisation at Head Office has made CAMRA much more efficient.

So, come on and join us in campaigning for the beer consumer. The British beer industry needs careful monitoring and extensive persuasion to prevent it falling into the self-indulgence and self-destruction of the 60's.



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### THE GREAT FIZZ QUIZ

The following "foreign" draught lagers are all widely available. Do you know where they are brewed?

- |                   |                  |    |
|-------------------|------------------|----|
| AYINGERBRAU ..... | (a) Bavaria?     | OR |
|                   | (b) Tadcaster?   |    |
| CARLESBERG .....  | (a) Copenhagen?  | OR |
|                   | (b) Northampton? |    |
| CASTLEMAINE ..... | (a) Brisbane?    | OR |
|                   | (b) Wrexham?     |    |
| FOSTERS .....     | (a) Melbourne?   | OR |
|                   | (b) West London? |    |
| HANSA .....       | (a) Dortmund?    | OR |
|                   | (b) Hartlepool?  |    |
| HEINEKEN .....    | (a) Amsterdam    | OR |
|                   | (b) Lancashire?  |    |
| HOFMEISTER .....  | (a) Bavaria?     | OR |
|                   | (b) Reading?     |    |
| SKOL .....        | (a) Amsterdam    | OR |
|                   | (b) Wrexham?     |    |
| TUBORG .....      | (a) Copenhagen?  | OR |
|                   | (b) Sunderland   |    |

Turn to page 21 for the shock answers!

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# Real Ale in South East London

KING & BARNES  
BREWERS  
HOUSING

ORSHAM

CAMRA

£ 2.50

# LETTERS TO THE EDITORS.



Dear Sir,

Further to my earlier correspondence, I now add a few more observations from the WC1 area.

1. A recent visit to the Museum Tavern WC1 produced the following (quite amazing!) sign:

**BRASPEAR ALES  
SPECIAL OFFER  
ONLY £1 PER PINT**

What on earth do they charge when it's not on "Special offer"?

2. Another rip-off — Sam Smith's OBB — £1 per pint at New Merlin's Cave, WC1.

3. A warning to all real ale drinkers that they should avoid the Plough, WC1. My first visit to this establishment yesterday found a decent half of Taylor Walker Bitter (at 92p/pint) plus Burton and Friary Meux. However, as I sat at the side of the bar drinking my half, I saw another barman serve a customer a pint consisting of half-a-pint from a glass left standing on the drip tray (the beer pulled from the cellar earlier that morning?) followed by the contents of the drip tray and topped-up with ale from the pump!! Is that worth 92p? Personally, I think it disgusting and I would advise all discerning drinkers to avoid the Plough at all costs.

4. Finally, I reiterate R.M. Rider's commendation of the Old Crown, WC1 (June edition). The IPA is the best I've had in London and at 78p must be one of the cheapest.

Your faithfully  
G. ELFLETT E.16.

*Editor's comment: Thank you — this is the sort of information we need, and are happy to publish. Regarding the unfortunate incident at the Plough, there are certain things that can and should be done. (1). Get a witness to anything improper behind the bar with a view to reporting it. (2). Draw the attention of the prospective drinker to what is happening. If he does nothing, (3). Raise merry hell with the bar staff concerned, and whoever is in charge, and (4). ANYWAY report it to the Health authorities.*

## Where was the South?

After the effort put in by Headquarters to arrange the Edinburgh march, I was disgusted by the lack of support from the southern and London branches.

There were eight (yes, eight) people on the London bus (when two buses had been allocated), four of them came from our branch, two regional officers and Iain Dobson, leaving just one other "grass roots" member.

Well done, Tony, you did the N. Kent & Medway Branch proud. At least they sent someone; and that's all it needed — one or two from each branch.

I cannot believe you can still call yourselves CAMRA branches when this stands for CAMPAIGN. We are faced with the biggest threat since the Sixties and when asked to CAMPAIGN you do nothing.. What happens if Youngs or Brakspears come under threat?

Perhaps you should drop the name CAMRA and continue as little drinking cliques which is what some branches seem to be coming to.

I must say well done to the northern members (I know it was nearer, but the cause was the same). Your support was excellent.

I fear with this virtual non-showing from the South we are in danger of losing our credibility. Let's show more fight all round or the Campaign may as well end.

**DEREK GIBSON.**  
Peterborough Branch.



**How to keep junior happy!** John Davison of the Ravensbury Arms, Mitcham, is pictured here in the shop he has installed in the garden. Saves a lot of extra bother in the bar.



#### CORNWAY TAVERNS.

The Crown & Anchor at 246 Brixton Road SW9 re-opened as a Cornway Tavern on Wednesday 7th August. As always, a huge amount of verminosity (and hence expense) has gone into making this former Courage fizz house into a comfortable - and welcome - addition to the South London real ale scene. Until very recently the pub was in an appalling state after years of disuse and misuse at the hands of the elements, squatters and any other misfortune which might befall a closed pub. However, the new decor - on the lines of that at the nearby Warrior and two Woodcock - bears all the hallmarks of master carpenter Tom Duffy, who was instrumental in the refurbishment of all three. Landlord Dave Roberts - formerly of the Prince of Wales, Battersea (which houses the Battersea brewery) - offers Brixton Best Bitter, Riddle's County, Gambe Bitter, Courage Best Bitter and Anchor Ale, on 1990, brewed specially for the pub at the Brixton Brewery. Deals are available at all seasons, from the road the Crown and Anchor seems acceptably small - indeed it stretches back 80 feet compared to its frontage of twenty, there are two traditional bars, but at present pub games are not provided. More information will be published as it becomes available.

R.S.

The Alexandra has been a Good Beer Guide entry for several years, and both pubs have consistently supported the real ale cause.

As well as running a very efficient and tidy pub, Tom also won many awards for his cellar, catering and gardens, and was a vigorous collector for local charities. We shall certainly miss him, and send our condolences to his widow Margaret, who is determined to carry on the good work at the Alex.

#### N.London Branch.

##### Front Cover Story

Two years ago, after 13 years at the Waggon & Horses, Brentford, Gwynne and Mary Jones took over the Bell and Crown, Strand on the Green. The pub was refurbished last November. The alterations have been tastefully done making the most of the superb location on the banks of the river Thames.

But, as the old saying goes, "The proof of the pudding is in the eating", or in this case, in the drinking. Anyone who enjoys their Fullers will come away well satisfied. Three beers are available, E.S.B., Pride and my personal favourite, Chiswick.

If you like a comfortable, attractive pub with a warm welcome, no fruit machines or piped music and most importantly serving excellent beer, then you can do no better than pay the Bell and Crown a visit. Others must have agreed as the pub will appear in the 1986 Beer Guide.

Holmes & Watson

- \* Tom Corr, the landlord of the Princess Alexandra, Park Road, Hornsey, and also the Harringay Arms, Crouch Hill, died suddenly in June this year.



## NEWS FROM FULLERS

Here's the good news I promised for FULLERS drinkers in Hertfordshire! From 12th August 1985

The GARIBALDI	The HARPENDEN ARMS
61 Albert Street	& 158 High Street
St Alban's	Harpenden

are FULLERS houses.

A Fullers tie to the first correct answer (by post only please) to: Why does the year 1666 have a relevance in the Fullers pub estate?

The answer to July 's quiz was: If ESB is 26 London Pride is 126. Winners have been notified by post.

More news in October,

**FULLER SMITH & TURNER PLC**

Griffin Brewery Chiswick London W4 2QB Tel: 994 3691

# FULLERS

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## OUT OF TOWN — Crawl of Arundel.

About 4 miles from Littlehampton and 1½ hours by train from London is Arundel, an ancient town in some ways similar to Lewes which Mike Jacomb described for us in August. It has eleven pubs, of which 10 sell real ale. Although built on a hillside, only one requires a climb.

We begin outside the Station at the Golden Goose (1), a hotel with a lounge bar open to children, which serves Flower's Original, Everard's Royal Oak and Badger Best Bitter. As in so many cases with country towns, the station is a long way away, but except for the last stretch, this is the furthest you will have to walk without sustenance.

*At one time the land between here and the town was tidal marshland, and it is approached along what used to be – and is still called – The Causeway. The town is very Medieval in appearance, although what you see on the way in, including the view of the Castle and Cathedral, is Victorian in origin. Quite a number of frontages in the High Street conceal Tudor buildings with still older inter-linked cellars, and very little modern building intrudes.*

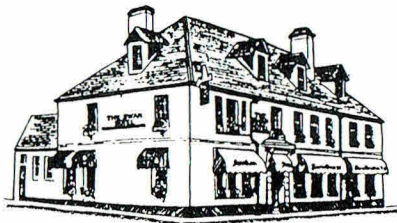
*There are various explanations for the origin of Arundel's un-English sounding name. It may have originated as Harun'dell – Anglo-Saxon for Valley of Horehounds; the place name was first recorded in 887 AD, and although the Romans had a presence here there is no record of what they called it. The name may also be a corruption of Hirondele, French for Swallow. Such birds appear on the town's arms, and they seem to visit this area first when they come to England. There is a legend that a giant gatekeeper of the Castle called Sir Bevis of Southmpton owned a horse named Hirondele, and that they are buried together in a mound behind the Castle. Odd sort of name for a horse whose descendants now haul drays!*

As we approach the town along Queen Street, we encounter the General Abercrombie (2) on the right. This free house, which is featured in the current Good Beer Guide, serves Ballard's Bitter and Wassail, Courage Directors and Younger's IPA, and has a high reputation for food. Note the supermarket opposite — open all day — and the only fish and chip shop in town a few yards further along; eating hereabouts is rather expensive compared to these! Facing this, on the right, is the White Hart (3), a newly re-opened free house which formerly sold Royal Oak on gravity (regrettably no longer available) and now serves Usher's Best Bitter, Bass and Younger's IPA. By-pass the Bridge Hotel, which

stands next to that edifice, and has the indistinction of being the only pub in Arundel without real ale, allegedly because the cellars are so close to the river!

*Behind, once stood George Constable's Swallow Brewery, whose successors eventually ended up in Allied hands. The painter John Constable (no relation) was a friend of George, and began his last (unfinished) work nearby in 1837. The River Arun, which we now cross, is the second fastest in the country and, being tidal, it flows in either direction. Just across the bridge on the right is a useful picnic site amid ruins which are described on a plaque. Bear it in mind later – try feeding the ducks, swimming for all they are worth in order to stay still! At various times the river flowed on the far side of the valley, but it was re-diverted to its present course (on which a Roman waterfront has recently been uncovered) by order of Henry Fitzalan, 12th Earl of Arundel, who ruled here from 1554 to 1580.*

Once across the bridge, turn left and you will find yourself at the Swan (4), another free house selling the largest selection in Arundel, namely, King & Barnes Bitter and Festive, Hall & Woodhouse Badger Best and Tanglefoot, Harvey's Best Bitter and Everard's Old Original.



Just across the road is the Toy & Military Museum, well worth a visit.

*It is hard to imagine this as the centre of a busy port and shipbuilding industry – however, until the mid 1930s, when a rail lifting bridge downstream was fixed permanently, sailing ships used to come up this far.*

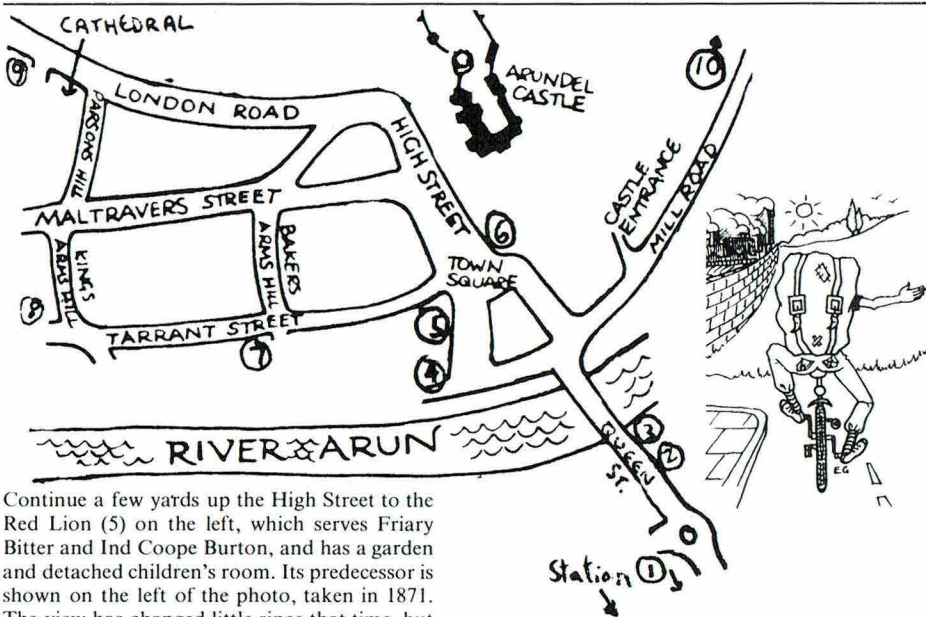
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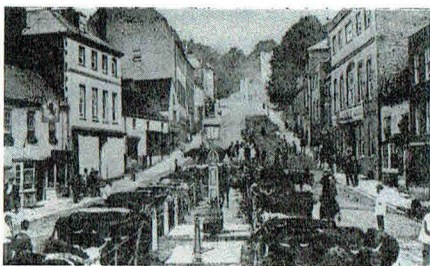
**CAMRA** – the Campaign for Real Ale – is a consumer organization run by beer drinkers for beer drinkers. We believe that beer brewed from traditional malt and hops, matured in casks in the pub and dispensed via handpumps, electric pumps or by gravity – without the use of gas pressure – is not only better tasting but usually cheaper than heavily advertised kegs and “lagers”. We don't want to tell you what to drink (though we hope you'll give real ale a try!) but we hope that you believe in **choice**.

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Continue a few yards up the High Street to the Red Lion (5) on the left, which serves Friary Bitter and Ind Coope Burton, and has a garden and detached children's room. Its predecessor is shown on the left of the photo, taken in 1871. The view has changed little since that time, but the pollution now has wheels rather than legs and tails!



*As can be seen from the photograph, the road turns to the left at the top – until 1810 when the Castle grounds were extended, it went straight ahead.*

On the other side you will see the Norfolk Arms (6), completely unchanged. This was the town's principal coaching inn, built in 1787 and through the arch to the left the Town Bar serves Flower's Original and Wethered's Bitter, the latter being available in the Hotel Bar opposite.

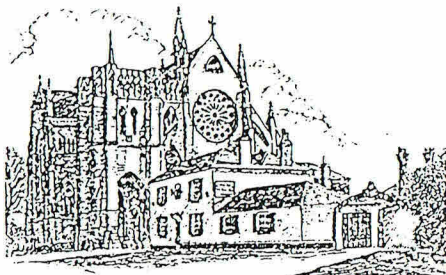


Take the next left, Tarrant Street, whose name recalls the older name of the river, the Tarente. On the corner of Brewery Hill and opposite Bakers Arms Hill (draw your own historical conclusions) is the Eagle (7). At the time of writing it was closed and undergoing full refurbishment. However, it used to serve a very good drop of Friary, and it is to be hoped that this will continue. A little further along on the right is the oldest licensed premises in Arundel, the King's Arms (8), which has Usher's Best, Webster's Yorkshire and Gale's HSB – the last-mentioned hardly the cheapest pint in town, at £1.02. A little further on was the Newburgh Arms, a GBG entry now regrettably closed. Go up Kings Arms Hill and stop to get your breath as you cross Maltrovers Street.

*On the left the Regency houses are curiously much higher than road level. This change of level was made by order of Queen Victoria (or possibly the then Duke, whom she was visiting) when Her Majesty's coach became stuck in snow. Climbing up Parson's Hill we have a fine view of the Roman Catholic Cathedral of Our Lady and St. Philip Howard. It was built by order of Henry, 15th Duke of Norfolk, to the design of Joseph Hansom, better known for the Hansom Cab, and opened on 1st July 1873, as the Church of St. Philip Neri. The Duke was devoted to the 16th century Italian saint of that name, but the choice of title was fortuitous to say the least. In 1965 it became a Cathedral to*

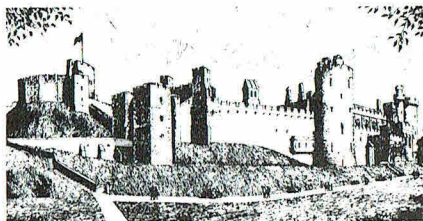
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serve the Diocese of Arundel and Brighton, and was re-dedicated to Our Lady and St. Philip. One of the Duke's ancestors, Philip Howard, 13th Earl of Arundel, was imprisoned for his Catholic faith for eleven years, and died in the Tower of London in 1595. In 1929 he was beatified, and in 1970 he was among the forty English Martyrs to be declared Saints. His body, which had been brought to Arundel in 1624, was buried in a shrine in the Cathedral in 1971, and in 1973 the Cathedral was re-dedicated again with its present title.



At the West end of the Cathedral is the St. Mary's Gate (9), a 17th century house serving Badger Best Bitter. It is named after the town gate in the old London Road, now marooned behind the walls of the Castle grounds. Turning right, we head back to the town centre.

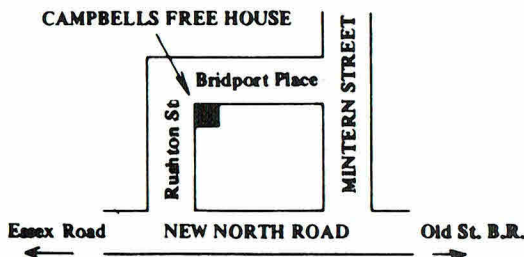
The Castle, which we now pass on our left, is the seat of the Duke of Norfolk, the senior Catholic layman in the Country as well as being the premier duke and Earl Marshal of England. But for the Act of Succession, it is arguable that he would have a greater claim to the Throne than the present Sovereign. The lordship of the Rape of Arundel was given to Roger de Montgomery after the Norman Conquest, and the Castle which he began withstood three sieges. At the last, in late 1643, damage was done to the Barbican which can be seen to this day. The Eastern end, which gives the splendid view as you approach the town was rebuilt in Baronial style between 1890 and 1903, incorporating what survived of the Norman structure.



The 1-in-8 drop down the High Street was once a 1-in-8 climb too before the coming of the one way system. One of my more way-out exploits was to ride UP it with Martin in a blizzard on an ancient  
*Continued on next page*

# CAMPBELLS FREE HOUSE

21 BRIDPORT PLACE, ISLINGTON, N1



**HOXTON HEAVY  
SAM SMITHS  
CHUDLEY  
+ 1 Guest Beer**

*Happy Hour  
5.30 to 7.00*

**All hand drawn beers  
at 70p per pint.**

**Buses 141, 271, 76  
pass close by  
5 mins walk from  
Old Street and Essex Road  
Stations**

**Lunchtime Pub Grub  
Easy evening parking  
Beer Garden**



tandem to hear the Messiah in the Cathedral. The Town Museum on the right is well worth calling in, as is the Museum of Curiosities at the bottom on the left (by which stage you will again have passed the Norfolk Arms). Originally based in Bramber, it is the life-work of a local taxidermist, Walter Potter, who apart from mounting and displaying animals, collected freaks such as a two-headed lamb (which still occur in nature) and mounted other creatures in human poses. A must for the children.

The last pub on my list is about a mile out along Mill Lane on the left just before the bridge. The Black Rabbit (10) has been a pub for about two centuries, and is the only pub of that name in the country. It is a Scottish & Newcastle tied house, and serves Younger's IPA and No.3. The food has been recommended by Egon Ronay.

Originally a row of cottages, the Black Rabbit stands beside the Arun Navigation, excavated to facilitate the passage of boats, and one former landlord in the early 1800s was murdered there in a brawl between the navvies. At one time it was possible to get from London to Portsmouth through inland waterways – to be exact, from 1817 to 1840, when a link existed between Arundel and Portsmouth. This section joined the Wey and Arun Canal, opened in 1816 and killed by the railways in

1871. It is significant that until the coming of the railway in 1863, the only way up the valley was by water – no road has ever run through.

If your taste for birds goes beyond the female gender and the cooked variety, have a look in the Wildfowl Reserve on the right as you head back along Mill Lane. As I prefer mine on a plate I can't comment, but it is highly recommended by those who know. Keeping the river on your left, you will again find yourself at the bridge. All the places of interest mentioned in this offering will amply repay a visit, but do check opening times and dates. The Castle, which, although much rebuilt, is in my opinion one of the best you could hope for, closes at the end of October and does not open Saturdays, which is a pity. Of course, you could always make several visits. There's plenty to see (don't miss the antique shops), do and drink.

Cheers MERTON.



## THE BRIXTON BREWERY

in the Warrior,

242 Coldharbour Lane,  
Loughborough Junction,  
SW9



BRIXTON BITTER

O.G.1036 at 75p per pint.

BRIXTON BEST

O.G.1040 at 80p per pint.

WARRIOR

O.G.1050 at 90p per pint.

*POLYPINS AVAILABLE from £20.75*

# REAL BEER IN LONDON UPDATE 21

Updates to CAMRA comprehensive guides to Greater London's real ale pubs are published monthly in *London Drinker*.

The Updates include confirmed information on additions, deletions and changes to real ale pubs in Greater London. The information is not only of general interest but also enables CAMRA in London to monitor progress by the brewers in installing real ale.

If you know of any outlet for real ale not listed in CAMRA's guides or updates, or outlets where changes have taken place, or if you would like to help with surveying the sector guides under preparation, please write to:— **RBIL Update, 2 Sandtoft Road, London SE7 7LR.**

## SOUTH EAST

**SE8 FOUNTAIN**, 36 Deptford Broadway. Courage: Best Bitter.

**SE11 LAMBETH SPORTSMAN**, 73 Lambeth Walk. Watney: Combes Bitter, formerly ANGEL.

**SE16 CLIFTONVILLE TAVERN**, 128 Ildersden Rd. Courage Best Bitter (re-instatement).

**SE18 PULLMAN**, 27 Woolwich New Rd. Watney: Combes Bitter, Stag Bitter, Webster; Yorkshire Bitter formerly ROYAL OAK.

**CROYDON CHERRY ORCHARD**, 112 Cherry Orchard Rd. Charrington: IPA.

## SOUTH WEST

**SW1 CASK & GLASS**, 39 Palace St. Webster: Yorkshire Bitter served in halves only!

**SW2 WHITE HORSE**, 94 Brixton Hill. Truman: Sampson, Webster: Yorkshire Bitter (re-instatement).

**SW3 GROVE**, 43 Beauchamp Place. Flowers: Original Bitter, Wethered: Bitter now reverted to original name (almost) and mock Victorian decor after a disastrous spell as KEATONS BAR & DINER during which the original Victorian fittings were destroyed.

**SW4 ACRE TAVERN**, 173 Clapham Park Rd. Ruddle: County, Watney: Combes Bitter, Webster: Yorkshire Bitter, formerly COACH & HORSES.

**SW8 PENSURBY ARMS**, 2 Pensbury St. Charrington: IPA. (re-instatement).

**SW9 GRESHAM**, 3 Fyfield Rd. Charrington: IPA.

**SW9 SWAN**, 215 Clapham Rd. Webster: Yorkshire Bitter.

**SW17 ROSE & CROWN**, 140 Tooting Bec Rd. Wethered: Bitter.

## WEST

**W5 GUNNERSBURY TAVERN**, 25 Popes Lane. Ruddle: County, Webster: Yorkshire Bitter (re-instatement).

**W9 EARL OF DERBY**, 75 Amberley Rd. Watney: Combes Bitter, Webster: Yorkshire Bitter (re-instatement).

**W9 WINDSOR CASTLE**, 309 Harrow Rd. Watney: Combes Bitter, Webster: Yorkshire Bitter.

**W11 DUKE OF CORNWALL**, 127 Ledbury Rd. Courage: Best Bitter, Directors.

**BEDFORD ROYAL OAK**, Staines Rd. Courage: Best Bitter, Directors.

**GREENFORD RAILWAY HOTEL**, 390 Oldfield Lane (North). Watney: Combes Bitter, Webster: Yorkshire Bitter.

**HAYES WILLOW TREE**, Jollis (formerly Willow Tree) Lane. Courage: Best Bitter, Directors.

**SOUTHALL BLACK DOG**, King St. Courage: Best Bitter, Directors.

**SOUTHALL HALFWAY HOUSE**, 104 Western Rd. Courage: Best Bitter.

## DELETIONS

The following pubs should be deleted for the reasons given. The number in brackets after each entry refers to the page number in *'Real Beer in London'* or the Supplement (S prefix), or to the *London Drinker* Update number (U prefix). H represents handpumps. The

information provided is correct to the best of our knowledge. If any pubs have reverted to selling real ale the compilers would be pleased to receive details.

## CENTRAL

**WC2 LADY HAMILTON**. Charrington, H removed (U3).

## EAST

**E1 GOLDEN LION**. Taylor Walker, closed, converted to social club (44)

**E2 BLADE BONE**. Charrington, H unused (46)

**E9 PLOUGH**. Truman, H unused (U5).

**E12 THREE RABBITS**. Charrington, H unused (S17).

**BARKING CAPTAIN COOK**. Ind Coope, H unused (54).

**BARKING HOPE**. Charrington, H unused (S19).

**BARKING SHIP & SHOVEL**. Watney, H removed (S19).

**BARKING THATCHED HOUSE**. Ind Coope, H removed (54).

**RAINHAM WELCOME HAND**. Ind Coope, H unused (56, S21 & U5).

## NORTH

**N1 BELVEDERE**. Watney, H unused (S23).

**N1 MACBETH**. Truman, H unused (S23).

**N2 MANOR COTTAGE**. Watney H removed (U3).

**N4 EARL OF ESSEX**. Watney, H unused (U13).

**N4 ST JAMES TAVERN**. Free house, closed (62)

**N17 NORTHUMBERLAND ARMS**. Whitbread, H removed (U5).

## NORTH WEST

**NW5 GEORGE IV**. Watney, H unused (U14).

## SOUTH EAST

**SE1 DUKE OF CLARENCE**. 132 London Rd. Taylor Walker, H unused (79).

**SE1 KING OF BELGIUM**. Charrington. H unused (80).

**SE11 WHITE BEAR**. Charrington, H unused (U17).

**SE22 HEBER ARMS**. Courage, H removed (U3).

## SOUTH WEST

**SW8 LORD MORRISON OF LAMBETH**. Whitbread, H unused (U14).

**SW9 BEEHIVE**. Whitbread, H unused (110).

**SW9 NEW QUEENS HEAD**. Courage, H unused (U5).

**SW9 ROYAL OAK**. Charrington, H unused (110).

**SW15 ROBIN HOOD**. Watney H removed (S52).

**KINGSTON CASTLE**. Watney, closed for demolition (U3).

## WEST

**W11 GOLDEN CROSS**. Watney, H unused (S55).

**W11 METROPOLITAN**. Charrington, H removed (S55).

**W12 MAILCOACH**. Watney, H removed (U3).

**W12 SPRINGBOK**. Watney, renamed McQUEENS, H removed (S56).



## Health warning on drink rejected.

The Government has rejected calls from anti-alcohol groups for a health warning on alcoholic drinks similar to that used on cigarettes.

Health ministers have made it clear that they believe the majority of drinkers use alcohol within reason and without damage to their health.

Meanwhile, at the AGM of the British Medical Association, doctors came out in favour of higher taxes on drink, a ban on advertising booze and for the strength of drink to be indicated at the point of dispense.

But the Government's declared policy of favouring voluntary restrictions against outright bans, means little hope of advertising legislation that would please the doctors.

However, moves are afoot for drink to be labelled according to strength, with the Government dropping its previous objections over an EEC initiative that beer, sherry and wine should be labelled according to percentage volume of alcohol.

The Government has tabled a Commons motion calling on MPs to support this move.

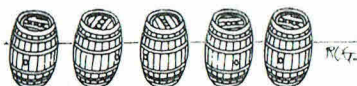
## THWAITES PROFITS TUMBLE.

Daniel Thwaites Brewery of Blackburn, Lancashire, saw pre-tax profits fall despite an advance in turnover due to heavy investment during the past year.

Pre-tax profits fell from 1984's level of £4,140,000 to £3,340,000 for the year ending in March. At the same time company turnover increased from £35,800,000 to reach £40,500,000.

A company spokesman said during the past year Thwaites had carried out a tremendous expansion programme.

"We have spent large amounts of money on modernising our brewery, now one of the most modern in Europe, opened two hotels, purchased a brewery — Yates and Jackson of Lancaster — purchased six other public houses and built a brand new one. All this needs money".



## ADVERTISING in "LONDON DRINKER" is cheap

And reaches those parts that other advertising doesn't reach  
Namely! The Real-Ale drinkers in London

*Our rates are*      **Full Page £75**  
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*10% Discount for 3 or 6 months continuous bookings, 15% for a year.*

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**The deadline is the 1st of the preceding month**

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## NEWS

- \* Profits at FULLERS increased by nearly a quarter in the year to April, a figure of £3.8 million before tax being achieved. On top of this the sale of the Star and Garter at Kew Bridge is thought to have brought in another £900,000 or so. The company still has 140 pubs, however, of which 40 are now managed houses. Sales rose by about 3% in the year, mostly in the lager area where Heineken and Tennents now account for a quarter of Fuller's total volume. A new lager is being considered and will be the first to be brewed at Chiswick.
- \* Latest figures for beer production nationally (year to May) showed a decrease of nearly 3% compared to last year, probably due to the weather. Prices were running at 8.5% up though and thus beat inflation yet again.
- \* At GREENE KING profits went up by 10% to £9.7 million for the year to April with sales passing the £80 million mark. Half of these were to the free trade and a quarter of the total was lager. Greene King now has five pubs in London as well as many free trade accounts and continues to target its advertising in the area. During the year it increased its holding in Harp to 25% with the rest being owned by Guinness who also brew the beer, at Park Royal.
- \* For roughly the same period MARSTON reported profits of £8.4 million, up 13% but including Border Breweries which was taken over during the year (and the brewery closed). Sales of Pedigree are said to have significantly increased.
- \* From TOLLY COBBOLD comes the news that Original bitter has been increased in strength by 1<sup>o</sup> original gravity from the beginning of May, mainly with an eye on sales in London.
- \* At COURAGE, operating profits went up by a quarter in the six months to April, although the final outcome was about the same as the same time last year due to the 'cost' of the John Smiths strike and reduced profits on property sales. For the full year Courage are expected by observers to make about £80/£85 million. They now have almost 9% of the national beer market (including John Smiths) and 40% of sales are lager. However, no less than £17 million is to be spent upgrading the Bristol brewery's cask conditioned beer facilities.
- \* The Foster-Castlemaine 'lager war' now raging in this country seems to be palling a bit compared to the real life antics of the

Australian brewers themselves. Bond Corporation, controlled by Ealing-born yacht enthusiast Alan Bond, has just bid a A\$1.1 billion in an attempt to take over Castlemaine Tooheys. If a success, this could be the biggest takeover ever in Australia, coming out at around half a billion pounds in sterling. It would also give Bond 40% of the local beer market given that Castlemaine has 30% of the total whilst Bond Corp has since 1982 owned Swan Brewery with 10% of the market. Locally, the latter already has a monopoly in Western Australia whilst CT has half the trade in New South Wales and 70% in Queensland.

Bond has already bought some 15% of Castlemaine making the position of Britains ALLIED LYONS crucial, given that it owns another quarter, including shares recently gained in exchange for half of Britvic. Fall-out is already starting to hit Allied though since holdings of at least 4% and possibly up to 7% of its own shares, have been built-up recently in nominee names. A lot of these have been traced back to Elders IXL, an Australian conglomerate which just happens to own Carlton and United breweries, the biggest in the country and responsible for Fosters amongst other brands.

The affair is still going on and whilst Castlemaine is bigger in size than Bond Corp the latter is no slouch at takeovers nor can his ideas be seen as pie in the sky — despite the fact that on a foray into this country he gained control of Airship Industries. The final effects on Allied are another matter, although it is unlikely to be a target for any of the contenders yet, since none would be able to stump up the £2 billion or so needed.

- \* Finally some 5000 pre-1904 pubs in England and Wales are sharing £1.65 million out in the winding up of the Licencing Compensation Fund. Set up as a levy in 1904, the Fund was meant to compensate those required to close in 'overpubbed' (sic) areas, the Tory government of the day having decided that too many pubs were in existence. The last payment was in 1983 to a house in Derby. Most of the remains of the Fund went to brewers, one getting over a quarter of a million notes, but only 89 individual pub owners qualified with an average of £270 being paid. The winding up process itself took over two years.

**Badger**



# PINT POT *FREE HOUSE*

**54 PENTONVILLE RD. N.1**  
(200 YDS. FROM ANGEL TUBE STATION)

**CLASSIC VICTORIAN PUB WITH 10 HAND PUMPS  
OFFERING WIDE RANGE OF BEERS**

*FROM:* Arkells, Greene King, Marstons, Everards,  
Brakspears Chudley, Charles Wells, King & Barnes,  
Brains, Shepherd & Neame, Bass Fullers.

**BEER OF THE MONTH *75p per pint***  
***Marston's Pedigree***

## **Bargain beers:**

**The Mornington Arms**, Mornington Street, NW1  
(Courage) — Best Bitter 80p, Directors 90p.

**Duke of York**, Clerkenwell Road (Grays Inn end),  
EC1 (Watneys) — Beer of the week 70p between  
5.30-7.00 Mon-Fri. (Range includes Yorkshire &  
Combes).

**The Kings Head**, West Norwood, High St, SE27,  
has Bass at 82p all the time.

**The BEACONSFIELD ARMS**, West End Road, Southall,  
has Chudley Local Line at 69p all the time.

## **Rip-offs:**

**The Spread Eagle**, Parkway, NW1 (Youngs) —  
Ordinary 88p, Special 94p.

**Rails** (tucked away on Euston station frontage, so  
if you're lucky you miss it altogether): Yorkshire  
90p. They also have an "own brand" brew of  
which I'm highly suspicious.

**The Hand & Spear**, The Heath, Weybridge.  
Despite housing an excellent folk club on  
Fridays, the beer (Friary 90p, Burton £1.00) is  
way over the top price-wise.

**The Elm Park Tavern**, SW2 has Bass at 96p and  
IPA at 91p.



**Bargain Bass:** The King's Head, 82 West Norwood  
High Street, SE27. *Photo: John Elliott.*



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## YOUNGS TELL SHAREHOLDERS: BEHAVE!

Youngs 96th Annual General Meeting and shareholder's beano started off with a warning from chairman John Young who referred to the number of long standing holders driven away in recent years by the displays of greed seen at this annual 'drinks on the house' event. No less than 236 people are so committed to the company that they only own a single share whilst over a thousand have ten or less. These people were blamed for taking advantage of the hospitality to such an extent that they used the buffet to stock up on groceries for the week and the free bar to stock up with whisky in quantity. Souvenir hunting even extended to removal of a bag full of cutlery. Youngs plan to take action and if things don't improve then the free buffet may be cut out for people with very small holdings.

The meeting then got under way with the directors sitting under an enormous picture of a giant pint of lager captioned 'The Jewel in the Crown'. It was announced that another pub has just been bought, the Lamb in Leadenhall Market, and the restaurant at the Guinea should soon reopen. The first shipment of beer to America has gone off and Ram Keg may be sold in Italy.

Some nine or ten questions then followed. The Trocadero development, in which Youngs have a stake and which is losing money, came in for some stick but it was said that the company letting-off the shops had been very slow, now that this situation was improving it was hoped that there will be more people coming into the Troc. Another questioner called for no-smoking areas in pubs or better ventilation and this may be tried out in new pubs. In existing houses no smoking areas would not be created in general, especially where regulars places would be disturbed.

---

Belhaven, the small Scottish independent brewery, has launched what may turn out to be a sizeable presence in the London area.

A first London pub, the Mansion House in Evelyn Street, Deptford, was bought from Bass Charrington in March. So far, it only sells bottled Belhaven beer, but the group is planning more London pubs in the near future and will then commence draught beer sales in the capital.

The 125 S. East Bottle & Basket and Shop Inn off-licences bought from Watneys last year for £7m are now selling bottled Dunbar ales in London. And chairman Nazmu Virani has said that: "We are currently actively negotiating to acquire other outlets".

---

The demise of Young John was raised by another shareholder who recalled the promotion given a couple of years ago to Youngs most recent 'real' new product. The gist of the answer was that they couldn't get enough people to drink it. On more recent new products it was stated that there has been a tremendous switch to lager and that Youngs would be following. Not that the enormous backdrop to the top table left much doubt on this score.

Twenty-five minutes after kick off the meeting was over, at least in the formal sense. The motions were passed unanimously in the time honoured fashion and the questioners had given way to the thirst which was giving them an increasingly restless audience.

Within seconds a six deep crowd had formed around most of the bar area and the beer was flowing. For a lot of people the first pint was some fifteen minutes in arriving — surely some way could be found to ease the crush? Another blow for the traditionalist was the shortage of proper glasses, plastic imitations appearing later in the event. On the other hand, this could be a reaction to thefts of the glass models in the past. Leaving the hall your reporter spotted John Young in a tussle with a sheep — did this mean that the next new beer would be an Australian lager? The answer was much less interesting — he was only trying to get the ram to stand still to have a picture taken, and in the end he had to climb astride it. Despite the modern image, there's clearly a lot of the old spirit left in Youngs.

**Badger.**

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### Super Mac fights for his local.

Veteran former Prime Minister, Harold MacMillan, has joined the fight to preserve his local pub from a Big Six refit horror.

Watney's Brighton-based Phoenix brewery have applied for planning permission to convert the Red Lion at Haywards Heath, W. Sussex, into a sizeable roadhouse to be called the Hickory Hole. Plans include a function room, barbecue facilities and space for 120 cars.

Mr. MacMillan, now Lord Stockton, has written to Wealdon Council complaining that the proposed changes would "ruin the whole character of the village". Villagers have raised a 250-strong petition against the brewery's plans and now await the verdict of town planners over the scheme.

When PM, Harold MacMillan once took American President, John Kennedy, to the Red Lion for a taste of the English pub.

---



*Savour the atmosphere  
and character of a bygone era*

*T*he Vaux Freehouses in London maintain a tradition that many contemporary public houses fail to capture.

Atmosphere and character are essential elements in this tradition. So too are the variety and quality of both food and drink, a cheerful welcome, and friendly service.

If those are the characteristics you look for in a traditional freehouse, then call in to the Princess Louise, Crockers, The White Lion or The Rat and Parrot, and enjoy some of the best traditions and hospitality of the English inn with us.

WHY NOT POP IN - WE WILL MAKE YOU VERY WELCOME AT

A LONDON  
**VAUX**  
FREE HOUSE

# Vaux Fro in Lo

## **RAT AND PARROT,**

13 East Barnet Road,  
New Barnet.

Recently developed and refurbished  
in a traditional style.

A large open garden and patio  
for your enjoyment and leisure,  
plus generous car parking facilities.



## **CROCKERS,**

24 Aberdeen Place,  
Maida Vale.

Just off the  
Edgware Road, at  
Little Venice.

A superb Victorian  
Pub with a marble  
bar and comfortable lounge  
for you to rest, relax  
and enjoy. Close to  
Lords Cricket Ground.

# **CROCKERS**

**KITCHEN**

## **HOT & COLD FAYRE**

Menu printed daily on the blackboards

# **CROCKERS**

**CELLAR**

A large selection of the finest ales, always available . . .  
including Vaux Samson, Sunderland Draught Bitter  
and Wards Ale

**HOUSE WINES BY THE GLASS OR BOTTLE**



# eehouses ondon

## THE PRINCESS LOUISE

208 High Holborn  
London WC1

An ornate Victorian Pub “Downstairs”,  
plus the leisurely atmosphere of the  
“Upstairs” Wine Bar.



## THE WHITE LION

# Lacy's

*The Astoria Suite*

## WHITE LION,

14 High Street,  
Putney. 10 yards  
from the Bridge  
(Surrey Side).

A traditional pub,  
on the ground floor,  
a function suite  
for all your occasions  
on the 1st floor,  
and a well stocked  
Wine Bar in the  
basement.

## **VAUX CASK CONDITIONED BEERS**

Brewed by Vaux Breweries, Sunderland.

### **SAMSON ALE**

All that the name implies - a strong draught beer, full of character. A man's beer.

---

### **SUNDERLAND DRAUGHT BITTER**

Stronger than most 'bitters' with a pleasing balanced taste. A medal winner at Brewex 1983.

---

Brewed by Ward's, Sheffield

### **WARDS SHEFFIELD BEST BITTER**

Full bodied malty bitter beer, rather lighter in colour than beers of equivalent strength, a true Yorkshire bitter.

---

### **DARLEY'S THORNE BEST BITTER**

Darley's Thorne Best Bitter is a medium strength bitter beer, full bodied with an impeccable heritage.

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## **ON SALE IN LONDON**

**THE FOX & FIRKIN**, 316 Lewisham High Street, SE13.

**THE PHOENIX & FIRKIN**, Windsor Walk, SE 5.

**THE FERRET & FIRKIN**, 114 Lots Road, Chelsea SW10.

**WOODIES**, Thetford Road, New Malden.

**THE LION INN**, 182 Pawsons Road, Croydon.

**THE QUEENS**, Victoria Park Road, E13.

**THE NOTTINGHAM CASTLE**, Wandsworth Road, SW8.

**THE WINDSOR CASTLE**, The Walks, East Finchley.

**CHESHAM ARMS**, Metabel Road, E9.

**THE SUN**, 63 Lambs Conduit Street, WC1.

**THE MOON**, 18 New North Street, WC1.



Pensioner Charles Elliott had cause to celebrate when he called in to the Chelsea Ram, a Young's house in Burnaby Street, Chelsea. It was the 4,500th pub he had visited in the whole of London.

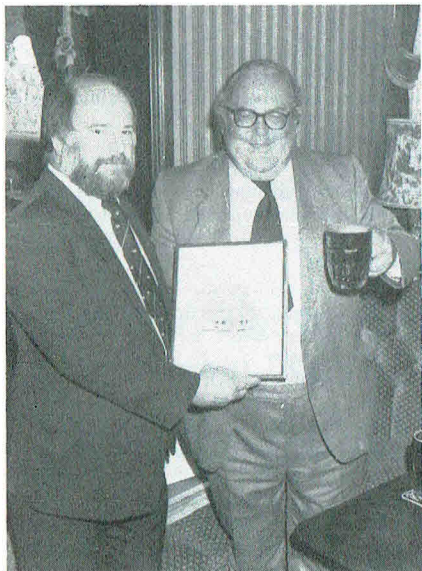
Mr. Elliott, who's 69 and lives in Dulwich Wood Park, south-east London, has been touring the capital's licensed houses for 40 years, and hopes eventually to get to them all. He estimates that he has only 200 to 300 more to go.

Before he went to the Chelsea Ram, he sent some of his friends to find out whether it would be a suitable venue to mark his latest milestone in pub-crawling, and they came back to him with glowing reports.

"I like pubs because of their atmosphere," says Mr. Elliott, "and I particularly enjoy a pint of good beer. Young's is one of my favourites and it was in excellent condition in the Chelsea Ram. I'm also pleased to say it was a splendid pub — just the place for my celebration".

The Chelsea Ram, which was built 100 years ago, became a pub only last year, though it had originally been designed for the purpose. It had been used at various times as a wine store, a laundry depository and a bric-a-brac shop.

Mr. Elliott, a retired public relations officer with the Gas Council, is a keen sports fan and theatregoer as well as one of Britain's most ardent pub visitors.



Charles Elliott (right) is presented with a drawing of the Chelsea Ram by the pub's manager, Norvic Downing, to mark his achievement.



One of our very few London Drinker outlets in East London — The Pearly King, Bromley High Street, E3. Photo: John Elliott.

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## THE GREAT FIZZ QUIZ — answers.

The answer to the quiz is (b) in every case. Yes, forget what the brewers lead you to believe — every single one of these "Continental" keg lagers is brewed here in Britain.

Some are brewed "under licence" to overseas brewers, but none are brewed to the same recipe — or to the same strength — as their foreign namesakes. If they were put on sale in their supposed countries of origin, most would be laughed out of the bar as weak, substandard brews.

For example, in Denmark the local Carlsberg has a high original gravity of 1054, but here it is a mere 1032 — weaker than mild! In Germany, Hansa has an OG of 1046; in Britain it's down to 1037.

In fact, most imitation German lager would never be allowed to be sold in that country because they would not pass the Reinheitsgebot (Purity Law). This permits the use in brewing of only malt, hops and yeast, not the adjuncts and chemical additives put into Britfizz.

One brewery director has described drinking British lager as swimming down the Thames with a hop in your mouth. Another has called it "the biggest con ever in the brewing industry". Putting the "con" into Continental, you might say.

*Reprinted from Darlington Drinker.*

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## ALE TRAILERS VISIT HORSHAM BREWERY.

Thirty-four Real Ale enthusiasts visited King & Barnes Horsham Brewery to see how their favourite pint was brewed, and to inaugurate the ALE TRAIL CLUB.

Four years ago, independent Sussex Brewers King & Barnes Ltd. introduced the ALE TRAIL, which is a Passport scheme without time limit to all the Company's 59 tied houses. Anyone completing the ALE TRAIL, and having drunk a Pint of FINE SUSSEX ALES in each house is entitled to a special blue ALE TRAIL sweatshirt or engraved Dartington Tankard.

"The scheme has been much more popular than we could ever have imagined," said Chairman James King. "Over eight hundred people have completed the ALE TRIAL now and many have gone round several times."

And so King & Barnes have introduced an exclusive green EXPERT'S sweatshirt for three times round, and a maroon MASTER's sweatshirt for five or more. Even so, Roger Hayes is currently leading the field with a record Ten ALE TRAILS completed.

In response to a request from Peter Rowe (who has completed nine TRAILS) King & Barnes hosted a meeting of all those who had completed three or more ALE TRAILS to see the Brewery and meet each other, with a view to the establishment of an official ALE TRAIL CLUB.



Pictured in King & Barnes hospitality cellar are the ALE TRAIL EXPERTS & MASTERS with (at the far right from left to right) Chairman Mr. James King, and Tied Trade Manager Mr. David Mallard.

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## FEARS OF FURTHER TAKEOVER BIDS.

While CAMRA gird their loins for a protracted battle to save Matthew Brown's from being taken over by Scottish and Newcastle, anxious eyes are looking at the remainder of Britain's brewery heritage. The small brewers must now be wondering where the takeover axe is going to fall next. Frequently the aim of the offending, expansionist, takeover-oriented brewery is to buy up another, smaller operation, shut down its brewing works and swallow up its tied estate.

The proposed takeover of Matthew Brown is seen by many as an action which, if allowed to go through, will open the flood gates to another round of takeovers and brewery closures, coupled with the inevitable loss of choice to the consumer. Scaremongering? Not really. There are only around 50 independent companies left in Great Britain who have over 50 pubs in their tied estate. The rest of the nations boozers are tied up to the Big Six or are free-houses. Any or all of these independent companies could now fall under the scrutiny of the Big Six breweries yearning for more market share, blander beer and higher prices.

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## THE INDEPENDENT BREWERIES

### 50-100 pubs

Adnams, Arkell, Elgood, Felinfoel, Gale, Gibbs Mew, Harvey/Beard, Holts, Hydes, Jennings, King & Barnes, Mitchells, Okell, Palmer, Ridley, Timothy Taylor.

### 100-200 pubs

Bateman, Brain, Brakspear, Buckley, Davenport, Eldridge Pope, Everards, Fullers, Hall & Woodhouse, Lees, McMullen, Morrell, Ruddles, St. Austell, Wadworth, Young.

### 200-400 pubs

Burtonwood, Devenish, Hardy & Hanson, Morland, Robinson/Hartley, Shepherd Neame, Samuel Smith, Wells.

### 400 or more pubs

Banks & Hanson, Belhaven, Boddingtons + Higsons, + Oldham, M. Brown, + Theakstons, Cameron/Tolly, Greenall Whitley, + Shipstones, Greene King, Home, Vaux + Ward, + Darley, + Lorimer, Mansfield/Hull, Marston/Border, Thwaites (Yates & Jackson). Looking at the independents, we see a range of familiar and respected names. We cannot allow the following to become a huge 'shopping list' for the accountants of the Big Six breweries. *Statistics have been prepared by Paul Moorhouse, East Anglia Regional Organiser.*



# OCTOBER 16-19

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Central Line Tube Bus Routes 6, 8, 106, 253



Free entry Lunchtimes 11-2.30pm (Thurs 17-Sat 19)  
£1 admission Evenings 5-11pm (Wed 16-Sat 19)

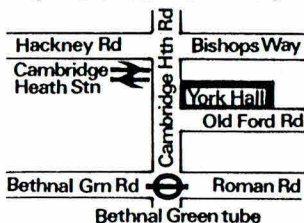
## **real ale, cider & fun**

Good entertainment includes:

Thurs.eve. **Mad Jocks & Englishmen**

Fri.eve. **Ken Sims AND HIS DIXIELAND KINGS**

Sat.eve. **Fulham Brass Band**



# THE BEAR FACTS

What do you do if you're trying to sell a product which you know tastes just like anyone else's but which the consumer regards as worse, and only buys when he has to? This was the problem which Courage had in 1983 with their Hofmeister lager. Their lager sales in general were losing market share, especially Hofmeister. To reverse the decline they called in Boase Massini Pollitt, a major advertising agency whose subsequent advertising campaign won them a major award. A revealing section in BMP's annual report shows how they did it.

The first thing was to find the problem. BMP discovered that most drinkers can't tell the difference between 'mainstream' lagers such as Harp, Skol, Heineken . . . or Hofmeister. Any production differences are in any case obscured by the low temperature at which lager is sold. What was wrong with Hofmeister was its 'brand image' — in the lager market the products are simple and similar and their image is therefore the only way that the drinker can differentiate between them. BMP say that lager should have an image bound-up with the typical drinkers lifestyle which means that to be successful it must be seen to be modern, young and popular.

Their aim therefore was to create this sort of image by advertising. Because of the budget available it was decided to concentrate on television and the ads focused on the bear logo used when the brand was launched in 1977. This became the now well-known 'George the Bear', developed so as to embody "the aspirations of every young lager drinker" by being "trendy, extrovert, and fun to be with". Note the emphasis on the younger age groups — besides drinking more, they are also to be seen as the market of the future so that it is important to make them loyal to the product.

What happened in the pubs? The effect of the campaign was to increase Hofmeister sales by a quarter in a year in which lager sales as a whole rose by only 9%. Not only that, but in areas where the adverts were not shown, Hofmeister sales only increased by as much as the other lagers. Where the adverts were being shown, sales went up at double the rate of the rest of the market.

These figures clearly demonstrate the effectiveness of the advertising campaign and within a year the increased profits from extra sales more than covered the cost involved. Additionally the 'status' of the brand had improved and it was shown by market research to be successful and fashionable with the

'positive, desirable identity' of George the Bear, in his turn regarded as "confident, popular and enviable".

Of course not all lager advertising is that successful — this campaign wouldn't be winning the prizes otherwise — but the essential aim is the same. The brewers know that they can't sell mainstream lager brands on taste or quality, so it is necessary to create an image which avoids this problem. This year over £50 million is likely to be spent trying to do that, so it is big business. Lager in fact accounts for nearly two-thirds of brewers' advertising costs, although it is only about 40% of their production. The figures tend to get bigger as success perpetuates further problems. Thus Skol is now losing sales because people in Allied pubs are tending to switch to Castlemaine XXXX following the heavy promotion for the launch of this brand. That means that Allied is going to spend a great deal of money re-establishing Skol in a campaign starting in August.

Is there a message for real ale? Certainly it seems that to tell the average lager drinker to try something which has nothing going for it except taste, is about as useful as banging your head against an advertising hoarding. Yet to try to sell real ale on image, risks losing taste and quality in the process. A massive advertising campaign for real ale could well lead to the worst of all worlds — what would be the point in campaigning for a product that's become another debased commodity just like lager?.

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## Badger

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The extraordinary share movements surrounding Allied Lyons continues, with the news that two Australian groups with brewing interests have taken stakes in the company.

Elders, a conglomerate who own Carlton United Breweries, of Fosters frame, have acquired a 2.5 per cent stake. And the Bond Corporation, which owns the Swan Brewery of Perth (and who are on the lookout for a British brewer), have built up a similar holding.

But both antipodean outfits appear to be too small to mount what would have to be a £2 billion bid for Britain's beer to ice cream group. They may each be attempting to encourage Allied to sell them their 25 per cent share stake in Australia's third largest brewer, Castlemaine.

Or, it has been suggested, both are seeking partners with which to mount the necessary mammoth bid for Allied.

The possibility of CAMRA coming to the assistance of a Big Six brewer whose independence is threatened, looks less and less of a joke as the months go by.



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## Lager — the beer that vanished.

"A drop of golden image, please".

Certainly sir, would you like a pint, or would you prefer to dab it behind your ear".

That conversation is not as far-fetched as you might imagine.

The latest lager to hit the boy's room has been launched, not by a brewery, but by a cosmetics firm.

Hustler (brewed by Charles Wells in Bedford, original gravity immaterial) comes in a lurid limegreen can featuring a hotshot pool player.

When it was hustled in front of the media at the International Lager Festival in Bristol in June it was promoted with scanty women's panties hung across the stand.

"With our razzamatazz and girls in black skimpy outfits, we came on the festival scene rather like a Broadway show and really took the other exhibitors by surprise," said George Xavier Beau Grostate (no less), managing director of Hustler Products.

The honesty was refreshing. The beer was irrelevant.

Gone was the pretence at a Germanic or Australian heritage. Heldenbrau could go to hell. Fosters could fob off. Here was a totally frank product sold, not on the beer, but purely on image.

The festival programme enthused: "Hustler International also have a very successful range of Hustler toiletries for men, and they are confident that the Hustler Lager will be equally successful, especially with the 18-30 year-olds who they believe will identify with the products".

Lager has largely been a creation of the marketing men. Now the product has completely vanished. Only the advertising remains.

No wonder the big brewers become so worried when someone talks about banning alcohol advertisements. That's all that's holding their lager bubble together. Take away the marketing and the market would collapse. Nothing else is there.

The question is when will the public see through the fancy froth and notice that the glass is empty?

**Brian Glover.**

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## Sharpening up . . . A new image for Harp

A new "sharper" image of Harp is emerging following concerted efforts by the company to revitalise the product and boost trade. For many years Harp has been one of the top-selling standard lagers, but its image has not always been that of a high quality, prestigious up-to-date product.

*But a fresh look is being taken by Simon Mallalieu, the director of the Harp lager franchise.*

He said that through advertising, sponsorship and promotions it was intended to re-emphasise Harp's role. "We intend to make the licensee prouder about selling the product." Effort will be spent on increasing the style, image and perception of the product. The immediate impact to the licensee of this activity will be the introduction of new bar founts which are based on the redesigned Harp logo. These will become available this month. Mr Mallalieu said it was hoped to increase sales in existing outlets particularly in the free trade where Harp shares the bar with a competition brand.

Helping to bring the image of Harp up to date will be a poster campaign during the summer followed by a new TV campaign during the

autumn. To boost sales of Harp, franchise deals have already been struck with Courage, Scottish and Newcastle, Greene King and Dudley Breweries. And recently Morrells Brewery of Oxford became the first regional brewery to be granted a licence to brew Harp. Mr Mallalieu said these regional franchises will play a major role in the future. As the lager market continues to grow—it is thought it will be taking 50 per cent of all beer sales by the end of the decade—Harp will have established a major distribution network through the regional brewers.

"We believe we have presented a unique opportunity to the brewers by offering them a chance to brew and sell a national lager brand." Mr Mallalieu added: "*Standard lager drinkers look for refreshment which is not demanding in taste terms but can be drunk in large quantities without too many ill-effects.*" On competition from the premium lager sector, he said: "We will maintain our position through our marketing effort. Premium lagers will have a role to play, but they are so relatively small it will take them a long time to chip into the market."

*Is SHARP really the adjective to sell drink?—Ed*

## THE AUSTRALIAN FOR WATNEYS

Advertising hoardings at a recent England v Australia cricket match made interesting reading, but hopefully Australian viewers in the UK were not taken in.

'Castlemaine XXXX, Aussie's No.1' is probably more accurately Welsh than Aussie, at least in keg form, the UK product being produced by Allied Breweries.

The surprisingly restrained 'Fosters Lager' referred of course to the amber nectar produced by Watneys in London or Halifax. TV advertising usually attempts to mislead by proclaiming the Watney product be 'Australian for Lager'.

Finally we had 'Swan — genuine Australian Lager'. Indeed so, and the only one of the three brands guaranteed to be brewed Down Under, despite being marketed by the UK's largest brewing company.

Rumours indicate the imminent launch of yet another lager to be brewed in the UK by a national brewing group under licence from an Australian brewer, in this case the Sydney concern Wallaby Inc. The new beer, Wallaby P. will be produced, using authentic ingredients to a recipe designed to match products licenced for UK production by other Aussie brewers.

## BORDERLINE

Television viewers of our glorious Summer Game will have been dismayed to see repeated pictures of the Australian tourists lounging on the balconies of several Test Match pavilions behind bilious yellow banners advertising a non-descript Antipodean lager.

Why is there so much XXXXing exposure for this beverage on these highly visible but unofficial hoardings? Might it have something to do something to do with the fact that team captain, Allan Border, works for Castlemaine Breweries in Australia.

P.S. Know why Castlemaine is called XXXX? It's because Australians can't spell beer.

## BLACK GOLD

Guinness have just announced a rise in sales of draught Guinness by 5% in the first six months of the year, as compared to 1984. This is all the more impressive given that sales of other beers have gone down slightly and shows what advertising can do. A new ad campaign is planned to start soon.

## 1984 Brewers' Society Figures for Lager.

	million barrels
Draught	10.7
Packaged	4.2
Lager market total	14.9

### Growth

Draught standard	6.3%
Draught Premium	11.5%
Packaged Standard	9.2%
Packaged Premium	14.9%
Diat	14.8%
All lager	8.0%

### Premiums by package

Returnable bottles	5.7%
Non returnable bottles	16.0%
Can	16.8%
Diat Pils	5.5%



## Bananas

The recent closure of Norwich Brewery has at least cleared up one mystery. Why do Norwich call their banana-flavoured bitter S&P? It is now clear that it is named after the places where it is brewed — Salford & Putney.



# When you order your next pint of ale



## Ask for the original



### **Everards**

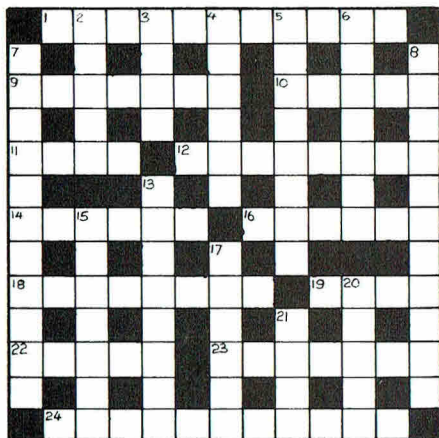
Details of stockists available from

EVERARDS BREWERY LTD · CASTLE ACRES · NARBOROUGH · LEICESTER LE9 5BY · TEL (0533) 891010

# LONDON DRINKER CROSSWORD

COMPILED BY DAVE QUINTON

£5 PRIZE TO BE WON



## ACROSS

1. Here, fit and tidy. (11)
9. Get jobs doing without refreshment. (7)
10. Chosen to be fired into the middle of the beer. (5)
11. Take gun, without anger, onto homestead. (4)
12. Request certain to give delight. (8)
14. Roman Queen? (6)
16. Hard always in the London area. (6)
18. Poster about the crossing may be shortened. (8)
19. A bit of a tease? (4)
22. Long server? (5)
23. The woman's second rate drink may be good for you. (4,3)
24. Kind attribute may err at the end. (6,5)

Name.....

Address.....

.....

.....

All correct entries received by first post on 25th September will be entered into a draw for the prize.

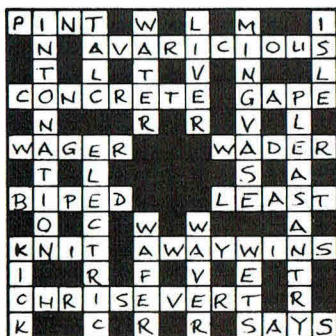
Prize winner will be announced in the November London Drinker.  
Solution next month.

All entries to be submitted to:  
London Drinker Crossword  
25 Valens House  
Upper Tulse Hill  
London SW 2

## DOWN

2. Look up there and back? (5)
3. Get it and go. (4)
4. Snuggle down in chocolate factory. (6)
5. Swears it's about time cricketers have them. (8)
6. Garland certain to bring rest. (7)
7. Half coming to fort can be pleasant. (11)
8. Ten free, possibly, in the circle, are subservient. (11)
13. Dour Dane upset and not loved. (8)
15. Highest form of animal life? (7)
17. The Yorkshire air is a bind. (6)
20. Short thankyou to familiar official will come about later. (5)
21. Get rid of damaged reef. (4)

## LAST MONTH'S SOLUTION



Winner of the prize for the July crossword:

Mr. B.H.Felton, 82 Stembridge Road, Anerley, SE 20

Other correct entries received from:

I.Boys, B.E.Bradley, Brock, B.R.Davis, Damien Farrell, Eileen Graves, M.M.Hargreave, 'Arry Hart, D.J.Hilditch, Terry Jenkins, Rhys P.Jones, P.Kempton. Six other entries were received which were not totally correct. For No. 11 across both "EASY" and "EASE" were accepted.



## **Rabbit on in the traditional style.**

If there's anyone who knows what constitutes a good pub, it's Chas & Dave, who not only spent their youth hanging around various watering holes, but much of their adult life as well.

Now, Chas & Dave are utilising their vast experience and opening their idea of the perfect pub, in association with their manager Bob England and Roger Myers of Theme Restaurants.

The pub — a Courage house formerly known as The Pegasus on Green Lanes, Stoke Newington North London — has currently undergone extensive refurbishment and restyling. It was opened on June 19 with the new name of Chas & Dave's. It will be a strictly traditional pub — there'll be no frothy cocktails and tropical decor here!

Chas & Dave's will bring back the great traditional London pub that has almost died over the years", said Chas. "In our pub, people will be able to get a good pint of beer drawn from the hand-pump, and see some great old style pub piano players and comedians".

There will be a free jukebox with a selection of records picked by Chas & Dave themselves, and live entertainment on a regular basis. Chas & Dave will often be pulling pints and friends coming down to see them may well jump on the stage for an impromptu performance — live entertainment will be relaxed, spontaneous and unpredictable.



## **The Battersea Brewery**

**in THE PRINCE OF WALES**

**339 Battersea Park Road,**

**Battersea SW11**

**Tel: 01-622 2112**

*Battersea Bitter – 79p    Best Bitter – 83p    Power House – 93p    Mild – 79p*

**Pianist Thurs Night**

**Sunday Lunch**

***POLYPINS AVAILABLE from £20.75***

# MARKET TAVERNS FREE HOUSES

## OFFER

**The Market Porter**  
9 Stoney St, SE1

**The Pearly King**  
94 Bromley High St, E3

*An Excellent Selection of Real Ales,  
Fine Wines and Home Cooked Food*

*At the Market Porter:*  
**Market Bitter 1038**  
**Market Special 1050**

*At The Pearly King*  
**Bow Bitter 1038**  
**7B Bitter 1050**

*Brewed At*

**The Market Brewery, 2 Park St. SE1**

**Now Re-Opened and Brewing Two Ales regularly of OG 1038 and 1050**

Polypins available at the above address.

**To order Tel. 407-2495**

## PRICE NEWS

Its getting difficult to chose between high price pubs to feature but the new Davy's outlet The Vineyard near Tower Bridge must be leading the way with £1.10 a pint for what is believed to be Directors. Round the corner the Dickens Inn charges a mere £1.04 for beers like Sam Smiths. But with the Tower now ranked as Britain's leading tourist attraction (2.34 million visitors) and few other pubs near, it seems that they can find enough custom to get away with it.

Next to the new Tourist Information centre at Victoria Station the first pub to greet many a visitor to this country, the Shakes, is offering Websters Yorkshire at £1 a pint AND it's served in a plastic glass. A great welcome to the tourist. Down Vauxhall Bridge Road however he can save 1p at the Lord High Admiral with 99p a pint Taylor Walker. Plus ice cream is on sale to cool you off when told the bill.

Finally out in Stratford the Bacchus Bin has an odd price structure with wine bar level prices of 99p for Abbot, Burton or Youngs Special. But these are still rather better value than 98p for BBA or Pitfield (only 13p more than the Approach in E2 for one). How about John Bull at 84p, Lowenbrau at 99p and Skol at 94p

though? Surely its better to promote the real ale which is rather more perishable by at least charging the same as the keg?

Or is it so priced just to exploit the speciality type market, especially given the lack of other free houses in the area? — although it must be mentioned that the quality of the Abbot at least was very high on a recent visit.

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The Old Anchor at Twickenham, Middlesex, is claiming to be a model pub after being closed for three months for major refurbishments.

The Young's house in Richmond Road has had a complete facelift, both inside and out, and there are new licensees to welcome the customers.

On the day of the reopening, manager Michael Durose strengthened the brewery's claim that the Old Anchor is a model pub by producing a scale model of a horse-drawn dray, which is to have pride of place above the new bar.

The model, an accurate representation of one of the drays used by Youngs for daily deliveries of beer to pubs in south-west London, was made by John Walker, a friend of Mr. Durose from the days when he and his wife, Frankie, were trainee managers at the Plough, a Young's house in Beddington, near Croydon. Mr. Walker, a carpenter, has made four such models.

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# SPECIAL OFFER

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**CAMRA** HAS LED, AND IN MANY CASES WON THE FIGHT TO PROVIDE CASK CONDITIONED ALE IN OUR PUBS.

NOW, HOWEVER, THERE IS A NEW CHALLENGE.

THERE HAS BEEN A SPATE OF TAKE-OVERS WHICH HAVE LEFT AREAS OF THE COUNTRY DEVOID OF CHOICE AND HAVING PUBS CLOSED.

WHAT'S MORE THERE IS NO SIGN OF ANY SLOWING DOWN OF THIS PROCESS.

**TO COMBAT THIS CAMRA NEEDS MEMBERS.**

SO JOIN NOW, OR UP TO THE 30th OF SEPTEMBER 1985 AND WE WILL GIVE YOU A FREE 1985 GOOD BEER GUIDE.

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To CAMRA, 34 ALMA RD, ST. ALBAN'S, HERTS

I WISH TO JOIN CAMRA AND ENCLOSE £7.00.  
PLEASE RUSH ME MY FREE GOOD BEER GUIDE.

NAME: .....

ADDRESS: .....

L.D. 9/85

## DEAR DIPSY

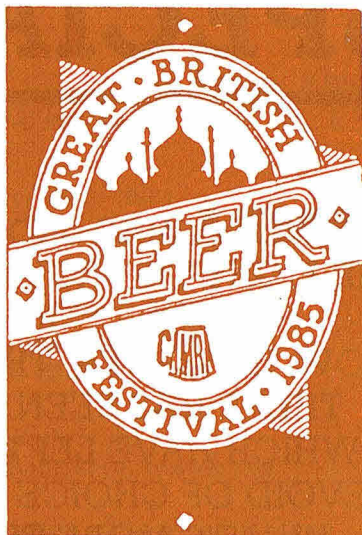
Stop Press



. . . is on holiday

### Stout challenge

Youngs of London are to break one of the oldest monopolies in British brewing. The Wandsworth brewers are linking up with Beamish & Crawford, the Irish stout brewers, to provide English drinkers with the first alternative to Guinness for many years. Under the agreement, Youngs will package the Cork-brewed stout for a number of other breweries in the South of England.



**A huge success  
Report next month**

***AND NOW . . .  
DIRECT FROM BREWERY  
TO CELLAR — WEEKLY TO YOUR AREA***

**PREMIER BITTER (1036<sup>0</sup>) —  
*AWARDED SILVER MEDAL AT BREWEX 1983.***

**PENDLE WITCHES BREW (1050<sup>0</sup>) —  
*MANY AWARDS FOR THIS STRONG NORTHERN BITTER —***

***BOTH BREWED BY  
MOORHOUSE'S  
BURNLEY BREWERY (EST.1870)***

**Tel. 0282 22864**



## *Conway's Latest*

### **The Crown & Anchor** **246 Brixton Road, SW9**

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**NOW OPEN**

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**A Two-bar pub  
on traditional lines**

*Serving:*

**NEW! Brixton Brewery Anchor Ale: O.G. 1050**

— **Courage Best Bitter** — **Brixton Best Bitter**  
**Combe Bitter** — **Ruddles County**

*Hot food available*

The Forester, 114 Allfarthing Lane, Wandsworth, has re-opened its doors on Wednesday 10th July after a four-week refurbishment, during which time service was maintained in an upstairs room.

This former fizz house was recently taken over by Len and Cathy Palmer who also run GBG entry the Princess royal, SW19.

Courage Best Bitter at 80p and Directors at 88p are available. Imperial Russian Stout should

shortly join them (63p a bottle). They may also be joined by John Smith's subject to the result of its test marketing in London.

The refurbishment has generally been sympathetically carried out and although the pub has been made into one bar the darts board has been retained. A large room upstairs is available for hire (870-3916).

We wish Len and Cathy and their managers Brian and Eileen Beasley every success in their new venture.

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### **That's jazz that was!** *Finale for The Prince of Orange*

SE London is to lose its top jazz venue—The Prince of Orange in Rotherhithe. It's the third biggest jazz-spot in London, says tenant John Payne, but trade has slumped and it's barely broken even for two years. A rock group manager who wants to make The Prince a pop music pub has approached brewers Ben Truman for the tenancy. "When I took over in 1981 it had virtually no trade at all—sometimes just one old guy having a light and bitter on a Friday night," said John. "Introducing jazz paid off. I had a really good two years—but then it just stopped making a profit."

The Lower Road pub has jazz sessions every night, lunchtimes and at weekends, but that costs £1,000 a week to stage.

John—whose bookings have included jazz giants Acker Bilk, Kenny Ball, Humphrey Lyttelton and Chris Barber—has tried everything to keep afloat. He's even applied to the Arts Council for a grant but they didn't want to know. He leaves next month to set up a jazz pub in Islington but The Prince will continue trading while a new tenant is selected.

*They used to advertise in LD—until the pub featured as a "Rip off"—Ed*

# Where to buy London Drinker

## OUTLETS — EAST and SOUTH EAST PUBS

- EC1 ARTILLERY ARMS, 102 Bunhill Row.
- EC1 HORSESHOE, Clerkenwell Road.
- EC1 STICK & WEASEL, 273 City Road.
- EC1 THREE HORSESHOES, 24 Clerkenwell Close.
- EC1 YORKSHIRE GREY, Greys Inn Road.
- EC4 BLACKFRIAR, 174 Queen Victoria Street.
- EC4 WILLIAMSON'S TAVERN, Groveland Ct, Bow Lane.
- E1 FISH & RING, 141A White Horse Road.
- E1 PRIDE OF SPITALFIELD, 3 Heneage Street.
- E2 APPROACH TAVERN, 47 Approach Road.
- E2 MARKSMAN, 254 Hackney Road.
- E3 PEARLY KING, 94 Bromley High Street.
- E9 CHESHAM ARMS, 15 Mehetabel Road.
- E9 ROYAL STANDARD, 84 Victoria Park Road.
- E11 NORTHCOTE, 110 Grove Green Road.
- E15 BACCHUS' BIN 5-9 Leytonstone Road.
- ONGAR KINGS HEAD, High Street.
- SE1 ANCHOR & HOPE, The Cut.
- SE1 BUTTS, Elephant & Castle.
- SE1 COPPER, 208 Tower Bridge Road.
- SE1 DOGGETS, Blackfriars Bridge.
- SE1 GOOSE & FIRKIN, 47 Borough Road.
- SE1 HORSESHOE, Melior Street.
- SE1 PINEAPPLE, 53 Hercules Road.
- SE1 WELLINGTON, Waterloo Road.
- SE3 BRITISH OAK, 109 Old Dover Road.
- SE5 PHOENIX & FIRKIN, Denmark Hill Station, Windsor Walk.
- SE5 WICKWOOD TAVERN, 58 Flaxman Road.



The Wickwood Tavern, SE5. Photo: John Elliott.

- SE7 McDONNELLS, 428 Woolwich Road.
- SE7 ROYAL OAK, 54 Charlton Road.
- SE10 GUILDFORD ARMS, 55 Guildford Grove.
- SE10 NORTH POLE, 131 Greenwich High Road.
- SE10 ROYAL GEORGE, Bisset Street.
- SE12 SUMMERFIELD TAVERN, Lee.
- SE13 DUKE OF CAMBRIDGE, High Street.
- SE15 MAN OF KENT, Nunhead Green.
- SE15 OLD NUN'S HEAD, Nunhead Green.
- SE16 BLACKSMITH'S ARMS, 257 Rotherhithe Street.
- SE16 MANOR HOUSE, 78 Galleywall Road.
- SE16 PRINCE OF ORANGE, 118 Lower Road.
- SE17 TANKARD, Walworth Road.
- SE18 MELBOURNE ARMS, 81 Sandy Hill Road.
- SE18 QUEEN VICTORIA, 118 Wellington Street.
- SE18 VILLAGE BLACKSMITH, Hillreach.
- SE19 QUEENS ARMS, Westow Hill.
- SE19 ROYAL ALBERT, Westow Hill.
- SE20 GOLDEN LION, Maple Road.
- SE20 LONDON TAVERN, Maple Road.
- SE24 COMMERCIAL, 11 Raiton Rd, Herne Hill.
- SE24 GOAT HOUSE, 2 Penge Road.
- SE25 SHIP, 55 High Street.
- SE26 DULWICH WOOD HOUSE, 39 Sydenham Hill.
- SE26 GREYHOUND, 315 Kirkdale.
- SE27 HOPE, Norwood High Street.

- BECKENHAM JOLLY WOODMAN, Chancery Lane.
- BEXLEY BLUE ANCHOR, Bridgen Road.
- CROYDON LION, Pawns Road.
- CROYDON SHIP, 47 High Street.
- CROYDON TWO BREWERS, 221 Gloucester Road.
- SIDCUP JOLLY FENMAN, 66 Blaken Road.

## OFF TRADE

- F4 Waltham Wines, 72 Sewardstone Road.
- SE3 Bitter Experience, 128 Lee Road.
- SE23 2 Brewers, 97 Dartmouth Road.
- SE27 Wholecellars, 8 Norwood High Street.
- BEXLEYHEATH Bitter Experience, 216 Broadway.
- BROMLEY Bitter End, 139 Masons Hill.

## OUTLETS —

### WEST CENTRAL, AND NORTH PUBS

- WC1 CALTHORPE ARMS, 252 Grays Inn Road.
- WC1 LAMB, Lamb's Conduit Street.
- WC1 MOON, 18 New North Street.
- WC1 PAKENHAM ARMS, 1 Pakenham Street.
- WC1 SUN, 63 Lamb's Conduit Street.
- WC2 CROWN & ANCHOR, 22 Neal Street.
- WC2 GEORGE IV, 28 Portugal Street.
- WC2 MARQUESS OF ANGLESSEY, 39 Bow Street.
- N1 CAMPBELLS, 21 Bridport Place.
- N1 CROWN, Clouesley Road.
- N1 GEORGE IV, Copenhagen Street.
- N1 LORD WOLSELEY, White Lion Street.
- N1 MALT & HOPS, 33 Caledonian Road.
- N1 PRINCE ARTHUR, 49 Brunswick Place.
- N1 WINDSOR CASTLE, 211 Liverpool Road.
- N2 OLD WHITE LION, Great North Road.
- N4 MARLERS, 29 Crough Hill.
- N6 VICTORIA, 28 North Hill.
- N7 BALMORAL CASTLE, Caledonian Road.
- N7 FAT HARRY'S, 60 Isledon Road.
- N7 FAVOURITE, Queensland Road.
- N7 FLOUNDER & FIRKIN, 54 Holloway Road.
- N7 RAILWAY TAVERN, 10 Roman Way.
- N8 HARRINGAY ARMS, 153 Crouch Hill.
- N8 PRINCESS ALEXANDRA, Park Road.
- N12 JUBILEE INN, 359 Ballards Lane.
- N12 MOSS HALL TAVERN, 283 Ballards Lane.
- N14 MERRYHILLS, Bramley Road.
- N16 MARLERS, Stoke Newington High Street.
- N16 ROSE & CROWN, 199 Stoke Newington, Church Street.
- N19 MARLERS, 19 Archway Road.
- N20 BULL & BUTCHER, 1277 High Road, Whetstone.
- N20 CAVALIER, 67 Russell Lane.
- N22 NAGS HEAD, 203 High Street.
- N22 STARTING GATE, Buckingham Road.
- NW1 ELIZA DOOLITTLE, 3 Ossaltion Street.
- NW1 NEPTUNE, 51 Warrington Street.
- NW1 QUEEN'S HOTEL, 49 Regents Park Road.
- NW1 VICTORIA, 2 Mornington Terrace.
- NW3 WELLS HOTEL, 30 Wells Walk.
- NW4 GREYHOUND, Church End, Greyhound Hill.
- NW4 MIDLAND HOTEL, Station Road.
- NW4 WHITE BEAR, 56 The Burroughs.
- NW6 QUEENS, 1 Kilburn High Road.
- NW7 RAILWAY TAVERN, Hale Lane.
- NW7 RISING SUN, Highwood Hill.
- NW8 CROCKERS, Aberdeen Place.
- NW10 GRAND JUNCTION ARMS, Acton Lane.
- BARNET ALEXANDRA, Wood Street.
- BARNET SEBRIGHT ARMS, Alston Road.
- EDGWARE CORNERHOUSE HOTEL, Stonegrove.
- EDGWARE RAILWAY HOTEL, Station Road.
- ENFIELD CRICKETERS ARMS, 19 Chse Side Place.
- ENFIELD KING & TINKER, Whitewebbs Road.
- ENFIELD KINGS HEAD, Market Place.
- ENFIELD OLD WHEATSHEAF, 3 Windmill Hill.
- ENFIELD WASH PRINCE ALBERT, 611 Hertford Road.

## OFF TRADE

- N1 Beer Shop, Pitfield Street
- N11 Originales, Friern Barnet Road.
- N13 Originales, 68 Aldermans Hill.
- NW3 Vinebins, 150 Haverstock Hill.
- NW6 Grogblossom, 253 West End Lane.

## CLUBS

- N22 Wood Green Labour Club, Stuart Crescent.



# OUTLETS — SOUTH-WEST/WEST

SW1 BARLEY MOW, Horseferry Road.  
 SW1 BUCKINGHAM ARMS, Petty France.  
 SW1 FOX & HOUNDS, Passmore Street.  
 SW1 ORANGE BREWERY, Piccolo Road.  
 SW1 RED LION, 48 Parliament Street.  
 SW1 ROYAL COURT TAVERN, 8 Sloane Square.  
 SW2 HOPE & ANCHOR, 123 Acre Lane.  
 SW2 TWO WOODCOCKS, 45 Tulse Hill.  
 SW4 JOLLY GARDENERS, 115 St. Alphonsus Road.  
 SW4 RAIL WAY, Clapham High Road.  
 SW6 WHITE HORSE, 1 Parson's Green.  
 SW8 SURPRISE, 16 Southville, 357 Wandsworth Road.  
 SW9 CROWN & ANCHOR, 246 Brixton Road.  
 SW9 WARRIOR (Brixton Brewery Co.) Coldharbour Lane.



**The Bedford Arms, 409 Clapham Road, SW9 — a new outlet. Photo: John Elliott.**

SW10 CHELSEA RAM 32 Burnaby Street.  
 SW10 FERRET & FIRKIN, 110 Lotts Road.  
 SW11 ANCHOR, Holgate Avenue.  
 SW11 HABERDASHERS ARMS, Culvert Road.  
 SW11 PRINCE OF WALES, Battersea Park Road.  
 SW11 RAVEN, Westbridge Road.  
 SW11 VICTORIA, Battersea Bridge Road.  
 SW11 WOODMAN, 60 Battersea High Street.  
 SW12 BEDFORD HOTEL, Bedford Hill.  
 SW12 DUKE OF DEVONSHIRE, Balham High Road.



**SW12 PRINCE OF WALES, 270 Cavendish Road.**

SW14 RAILWAY TAVERN, Sheen Lane.  
 SW15 ARAB BOY, 289 Upper Richmond Road.  
 SW15 FOX & HOUNDS, Upper Richmond Road.  
 SW15 RAILWAY, Upper Richmond Road.  
 SW15 WHITE LION, 14 Putney High Street.  
 SW16 GREYHOUND, Greyhound Lane.  
 SW18 THE GRAPES, 39 Fairfield Street.  
 SW18 BREWERY TAP, Wandsworth High Street.  
 SW18 FORESTER, Allfarthing Lane.  
 SW18 SPREAD EAGLE, Wandsworth High Street.  
 SW19 ALEXANDRA, Wimbledon Hill Road.  
 SW19 KINGS HEAD, Merton High Street.  
 SW19 LEATHER BOTTLE, Kingston Road.  
 SW19 PRINCESS ROYAL, Abbey Road.

SW19 TRAFALGAR, High Path.  
 CARSHALTON SUN INN, North Street.  
 EAST MOLESEY STREETS OF LONDON, Bridge Road.  
 KINGSTON GAZEBO, Thames Walk.  
 KINGSTON KINGSTON MILL, High Street.  
 KINGSTON WYCH ELM, Elm Road.  
 MITCHAM CRICKETERS, 340 London Road.  
 MITCHAM RAVENSBURG ARMS, Croydon Road.  
 MOTSPUR PARK EARL BEATTY  
 RICHMOND RED COW, 59 Sheen Road.  
 RICHMOND WHITE CROSS, Riverside, Water Lane.  
 SURBITON RAILWAY TAVERN, Ewell Road.  
 SURBITON RISING SUN, 1 Villiers Avenue.  
 SURBITON VICTORIA, Victoria Road.  
 WESTON GREEN GREYHOUND  
 WEYBRIDGE PRINCE OF WALES, Anderson Road,  
 Otlands Park.

W1 ARGYLL ARMS, 18 Argyll Street.  
 W1 BRICKLAYERS, Aybrook Street.  
 W3 RED LION & PINEAPPLE, 281 High St.  
 W4 BELL & CROWN, Strand on the Green.  
 W5 RED LION, St. Mary's Road.  
 W6 BLACK LION, Black Lion Lane.  
 W6 RICHMOND ARMS, 54 Shepherds Bush Road.  
 W9 TRUSCOTT ARMS, Shirland Road.  
 W10 NARROW BOAT, 346 Ladbroke Grove.  
 W10 VILLAGE INN, Kensal Road.  
 W11 FROG & FIRKIN, Tavistock Crescent.  
 W14 BRITANNIA TAP, 150 Warwick Road.  
 W14 RADNOR ARMS, 247 Warwick Road.  
 BRENTFORD GRIFFIN, Brook Road.  
 BRENTFORD LORD NELSON, Infield Road.  
 CRANFORD QUEENS HEAD, 123 High Street.  
 GREENFORD BLACKHORSE, Oldfield Lane.  
 HAMPTON WINDMILL, Windmill Road.  
 HAMPTON COURT KINGS ARMS, Lion Gate,  
 Hampton Court Road.  
 HILLINGDON RED LION, Hillingdon Hill.  
 HILLINGDON STAR, Uxbridge Road.  
 HOUNSLOW CHARIOT, 34 High Street.  
 HOUNSLOW CROSS LANCES, Hanworth Road.  
 HOUNSLOW EARL RUSSELL, Hanworth Road.  
 SUDBURY BLACK HORSE, Harrow Road.  
 TEDDINGTON QUEEN DOWAGER, North Lane.  
 TWICKENHAM EEL PIE, 9 Church Street.  
 TWICKENHAM POPE'S GROTTTO, Cross Deep.  
 WEALDSTONE ROYAL OAK, Peel Road.

## CLUBS

SW19 WILLIAM MORRIS, 267 The Broadway,  
 Wimbledon.

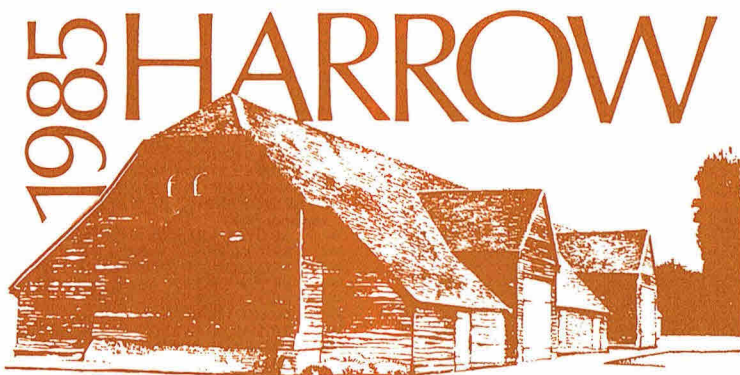
## OFF TRADE

SW11 Majestic Wine Warehouses, Hester Road.  
 SW11 39er Webbs Road.  
 KENTON Littlemore Wines, Kenton Road.  
 NEW MALDEN HOP & VINE, Elm Road.

## OUTSIDE LONDON

BRIGHTON (Hants) THREE HORSESHOES.  
 BRIGHTON LORD NELSON, Trafalgar Road.  
 BRIGHTON QUEENS HEAD, Opposite Station.  
 GLASGOW ALLISON ARMS, 720-722 Pollockshaws Road.  
 HADLOW DOWN (E.Sussex) NEW INN  
 MANCHESTER JOLLY ANGLER, Ducie Street.  
 MANCHESTER MARBLE ARCH, 73 Rochdale Road.  
 PETERBOROUGH BOTOLPH ARMS, Uundle Road  
 PETERBOROUGH STILL, Cumbergate  
 SEAFORD (Sussex) WHITE LION, Claremont Road.  
 STEVENAGE (Herts) RED LION, High Street, Old Town.  
 STOCKPORT (Gr.Manchester) NEW INN, Wellington Road  
 South.  
 TORQUAY UPTON VALE, Upton Road.  
 WINCHESTER (Hants) GREEN MAN, Westgate Street.  
 WORTHING (Sussex) WHEATSHEAF 22, Richmond Rd.





13-15 SEP REAL ALE FESTIVAL



Archer's, Burt's, Ma Pardoe's and Timothy Taylor's are among the fine ales and ciders being ordered for the HARROW REAL ALE FESTIVAL on the 13th to 15th September, with drinking hours of Friday 6pm-10.30pm and through Saturday and Sunday afternoons from 12 noon to 10.30pm. The venue is a 16th Century Tithe Barn, situated in Headstone Manor Recreation Grounds, North Harrow. The grounds entrances are on Parkside Way and Pinner View, a short walk or H1 bus ride from North Harrow L.T. Station or on Headstone Lane a few minutes from Headstone Lane B.R. Station.

The admission is just £1 but if you would like to get in free, offer your services as a helper by writing to Jeremy Jeeves, 49 The Glen, Pinner, Middx or phoning Keith Wildey on 01-423 1243 (H).