

MARCH
1988

LONDON



25p

DRINKER

23-25 March



STOP
PRESS

**TRUMAN GETS
THE CHOP**



See pages
3 and 28

Details on
page 21
and back
cover

BRUCE'S SELLING UP! Stop press p.25

Vol 10

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

No. 2

Where to buy London Drinker

OUTLETS — EAST and SOUTH EAST PUBS

EC1 ARTILLERY ARMS, 102 Bunhill Row.
 EC1 EAGLE, Farringdon Road
 EC1 HORSESHOE, 24, Clerkenwell Close.
 EC1 STICK & WEASEL, 273 City Road.
 EC1 YORKSHIRE GREY, Greys Inn Road.
 EC2 FLEETWOOD, 36 Wilson Street.
 EC4 BLACKFRIAR, 174 Queen Victoria Street.
 EC4 HATCHET, Garlick Hill
 EC4 WILLIAMSON'S TAVERN, Groveland Ct. Bow Lane.
 E1 FISH & RING, 141A White Horse Road.
 E1 PRIDE OF SPITAL FIELD, 3 Henage Street.
 E2 APPROACH TAVERN, 47 Approach Road.
 E2 MARKSMAN, 254 Hackney Road.
 E3 PEARLY KING, 94 Bromley High Street.
 E8 LADY DIANA, 95 Forest Road.
 E9 CHESHAM ARMS, 15 Mechetabel Road.
 E9 FALCON & FIRKIN, 274 Victoria Park Rd.
 E9 ROYAL STANDARD, 84 Victoria Park Road.
 E11 NORTHCOTE, 110 Grove Green Road.
 E17 COLLEGE ARMS, 807-809 Forest Road.
 SE1 ANCHOR & HOPE, The Cut.
 SE1 ANCHOR TAP, 28 Horselydown Lane.
 SE1 BUNCH OF GRAPES, 2 St Thomas Street.
 SE1 COPPER, 208 Tower Bridge Road.
 SE1 DOGGETTS, Blackfriars Bridge.
 SE1 GOOSE & FIRKIN, 47 Borough Road.
 SE1 HORNIMAN AT HAYS, St. Martins Walk, Tooley St.
 SE1 KINGS ARMS, Roupell Street.
 SE1 TRINITY ARMS, 29 Swan Street.
 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.
 SE7 McDONNELLS, 428 Woolwich Road.
 SE8 ROYAL GEORGE, 85A Tanners Hill.
 SE9 GREYHOUND, High Street.
 SE10 ROYAL GEORGE, Bisset Street.
 SE10 WILLIAM IV, 155 Trafalgar Road.
 SE13 FOX & FIRKIN, 316 Lewisham High Street.
 SE15 WHITE HORSE, 20 Peckham Rye
 SE16 BLACKSMITH'S ARMS, 257 Rotherhithe Street.
 SE16 DOG & BELL, Princess Street
 SE16 MANOR TAVERN, 78 Galleywall Road.
 SE16 MAYFLOWER, 117 Rotherhithe Street.
 SE16 SHIP, St. Marychurch Street.
 SE18 ANGLESEA ARMS, 91 Woolwich New Road
 SE18 VILLAGE BLACKSMITH, Hillreach.
 SE19 RAILWAY BELL, Cawnpore Road.
 SE19 ROYAL ALBERT, Westow Hill.
 SE20 GOLDEN LION, Maple Road.
 SE20 HOP EXCHANGE, Maple Road.
 SE24 COMMERCIAL, 11 Raiton Road, Herne Hill.
 SE25 ALBERT, Harrington Road.
 SE25 GOAT HOUSE, 2 Penge Road.
 SE25 SHIP, 55 High Street.
 SE26 DULWICH WOOD HOUSE, 39 Sydenham Hill.
 SE26 GREYHOUND, 315 Kirkdale.
 SE27 HOPE, 49 West Norwood High St.
 SE27 KINGS HEAD, Norwood High Street
 BEXLEY BLUE ANCHOR, Bridgen Road.
 CROYDON DOG & BULL, Surrey Street.
 CROYDON LION, Pawsons Road.
 CROYDON TWO BREWERS, 221 Gloucester Road.
 SIDCUP JOLLY FENMAN, 66 Blackmark Road.
 THORNTON HEATH FOUNTAIN HEAD, 114 Parchmore Rd.

OFFTRADE

E4 Waltham Wines, 72 Sewardstone Road.
 SE3 Bitter Experience, 128 Lee Road.
 SE10 Hardy's, 90 Trafalgar Road.
 SE23 2 Brewers, 97 Dartmouth Road.
 BEXLEYHEATH Bitter Experience, 216 Broadway.
 BROMLEY Bitter End, 139 Masons Hill.
CLUBS
 CROYDON Ruskin House, 23 Coombe Road.

OUTLETS—

WEST CENTRAL, AND NORTH PUBS

WC1 CALTHORPE ARMS, 252 Grays Inn Road.
 WC1 CITTIE OF YORKE, 22 High Holborn.
 WC1 HANSLER ARMS, Kings Cross Road.
 WC1 LAMB, Lamb's Conduit Street

WC1 MABEL'S, 9 Mableton Place
 WC1 MOON, 18 New North Street.
 WC1 PAKENHAM ARMS, 1 Pakenham Street.
 WC1 PRINCESS LOUISE, High Holborn.
 WC1 SUN, 63 Lamb's Conduit Street.
 WC1 YORKSHIRE GREY, Theobalds Road.
 WC2 CHANDOS, 29 St Martin's Lane.
 WC2 CROWN & ANCHOR, 22 Neal Street.
 WC2 GEORGE IV, 28 Portugal Street.
 WC2 MARQUESS OF ANGLESEY, 39 Bow Street.
 WC2 SHIP & SHOVEL, 2 Craven Passage.
 N1 CARPENTERS ARMS, 21 Bridport Place.
 N1 CLOTHWORKER'S ARMS, 52 Arlington Avenue.
 N1 COMPTON ARMS, 4 Compton Avenue.
 N1 GEORGE IV, Copenhagen Street.
 N1 HEMINGFORD ARMS, 158 Hemingford Road.
 N1 KINGS HEAD, 59 Essex Road.
 N1 LORD WOOLSEY, 55 White Lion Street.
 N1 MALT & HOPS, 33 Caledonian Road.
 N1 MARQUESS TAVERN, 32 Cannonbury Street.
 N1 PRINCE ALBERT, 16 Elia Street.
 N1 PRINCE ARTHUR, 49 Brunswick Place.
 N1 ROSEMARY BRANCH, 2 Shepperton Road.
 N1 ROYAL OAK, 140 Offord Road.
 N2 OLD WHITE LION, Great North Road.
 N2 WINDSOR CASTLE, The Walks, Church Lane.
 N4 MORTIMER, 29 Crouch Hill.
 N4 MORTIMER ARMS, Green Lanes.
 N4 WHITE LION OF MORTIMER, Stroud Green Road.
 N6 WRESTLERS, 98 North Road.
 N7 BALMORAL CASTLE, Caledonian Road.
 N7 FAT HARRY'S, 60 Isledon Road.
 N7 FLOUNDER & FIRKIN, 54 Holloway Road.
 N7 RAILWAY TAVERN, 10 Roman Way.
 N12 MOSS HALL TAVERN, 283 Ballards Lane.
 N12 TILTED GLASS, Ballards Lane, North Finchley.
 N15 GOAT, 414 West Green Road.
 N15 K.K. McCools, 265 West Hall Road.
 N16 ROSE & CROWN, 199 Stoke Newington Church Street.
 N16 TANNERS HALL, 145 Stoke Newington High Road.
 N17 BOAR, 413 Lordship Lane.
 N19 DOG, 19 Archway Road.
 N19 J.J. MOONS, 37 Landseer Road.
 N20 BULL & BUTCHER, 1277 High Road, Whetstone.
 N20 CAVALLIER, 67 Russell Lane.
 BARNET ALEXANDRA, Wood Street.
 BARNET WEAVER, Green Hill Parade.
 ENFIELD OLD WHEATSHAF, 3 Windmill Hill.
 NEW BARNET BUILDERS ARMS, 3 Albert Road.

OUTLETS — NORTH-WEST

NW1 GLOUCESTER ARMS, 5 Ivor Place.
 NW1 PRINCE GEORGE OF CUMBERLAND, 195 Albany Street.
 NW1 VICTORIA, 2 Morningside Terrace.
 NW1 VICTORIA & ALBERT BARS, Marylebone Station.
 NW3 SWISS COTTAGE, 98 Finchley Road.
 NW3 WASHINGTON, 50 Englands Lane.
 NW4 LONDON, MIDLAND & SCOTTISH, 10 Church Road.
 NW4 WHITE BEAR, 56 The Burroughs.
 NW7 RAILWAY TAVERN, Hale Lane.
 NW8 CROCKERS, Aberdeen Place.
 NW8 MARLBOROUGH, 39 Abbey Road.
 NW8 ORDNANCE, 29 Ordnance Hill.
 NW9 GEORGE, 234 Church Lane.
 NW10 GRAND JUNCTION ARMS, Acton Lane.
 HAREFIELD PLOUGH, Hill End Road.

OFFTRADE

N1 Beer Shop, Pitfield Street
 N13 Originals, 68 Aldermans Hill.
 NW1 Camden Real Ale, 4 Ferdinand Street.
 NW6 Grog Blossom, 253 West End Lane. *Continued on page 35*

LONDON DRINKER

Do you have difficulty in getting your copy of London Drinker? If so, please ask your local outlet to increase its order. It helps us greatly to know of increased orders before printing as we work to a tight budget. It also ensures that potential readers are not disappointed.

EDITORIAL- WHAT'S GOING ON AT WATNEYS?

Numerous stories are currently going around about what is happening in the Watney, Mann, Truman empire and very little of it is good news for the drinking public. Firstly we heard that Combes Bitter, which has been brewed at the Truman Brewery in Brick Lane, is to be scrapped almost immediately — it may well be no more by the time you read this. This was followed up almost straight away by news that all Truman cask beers were to go the same way, a date in February being mentioned, with all Truman beers to be dropped by the late spring.

On Monday 1st February, a London Drinker representative was among a party of nine or so visitors to Ruddle's Brewery in Oakham, Leicestershire where the party were informed by the management that Truman Sampson Ale and Watney Combes Bitter are definitely going to be replaced by Ruddle's County and Best Bitter respectively, although the future of other Truman beers was neither confirmed nor denied. The party were informed that £1,000,000 is to be spent on promoting the Best Bitter and that the first pint would be pulled in the South on Friday 5th February. From that date its availability is due to increase until it will be on sale in 1,700 pubs by October. The replacement will generally be like for like although, for example, in the case of a pub selling both Sampson and County at the moment you can expect Ruddle's Best Bitter to be the replacement beer.

As the party was made up from CAMRA representatives from a number of areas, news of other offerings in WMTB pubs was also given. It seems that Gales HSB, currently available in Phoenix pubs has been given a reprieve for a year but the presence of King & Barnes beers was stated as "tenuous". The brewery did wish to emphasise that the Ushers range is safe.

Immediately following receipt of the above news from our man, I was listening to the 6 o'clock news on Radio 4 (on Tuesday 2nd February) and during their Financial Report it was stated that Grand Metropolitan, the owners of Watney, Mann, Truman had put no less than 700 pubs up for sale. No specific asking price had been mentioned by the Company but the presenter reported that the Tenanted Houses were expected by some commentators to raise around £150,000,000.



This works out at around £210,000 per pub — probably about the going rate for pubs in the South East. The number of pubs mentioned in this report represents about 15 percent of the group's total tenanted estate — or to put it another way, about the same as the entire tied estate of a major regional brewer like Greene King.

This also raises the question what do they want that kind of money for? Are they perhaps trying to fight off some takeover bid, or the threat of one? It is fairly well known that a certain American company by the name of Anheuser-Busch, owners of the Budweiser brand brewed under licence by Watney, is very interested in buying a stake in the British brewing industry. It is pretty obvious that the World's biggest brewing company is not going to be interested in somebody the size of Burt's.

All of this is very disturbing for the real beer drinker. Although the claims that Truman's beers are to disappear totally are not confirmed by the Company, stories of that magnitude are not prone to growing on trees and with the loss of their premium beer being confirmed by a member of the group, and the fact that the ordinary bitter in real form had become a rare bird indeed, it is difficult to believe that the end will be long in coming.

It's getting just like the old days all over again. Two real beers are definitely to be lost and probably two more to be replaced with one beer new to the area (in any quantity) and further supplies of another which is already widely available in the Capital — at a price! When you think of the beers that have gone missing from the Watney range since they became "Good Guys" (admittedly some less lamented than others) it make you think that Watneys don't give a damn about what the drinkers want, only what it is convenient for them to sell us. It makes you wonder how long it will be before Webster's and the two Ruddle's beers join Stag, London, Antler, Hammerton's Porter and Mann's IPA in oblivion.

Andy Pirson

Editor's addresses p.21

Branch Diary appears on p.20

Branch Contacts on p.4

IDLE MOMENTS

There comes a time when talking about CAMRA business palls and there are even times when you go into a pub for something other than a CAMRA meeting. (Yes, even your editors find time to relax occasionally!) At times like this what do you talk about with your drinking companions — Work? (I hope not) Family? Football? Sometimes one of our number will think up (or have heard of) some silly exercise to keep the mind ticking over in those idle moments and to keep conversation going when you realise that you have nothing in common with your drinking companions. It might be developing new rhyming slang or something similar and often the results can be quite amusing. The idea of this occasional column is to pass on any such amusing material in the hope that you might actually enjoy it. You may even feel the urge to make your own contribution — go ahead; you may get the pleasure of seeing your work (and your name) in print, though we can guarantee that you won't see any payment for your efforts. Please feel free to send your contributions to Andy Pirson.

To kick off with, and to indicate the sort of thing we mean, we shall kick off with an idea which came from a friend often met in the Windmill, Hampton Hill and the Prince Albert, Twickenham (plug for two LD outlets), John Eastwood. The idea which he floated was non rhyming limericks which probably strikes you as a total waste of time. It probably is but we must add that the limerick when written down must look like it rhymes — it's just that with the vagaries of pronunciation in our language (or other people's) it doesn't sound that way. Here are three examples to get the ball rolling:

A Czech tennis player named Kodes,
Played a lot in the Antipodes,
The going was tough,
But he made lots of dough,
Which is more than I'll get from my odes
(*In case you think we've slipped up the man's name is pronounced "Kodesh".*)

At dinner one evening Lord Home,
Considered by some the epitome —
of taste, said "I hate —
this cheap nasty pate,
I shouldn't have bothered to come,
(*Don't forget to pronounce it "Hume".*)

Having no cash in her wallet
a famous practitioner of ballet
Dived into a river,
As a bet for a fiver,
To stun a fresh trout with her mallet.

Those were put together by John Eastwood, Mike Gigg and Jennie Williams with a few ideas from Ron Pettit. Can you think of any more?

BETTER BENDERS

People who habitually take too much alcohol — danger level for women is said to start at anything over two glasses of wine or its equivalent per day, and not much more for men — can do their liveners a favour by drinking in bouts. Research now confirms that the lesser of two unhealthy evils is, say, Saturday overindulgence balanced by a sober Sunday to Friday. Daily over-the-limit intake means much less chance of liver recovery.

From a Health Freaks Magazine

BRANCH CONTACTS

BEXLEY	DES WARD	Erith 45716 (H)	Orpington 38321 x29 (Wed-Fri only)
BROMLEY	PAUL THOMAS	778 9324 (H)	
CROYDON & SUTTON	DAVE HAMER	647 9148 (H)	
EAST LONDON & CITY	JACK LONG	594 0770 (H)	
ENFIELD & BARNET	TONY MORGAN	440 2186 (H)	283 1000 x2944 (W)
KINGSTON & LEATHERHEAD	ALLAN MARSHALL	942 9115 (H)	227 3376 (W)
NORTH LONDON	ANNE LODGE	889 0513 (H)	
RICHMOND & HOUNSLOW	ANDY PIRSON	997 1633 (H)	
SOUTH-WEST ESSEX	ANDREW CLIFTON	Romford (0708) 765150 (H)	
SOUTH-EAST LONDON	DAVE SULLIVAN	699 8476 (H & W)	
SOUTH-WEST LONDON	CHRIS COBBOLD	674 0556	
WEST LONDON	ROBERT MCGOWAN	691 8019 (H)	240 0262 x2395 (W)
WEST MIDDLESEX	TED BRADLEY	573 8144 (H)	997 8880 x2153 (W)

LONDON'S CHOICE

Traditional Pubs

With Good Old Fashioned Hospitality

Real Ale Houses

Quality Stouts

AUCTIONEERS

596 Lea Bridge Road, London E10
Tel. 01-556 0130.

FAT HARRY'S

58-60 Isledon Road, London N7
Tel. 01-607 4547.

MARLER'S BAR

29 Crouch Hill, London N4
Tel. 01-272 2076.

MARLER'S BAR

178 High Street, Stoke Newington, London N16
Tel. 01-241 2804.

K. K. McCOOL'S

265 West Green Road, London N15
Tel. 01-889 2071.

J. J. MOON'S

11 Markfield Road, London N15
Tel. 01-808 8331.

NOBODY INN

92 Mildmay Park, London N1
Tel. 01-249 6430.

WESTMORELAND ARMS

34 George Street, London W1
Tel. 01-935 4753.

Premium Lagers

Good Food

MILD IN DEMAND

Over one hundred people gathered at the White Horse, Parsons Green on January 19th to show their enthusiasm for Mild, a type of beer sadly all too rare in London these days.

Five milds were available for sampling from across the country. These were: Thwaites Best Mild from Lancashire, Batemans Mild from Lincolnshire, Harveys XX from Sussex, Greyhound XXX Pedigree from Streatham, SW16, and Highgate Mild from the West Midlands. The latter beer is regularly on sale at the White Horse. All beers were in the excellent condition we have become accustomed to in this pub.

During the evening there was opportunity to put questions to a panel consisting of representatives from each brewery mentioned except the first, plus beer expert Michael Jackson. A lot of questions related to the lack of promotion for mild against that for lager. The explanation was that there was a bigger market for lager and hence a bigger advertising budget. No-one seemed to be able to explain how this situation had arisen, but perhaps we should have been grilling the marketing men on this rather than the

Brewers, who all seemed to think that Mild has a future. We also learned that the best milds are brewed from darker malt rather than being produced by adding caramel to bitter as some brewers do.

Our thanks go to the White Horse and the brewers who gave up their time to attend. The White Horse plus a few other pubs in London, including the Greyhound at Streatham and the North Star at Chessington, have proved that there is a demand for Mild in London. It is time that more pubs jumped on the bandwagon.

John Norman

(SEE IF I CARE! GO ON, BAR ME!)



ANOTHER PERSPECTIVE

Editor's Comment:

*The following article recently fell into our hands. It was written by Iain Murray and originally appeared in the 30th November edition of **London Restaurant Business**. While we cannot say that we are in complete agreement with the tone of the article it does make one or two valid points which should make us all pause for thought. Which category do you fall into?*

So Which? magazine thinks the standard of cleanliness in hundreds of pubs is now a major problem. One's first reaction to this news is that for a sheer piece of bloody effrontery it takes the arrowroot biscuit.

For what, we may ask, is the Consumers' Association, which publishes Which?, doing poking its nose into pubs? After all, it was not so long ago that the magazine allied itself to the loonier element of the anti-drink lobby, the wild-eyed wing of the movement that insists that Britain is sinking under a tidal wave of booze, and sternly advises us to limit our drinking to three pints of beer, or the equivalent, a week. A drop more and we run the risk of dreadful mental and physical deterioration, broken families, absenteeism from work, and shrunken genitals.

For an organisation that subscribes to that view to publish a Good Pub Guide, whose compilation entails exposing thousands of innocent volunteers to the danger of diminished genitalia, is shocking hypocrisy. It is as if the Anglican Church were to publish a Good Bordello Guide — though on second thoughts the Synod might not quite bring itself to stand in the way of such a scheme.

On the other hand, the Consumers' Association sees nothing incongruous in publishing an article severely critical of the 'junk mail' industry while at the same time flooding Her Majesty's postal service with junk mail of its own as part of the desperate drive to solicit subscriptions to Which?

So perhaps we ought not to be surprised by anything that the association gets up to. But, quite apart from that, the criticism of dirty pubs misses the point completely.

Alistair Aird, editor of the Good Pub Guide, blames lazy landlords for dust, stains, dirt, and so on, but also suggests that customers now demand higher standards. Some might, but a great many don't.

Filthy pubs cater specifically for filthy people. And, as market segmentation goes, it is a brilliant strategy. For it is well known that we in Britain have one of the filthiest populations in the civilised world. Show a filthy pub customer a urinal, and he will throw a cigarette end, and quite possibly the empty packet, into it.

Let him and his children loose in a pub garden, and they will uproot the flowering border plants and toss them into the fishpond. Sell him some crisps or nuts and he

will crumple up the used wrappers and deposit them on the floor alongside spent matches, ash, crumpled betting slips, bus tickets, and anything else he doesn't want to keep in his pockets.

The filthy customer, in short, relishes the filthy pub. If that were not the case the filthy pub would go out of business in very short time.

Indeed, Aird and his Good Pub Guide fail to recognise that dirt and squalor are in their own important ways a part of the mainstream of pub development in the UK.

Has he not heard of 'theme pubs'? Old-fashioned pubs that close down and later re-emerge disguised as Hollywood cocktail bars, 20s speakeasies, and bordellos of the type that might feature in the Anglican guide. The aim is to tailor each establishment to the tastes, preferences and mentality of a sector of the market.

The dustbin pub may fairly claim to have been the first, and easily most successful, theme pub, with a devoted and filthy following.

WHAT WOULD YOU DO FOR A PINT?

For anyone who associates bitter commercials with flat caps, country accents and 1930's boozers, Greene King's TV commercial for IPA Bitter may have come as something of a shock.

Casting aside the traditional image usually associated with bitter, the commercial moved into the world of entertainment and fantasy to project a fresher, younger appeal (*in the words of a trade press release*).

The story opens with our two IPA heroes languishing in a prison dungeon longing for a pint of bitter. Set to a catchy rock style jingle, the scene moves on into zany dream sequences as they imagine some of the bizarre lengths they would go to for a pint of IPA.

Together with the highly successful Abbot commercial featuring Eric Bristowe, the IPA commercial was shown on London and Anglia TV from 8th October, forming a twin brand drive costing nearly £700,000, double the spend on the 1986 campaign behind Abbot Ale, and more than any other regional brewer spent in the London area.

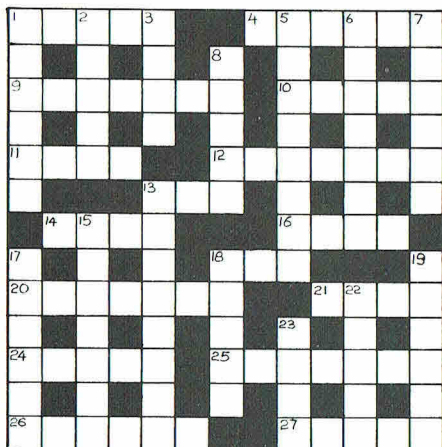
"IPA is Greene King's strongest selling brand," says Simon Jamieson, Greene King's General Manager for Marketing. "and by brightening up the advertising image for ale brands with this campaign, we aim to hit the younger market, but without alienating the traditional drinker."



LONDON DRINKER CROSSWORD

COMPILED BY DAVE QUINTON

£5 PRIZE TO BE WON



ACROSS

1. A month's stiff walk. [5]
4. The South has enough taste. [6]
9. Deliver returns and get attacked. [7]
10. Places around last open boats. [5]
11. Soar over paddles. [4]
12. Calm account about the crockery. [7]
13. Most of the cask is in condition. [3]
14. Lame excuse for a man. [4]
16. She's found in 19. [4]
18. It's not good to touch behind. [3]
20. Give the right name. [7]
21. Fly or, I hear, other insect. [4]
24. Surprise, surprise! George 1st's dog. [5]
25. It makes sense to have soldier in pub. [7]
26. Climber left before summer. [6]
27. Point out 7 is a consumer. [5]

Name.....

Address.....

.....

.....

All correct entries received by first post on 30th March will be entered into a draw for the prize.

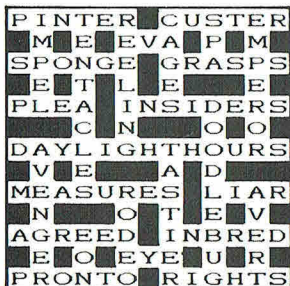
The winner of the prize will be announced in the May London Drinker.
Solution next month.

All entries to be submitted to:
London Drinker Crossword
25 Valens House
Upper Tulse Hill
London SW2 2RX

DOWN

1. Use metal pointer to find vegetable. [6]
2. Wanderer from Bristol and Doncaster? [5]
3. Heavy beer is healthy. [4]
5. A very quiet listener, the journalist came. [8]
6. Duck may be sick after drink. [7]
7. Oriental flower festival. [6]
8. A U.S. lawyer exercises to get fit. [5]
13. Finest journey on horseback? [8]
15. Non-drinker in first class colour is clothed. [7]
17. This writer is, for the most part, wooden. [6]
18. The outstanding thing about beer drinkers. [5]
19. Clearly is endlessly turning out store room. [6]
22. You may almost lick it. [5]
23. He's from the dog research station. [4]

Last Month's Solution



Winner of the prize for the December/January crossword:
Paul Gibson, J12 Du Cane Court,
Balham High Road, SW17 7JU

Other correct entries were received from:
Holly Berry, E.Bridgeman, A.P.Comaish,
Ale Drinkers, John Edwards, Ian Everwin,
Ian Fairweather, Damien Farrell,
Elaine Glover, Eileen Graves, P.R.Hanson,
Alison Henley, D.J.Hilditch, Mrs G.M.Lines,
Yul Logg, Mrs C.F.Maher, M.J.Moran, Mullin,
P.Seud O'Nym, David Parker, Nigel Parsons,
Carol Singer, Miss L.Toe, Mike Trowell,
Denys Vernal.

There were also 2 incorrect entries.

LONDON



DRINKER

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Advertising Manager:

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(work) 989-7523 (after 7pm.)**

Please send Camera-ready copy to:

Martin Smith, 64 Brailsford Road, SW2

The deadline is the 1st of the preceding month

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

PROBLEMS FOR NEW SMALL BREWERIES

Since 1974, around 200 new small breweries have been set up in this country, however less than half of these survive and many of them are struggling. There are many factors involved with the closures that have taken place but two of the major factors quoted are the system of charging excise duty and the lack of a genuine free trade in which they can sell their beer. The last point was reputed to be the reason for the closure of the two ventures in South Herts, Victoria and Swannells.

Excise Duty

Excise duty on beer in the UK is higher than in any other of the mainland EEC countries (the overtaxed population of the Republic of Ireland suffer even more, and look at the state of their brewing industry!). It varies from being 33 times higher than in France, to 3 times that in the Netherlands with only Denmark paying anywhere near a comparable rate. But the majority of the EEC countries also offer some help by either having a sliding scale of payments (e.g. in Denmark the first 200,000 litres are charged duty at a 25% reduced rate), deferring payment at least until the beer leaves the brewery (e.g. in Belgium there is a 3 month delay in payment), staggering payments (e.g. in Italy payment is made over the two month following brewing) or a combination of these methods.

Free Trade

In 1986 over 46% of the 78,000 pubs were controlled by the Big 7 brewing companies (Allied, Bass, Courage, Greenall Whitley, Scottish & Newcastle, Watneys and Whitbread) leaving the remaining pubs to be divided among the 60-odd established independents and the new small breweries. But it's not just their hold over tied houses which causes problems, in 1985, the last year for which figures are available, the Big 7 gave loans amounting to over £358 million to free trade outlets in return for having their products sold, further reducing possible

outlets for the independents. Add to those the number of pubs the Big 7 have sold to existing tenants with the condition that the 'tie' stays in place for up to 10 years, and it becomes apparent that few so called free houses are truly free.

CAMRA's proposals

CAMRA's recent submission to the Monopolies Commission as part of the latter's investigation of the brewing industry including the following proposals:

- that no brewer be allowed to own more than 33% of pubs in any licensing district,
- that each tenant or manager be allowed to stock one extra bulk beer of their choice,
- that there be limits on the loan ties to free houses,
- that those houses with any produce ties be forbidden from describing themselves as free houses,
- that beer duty is suspended on the first 500 barrels produced,
- that a sliding scale of excise duty be introduced,
- that excise duty only be levied when beer leaves its place of production,
- that pubs should not be sold without a license.

All of these proposals are designed to assist the small brewer both financially, by reducing the amount of duty payable and in delaying those payments, and in increasing the number of outlets into which they can place their beer. The public gains by having a larger choice of more distinctive beers available and by paying less, as the small brewers tend to produce beer at lower cost (assuming of course that the savings are passed on to the consumer!). Without some legislative action the Big 7's hold on the brewing industry looks certain to tighten.

from the Herts newsletter.

BRANCHES BATTLE TO SAVE WETHEREDS

Branches in the Thames Valley are stepping up pressure on Whitbread not to close Wethereds Brewery in Marlow next February.

Badges and stickers have been produced using a 'Save It!' slogan and a petition is being mounted throughout the region.

Rob Tough, one of the campaign organisers, said of the Whitbread plan to switch production of Wethereds noted ales to Cheltenham: 'It would mean the brewery would be producing many separate cask beers. Some

beers would inevitably be dropped or standardised, with others differing in name only.

'If we are to save the brewery, we must convince Whitbread that their policy of local brewery closures and standardisation has no place in these conservation-minded days, and that their trade will suffer from the loss of the brewery and the particular local distinctive flavours'.

● If you'd like supplies of the campaign material call John Robinson on 0735-222787.



UNDERGROUND DRINKER

(Eastender looks at London's oldest section of Underground railway)



Congestion in the Metropolis is nothing new. In the 1850's, London was the centre of an expanding empire and the capital of a nation enriched by the Industrial Revolution. The City's streets were choked with thousands of horsedrawn conveyances — wagons, carriages, mail coaches' and omnibuses. Also, livestock were driven through the centre of London on their way to the slaughter at Smithfield.

An early attempt to alleviate the chaos had been the construction of the New Road in 1756. London's first by-pass, it skirted the northern limits of the City and allowed cattle to be driven to Smithfield without using Oxford Street and High Holborn. A century later the title 'New Road' was abolished, being replaced by Marylebone, Euston and Pentonville Roads.

During the 1830's and 40's, there were several proposals to bring the Main Line railways into the centre of the City, often using cuttings or tunnels. All came to nothing, principally due to cost, for it was necessary to pay the owners of any property tunnelled under, and also because it was felt that the public would not take to travelling underground.

The Metropolitan Railway had its origins in several separate schemes, and sought to link the City at Farringdon with the Great Western's terminus at Paddington. Following the route of the New Road, it would also serve the new Main Line termini at Euston and Kings Cross. As well as local traffic, a connection with the GWR would allow through running of their passenger and freight trains, and so the line was to be fitted with dual gauge tracks to accommodate the 7ft. system of the GWR as well as the Met's 4ft. 8½in. standard gauge.

Construction began in 1859, and was generally without incident. The 'cut and cover' method was used, with a large trench being dug, then lined with bricks and roofed over. Wherever possible, the path of existing roads was followed to avoid the disturbance of buildings above. A temporary setback occurred in 1862 when the Fleet River burst into the workings east of Kings Cross and flooded the tunnels. Much of the spoil excavated was taken away by the GWR via an end-on connection at Paddington, and indeed some was used to form the terraces of Stamford Bridge football ground. The final inspection by the Board of Trade took place on 3rd January 1863 and the line opened to the public seven days later.

The Metropolitan Railway as opened in 1863. Where station names have changed, the modern version appears below the line.

PADDINGTON (BISHOPS ROAD) EDGWARE ROAD BAKER STREET PORTLAND ROAD GOWER STREET KINGS CROSS FARRINGTON STREET

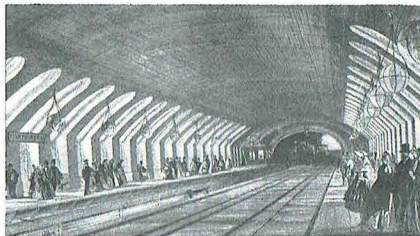
Paddington

Great Portland St. Euston Sq

Kings X St. Pancras Farringdon

The Met had its own station at Paddington, sited adjacent to the north of Brunel's masterpiece. First named Paddington (Bishops Road), it lost its suffix in 1933. A service to Hammersmith via the GWR's tracks began a year after opening, and it is today used by the Hammersmith & City Line. On the concourse — 'The Lawn' — of the BR station is the KNIGHTS & HERALDS bar, a typical Travellers Fare free house. Serving Arkell's Bitter and Kingsdown Ale, Bass and Webster's Yorkshire, and with the usual lack of atmosphere common to modern station bars.

East of Paddington is Praed Street Junction, where the present day Circle Line divides from the Met. Opened in 1868 when the Met extended trains to Gloucester Road via Bayswater, sowing the seeds of what would eventually become the Circle. Edgware Road station is distinguished by its white-tiled exterior, designed by the Met's chief architect in later years, C.W. Clark. All of the original stations were rebuilt in the early years of this century to cope with increased traffic and expanded services. At the east end of Old Marylebone Road is the PONTEFRAC CASTLE (Charrington), a large corner house with IPA, whilst the KINGS ARMS (Watney) in Edgware Road offers Combes and Ruddle's County — though not cheaply. The station had a budget until recently, when a combination of rising rents and official disapproval of the mixing of railways and alcohol forced its closure.



Baker Street Station 1863. Note the mixed-gauge track.

Baker Street was destined to become the centre of the Met's empire. Though merely a wayside station on the original line, the opening of the junction here in 1868 changed its destiny. As the 19th Century progressed, the Met Rly reached further and further out. Through

Continued opposite.



Our beers are now available from:

***The Thomas Neale
39 Watney Market E1***

Paul and Hilary Murphy extend a warm welcome. Why not try their lunchtime food or perhaps have a dance to the music at the weekend.

***The Chesham Arms
15 Mehetabel Road E9***

Pat and Tony Rose would like you to try their hot home cooked meals lunchtimes and evenings.

FULLERS

Middlesex and into Bucks, to Wembley, Harrow, Amersham, Chesham, Aylesbury and even beyond, to the desolate outposts of Brill and Verney Junction. From 1910 to 1939 passengers had the option of Pullman travel from Amersham and Chesham to Aldgate.

This was the gateway to 'Metroland', the leafy suburbia so cleverly — and lucratively — exploited by the Met between the wars. Above the station stands Chiltern court, now used as offices and apartments, but built as a great hotel. Had various schemes come to fruition, Baker Street would have stood at the centre of a great railway network, whereby passengers could travel from the Midlands and the North to London via the Great Central Railway, then through the City via the Met, crossing the Thames on the East London Railway, and then on to the coast where a Channel Tunnel would carry them to the continent.

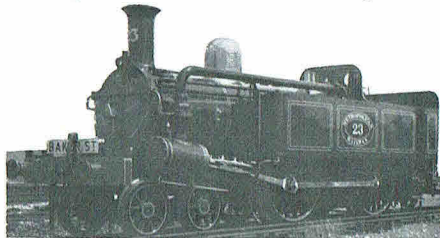
A few years back the Met and Circle platforms were 'restored' to an approximation of their 1863 appearance. Complete with exposed brickwork and lighting provided in the shafts which once admitted daylight — and emitted smoke, hopefully. In spite of trials with a 'fireless' locomotive, and the later use of locos fitted with 'condensing' equipment, the problems of ventilation was only really solved in 1905 when electrification came.

Though the Chiltern Bar is now closed, MORIARTY'S (Truman) survives as the sole

remaining bar on the Underground inside of the barrier, and sells Best and Sampson. Across the road is the GLOVE (Truman), a popular pub with the full Truman Bitter/Best/Sampson set as well as Webster's National Bitter.

Great Portland Street opened as Portland Road and has undergone a number of renamings since. The Second Duke of Portland once owned the manor of Marylebone. The station building is another of Clark's white-tiled edifices, and stands opposite the ALBANY (Taylor Walker). A typical sympathetic Allied single-bar conversion retaining much varnished wood, and with handpumps dispensing Burton, Tetley and TW Best Bitter.

Euston Square has now lost all trace of its surface buildings, but some attractive inter-war tiling survives



A Metropolitan 4-4-0T Locomotive of 1866.

Continued on p.13.

Vaux Freehouses in London



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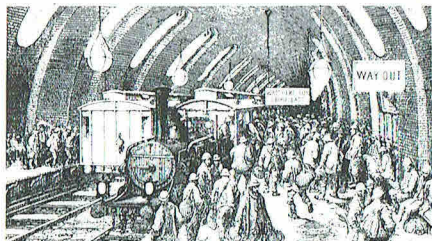
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UNDERGROUND DRINKER CONTINUED.

in the booking hall (and also does at the previous stop too). Euston Hall in Suffolk was the seat of the Duke of Grafton, who owned land nearby. Opened as Gower Street, it gained its present name in 1909. A short walk away is Tolmer's Square, and the TOM TIDDLER'S TAVERN (Truman). A modern pub in a new development, and again with a good selection of Truman beers — Bitter, Best and Sampson. Formerly on the site was the Tolmer cinema, which was converted from a church to a theatre in 1920, then a cinema in 1944 before closure in 1972.



by Gustave Doré.

The present Kings Cross Met station opened in 1941, replacing the original platforms sited further east. The 'Hole in the Wall' buffet bar once served the Met concourse, yet predictably is closed now. Refuge can be found on the Main Line station though, in the form of the YORK TAVERN (Free). Another Travellers Fare emporium, but with far more atmosphere than their Paddington premises. A wide variety of real ales are usually available, and you can even sit outside and breathe in diesel fumes!

In 1868 junctions were opened which allowed trains of the Midland and Great Northern Railways to use the Met's tracks to reach the City. The Great Northern was already owed a favour by the Met, having lent them rolling stock in the early days when the GWR, who worked the service on behalf of the Met, withdrew its trains after an argument between the two parties.

These additional trains caused so much congestion on the Kings Cross — Farringdon section that two extra tracks the 'Widened Lines', were built to accommodate them. Paralleling the existing line, they allowed Main Line trains to reach Farringdon and on to Moorgate, which the Met had reached in 1865.

Farringdon station stands on the site of Smithfield Cattle Market, which moved to Copenhagen Fields in 1855. The meat market remained though, and was rebuilt with full rail access underneath. The station opened as Farringdon Street, becoming Farringdon & High Holborn in 1933 and plain Farringdon in 1936. The intermediate name still survives on Clark's fine white-tiled station building. The Great Northern's freight depot once stood to the west of the station, but goods traffic was discontinued by BR in the 1950's. In

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1866 a connection to the south allowed through running to the London, Chatham & Dover Railway at Dover at Holborn Viaduct. Though closed a century later, it has now been re-opened and electrified to allow cross-London running by BR. The Widened Lines too have been revitalised. Though the Eastern Region (GNR) trains were diverted to serve Moorgate via the Great Northern & City's tunnels in 1975, the Midland electrified the route for their revamped Bedford line service. Adjacent to the station is the CASTLE (Charrington), selling IPA and Bass.



There is no greater tribute to the original entrepreneurs who promoted, designed and built the line than that not only is it still in use performing its original function, but that also it is today carrying more passengers than ever, and is now part of a Metropolitan Line which stretches from the up-and-coming Docklands of the East London Line, to the cosmopolitan suburbs of the Hammersmith branch, and out through North-West London the green fields of the Buckinghamshire countryside.

EASTENDER

RICHMOND & HOUNSLOW NEWS

Following on from what we reported in the last edition of London Drinker we can add a bit more factual information to the piece on the Bruce & Firkin pubs in the Richmond & Hounslow area. Firstly, the prospective pub in Kew (and this is straight from the horse's mouth) is not to be a conversion of an existing supermarket as we had been led to believe — it will in fact be the old station buffet of Kew Gardens Station. This building will be remembered as one of the first buffets into which Travellers Fare put Ruddles beers and it did good trade as more of a local pub than a station buffet even then. Subsequently, however, it suffered the same fate as numerous other buffets on BR stations. Now David Bruce is applying for the license to the premises to be re-established but we understand that there have been some objections from local residents on the grounds of lack of parking space. We wish David the best of luck with this enterprise in an area which is not well served for pubs, even though all those that there are sell real beer.

The second item concerns the prospective Bruce's pub in Brentford which, we believe, is proposed to be a new building beside the Grand Union Canal. No, we have still not managed to identify the location yet but the less happy news is that this one may not go ahead as the cost of constructing a new building may be prohibitive. It is a sad fact of

life in the property market that the "value" of a property does not reflect what it costs to put a building up but what the estate agents' hype can screw out of prospective purchasers. This fact is well known to anybody who looks at asking prices for houses or flats in the Twickenham, Teddington or (particularly) Richmond area.

And now its Phoenix time. The Beaver in Salisbury Road, Hounslow, near the Cavalry Barracks was burned out on Christmas Eve 1986; there have been rumours of arson flying about ever since which need not concern us here. What is of interest is that the pub recently reopened selling Courage Best Bitter and Directors. Our surveyor who gave the pub the once-over for the prospective Real Beer in West London reported it to be a much improved pub with a pleasant family atmosphere.

Another pub, not far away, which suffered a similar fate was the Black Dog in Staines Road, Bedfont. This early 1960s Watneys edifice with plate glass windows and everything else you expect from the days of Red Barrel suffered its fate a few years ago and has been sitting there decorated with hoardings and scorch marks ever since. Now this pub too has reopened its doors. We have not yet had time to check this one out from the inside yet but will report further next time.

Whitbread concentrate

Following the decision to close Wethereds and Chesters, Whitbread have announced that they are investing £5m in their remaining traditional breweries — with the bulk of the money going to Sheffield and Cheltenham. The announcement came at the opening of a new £800,000 cask plant at Cheltenham, with a further £700,000 being spent on new beer storage facilities there.

Whitbread sees cask ale as a growth sector and we intend to increase our share of this market,' said managing director David Pritchard-Barret. The words will ring hollow in Marlow and Salford. The concentration of investment will sound warnings at Castle Eden and Fremilns.

Devenish deal

Devenish have launched a pub-share scheme with around 13 landlords taking out a 50 per cent equity stake in their pubs — at the same time as Elders quietly shelved their much-trumpeted plans to spin off their pub estate.

Bless this house

Licencees who wish to avoid paying the £300 licence fee for playing recorded music on their premises, might care to follow the example of Clive Wilson-Hart of Stafford's Nags Head. He has found a loophole in the law which states that the tax need not be paid by places of worship.

Around harvest time he had local vicar Rev Peter Miln bless the pub and pray for a bumper crop. The principle product appears to have been corn, as Mr W-H's application to the court claimed that his regulars' object of worship was his Draught Bass.

Tea-total

Despite all the pressure on drinkers to increase their consumption by way of spiralling advertising spends, more people than ever appear to be signing the pledge.

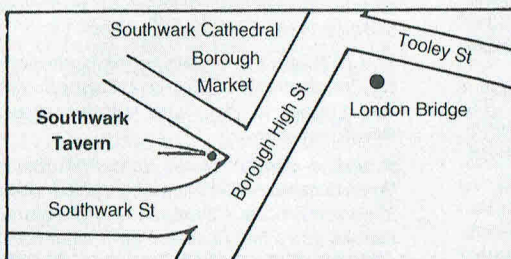
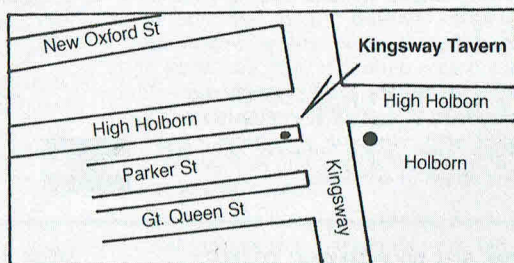
'Britain's new abstinence', a report from the Ansvar Insurance Co, which specialises in insurance for non-drinkers, has found that 15.5 per cent of people say they never at any time touch alcohol. This is three per cent up on a similar study in 1980.



More NICHOLSON Houses join the Family Tree after
extensive renovations in the Traditional style.

KINGSWAY TAVERN

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WC2

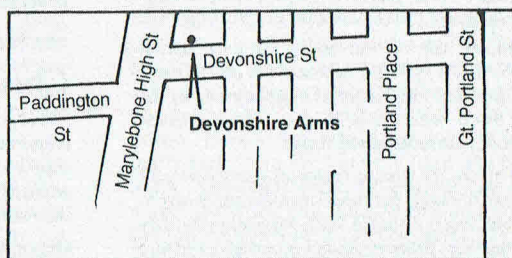


SOUTHWARK TAVERN

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DEVONSHIRE ARMS

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(off Great Portland St.)
W1



The Drinker's Dream 'Beer' Powered Watch

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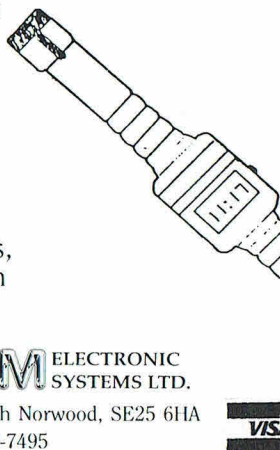
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Pizzas set to eclipse pints

The national brewers' reliance on beer sales continues to fall, WHITBREAD might in the future be selling more pizzas than pints if present trends continue, judging on their recent results.

Interim pre-tax profits rose by 16.9 per cent to £93.3m. But while beer sales remained static, food sales shot up by 30 per cent. Profits from nosh showed the fastest growth of all.

It appears that food is now viewed as the mover of the future. Whitbread have not as yet announced any initiative to expand beer sales into Germany, with the Reinheitsgebot broken, but instead they are set to open six new Beefeater restaurants in the Federal Republic.

It's a similar tale of beer taking the back seat at GREENALL WHITLEY, whose 11 per cent advance in profits to £39.2m (hailed as disappointing by the City), owed most to a 25 per cent increased contribution from Validivar Vodka.

In light of how the leading regionals seem to do very well out of brewing, perhaps Greenalls might care to look more closely at the CAMRA suggestion that they sell off the Wem Brewery as a going concern. I'm sure there are plenty of others who could make a much better job of the operation.

The profits season saw strong performances by the independent brewers. DEVENISH led the way with a whacking 49 per cent advance to just over £9m.

VAUX of Sunderland waded in with a 23 per cent leap to £21.6m for the year, helped by strong performances from Swallow Hotels, their wine and spirit division, and their 19 per cent stake in Tyne Tees TV.

FULLERS of Chiswick announced interim profits of £3.22m, an advance of 32 per cent. Chairman Anthony Fuller reported that 'beer volumes showed a satisfactory increase'.

It was a similar story in the Midlands at Wolverhampton and Dudley, where profits advanced 18 per cent to £22m. Chairman David Thompson said that the group had increased its sales of beer in a declining market, adding: 'We have a fundamental belief in the continuing profitability of ale'.

Chemistry expt.

'What's doing', Manchester's ever so popular local beer magazine, recently wrote to the 29 breweries which supply ale to their area, asking them to disclose what adjuncts and additives were used in the preparation of their beers for human consumption.

Only nine paid the courtesy of replying. Of these, three said nothing, two were cagey, three answered generally, and only one, Hydes, gave a straightforward list of added ingredients.

Is it any wonder that CAMRA thinks the brewers are trying to put the blinkers on our prying eyes?

BARN HOPPING

No, not dry hopping! Barn hopping — the art of visiting your friendly farm cider market. After a trip to one of these rural establishments, a pint of Granny Smith's west country cider in the Cockroach and Cluster comes a very poor second. To help you on your way, here is a step-by-step guide which can easily become a stagger.

1. How to find them

The first essential is to be armed with the Good Cider Guide. This gives addresses of about seventy of the smaller cider makers. You can also drive through the cider areas — Avon, Somerset etc looking for signs such as 'cider', 'scrumpy' or 'instant headache'. Not all cider makers have anything outside their farms to show they make and sell cider. (At least one in the guide is of this ilk)

But even the guide itself may not be enough. An O.S. map is often needed, a good navigator is a must, even someone else to do the driving is advantageous. Talking of which, a word about your mode of transport. Due to a large number of cider makers living in such remote places that their own relatives can't find them (remember the O.S. map?), often down the far end of a no through road whose width very rarely exceeds 12 inches, the most suitable transport for this pastime is any vehicle narrower than a bicycle. Wellies can be useful at times (after the cows have been moved across the yard), but the most important item of equipment for finding the farm is someone who's been there before. The way back may seem blurred, but he'll probably remember how to get there!

2. The Cider Maker

The maker himself comes in a staggering (that word again) variety of age and size, all with their own distinctive peculiarities. One particular farmer wears a jacket with sleeves that are not attached to anything. Some try and force snuff on you, others tell you the same jokes every time you visit them. But all are truly 'local'. Now local can mean many things. One maker spoke to me about visiting London once and travelling on 'them moving stairs'. Now that's local. Another, hearing that I came from London, asked if I knew his friend, who also lived in London!! That's definitely local. Yet another, who comes from Gloucestershire is a Wolves supporter? This mixed bunch is interspersed with other farm cider makers who have amazing public school accents, although they are just as 'local' as the

first group. And few and far between are the newer makers, who only arrived within the last ten years and consider themselves 'local'.

Then there is their accent!! In the west country, the younger generation have started to take over the cider making and they are the ones to speak to first. You have a much better chance of understanding them. Very often, the father of the household (if nobody else is around) will chat to you for hours in something that sounds like a cross between the Archers, Irish and Polish. (To be honest, after a few hours drinking their cider, you probably sound like that as well.) One way to slow them down to a coherent speed is to look up at the sky and say, in your best London accent "wevver's a bit tasty, like, ennit?" This has a high success rate in slowing them down. But once they get to know you, they will often regard you as a life-long friend. They will also give you occasional gifts. These range from boxes of surplus plums etc to more run-of-the-mill items, such as mushrooms the size of a frying pan to 54lb pumpkins.

You may also be surprised by the amount they drink themselves. A number of the older generation will admit to a gallon a day. If you don't believe them, just spend two or three hours with them and try and keep up. (Hence the blurred recollections of your way home.)

3. Natural Habitat — The Barn.

With most farm cider makers, the only thing missing from their barn is a bed and an intravenous drip. Of course 'the barn' might not actually be a barn. It might be a hut, or a corrugated shed with extremely low roof (the word 'scrumpy' being deprived from 'humpy'). Very often the walls and ceilings are covered with old tools and implements, anything in fact that hasn't worked for 40 years. Another must in the barn is seating. Anything will do. Stools, old chairs with very dodgy legs, even armchairs. Alongside one or two of the walls you will notice some barrels, preferably made of oak. Here you will find the cider. If you're really lucky, not far from the barn will be the toilet. This vital piece of engineering often makes the worst pub toilet in Britain look like the Queen's private bog. One farm has what can only be described as a commode in a wardrobe. Perhaps a few preservation orders would be appropriate. *Continued over.*

**LONDON
DRINKER**

4. Meeting the People.

The barn is where it all happens. You meet everyone in this icily cold building from the local postman to tourists from Wales. After a few pints of this orange-coloured liquid, you will pour out your heart to complete strangers and hear all sorts of news and local gossip in exchange. You will also meet the rest of the cider maker's family, the dogs (including the guard dog who runs away from me), the cats (a wild version actually sits on my lap), chickens, and one farm has its own peacock. (A word of advice — close all doors on your vehicle or have it completely filled with clucking hens — you have been warned!) The family are often a source of very valuable information as well. Did you know that cider is made in Tasmania? (Triviale Pursuit?)

5. The Cider.

Generally speaking, farm cider is made by a similar process throughout the cider making areas. From September to December, the apples are collected and crushed in a mill. The pulp is then placed on a press in layers, each layer wrapped in a nylon or similar material. Straw used to be used, but this practice is now dying out. These layers are called a cheese. Pressure is then applied from above, until all the juice is extracted. The juice is then put into vats where it ferments naturally. When fermentation finishes, it is racked into storage vats to mature. Easy, or is it? Well, cider apples come in various categories — sweet, bittersweet, sharp and bittersharp. A mixture of apples is used to give a balanced cider. Even the same apples grown ten miles apart will have slightly different characteristics. The end product is usually very dry. To achieve a sweeter taste, a sweetener is then added to give a medium or sweet cider. Perry is virtually the same process, but made from pears. (As one maker says, 'Every apple's a pear') Perry is usually not sweetened after fermentation, if you want a sweeter drink, you blend the pears accordingly before it is made. The cider is then sold in anything from bottles, plastic containers, stone jugs to five gallon polybarrels. It can be thin, clear, hazy, and come in varying colours from bright orange to pale yellow, even green. It can be very clear (filtered), or more usually very hazy. This haze is from the natural pectin in the apples, not the rats that have been put in by the cidemaker to give it more body. This is a myth. The worst that may be put in these days is a bit of beef or similar to start fermentation in a vat that does not start of its own accord.

You will normally be offered a sample (or eight). This can range from pint glasses, mugs, down to tiny glasses more suited to holding size 5 eggs. If you are not offered any, ask for a sample. Do not buy any cider you cannot taste. The chances are it will be more suitable on your chips. It may also be wise to take your own containers. Smaller cider makers do not always have any and it's very awkward carrying away armfuls of old lemonade bottles after you've tried numerous 'samples'. One last word of warning. Make sure it's their own cider. A lot of the places with a cider sign sell other people's cider, usually at a dearer price!!

6. Leaving

Always a harrowing time. Sleep it off in the vehicle, while the driver attempts a conversation with you, or use the comfort of a British Rail coach seat. Either way, you will awaken bright and fresh and ready for another pint.

Mick Lewis



ALAS HOLSTEN AND...

Admirers of Mel Smith and Griff Rhys Jones who are continually dismayed by their T.V. endorsements of different brands of 'lager' may take comfort from the fact that, after all, they only do it for the money.

According to the Independent, Griff could not even remember the name of his brand. "All the lager producers are looking for is a way of distinguishing what is completely undistinguishable as a drink, so they fart around in that area", he was reported as saying.

Mel added: "Nobody at all drinks the lager I advertise. I certainly don't."

Richard Pratt.

BRUCE'S

We were a little precipitate in announcing the name of the new Bruce's pub in S.W.17 in the last edition. Simultaneously with its issue, we learned that a decision had been made NOT to take on the pub concerned. Sorry, Tooting drinkers; your supping is still restricted to Young's — not a bad choice — plus various offerings from the big nationals.

Vaux London Freehouses Present

White Lion Beer Festival

Friday 20th and Saturday 21st May 1988

Approx 30 Beers

Food available all sessions

Souvenir Glasses

White Lion
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SW15

Easy access to Putney Bridge
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LETTER TO THE EDITORS

Dear Editors,

I read with interest the reply from David Kitton, to my own letter. I admit that, for the most part, the reply was totally correct, but I must make the point that has been overlooked throughout this correspondence, that of the "REAL" as it pertains to cider and beer.

The idea that beer is in any way real has always made me flinch, basically because beer is a concoction of materials blended in different ways to produce a "similar" product. This is not the same with a lot of ciders, I will NOT say ALL. Your average pint of foaming brown fluid is definitely a concoction of bibability, but it is still a concoction. Your traditional pink of thick orange coloured fluid known to all "knowing"? people is made from apple pulp ONLY, or should be! I grant you that under some circumstances water may be added, to dilute a potent brew or to eke out an astringent one, but such is life. But this is still nearer to "REAL" than a brew made from malt (for sugar content), hops (for that bitter flavour), burnt barley (for flavour and colour) and water (to bind it all together). That's not to mention foaming agents (for the head), sodium metabisulphite (camden tablets to you), stabilisers and other non E products; who mentioned

them anyway?

Having got up everybody's nose so far I will endeavour to rub salt into the wound and say that I like both brews and have even been seen "enjoying" a pint of **KEG**.

To anyone who has experienced a good pint of the "more real than other beverages", I send out my sympathy. It is not easy to find a good drop of the stuff in this blighted area, even though lagers (YUK) and other products are brought here from all over the "civilised" world. So why not from down West, or even Kent for that matter?

I must admit that David Kitton is correct in the other observations he made later in the LD but as I have said before he missed my point. So where to from here? How's about a good old honest to goodness reappraisal of the situation from pub landlords, and breweries, and get "US" something that we enjoy instead of some "thickbrownbrew"? Don't we deserve it for all the time we have spent leaning against the bar drinking what they want us to drink? **WHAT ABOUT US??**

Possibly the only way out of this situation is to form a new society of loyal "rough" drinkers (that's the drink not the people). Well CAMRA did it, so why not a "CAMRECAP" (that's the CAMpaign for REal Cider And Perry to you)!

Dave SW2.

BRANCH DIARY



If your branch is not mentioned, please ring the Branch Contact. Dates for March of which we have been notified are given below. Branches please send information to Andy Pirson. Branch Contacts page??

ALL LONDON: Wed 23 to Fri 25. 1988 LONDON DRINKER BEER FESTIVAL at the Camden Centre, Bidborough Street, WC1. Opening times 11.30 to 3.00 and 5.00 to 10.30 each day. Admission free at lunchtimes, £1 in the evenings.

CROYDON AND SUTTON: Thu 10 (8.30) Branch Meeting. CATHERINE WHEEL, High Street, Croydon — Mon 14 (depart 8.30) Carshalton Crawl. From SUN North Street — Wed 23 Social at the London Drinker Beer Festival. East Croydon Station (7.00) or Camden Centre (8.00).

EAST LONDON & CITY: Tue 1 (8.00) BRANCH ANNUAL GENERAL MEETING. HAND & SHEARS, 1 Middle Street, EC1 (Free pint to new members) — Mon 7 (5.30) Social. WINDMILL, 27 Tabernacle Street, EC2 — Mon 21 (8.00) Social. PEMBURY TAVERN, 90 Amhurst Road, E8 — Sun 27 (10.00am) Hertfordshire Hobble with Watford Branch. Meet Watford Metropolitan Station.

ENFIELD & BARNET: Tue 1 (9.00) Pub of the Month. WINDSOR CASTLE, 2 The Walks, Finchley, N2 — Wed 9 (8.30) Branch Meeting. BULL & BUTCHER, 1277 High Road, Whetstone, N20 — Tue 15 (8.45) Two Pub Social. LORD KITCHENER, 49 East Barnet New Road then BUILDERS ARMS (10.00), 3 Albert Road, New Barnet — Wed 23 (5.30 onwards) Social. LONDON DRINKER BEER FESTIVAL, Camden Centre, Bidborough Street, NW1 — Tue 29 (9.00) Two Pub Social. BULL, 161 Silver Street, N18 then TWO BREWERS, 196 Silver Street — Mon 4 Apr Keep free for possible Branch Ramble.

KINGSTON & LEATHERHEAD: Sun 6 (7.00) Social. NORTH STAR, Chessington — Wed 9 (8.30) Social. RED LION, Tolworth then TOBY JUG (9.30) — Tue 22 (8.30) Branch Meeting. DUKES HEAD, Leatherhead — Fri 1 Apr (12.00) Social. GREEN MAN, Ewell then LOOSE BOX (12.40); WILLIAM IV (1.20).



NORTH LONDON: Tue 1 (8.00) Branch Meeting. PRINCE GEORGE OF CUMBERLAND, Albany Street, NW1 — Tue 8 (8.00) Cellar Visit. QUEENS ARMS, 1 Kilburn High Road, NW6 — Tue 15 (8.00) Pre Festival Social. SKINNERS ARMS, Judd Street, WC1 — Wed 23 to Fri 25 London Drinker Beef Festival. See above and advert for details — Tue 29 (8.00) Two Pub Social. FERRY BOAT INN, Ferry Lane, N17 then NARROW BOAT, Reedham Road, N17 — Sunday Socials in March. GREEN GATE, West Green Road, N15.

RICHMOND & HOUNSLOW: Thu 3 (8.30) Committee Meeting. TOWN WHARF, Swan Street, Isleworth (Upstairs Bar — Our new Sam. Smith Pub) — Wed 9 (8.30) Two Pub Social. SOUTH WESTERN, 158 Whitton Road, Hounslow then ADMIRAL NELSON (9.45), 123 Nelson Road, Whitton — Mon 21 (8.30) Branch Meeting. ANGEL & CROWN, 5 Church Court, Richmond.

SOUTH EAST LONDON: Mon 7 (8.30) Open Committee Meeting. BLACKSMITHS ARMS, 257 Rotherhithe Street, SE16 (All Welcome) — Mon 14 (8.30) Branch Meeting. CUTTY SARK, 14 Joyce Green Way, SE28 (near Presto's) — Thu 31 (8.00) Branch Social. DULWICH WOOD HOUSE, 39 Sydenham Hill, SE26.

SOUTH WEST LONDON: Fri 4 (8.00) Good Beer Guide Short listings and Pub of the Year Vote. PIED BULL, Streatham High Road, SW16 (Saloon Bar) — Sat 26 (8.30) Social. GROVE, South Wimbledon (Opposite Station) — Tue 29 (8.00) Good Beer Guide Final Selection Meeting. CASTLE, Tooting High Street, SW17 — Advance Notice of Branch AGM: Wed 13 April (8.00) at BREWERY TAP, Wandsworth High Street, SW18.

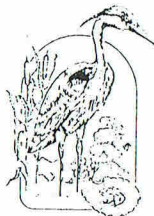
WEST LONDON: Tue 8 (8.00) Joint Social with West Middlesex. RED LION & PINEAPPLE, 281 High Street, Acton, W3. Thu 17 (8.00) Branch Meeting. PAVIOURS ARMS, Page Street, SW1 — Sun 27 (12.00) Sunday Social. SUN & 13 CANTONS, Great Putney Street, W1 — Thu 15 Apr (8.00) BRANCH ANNUAL GENERAL MEETING. WHITE HORSE, Parsons Green, SW6 (Future of W3 District to be discussed).



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Bar Food Available Lunchtime and Evening

Branch Diary continued.

WEST MIDDLESEX: Tue 1 (8.30) Joint Social with Slough, Windsor & Maidenhead Branch. **GEORGE & DRAGON**, 176 High Street, Yiewsley — Tue 8 (8.00) Joint Social with West London Branch (The future of W3?). **RED LION & PINEAPPLE**, 281 High Street, Acton, W3 — Mon 14 (8.00) Final GBG '89 Selection. Brunel Students Union Bar, Brunel Campus, Uxbridge — Wed 16 (8.30) Branch Meeting. **PEGGY BEDFORD**, Bath Road, Longford — Wed 23 (8.30) Stanmore Crawl. Start **VINE**, Stanmore Hill; **CROWN** (10.00), 43 Church Road — Tue 29 (8.30) Social. **FORESTER**, 2 Leighton Road, West Ealing, W13 — Tue 5 Apr (8.30) **CASTLE (It's now REAL)**, West Street, Harrow.

1988 LONDON DRINKER BEER FESTIVAL. March 23 to 25.
at Camden Centre, Bidborough Street, W.C.1.

If beer's your tipples then why not sample the dozens on offer at the London Drinker Beer Festival?

A staggering 20,000 pints of traditional ales and ciders will be available from breweries around the UK. And if your taste is for something continental you can try one of the selective beers from Holland and Belgium.

At lunchtime a great pub atmosphere is on offer with a tasty range of hot and cold snacks.

Grub's still available in the evening out things liven up with a tremendous range of live music. On Wednesday the excellent comic trio Mad Jocks and Englishmen. On Thursday a blast of jazz from North London's Frog Island Jazz Band and on Friday the sound of cajun from the Crayfish Five.

The Festival is strictly for grown ups only, no leave the kids at home - and the car, as the Camden Centre is conveniently situated for King's Cross, St. Pancras and Euston Stations. There's a £1.00 entrance fee for the evening sessions, but not for lunchtime drinking. The Festival is open 11.30am to 3.00pm and 5.00pm to 10.30pm (doors close 10.00pm).

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

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SUBSCRIPTION: (£4.60 for 1 year) should be sent to: Stan Tompkins, 122 Manor Way, Uxbridge, Middlesex.

ADVERTISING: Barry Tillbrook. Tel: 403 7500 (W) or 989 7523 (after 7pm).

Camera-Ready Copy to Martin Smith — address above.

Deadline for the April edition, the one hundredth, 1st March. Material for May edition to arrive by 5th April. Please be sure to send diary material to Andy Pirson.

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REAL BEER IN LONDON UPDATE 37

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. The number in brackets after each entry refers to the page number in 'Real Beer in London'; the Supplement (S prefix), the London Drinker Update number (U prefix), the East London & City Beer Guide, 2nd edition (E prefix), the North London Beer Guide 2nd edition (N prefix), Real Ale in South East London (SE prefix), Real Beer in South West London (SW prefix), or Essex Beer Guide, 7th edition (X prefix).

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.

ADDITIONS

EAST

E16 CHURCHILLS, 206 Albert Rd. Webster; Yorkshire Bitter. A Free House, formerly 'Kent Arms'. (E154).

NORTH

N1 AGRICULTURAL, 13 Liverpool Rd. Ruddle; Country. Webster; Yorkshire Bitter. A Truman pub. Reverted to former name after spell as 'Market Tavern' (re-instatement). (omitted in error from N guide).

N1 PRINCE ALFRED, Wethered; Bitter. (re-instatement). (N46).

N4 BLACKSTOCK, 284 Seven Sisters Rd. Courage; Best Bitter, Directors Bitter. (N53).

BARNET MOON UNDER WATER, 148 High St. Greene King; Abbot Ale, Marston; Pedigree, Wadworth; 6X, Younger; Scotch Bitter. Plus guest beers. Latest Martin's 'Wetherspoon'. Free House, this time in a former private club.

NORTH WEST

NW10 OLD GRANGE TAVERN, 151 Neasden Lane. Charrington; IPA. Formerly 'Old Spotted Dog'. (N164).

HARROW CASTLE, 30 West St. Fuller; London Price, ESB. Latest Fuller's conversion to real ale.

SOUTH EAST

CROYDON CLARET WINE BAR, 5A Bingham Corner, Lower Addiscombe Rd., Addiscombe; Eldridge Pope; Dorset IPA, Royal Oak, Kings & Barnes; Festive. More a pub than wine bar atmosphere.

WEST

BEDFORD BELL ON THE GREEN, 661 Staines Rd. Webster; Yorkshire Bitter.

BEDFORD DUKE OF WELLINGTON, 331 Hatton Rd. Courage; Best Bitter, Directors Bitter.

BEDFORD GREEN MAN, Green Mane Lane. Ruddle; County. Webster; Yorkshire Bitter.

HANWORTH OXFORD ARMS, 1 Twickenham Rd. Webster; Yorkshire Bitter.

HOUSLOW BEAVER, 51 Salisbury Rd. Courage; Best Bitter, Directors Bitter. (re-instated).

DELETIONS

CENTRAL

WC2 DUKE OF BUCKINGHAM, Whitbread, closed and demolished for redevelopment. (34, S9).

NORTH WEST

NW10 RISING SUN, Truman, H unused. (U32, N163).

SOUTH EAST

SE1 BLAKES, Watney, renamed 'Drapers Tavern', H unused. (U24, SE11).

SE24 HARRIERS, Truman, H unused (U17, SE164).

BIRCHWOOD (SWANLEY) BULL, Courage, renamed 'Hickory's', now a 'First Leisure' disco pub, H removed. (S40, SE234).

SOUTH WEST

SW8 ROEBUCK, Charrington, demolished, completing Hitler's foul deed!

SW11 LATIMER, Watney, closed, future uncertain. (S49, SW40).

WEST

EASTCOTE MANOR HOUSE, Watney, H unused. (U5).

FELTHAM FELTHAM HOTEL, Watney, closed, for sale. (S56).

CHANGES

CENTRAL

W1 PRINCE ALFRED, — beers listed in supplement, + Adams; Bitter, + Boddington's Bitter, + Tetley; Bitter, + Wadworth; 6X. Former Watney pub, acquired by Nicholson's Free House chain. (S7).

W1 WHITE HART, renamed 'Windmill'. (31).

WC1 RUGBY TAVERN, — beers listed in N guide and updates. + Fuller; Chiswick Bitter, London Pride, ESB. This pub, transferred to Nicholson's from Taylor Walker in 1986, is now the latest Fullers Tied House. (33, U28, N22).

WC2 OLD KINGS HEAD, — Friary Meux; Bitter, + Taylor Walker; Bitter. Now in Taylor Walker livery. (35).

EC3 CHESHIRE CHEESE, + Young; Bitter. (40, E331).

EC4 SIR CHRISTOPHER WREN, + Ruddle; County, + Watney; Combes Bitter, + 'City Bitter' (OG 1044-1050). Origin of City Bitter unknown, information welcome. (S12, E47).

EC4 WATLING (YE OLDE), + Young; Bitter. (43, E48).

NORTH

N13 WOODMAN, + Mc Mullen; Country; Bitter. A Whitbread pub. (Incorrectly recorded under N14 in N guide). (S26, N85).

N21 DOG & DUCK, + Mc Mullen; Country; Bitter. (S28, N106).

SOUTH EAST

CROYDON BEDFORD TAVERN, + Tetley; Bitter. (98, SE203).

CROYDON CASTLE TAVERN, + Tetley; Bitter. (S42, SE205).

CROYDON HALF MOON, + Tetley; Bitter. (S42, SE209).

CROYDON OVAL, — Godson; Black Horse, — Greene King; Abbot Ale, + Hook Norton; Bitter, + Courage; Directors Bitter. (99, SE212, U32).

WEST

BRENTFORD ANGEL, Renamed 'Park Tavern', + Ruddle; County. (U22).

FELTHAM ALE HOUSE, Reverted to original name 'Royal Oak', + Ruddles; County, + Watney; Combes Bitter. (S56).

TWICKENHAM FIVE OAKS, — Friary Meux; Best Bitter, + Taylor Walker; Best Bitter. Now in Taylor Walker livery. (136).

TWICKENHAM ROYAL OAK, Renamed 'Naughties', + Watney; Combes Bitter. (S61).

Continued on p. 29.

**TOM & MARGARET WELCOME YOU TO
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NORTH LONDON NEWS

● A correction to December's North London news: the New Priory Inn in Hornsey was sold to Charrington not Courage as stated. The sale of five of Andrew Marler's Liberty Taverns to Courage, also mentioned in the December edition, was effected in January and these pubs now only sell Courage beers. Meanwhile Andrew Marler has reopened the George in Liverpool Road after refurbishment.

● Latest pub from the J D Wetherspoon chain is another Moon Under Water at 148 High Street, Barnet. The Narrow Boat in Tottenham has re-opened after refurbishment. This canalside free house has not sold Real Ale for some time so its incorporation into the Wetherspoon empire is very welcome.

● The Rugby Tavern in Rugby Street, W.C.1 has been acquired by Fullers from Nicolsons. The new licensees are Ian and Josie Patten.

● Staff and regulars at the George in Kingsbury recently had their heads shaved for charity. Ian Dryden (cellarman), Steven Sullivan and Nigel O'Brien raised £1000 for the Royal Free Hospital. The event was organised by licensee Peter Ball.

● The Blackstock Hotel in Seven Sisters Road N.4 is now selling Courage Best Bitter and Directors.

JOHN CONEN

CHARITY CORNER

The Grove, S.W.19 raised over £2,000 for the handicapped children of Merton Borough in its Christmas raffle. The Duke of Devonshire, S.W.12 raised £290 by the same means for the local children's hospice and the children's ward at St. George's Hospital, Tooting.

We are always happy to cover charity fund-raising events run by our outlet pubs, and also to give advance publicity provided it arrives in good time.

*If all were true that I do think
There are five reasons we should drink:
Good beer, a friend, or being dry,
Or lest we SHOULD be by and by,
Or any other reason why.*

With posthumous acknowledgement to Henry Aldritch, 1648-1710. (We changed one word — guess which?).

SOUTH EAST LONDON CAMRA NEWS

South East London Branch Members of CAMRA have continued to be very active surveying pubs for the new S.E.London pub guide which is to be launched in the summer. The surveying crawls have proved to be very popular especially when food has been provided for the intrepid inspectors. The crawl in Greenwich which continued with the Branch's Christmas party for example, covered all 55 pubs in Greenwich before the members returned to the Cricketers for some well earned nosh. Another excellent turn-out was at the Kings Arms S.E.1 when about 60 pubs were inspected before returning to the Kings Arms for food.



Our photograph shows members of the Branch with Martin Kemp (second from right) of Pitfield Brewery during a very enjoyable January visit to this North London Brewery for an interesting tour and marvellous hospitality. Thanks Martin! At the great British Beer Festival at Brighton in 1986 this brewery won the best new brewery award and at Brighton last year their Dark Star (original gravity 1050) was voted the champion Beer of Britain. Come on now, you free houses in South East London, what about some of these excellent Pitfield beers in our area?

On Monday 21st of March we have booked a visit to Brewlab at the City of London Polytechnic, Old Castle Street, E.1. The session 6.30 pm to 9.00pm will be giving practical demonstrations and tastings of good and off beer flavours. The session will also feature publican's practices, and show you how to refine your tasting abilities and give assessments of personal sensitivities. The fee for the session will be £8 and anybody interested in joining us should ring me on 699 8476.

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UNICORN SUCCESS

Last month we reported the opening of the new Greene King pub, the Unicorn above Victoria Station. At a recent visit we learned from Paul Evans, the manager, that the pub has really taken off. At the time of going to press evening opening has been extended to 10pm, and as soon as a neighbouring licensed restaurant is open, all permitted hours will be observed, with the exception of Sunday evenings when there appears to be no custom — obviously Victoria caters mainly for commuters, and there are two other real ale bars at platform level. The food at the Unicorn also seems to be well received, and to complement meat dishes there are two 'house' mustards, made respectively with Abbot Ale and Suffolk Ale (the labels bear the G.K. logo), and produced by Charles Gordon Associates Ltd of Peaslake, near Guildford.

M.S.

We have previously mentioned in this column that the 10th Greenwich Beer Festival will be 2nd to 4th June 1988. Unfortunately as we go to press there is a problem over hall bookings and these dates may change to later in the month. Watch this space as they say!

Dave Sullivan 01-699-8476



Bruce's Selling Up!

On 11th February David Bruce announced the sale of his eleven pubs. The news reached us too late to cover the story properly - in fact at the time the artwork for this issue was in the hands of our Printer. A full appraisal of the situation will appear in due course.

On the date mentioned Morning Advertiser published its first-ever full-page front cover advert offering for sale as a group by formal tender the four freehold pubs (Flounder, Buzzcock, Frog and Phantom), and five leasehold pubs (Goose, Pheasant, Phoenix, Fox and Falcon), plus a freehold site with full permissions next to the Grand Union Canal at Brentford - the closing date for tenders is noon on 6th April. Also on offer by private treaty are two leasehold, part-tied pubs (Ferret and Flamingo), plus the brand names "Dogbolter" and "Bruce's Brewery". It is thought that bidding will start at around £6.5 million - and how many individuals or small brewers can afford that? No prizes for guessing the most likely candidate.

The sole agents are Fleuret's at 18 Bloomsbury Square WC1A 2NS, tel. 636 8992.

I realize the above makes a nonsense of one or two items in this issue, but it's too late to change them. Try a game of "Spot the Discrepancies"!

MARTIN SMITH - Brewery Liaison Officer, Bruce's.

EEC offers cheaper drinks cheer

Significant cuts are likely next year in the price of cigarettes, spirits and wine as a result of Common Market proposals on the harmonisation of tax, according to a report published by a Commons select committee on European legislation. The committee says that the reductions raise important social and health issues.

The Treasury forecasts a tax reduction of 10 per cent on tobacco, leading to 12p off the price of a packet of 20 cigarettes. The price of a 75cl bottle of spirits would fall by £2.30 because of a cut of 40 per cent in duty; wine would fall by 70p per 70cl bottle as a result of an 85 per cent cut.

British beer would be taxed at a higher rate than foreign wine, and petrol would go up in price by as much as 20p per gallon. The total revenue loss would amount to £2.3 billion a year.

The committee comments in its report: 'Changes of this magnitude would have unpredictable social consequences.' It asks for time to be found at Westminster to debate the proposals.

In order to achieve harmonisation, the commission is proposing, in a draft directive, that VAT rates should be kept within two bands. The lower, between 4 and 9 per cent, would cover foodstuffs, except alcoholic drinks, energy products, water supplies, pharmaceutical products, books, periodicals, and passenger transport.

The standard rate of 14 to 20 per cent would apply to all other taxable goods.

BARGAIN BEER

We are informed that the Volunteer, Plumstead High Street SE18 is selling Courage Best at 90p a pint. The same brew is available at 87p in the Prince of Wales, S.W.12. If you know of a beer you consider a bargain, we are pleased to publish details - please let us know. Similarly rip-offs; although the Stocks have been abolished, there is nothing to prevent ascertained facts from appearing in print!

● Here's one to start the ball rolling. Taylor Walker Bitter at £1.15 a pint in the British Queen, Haydons Road S.W.19. Quality acceptable. Also on offer in the same establishment at **the same price** is Ind Coope Burton Ale, but not available at the time of my one and only visit (9.45 pm on 2/2/88). News of another in the same area reached me as this went to press - Courage Best £1.10 at the Broadway, S.W.19. *M.S.*

'There is nothing which has yet been contrived by man, by which so much happiness is produced as by a good tavern or inn'.

LETTER TO JAMES MACPHERSON, 21 March 1776, Samuel Johnson



The Treasury is fiercely opposing the proposals, partly on the grounds that they would restrict the Chancellor's room for manoeuvre on changes in the tax structure.

Patrick Wintour from the Guardian.

MOTHERS

In these dull days, when pubs and publicans are all becoming standard lookalikes, it is good to report that, in the world of cider at least, the quirky and the eccentric are still alive and well. Cider is **not** every landlord's cup of tea, as it were.

But there **are** scattered throughout the land some splendid establishments where cider is the way of life — premises often presided over by matriarchal figures who rule with a rod of iron. The GOOD CIDER GUIDE does not, in general, single them out for special mention, as too great exposure could lead to unwelcome invasion by touring bands of cider freaks. But readers will find clues enough to lead them to venues like... MOTHER'S:

If it's cider you're after you ought to go to Mother's'. The bloke looked at me thoughtfully over the top of his bitter. 'That's where most of the lads go,' he went on, 'but it can get a bit lively up there sometimes'.

It was far from lively at present: we were the only two in the bar, which for the lunch hour in a busy west country market town seemed a bit odd. Perhaps everyone else had already gone to 'Mother's'. 'There used to be dozens of cider houses round here in the old days', said my companion, 'but I reckon Mother's is about the only real one left'. He gave me detailed directions: I bolted down my Keg Blackthorn as fast as medically advisable, thanked him, and took my leave. 'It's called the 'Jolly Sailor', he called after me.

Half an hour later I was still trudging through the back streets, hopelessly lost, and with drinking time rapidly running out. There were plenty of pubs, mostly half empty, but no sign of the 'Jolly Sailor'. Asking the locals hadn't helped: apart from the inevitable 'strangers', even the sturdy ladies cleaning their front steps hadn't been able to put me right. It was just after two when I started back for the market square, and then, from an alley, there emerged an old boy clasping a plastic container of what had to be cider. Inspiration, or was it desperation, took hold of me. 'Mother's?' I shouted. He gave a toothless grin, and pointed the way he'd just come.

At the end of the alleyway was a courtyard, and from one of the houses came the sound of celebration. I hurried over and peered through one of the windows: it looked like a party — young and old were clutching their pints of orange coloured liquid, and also, in some cases, one another. It was rather like rush hour on the Victoria Line, but far, far, nicer.

Once inside I looked round for the bar. There wasn't one. The interior consisted of a series of rooms and passages which would have done credit to the designer of Hampton Court maze. Instinct led me down the corridor to a hatch, through which an elderly lady could be seen bending over a line of wooden casks; over them, on a shelf, were a collection of plastic 'polycasks'. A few bottles of beer stood in a corner, and

evidently had for some time. 'A pint of dry, please', I said, trying to sound like one of the regulars. Mother eyed me suspiciously. 'Tis **very** dry, moi dear', she warned, and selected a poly-cask. Wasn't I to be trusted with a drop from the wooden barrels?

It was certainly the cheapest pint in town, and acceptably cloudy, but not unlike the 'traditional' products of one of the 'Big Three' on a good day. I kept close to the hatch (not that there was much scope for movement) mindful of the time, and determined to get a pint from the wood before closing. A bewhiskered giant smacked a china mug on the small counter: 'Same again Ma', he called. 'Ma' drifted on automatic to one of the barrels, and a cascade of yellow cider gushed out into what seemed to be several pints of mug.

Whiskers withdrew, and I stepped hastily into the gap. 'A pint of the same please': and **this** time Mother, scarcely glancing at me, turned back to the barrel. Not a word was spoken, but as she handed me my change I gave an involuntary gasp. She'd only charged half price! Never one to argue when fate deals a good hand I lost no time in merging into the crowd.

This was the first chance I'd had to observe the clientele. I suppose I'd expected a load of gnarled old men sitting around going 'oh arr' at frequent intervals. But although there were a few such obviously seasoned old timers I was amazed at the variety. Anyone doing a consumer survey would have loved this lot: everybody from a yuppie to a railwayman. I hoped the latter wasn't rostered to drive my train back! There was a good mix of the gentler sex too — pretty young things and mature housewives. And all, without exception, were on the real stuff.

I knew this couldn't last: it was now well past closing, and any minute the place would empty, leaving me alone and obvious as I hastily swallowed my drink. But in fact even more people were coming in! Perhaps there was an extension for market day, though this seemed unlikely in a pub half a mile from the town centre. There was still a constant procession to the hatch, mugs and glasses being refilled like there was no Lloyd George. One customer looked disturbingly like an off duty policeman!

I got talking to my neighbours, a couple from Tasmania. They's come over last winter for a month, visited Mothers, and had stayed! Nobody ever called the place the 'Jolly Sailor' they said, though it was the official name. It was just like one big happy family, with Mrs White as the head, and everyone knew it as 'Mother's'. Mrs W never stood any nonsense: there were times when the youngsters got a bit silly on the rough, but one word from her and they'd go off with their tails between their legs. But Mrs W had got a heart of gold — if anyone was in trouble they only had to talk to Mother, and she'd help. More than once she'd lent folk money when they'd been down on their luck, and she'd always got it back. Everyone loved her. It was a wonderful, laidback, and caring community.

Whatever your taste whatever your style

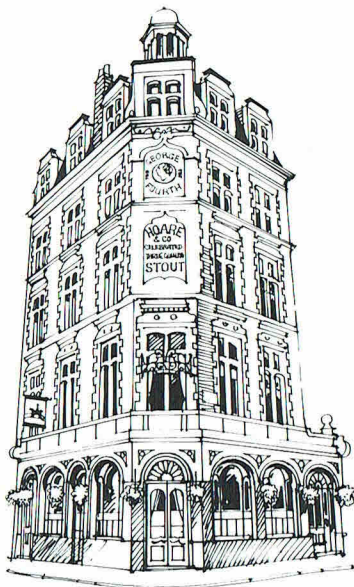
**George the Fourth
28 Portugal Street
Kingsway, WC2.**

*You can be sure
of the perfect pint ...*



... at a

CHARRINGTON
house.



Mothers continued.

After the fifth pint (all at the same price — it **hadn't** been a mistake) I wondered what would become of the place when, perish the thought, Mother went to the great cider house in the sky. 'We try not to think about it' said my companions, 'we just pray it never happens: when it does the town won't be worth living in any more'. I suspected that they'd be on the first plane back to Tasmania.

When I finally left at half past four they were all still at it, and showing no signs of weakening. Apart from the occasional warning from the hatch to 'watch the language' Mother kept a low profile. I slipped out quietly, with a fond farewell to my antipodean friends.

I'd have liked to chat to Mother, if only to discover where she got her special ciders from, but I felt one had to earn that privilege. Perhaps one day I would come back, and stay, and become a part of that Family.

It was well after opening time when I arrived back at my hotel. I went down to the bar and had a pint or two of cider from the handpump, but somehow it didn't seem to do much for me. I went to bed early, slept like a log, and dreamed of 'Mother'.

David Kitton



Massive spend on lager

The third quarter of 1987 saw the highest ever level of brewers' advertising, according to a report by analysts County Natwest. Bass led the way with £3.1m on Tennents and £1.8m on Carling over the last three months. The company spent £17 million on advertising lager alone over the last year.

Lager now accounts for two-thirds of total advertising, despite representing only about 46 per cent of total beer sales. Brewers' spending on lager has risen by 50 per cent over the last four years while that devoted to beer has remained static.

And this trend toward the yellow peril continued faster than ever during the third quarter (July-Sept) of 1986. A record £28.9 million was spent on lager over the period, with other brands chasing Bass such as Castlemaine (£3.6m), Skol and Lowenbrau (both £1.2m), Carlsberg (£2m), Heineken (£1.5m), Hofmeister (£1.3m) and Miller (£1.1m).

Beer and ale advertising spends were much lower, with Guinness leading the way with £1.4 million on its Irish stout. Next came S&N with £0.8m on McEwans Export and Courage with £0.6m on Best Bitter. In the year to September, the brewing industry spent £94.7 million on ads, with lager taking £62m and beer and stout £32.7m.

Bitter truth on the varying price of a pint

The North-South divide seems to be particularly acute in the nation's lounge bars. It can amount to 50p more on a pint of lager or an extra 46p — and rising — for bitter.

Beer drinkers in the Filofax and Firkin, somewhere south of Watford, can expect to pay far more dearly for their pints than pub customers in the Upraised Arms elsewhere, particularly in the north-west, according to a survey published.

In fact, the extra cost in London and the south-east is now even greater than the researchers suggest. Pub users are paying for a large measure of ambience with every pint they buy.

When the Consumers' Association survey was carried out, last summer, the cheapest pint of bitter to be found by its researchers in the north-west was 64p, compared with a likely £1.10 in the south-east.

But prices have risen since then and it is now possible to pay up to £1.30 for a pint in some southern pubs, one of the big five breweries confirmed.

The Consumers' Association survey shows that the lager price-gap between the regions is even wider. The highest price of £1.20 a pint was found in London, the south-east, and in this case Yorkshire and Humberside. The lowest was, again, in the north-west, where a pint cost only 70p.

The charge for orange juice can vary hugely, from a maximum 60p to a minimal 29p. The average price of a 4 ounce bottle — the type served by 95 per cent of the pubs inspected — was 42p.

The average lounge bar price for a gin and tonic ranged from 96p in Scotland — where the cheapest found was 68p — to £1.10 in Greater London. The cost of a whisky, on the other hand, was cheaper on average in Wales (at 63p a measure), compared with 72p in London.

The lowest-priced whisky, at a mere 51p, was, fittingly, discovered in Scotland — where the measure is a fifth of a gill, as against the stingier sixth served in English pubs.

The brewers insisted that prices in the south-east reflect higher wages, rates and property costs. But this did not account for variations between regions. The reason seems to lie in the lack of competition faced by the big breweries, the researchers suggest.

In the Midlands and northwest, there are strong local brewers who charge less on

average for their beer, thus forcing the large chains to keep prices low.

The brewers also argue that they have poured money into improving the decor of their houses — although a significant proportion of customers use few, if any, of those facilities, the survey says.

A spokesman for Whitbread said yesterday that prices in its pubs could range from 80p to £1.30 for a pint of bitter.

"It's not like going to a supermarket," he said. "You can ask what is the price of a pint. It is not what we are selling. We are selling a leisure experience."

Andrew Moncur, from the Guardian.

WATNEYS.

As this issue went to press we had confirmation of plans by Watney Mann and Truman to MALVE its range of real ales produced in London and cease cask production altogether at the Mortlake brewery which will thus go back to the old keg-only Red Barrel days.

Only five or six years ago Grand Met was pushing regional beers as part of its retreat from those days, when it was the only brewer to be comprehensively ridiculed on Monty Python and getting little better media treatment from there upwards. Trumans started brewing four real ales over at Brick Lane and the ultra-modern Mortlake site was even renamed the Stag Brewery after a long-gone predecessor once in Westminster.

On 22nd March 1984 came what was perhaps the high point when Combe's Bitter was launched on to the London market at a Capital Beer Night organized in conjunction with London Drinker.

Since then things have gone downhill. Truman's Mild didn't last very long and the light Antler seems to have died from lack of interest. Webster's Yorkshire crept into more outlets followed by Ruddles County which eventually replaced even Mortlake's "name beer", Stag. Now Combes and Truman "Green" Bitter are to follow, leaving only the Truman Best Bitter ("Red") and Sampson as local beers for the London area.

CAMRA is not opposed to beers being nationally available as such if there is a demand, but aggressively marketed "National Brands" should not be allowed to replace regional brews so that the same dreary choice applies wherever you go in the country. It's a bit like deciding that haggis won't be available because Black Pudding has been selected as a National Brand to replace it.

The national range is now being "completed" by Ruddles Best Bitter — expect to see this more and more once Mortlake becomes fizz only from April.

Over in the West Country Ushers (with the same owners as Watney) is now down to one real beer — Best Bitter. This will no longer be available in Sussex and Surrey though, because the brewery decided that people would prefer Ruddles (anyone who spotted "public demand" for this change is asked to write).

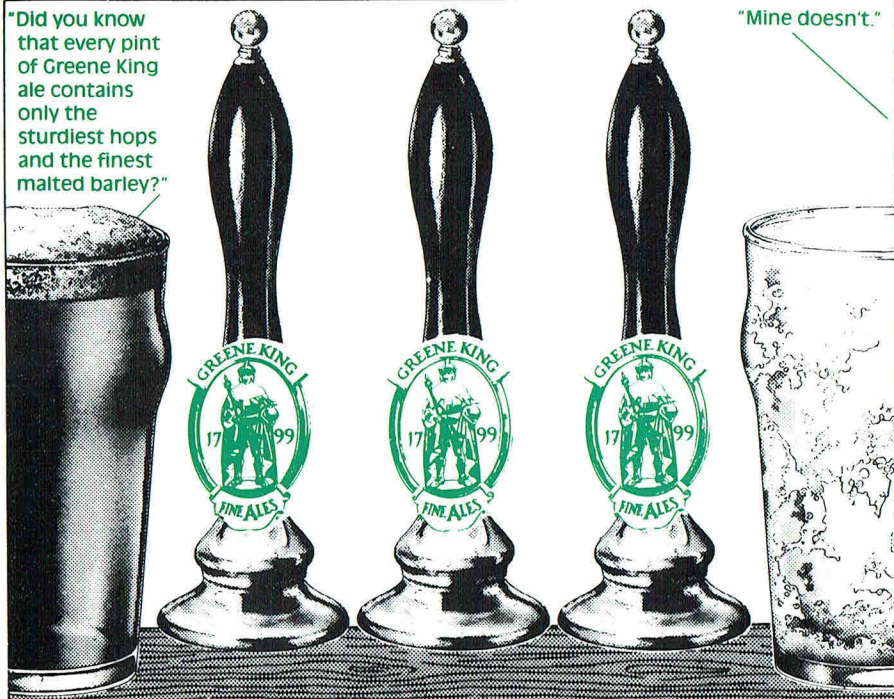
Trumans could go the same way since Sampson is already at risk from County, with its large advertising budget.

We ask all readers to give as much support to Sampson as possible in the coming months to keep this choice available for the future. And if you think that it's worth having a choice of beers around the country, then please write to Watney Combe Reid and Truman to let them know (at the Brewery, Mortlake, S.W.14,) or pass the word on through your local publican.

I.P. Warden, Brewery Liaison Officer.

"Did you know
that every pint
of Greene King
ale contains
only the
sturdiest hops
and the finest
malted barley?"

"Mine doesn't."



HOME ALES TALES

I am sitting in the public bar of the New Market Hotel, Nottingham, surrounded by railway memorabilia, middle-aged men in flat hats and a few postmen seeking sanctuary from the Christmas rush. A fairly ordinary public bar, you might think. But it's got a few tales to tell.

Bar's Tale

A real locals' pub with good food, thanks to Pam, three darts teams and a front door in the ladies' toilet. All conveniences are provided; you just have to ask for the key of the sit-down. Windows only broken twice a year. Home Ales (December, 1987) 72p for mild, 74p for bitter, 73p mixed.

Governor's Tale

"One of the finest pubs in Nottingham," is the proud boast of governor Tony Green, ex-copper, chef, postal worker, brain surgeon and model for antique jumpers. According to Dick, darts team captain, he's very quick at getting wrong 'uns out. "He can tell by the trousers." When he first moved in he got rid of toe-rags by skilful use of a long pole. If there's any trouble, he locks the trouble-makers in, sends for the police and lets them get on with it.

He may well be the only man to win a darts match while wearing a mac, wellies and a pair of gloves. Though a modest man, he did once appear in the bar in just his dressing gown and have a flash of inspiration. He makes a great curry; if you catch him on his night off, Wednesday, he might give you one. Generosity itself, he donated the ladies' darts trophy which, I hear, is a fine portrait of what he talks through most of the time.

Dog's Tale

Now for the real star, Muffin the dog, possibly the only dog to have a season ticket for a league club, Notts County. He was regularly chauffeured to Meadow Lane in his master's saddle bag. He impressed viewers and scouts at a training session with the first team squad and may well have gone on to win international honours. Unfortunately, on a pub outing to York, he was tied to some railings while the lads went for a pint and he's never been seen since.

Little John

Editor's note: we are assured all the above is true.



THE FLEET STREET POUND

With the closure of the "Tipperary" in November the number of pubs in Fleet Street has reduced to only six, and that's counting in the "Olde Cheshire Cheese", which has a sign hanging over the Street but is in fact up Wine Office Court.

The number of newspapers published there has, of course, diminished even more dramatically. When the "Express" moves over the river soon, the way will be clear for Fleet Street to become just another part of London's office-land.

The curious drinker will find, on venturing from Ludgate Circus to the site of old Temple Bar (shortly to reappear near St. Paul's?) that £1 has, by collusion or otherwise, become the minimum price for a pint of real ale.

The table below gives a complete analysis of prices, strengths, and value per "o.g." as at the beginning of 1988. You can really draw your own conclusions (especially if you thought you were gasping for a pint of Boddies) but if you're strapped for cash and want the maximum effect hit the Sampson in the Cock!

Pub and Ownership	Beers		Price (p)OG	p/(OG-1000)
Punch Tavern (Nicholson's Free House)	Boddington's Bitter	112	1035	3.20
	Tetley Bitter	112	1035.5	3.15
	Adnam's Bitter	112	1036	3.11
	Charrington IPA	112	1036	3.11
	Marston Pedigree	112	1043	2.60
Old Bell (Nicholson's Free House)	Boddington's Bitter	112	1035	3.20
	Tetley Bitter	110	1035.5	3.10
	Wadworth 6X	116	1040	2.90
	Marston Pedigree	112	1043	2.60
Poppinjay (Charrington)	Charrington IPA	100	1039	2.56
	Young's Bitter	108	1036	3.00
	Bass	108	1044	2.45
King and Keys (Allied)	Friary Meux Bitter	100	1037	2.70
	Taylor Walker Bitter	100	1047	2.70
	Tetley Bitter	100	1035.5	2.82
	Ind Coope Burton Ale	110	1047.5	2.32
Ye Olde Cheshire Cheese (Sam Smith's)	Sam Smith OBB	100	1038.9	2.57
	Museum Ale	116	1047	2.47
Ye Olde Cock Tavern (Watney)	Truman Bitter	104	1036	2.89
	Truman Best Bitter	112	1045	2.49
	Truman Sampson	120	1055	2.18
	Webster Yorkshire Bitter	106	1036	2.94
	Ruddle County	124	1050	2.48

In fact that's not a bad choice, with a total of 18 different brews in six pubs. On my visits all the beers sampled were in very good condition, with the exception of the "guest" Young's Bitter in Poppinjay. This was unpromoted and, by the taste of it, seldom tried. Best beers were the Friary in the King and Keys and the extremely wonderful Trumans Best Bitter in the Cock Tavern. All this and RM's too!

Pat Hanson



Cold tea

As more and more brewers enter the field of insanity, picking up the odd item becomes increasingly easy. Take, for example, Dr Joseph Owades, brewing consultant to A.G. Britt & Co of New Jersey.

In combination with an executive of Lipton Tea and a professor at UCLA, Dr Owades has invented a whole new concept in 'attractive drinks'. Take a mash of black tea (!), add 25% malt and 7.5lbs of hops, a touch of sweetener and citrus flavouring, then carbonate it. The result, named 'Britt', is described as 'truly a new brewery product'.

I wouldn't tell any of the new brewery owners if I were them.

BLACK COUNTRY HERITAGE WEEKENDS

GET - A - ROUND ON A DUDLEY "DUTY - FREE" WEEKEND

May and November 1988

No Passport Needed, Aer Kid!

Sample Holts, Holdens, Hansons, Bathams and Pardoe's
in the Real Ale Capital of Britain.



Free Brochure from:
Dudley Leisure Services
5 Ednam Road, Dudley, West Midlands DY1 1HL
Tel: 0384 456000 Ext: 5551

DUDLEY
Tourism



Six pack

Beer container losses are a major problem for brewers.

So Whitbread packaging manager, Don Borkwood was particularly pleased with his unusual 'take home' after visiting a free house.

He drove off with six 10-gallon containers rescued from the car park where, painted white, they were in use as markers!



BEER GUIDES

The 1988 GOOD BEER GUIDE is now available from your local Branch, or direct from CAMRA Headquarters, 34 Alma Road, St. Albans, Herts AL1 3BW.

Local Guides SHOULD be available from Branches, but in case of difficulty the suppliers are as follows:
EAST LONDON & CITY: Pete Roberts, 34 Meadow Way, Upminster, Essex — £2.25 plus 38p postage.

ESSEX: Phil Cunnington, 4 Hilltop Close, Rayleigh, Essex SS6 7TD. £2.50 inc. p&p, cheques payable to CAMRA Essex.

NORTH LONDON: Steve Barnes, 25 Old Kenton Lane, London NW9 9ND. £2.50. Cheques and Postal Orders payable to CAMRA North London.

SOUTH EAST LONDON: Now out of print. New guide available in May 1988.

SOUTH WEST LONDON: Martin Smith, 64 Brailsford Road, London SW2 2TF. £2.50 inc. p&p. cheques payable to CAMRA South-West London Beer Guide.

SURREY: William Hill, Pendennis, Frimley Road, Ash Vale, Aldershot, Hants GU. £1.95 plus 26p s.a.e. 9x5".





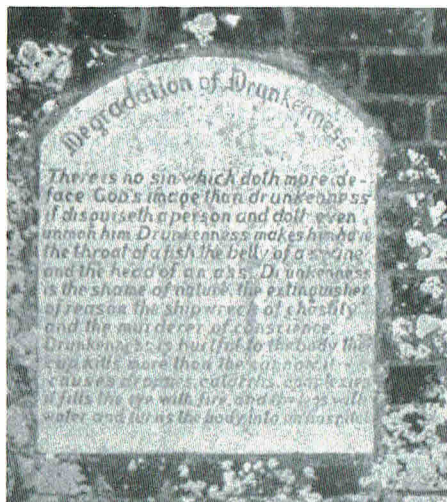
RUDDLES COUNTY

Available in many
Free Houses,
Watney Combe & Reid
houses, and
Chef & Brewer

**You can't Ruddle
with anything else.**

G RUDDLE & COMPANY PLC
THE BREWERY · LANGHAM · OAKHAM
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ANCIENT WISDOM?

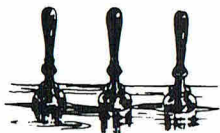


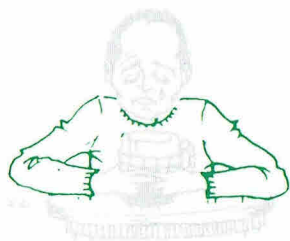
This old stone set in a roadside wall in Kirdford, West Sussex, bears an inscription, probably early 18th Century in origin, which reads:

Degradation of Drunkenness

There is no sin, which doth more degrade God's image than drunkenness. It is disguiseth a person and doth even unman him. Drunkenness makes him have the throat of a fish, the belly of a swine, and the head of an ass. Drunkenness is the shame of nature, the extinguisher of reason, the shipwreck of chastity and the murderer of conscience. Drunkenness is hurtful to the body, the cup kills more than the cannon. It causes dropsies, catarrhs, apoplexies, it fills the eye with fire, and the legs with water, and turns the body into an hospital.

No comment needed. Do our readers know of any other examples of ancient public moralising — or laudation — one the subject of drink?





DEAR DIPSY

DEAR DIPSY, A TV advert for a certain lager shows a gentleman as nature intended, washing every stitch of his clothing in a Launderette. Meanwhile onlookers make bets on whether he drinks a lager which regulars in my local refer to (amongst other PRINTABLE versions) as Back Stable, Brat's Cradle, Dis Able and Crap Table. Assuming the clues on which their hypothesis is based does not involve his masculinity or physique, have you any information as to why he has nothing to wear? *Ivor Box, London.*

Dear Ivor, Let me turn your question around — the poor misguided fool has been caught short simultaneously and violently at both ends (or maybe all three), far from a loo and away from home. How many other beverages can you suggest that have such an effect? We have reminded the advertisers concerned that Mothercare stock disposable and re-usable equipment to avoid such contingencies, but they are adamant that they are paid to sell crap, not cope with it (They used different words, but that is the meaning of their reply). They were also rude about what to do with my suggested alternative to Slack Cable — namely Real Ale. DIPSY.

DEAR DIPSY, They always ignore me in the pub, and nobody replies to my letters. Is it . . . ?

Next please. DIPSY

RBIL updates continued.

CORRECTIONS TO UPDATE 35 DELETIONS

SE4 DUKE OF EDINBURGH, Delete also from GBG 1988 (p.181).

CORRECTIONS TO UPDATE 36 ADDITIONS

SW11 PUMP & RACKET, Attached to *Latchmere* Leisure Centre.

CORRECTIONS

NW5 JUNCTION TAVERN, For *Fortress* read *Fortress*.

DEAR DIPSY, I am at my wits ends. I have just lost a fortune on the Stock Exchange and now I have lost my job in the City too. The Porsche has gone back to the dealers and the mortgage on my little Chelsea pied-à-terre is threatened. Should I end it all now?

Julian O. Ponsonby
Tower Bridge

Dear Julian, I don't expect you are the only one in a predicament but the action you propose does seem, at first sight, a little drastic. Why not drown your sorrows in a few pints of Young's excellent bitter instead provided, of course, you can still afford to at London prices. If not, jump. DIPSY

DEAR DIPSY, Recently I have found lovemaking with my wife most unsatisfactory. Since I started drinking 6 pints of lager a night it seems to have been a 'worm in a wellie' situation and no good to either of us. Could the lager be responsible for this?

XXXXs.Droop, Downham.

Dear Xcetera, It is strongly rumoured that British lager can cause a shrinking of the genitals. This phenomenon, referred to in the brewing industry as 'fostering a limp', can be cured by changing to real beer, which has been known to have the opposite effect. Failing that, you could try putting the wife on lager. DIPSY

DEAR DIPSY, I dinna ken what Merton's greetin aboot — just cos tha tramcar was green. The one in the Hogmany issue is in Hong Kong the noo — see hoo far yer magazine's read. Anyway, if he lukes in the Science Museum he'll se a tram that 's far frae red — a Glesgy one, like Ah mind frae m'bairnhood. He's on the wrong track.

McJohn Toobie, Norwood Garage.

Dear McJohn, To be or not 2B, that is the question; even the Bard had trouble on that route, and remained in the Shakespeare's Head. Next time we meet in the staff canteen — sorry, the King's Head — try a pint of Bass on me — or by ME one.

Before your buses go one-person, I hope you get your Good Conduct Medal. As they said in the Borstal — sorry, Community Home — where I had my ejewkashun (*sp. — Ed*), playing with words is a punishable offence, providing the pun ish meant. DIPSY.

Group calls for ban on drinks adverts

A ban on mass media advertising of alcohol — as advocated by CAMRA — looked more likely with the publication of a Home Office report, **Young People and Alcohol**. The report called for:

- A ban on all drinks ads on TV and in the cinema.
- Higher taxes for strong beers and ciders.
- Health warnings to appear on alcoholic drinks.
- Stricter licensing laws regarding purchase and supply of alcohol by and on behalf of young people.

HOME OFFICE
STANDING CONFERENCE
ON
CRIME PREVENTION
REPORT OF THE WORKING GROUP ON
**YOUNG PEOPLE AND
ALCOHOL**

These proposals were the main findings of the 'Masham report', from an independent working group set up by the Home Office to look at the problems of under-age drinking and links between alcohol and crime committed by young people. The report now goes to the important ministerial committee on alcohol abuse led by Lord Privy Seal, John Wakeham.

The group found that a sizeable proportion of 13 to 17 year olds drank alcohol on a regular basis, and claimed that drink kills ten times as many young people as narcotics.

They not only recommend that booze ads are banned from TV and cinema screens, but that Codes of practice for all drinks ads are tightened. 'A number of the advertisements we saw promoted alcohol as a drink for virile young men. Others used young women in provocative poses', they said, adding: 'Given the association between young males, excessive drinking and crime, it is clear to us that such advertising is undesirable'.

The recommended higher taxes were intended for strong beers and lagers and cider. Cider was cited as a significant cause of drunkenness among young people — a quick and cheap means of getting drunk, according to the report.

Government health warnings, says the group, should be on the lines of the present warnings carried on cigarette packs.

In addition, the report urged a number of licensing loopholes, which allow under 18s access to alcohol, be closed. These include the ending of present arrangements which allow the consumption of cider and beer with meals by under 16s.

Off-licences were identified as a major source of alcohol for minors, and the report recommended a range of reforms to redress the situation, including

making it necessary that alcohol is sold under the 'effective supervision of over 18s', as is the case in pubs.

The findings of the report were welcomed by NE member, Tony Millns, CAMRA's spokesman on alcohol abuse, as being 'very much in line with our own policy document'.

'I broadly welcome the recommendations. They seem particularly well disposed to reducing the incidence of drinking among the under 18s and also reducing the incidence of promotions by the industry aimed at youngsters and people who are impressionable.

The report's hitting out at 'unrestricted growth in the number of off-licences granted' pleased Tony all the more. 'We support the idea that the proportion of drink sold through a socially controlled environment, the pub, should increase, while the proportion sold in other places should fall'.

However — not surprisingly — the Brewers' Society were not completely satisfied by the committee's recommendations.

They hit out at the advertising ban as 'based entirely on subjective judgements', adding: 'There are no studies which show alcohol advertising causes or affects alcohol abuse.'

They believed that curbing the under 18s consumption of beer and cider with meals was unnecessarily restrictive, and held that higher taxes would not deter the young — with the highest disposable income — from their consumption patterns, but would only hit the old and less wealthy. As for health warnings, these would be inappropriate, when in the case of lager and beer only one in four pints is sold from a bottle or can.

The Brewers were joined by the National Association of Cider Makers, who feared that a further disproportionate rise in duty would severely harm their industry. Danny Blyth

Robbo's special

At last, a designer beer for football supporters. For just 60p a can, Manchester United are relabelling a popular brand of lager in United colours and retailing it under the name of 'Red Devil' in off-licences throughout Greater Manchester.

So the next time their drunk supporters wreck a train or go on the rampage through another town, the club will be able to pay the damage from the booze sales that caused it. Magic, eh?

Heads win

Two landlords were cleared of serving short measure by Wolverhampton Magistrates when drinkers went to court to say they liked their pints with a head. The two pubs were M+B's Halfway house and Summerhouse in Wolverhampton.

Where to buy — continued.

OUTLETS — SOUTH-WEST/WEST

SW1 BARLEY MOW, Horseferry Road.
 SW1 BUCKINGHAM ARMS, Petty France.
 SW1 FOX & HOUNDS, Passmore Street.
 SW1 MORPETH ARMS, Millbank.
 SW1 ORANGE BREWERY, Picnic Road.
 SW1 PAVIOURS ARMS, Page Street.
 SW1 RED LION, 48 Parliament Street.
 SW2 TWO WOODCOCKS, 45 Tulse Hill.
 SW3 ROSE, 86 Fulham Road.
 SW3 SURPRISE, 6 Christchurch Terrace.
 SW4 RAIL WAY, Clapham High Road.
 SW4 ROSE & CROWN, The Polygon, Clapham Old Town.
 SW6 WHITE HORSE, 1 Parson's Green.
 SW7 ANGLESEA ARMS, 15 Selwood Terrace.
 SW8 SURPRISE, 16 Southville, 357 Wandsworth Road.
 SW8 NOTTINGHAM CASTLE, Wandsworth Road.
 SW9 WARRIOR (Brixton Brewery Co.) Coldharbour Lane.
 SW10 CHELSEA RAM 32 Burnaby Street.
 SW10 FERRET & FIRKIN, 110 Lotts Road.
 SW11 BEEHIVE, 197 St John's Hill.
 SW11 PRINCE OF WALES, Battersea Park Road.
 SW11 WOODMAN, 60 Battersea High Street.
 SW12 BEDFORD HOTEL, Bedford Hill.
 SW12 DUKE OF DEVONSHIRE, Balham High Road.
 SW12 NIGHTINGALE, Nightingale Lane.
 SW12 PRINCE OF WALES, 270 Cavendish Road.
 SW14 HARE & HOUNDS, Upper Richmond Road West.
 SW14 RAILWAY TAVERN, Sheen Lane.
 SW15 ARAB BOY, 289 Upper Richmond Road.
 SW15 FOX & HOUNDS, Upper Richmond Road.
 SW15 WHITE LION, 14 Putney High Street.
 SW16 GREYHOUND, Greyhound Lane.
 SW17 CASTLE, Tooting High Street.
 SW17 GORRINGE PARK HOTEL, Mitcham Road.
 SW18 COUNTRY HOUSE, Grotton Road.
 SW18 COUNTRY ARMS, Trinity Road.
 SW18 THE GRAPES, 39 Fairfield Street.
 SW18 SPREAD EAGLE, Wandsworth High Street.
 SW19 ALEXANDRA, Wimbledon Hill Road.
 SW19 BREWERY TAP, Wimbledon High Street.
 SW19 GROVE, 2 Morden Road.
 SW19 KINGS HEAD, Merton High Street.
 SW19 PRINCESS ROYAL, Abbey Road.
 SW19 PRINCE OF WALES, Morden Road.
 SW19 TRAFALGAR, High Path.
 CHESSINGTON NORTH STAR, Hook Road.
 EAST MOLESEY BELL INN, Bell Road.
 EAST MOLESEY NEW STREETS OF LONDON, Bridge Road.
 KINGSTON DRUIDS HEAD, Market Place.
 KINGSTON FLAMINGO & FIRKIN, 88 London Road.
 KINGSTON KELLY ARMS, Glenthorne Road.
 KINGSTON NEWT & FERRET, 26 Fairfield South.
 KINGSTON NORBITON, Clifton Road.
 KINGSTON WYCH ELM, Elm Road.
 LONG DITTON MASONS ARMS, Portsmouth Road.
 MITCHAM CRICKETERS, 340 London Road.
 MITCHAM RAVENSBUARY ARMS, Croydon Road.
 RICHMOND WHITE CROSS, Riverside, Water Lane.
 SURBITON VICTORIA, Victoria Road.
 WEST MOLESEY SURVEYOR, Island Farm Road.
 WESTON GREEN GREYHOUND
 WEYBRIDGE PRINCE OF WALES, Anderson Road, Oatlands Park.

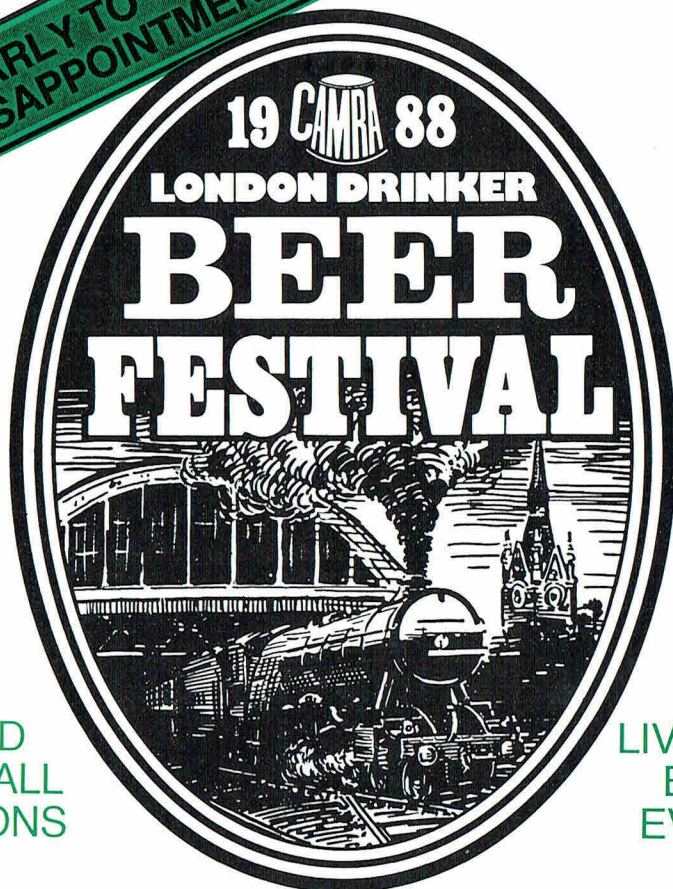


CAMRA — the Campaign for Real Ale — is a consumer organization run by beer drinkers for beer drinkers. We believe that beer brewed from traditional malt and

W1 ARGYLL ARMS, 18 Argyll Street.
 W1 BRICKLAYERS, Aybrook Street.
 W1 RED LION, Kingly Street.
 W2 ARCHERY TAVERN, 4 Bathurst Street.
 W3 RED LION & PINEAPPLE, 281 High St.
 W4 BELL & CROWN, Strand on the Green.
 W4 WINDMILL, 214 Chiswick High Road.
 W5 GREYSTOKE, 7 Queens Parade.
 W5 PLOUGH, Northfield Avenue.
 W5 RED LION, St. Mary's Road.
 W5 ROSE & CROWN, Church Place, St. Mary's Road.
 W6 BLACK LION, Black Lion Lane.
 W6 BROOK GREEN HOTEL, 170 Shepherds Bush Road.
 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.
 W12 CROWN & SCEPTRE, Melina Road.
 W13 DRAYTON COURT HOTEL, 2 The Avenue.
 W13 FORESTER, 2 Leighton Road.
 BRENTFORD LORD NELSON, Enfield Road.
 BRENTFORD POTTERY ARMS, 25 Claypans Lane.
 CRANFORD QUEENS HEAD, 123 High Street.
 GREENFORD BLACKHORSE, Oldfield Lane.
 HAMPTON HILL WINDMILL, 80 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.
 SOUTHALY BEACONSFIELD ARMS, West End Road.
 SUDBURY BLACK HORSE, Harrow Road.
 TEDDINGTON QUEEN DOWAGER, North Lane.
 TWICKENHAM EEL PIE, 9 Church Street.
 TWICKENHAM POPE'S GROTTTO, Cross Deep.
 TWICKENHAM PRINCE ALBERT, 30 Hampton Road.
 WEALDSTONE ROYAL OAK, Peel Road.
 WHITTON ADMIRAL NELSON, 123 Nelson Road.
 CLUBS
 SW19 WILLIAM MORRIS, 267 The Broadway, Wimbledon.
 W1 POLYTECHNIC of Central London S.U. Bar, 104 Bolsover Street.
 W3 L.T. District Line Social Club, Park Place.
 OFF TRADE
 SW11 Majestic Wine Warehouses, Hester Road.
 SW18 Paines Off Licence, Garratt Lane.
 KENTON Littlemore Wines, Kenton Road.
 OUTSIDE LONDON
 BRIGHTON LORD NELSON, Trafalgar Road.
 BRIGHTON QUEENS HEAD, Opposite Station.
 COLCHESTER ODD ONE OUT, 28 Mersea Rd.
 ELLAND (Yorks) BARGE & BARREL.
 GODSTONE (Surrey) BELL INN, High Street.
 HITCHIN (Herts) NEW FOUND OUT INN, Stevenage Road.
 LEWES BREWERS ARMS, High Street.
 LINCOLN QUEEN VICTORIA, Union Road.
 MANCHESTER JOLLY ANGLER, Ducie Street.
 PETERBOROUGH STILL, Cumbergate.
 POTTERS BAR (HERTS) CHEQUERS, Coopers Lane.
 READING HOOK & TACKLE, Katesgrove Lane.
 SALISBURY (Wilts) WYNHAM ARMS, Estcourt Road.
 STEVENAGE (Herts) RED LION, High Street, Old Town.
 SOUTHAMPTON JUNCTION INN, St. Denys.
 STOCKPORT (Gtr. Manchester) NEW INN, Wellington Road South.
 TILLINGHAM (Essex) CAP & FEATHERS, South Street.
 WINCHESTER (Hants) GREEN MAN, Southgate Street.
 WORTHING (Sussex) WHEATSHEAF, Richmond Road.

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.

COME EARLY TO
AVOID DISAPPOINTMENT



GOOD
FOOD ALL
SESSIONS

LIVE MUSIC
EVERY
EVENING

WEDNESDAY MARCH 23 TO FRIDAY MARCH 25

OPENING TIMES

11.30-15.00 and 17.00-22.30

Camden Centre
Bidborough Street WC1

ADMISSION

Lunchtimes

Evenings £1.00

● NO ADMISSION AFTER 22.00

