

WHAT'S DOING

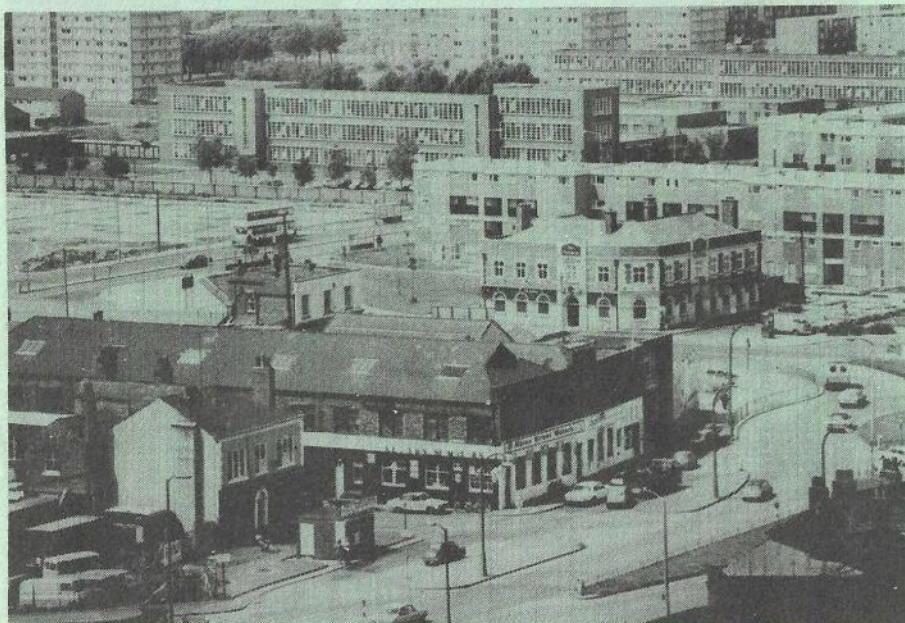
5p

AUG
'77



THE MANCHESTER BEER DRINKER'S NEWSLETTER

MORE PUB CLOSURES IN SALFORD



The Little Derby was demolished this month, two pubs are threatened with imminent closure - see inside - but the Three Legs of Man, Greengate, has reopened.

WEASTE



Salford Corporation's plans for Weaste may mean that a vast area of Salford will become a real ale desert. There are three real ale pubs in Weaste - The Grey Mare, The Old Veteran and The Grapes. Public Inquiries have been held into The Grey Mare and The Old Veteran. Strangely, Wilsons offered no objection to the C.P.O. on the Grapes.

If the C.P.O.s are confirmed then the real ale drinkers of Weaste are in for a rough time. The nearest real ale pubs would be:



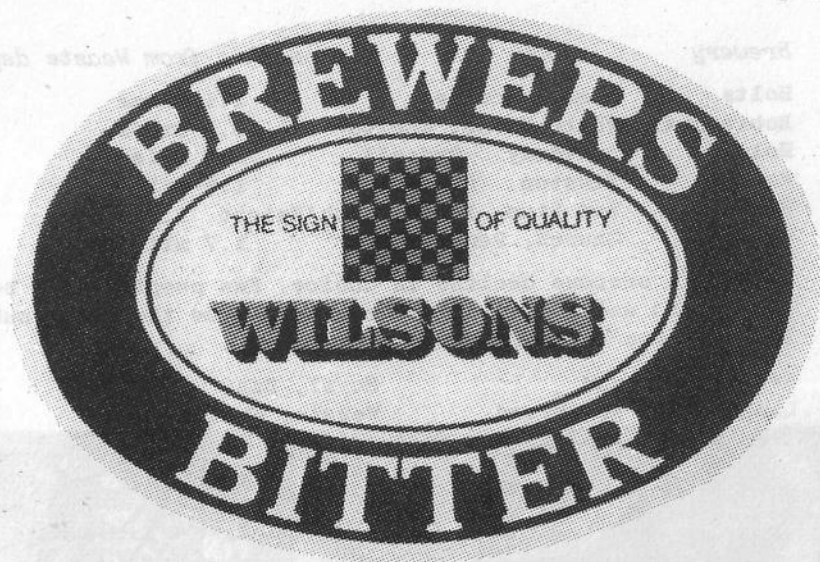
| Brewery | pub | distance from Weaste depot |
|-----------|------------------------------|----------------------------|
| Holts | Lamb, Eccles | 1.1 miles |
| Robinsons | White Horse, Eccles | 1.2 miles |
| Holts | Broadway, Ordsall | 1.3 miles |
| Holts | Winston, Pendleton | 1.5 miles |
| Holts | Red Lion, Irlams o'th'Height | 1.5 miles |
| Wilsons | Church, Pendleton | 1.7 miles |

This is a serious decline in choice. Few people would be willing to walk over a mile for a pint and the other pubs in the area don't really widen the choice..

| | |
|-----------------------|-------------------|
| Swan, Whitbread | Royal, Bass |
| Langworthy, Whitbread | Weaste, Whitbread |



The dark area of the map is the 'real ale desert' which will be created if Salford Corporation's plans go through.



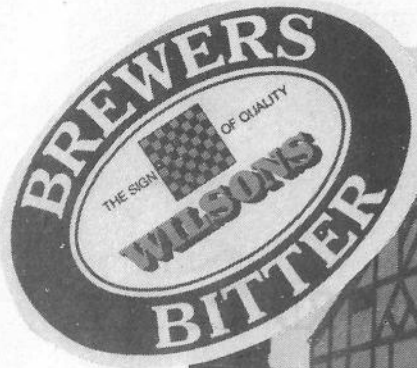
Wilson's Brewers Bitter is available from the following:-

Medway, Stockport
 Swan, Shaw Heath, Stockport
 Cotton Tree, Ingersley Road, Bollington
 Weavers Arms, Oldham Road, Failsworth
 Copenhagen, Oldham Road, Newton Heath
 White Hart, Oldham Road, Newton Heath
 Grove, Rochdale Road, Blackley
 Old House at Home, Bottomley Side, Blackley
 Masons, Hadfield
 Auld Lang Syne, Manchester Road, Oldham
 Hope, Greenacres Road, Oldham
 Windsor, Shaw Road, Oldham
 Prince of Wales, Bleasby Street, Oldham
 Minders Arms, Huddersfield Road, Oldham
 Morning Star, Featherstall Road, Oldham
 Sun Inn, Henshaw Street, Oldham
 Royal Oak, Leigh Road, Boothstown
 Grapes, Church Street, Eccles
 Hare and Hounds, Church Street, Eccles
 Ship Canal, Barton Lane, Eccles
 Railway and Naturalist, Bury New Road, Prestwich
 Duke of Edinburgh, Market Street, Royton
 Cloverdale, Entwistle Road, Rochdale
 Old Roebuck, Victoria Street, Altrincham
 Windsor Castle, Castle Street, Stockport

Doubloon, Adswood Road, Stockport
 Jodrell Arms, Whalley Bridge
 Bird in Hand, St. Stephen's Street, Salford
 Crown and Kettle, Oldham Road, Manchester
 Millstone, Thomas Street, Manchester
 Waggon and Horses, Stockport Road, Longsight
 Star, Hyde Road, Ardwick
 Church, Church Street, Eccles
 Heywood Arms, Oldham Road, Miles Platting
 Robin Hood, Cheetham Hill
 Museum, Moston Lane, Moston
 Mitchell Arms, Every Street, Ancoats
 Cranberry, Cranberry Street, Oldham
 Black Horse, Ripponden Road, Oldham
 Albert, Withington
 Grapes, Yorkshire Street, Oldham
 Mare and Foal, Ashton Road, Oldham
 Greens Arms, Ashton New Road, Clayton
 Cross Keys, Delph
 Granada T.V. Social Club, Manchester
 Sinclairs Oyster Bar, Manchester
 Crown, Glossop
 Newbridge Lane Conservative Club
 Crown, Bollington
 Windmill, Whiteley Green



Wilson's



The Hare and Hounds, Church Street, Eccles.

A new cask-conditioned ale, Wilson's Brewers Bitter, is now being sold in 50 pubs and clubs. The alcohol content is the same as their ordinary bitter, although the original gravity (which tax is paid on) is lower, and so the beer is selling at one or two pence cheaper. It is being test-marketed for about six months and the brewery expect to have some idea of its popularity after 3 months. Many of the pubs are in the Oldham/Failsworth area, where the brewery expect it to compete with Oldham Bitter. In Manchester, Brewers Bitter is being sold in Sinclairs Oyster Bar, The Crown and Kettle, Oldham Road and the Millstone, Thomas Street. In Blackley it is available in the Old House at Home and The Grove. Only one pub in Salford, the Bird in Hand on St. Stephen's Street, has it. In Eccles there are four outlets, the Grapes, the Church, the Ship Canal and the Hare and Hounds.

All the pubs involved in the trial normally serve cask-conditioned beer except the Hare and Hounds in Eccles. The landlord of this pub is an ex-Boddingtons licensee with experience in looking after traditional beer, and was keen to give the new bitter a try. Since this is the only pub where Brewers Bitter is in direct competition with chilled and filtered beer, it will be interesting to see how it fares.



LORD CLYDE

The Lord Clyde is a small Greenalls house on the main Chester Road near the Mancunian Way roundabout. It has recently undergone a complete renovation and the pub is now a smart, single-roomed local rather than a run down, basic, three roomed pub. The conversion has not, strangely enough, destroyed the character of the pub. On the contrary, the landlord and regulars are adamant that the atmosphere has in fact been improved by the efforts of the brewery architects.

Despite the Lord Clyde's disadvantageous position - on a busy main road next to the Hulme flyover - the pub is extremely popular and attracts a regular clientele from over the road in the Hulme housing estates.

The pub conversion is not as hideous as many others. There are of course gimmicks - the toilet doors are marked 'Guys and Dolls' and there's an electronic darts scoreboard, but the pub has in fact been improved. It is, however, a matter of conjecture whether the pub would have been equally improved had the brewery merely renovated the pub in keeping with its original design.

MILLSTONE UNTURNED

From our unsubstantiated rumour department comes the news that Boddingtons may at last have achieved a modicum of taste about pub conversions. The brewery have turned down requests to carry out internal structural alterations at the Millstone in Blackley because it would 'destroy the character of the pub'.

LITTLE DERBY



The latest Salford local to be razed to the ground is the little Derby on Derby Street, a former Boddingtons pub. It disappeared in a few days in the week beginning 3rd July. It was thought that the big Derby, the neighbouring Wilsons house, would be the first to go, but the latest news from Wilsons is that it has at least another year of life. Where this leaves the Angel, Chapel Street, which was supposed to be getting the Derby's handpumps and reverting to real ale, remains to be seen.

REAL ALE GUIDE

'Real Ale in Manchester and Salford' lists about 250 pubs in Central/North Manchester, Salford, Swinton, Eccles and Irlam selling traditional cask beer. It is available from Roger Hall, 123 Hill Lane, Blackley, Manchester, for 10p plus stamped addressed envelope.



CAMRA



Camra was formed as a response to a phenomenon which was not confined to the brewing industry. Throughout the sixties we'd seen an increased tendency towards concentration of production so that a larger and larger percentage of production was produced by fewer and fewer manufacturers.

This was true of many industries but it was particularly severe in the brewing trade where there was a rapid acceleration of takeovers and mergers and closures. Many people will remember some of the names which have disappeared in Manchester alone - Chesters, Threlfalls, Yates's, Walker and Homfray, Groves and Whitnall, Swales, Hardy's, Openshaw, Cornbrook, Magees, Walkers, Gartside's, Duttons - the list is almost endless.

The loss of local breweries meant a loss of local variations in taste and an attempt by the large combines to reduce the variety of beers produced. In order to be able to manufacture a uniform brew which could be mass produced and distributed to all areas of the country, the large brewers had to change the traditional methods of brewing, conditioning and dispensing beer. The resulting brews were usually tasteless, fizzy shadows of their real ale counterparts. It must be admitted that the success of the big national brewers can be partly attributed to the appalling condition of real ale in many pubs during the sixties. Pumps and pipes were often improperly cleaned and cloudy, vinegary or sour beer was found in a good proportion of pubs, certainly in this area, but probably elsewhere as well. However, real ale - that is beer which has been brewed in the traditional way from natural ingredients and which has been fined and conditioned in the cask - was, when it was looked after by conscientious landlords, vastly superior to the new keg alternatives. It had taste and individual character.

It was, then, with a sense of foreboding that the early members of Camra saw the progress of keg beers. Brewery closures were taking place so rapidly that it seemed possible that we would be left with less than a dozen companies and fewer than twenty brewing establishments by 1980. Happily this has not been the case; the number of breweries has remained the same for the past year and it is possible that more new breweries like Pollards may now open in the not too distant future.

From Roger Hall, 123 Hill Lane,
Blackley, Manchester, for 10p
plus stamped addressed envelope

Much of the credit for awakening public interest in real ale and preventing the disappearance of all our traditional breweries must go to Camra. Breweries are now reintroducing real ale, but campaign members must not become complacent; there is still a great deal to be achieved. Whitbread have not yet budged. Dispense systems and original gravities should be stated at the point of sale and greater controls need to be made over ingredients other than malted barley, hops, water and yeast - such as hop extracts, malt extract, sugar, cereals and chemical additives and adjuncts. Camra also needs to turn its attention to wider issues such as the design of public houses and licensing hours so that the campaign can have a wider base and act as a consumer group for all beer drinkers and pub users.

REAL ALE



Camra has been in existence now for five years, and its achievements are evident. There is a greater general awareness of real ale; the decline in the number of operating breweries has been arrested, some brewers have been persuaded to reintroduce cask beer and choice has been expanded in many areas. Despite the publicity, however, there is still a considerable confusion about what real ale is, so it may be worth while restating what Camra means by real ale.....

There are three major factors involved - the ingredients, the conditioning and the method of dispense. Real ale is brewed from natural ingredients - water, hops, malted barley and yeast. Additives and adjuncts such as sugar, starch, unmalted grains, head-retention agents and hop extracts should be kept to a minimum. Few beers are brewed entirely from natural ingredients and whilst total purity may be an unobtainable ideal, the present growth of chemical additives is an insidious trend.

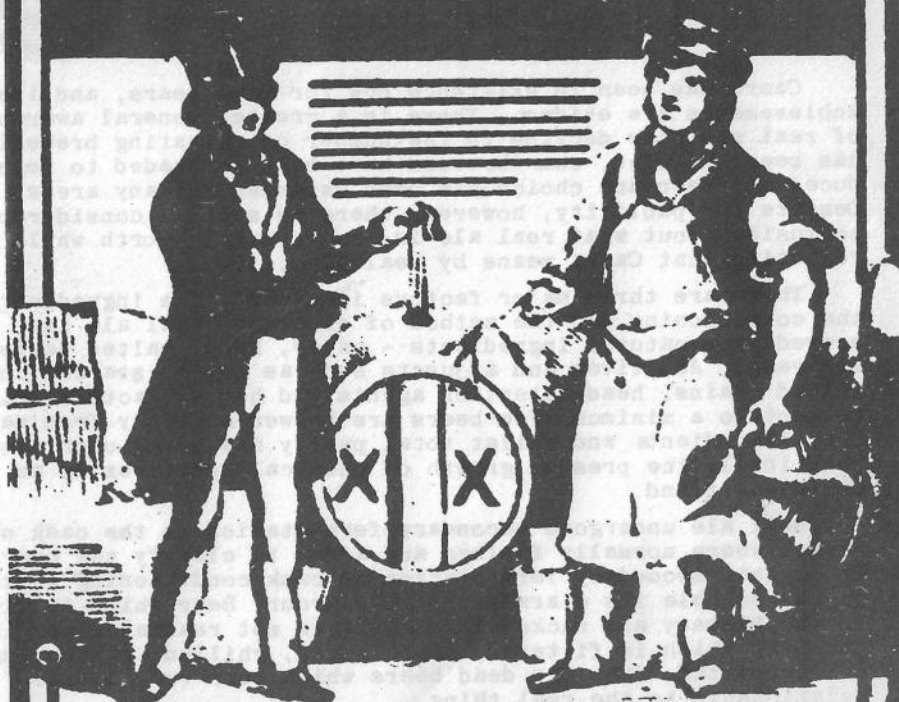
Real ale undergoes secondary fermentation in the cask or barrel where normally finings are added to clarify the beer. It is this secondary fermentation or cask conditioning which gives real ale its characteristic flavour. Beer which is fined in the brewery and racked into casks is not real ale, nor is the beer which is filtered, centrifuged, chilled, pasteurised or carbonated. They are dead beers which bear very little relationship to the real thing.

Real ale is served with no extraneous pressure. It is served by gravity or via beer engines or electric pumps. Cask conditioned beer may be prevented from going off by the application of carbon dioxide pressure but the gas inevitably destroys the flavour of the beer. Beer which is kept in kegs, drums, tanks or even barrels, and is delivered by pressure is therefore not real.

Camra is interested in the ingredients which go into beer, in the methods the breweries use to produce the beer and in the delivery and dispense systems which are employed. Technological innovations are not progress if they result in an inferior end product and dissatisfied consumers.

LEES

DRAUGHT BEERS



**Brewed in the traditional
way since 1828**

J. W. LEES & CO (Brewers) Ltd
Middleton, Manchester. Tel: 061-643 2487



DIG IT?

by Tony Flynn

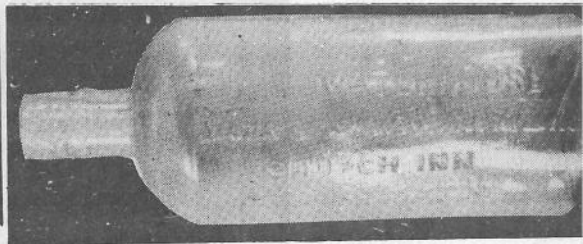
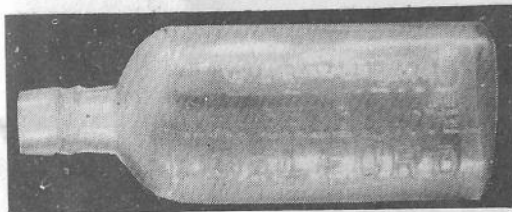
All the bottles shown here were dug up by myself on local Victorian rubbish tips. All you need is a spade/fork, a knowledge of local history and plenty of determination. I have uncovered many hundreds of bottles from the Manchester area, lots of them from now extinct brewers and mineral water manufacturers.

How many of you have heard of Coulthards Botanical Brewery, Eccles; Manchester Ship Canal Brewery, Salford; The Jolly Mineral Water Company, Bolton? - The list of brewers is endless.

As well as beer bottles there is a wealth of Victorian 'Quack' medicine bottles. 'Warner's Safe Cure' which was investigated by the U.S. Drug Commission, turned out to be 98% water and 2% sugar.

The bottles with the pub's name and landlord's name on them are called pub flasks. They were filled with whisky or gin and were predecessors of our returnable beer bottles. The smaller one is embossed 'T Shepherd, Waverley Hotel, Salford', and can be dated back to 1877. The Church Inn, Pendleton pub flask dates from the years 1882-1891, when Waterhouse was landlord. He took the tenancy from Mr Wroe Grason in 1882. A Mrs Elizabeth Wroe took over from Mr Waterhouse in 1891 and was landlady for many years. Interestingly enough, Slater's Directory for 1889 lists a company called Morgan Dawson & Co. 'The Pendleton Brewery' as being next door to the Church Inn.

Salford could once boast of its many breweries; Groves and Whitnalls, Walker and Homfrays, Threlfalls, Rochdale and Manor, and scores of small mineral water manufacturers. Now we have just one, the Whitbread brewery on Cook Street.





FACELIFT



The Grove and the Osborne, at the top of Eccles New Road, being repainted recently in line with Wilsons latest policy. The Grapes (below) will not be so lucky. A compulsory purchase order has been served on the pub (see the article on Weaste) which will stay in its Watney colours until it is pulled down.

The Grapes was once known as the Cemetery, and is older than the Royal, the Bass pub opposite, which is still known as the Widows Rest owing to its proximity to Weaste Cemetery.



THE MARKETING OF BEER

You may have heard the subject of marketing cropping up at Camra meetings and perhaps have wondered what on earth this has to do with the Campaign for Real Ale. The answer is a helluva lot, as Bill Collier explains...

Marketing is a somewhat inexact science which studies the relationship between the producers of goods and their distribution through wholesale and retail outlets to the consumer. It also covers the subject of advertising and the promotion of sales to various types of consumer. With reference to beer the brewers are the producers, the pubs, clubs and off-licences are the outlets and the drinking public at large are the unwitting consumers. Some brewers, particularly the large national concerns, are 'marketing orientated' and have specialist marketing departments. Other brewers consider marketing but their policies will undoubtedly have varying degrees of sophistication. Some probably do not use the marketing concept or feel there is no need for it.

A brewing company which is marketing orientated is supposed to have a production policy which is based on the consumer demand for its products. By a process of marketing research using questionnaires, test markets, etc. the general idea is to determine what types of beer and lager the public actually wants. This is all very nice in theory but if the research techniques used are faulty the conclusions reached will be inaccurate and the consequent effects on the drinker are disastrous.

Whitbread Trophy as served in the North West is an example of a product based on marketing research. The results of the surveys in the sixties said that the North West drinking public preferred a pint which was clear, sparkling and had a foaming, frothy head. This may or may not have been true but either way it was no excuse to destroy the Threlfalls and Duttons beers which the resultant Trophy replaced.

Again, whether or not there is a demand for bright beer it does not need a sophisticated marketing approach to determine that there is also a demand for good quality real ale. Other breweries are also at fault from the marketing point of view, but I make particular mention of Whitbread because even though they brew real ale in other parts of the country none is available in our area. Real ale drinkers are an increasingly vocal and large 'market segment', which Whitbreads, against all the principles of marketing, ignore completely. It is up to Camra branches in particular, and real ale drinkers in general, to persuade Whitbreads to change their policies and respond to the growing demands of the drinking public.

Quote of the week which seems to sum up the position:
A Whitbread regular had come for a pint in my local Boddingtons pub and said, 'I wish to God they'd serve this in the Nag'.

CAMRA

THE CAMPAIGN FOR REAL ALE

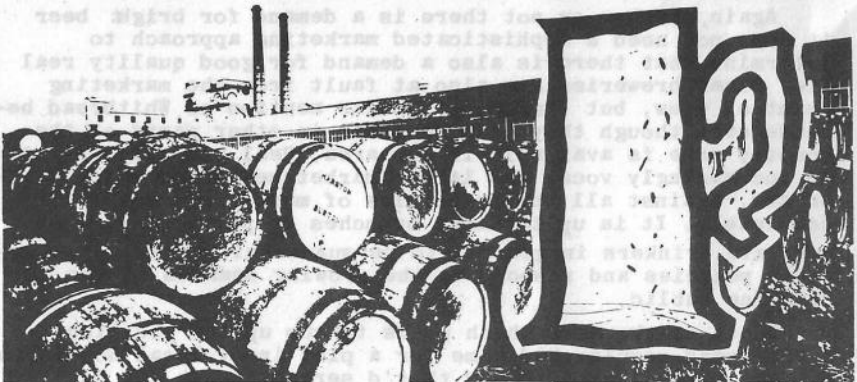
AREA ORGANISER

Salary £0 - £0 (Subject to review)

Owing to the deportation of Richard Greenhalgh a vacancy has arisen for an Area Organiser in Greater Manchester (somewhere in the north). The main responsibility of the position is to be diplomatic and non-controversial and to carry out the instructions of the National Executive, the Regional Organiser and the Assistant Regional Organiser without question. A certain amount of travelling to branches in the area will be involved but this will be secondary to toadying to the hierarchy.

The successful candidate is likely to be submissive and non-assertive with some enthusiasm but little originality. He is also likely to be a friend of the Assistant Regional Organiser. A South Manchester dwelling situation would be an asset. The position offers a unique opportunity to meet nasty people all over the city and get plastered on expenses. Tie and cufflinks provided.

Marston's BURTON-ON-TRENT



... *The Home of Traditional Beer*

BACK TO CASK

The three pubs shown here have recently gone back to selling traditional beer. The Wellington is on Barton Road, Patricroft, a Greenall Whitley House which once belonged to Boddingtons. The Brunswick, another Greenalls house, is on Ordsall Lane, Salford. The Borough, Encombe Place, near Salford Royal Hospital, is one of the five pubs sold by Whitbread to Burtonwood. It has had new handpumps installed, replacing Whitbread's pressure pumps, and now sells excellent Burtonwood mild and bitter.



ALMOST NEARLY REAL ALE

The National Executive of Camra are at it again. Instead of concentrating on useful activities like pub demolitions and conversions and the tendency towards tank beer in breweries like Greenalls, Tetleys, Oldham Brewery, Matthew Brown and Burtonwood, or even the quality of real ale in many outlets, our glorious leaders see fit to spend their time contemplating arcane technical definitions of real ale.

What have they done now, these budding lexicographers, who are dedicated to crawling down the small print boundary lines of pseudo-science with a magnifying glass? Well, the same merry crew who wanted to include cider in their good beer guide and who endorse a brewery conditioned beer as real ale want to exclude Truman's Tap Bitter, which is served by air pressure, from the Good Beer Guide. Where this leaves most of the Scottish pubs which use water pumps to generate air pressure, I don't know, but all the Scottish branches of Camra are up in arms about it and you can't blame them; it's a complete volte face and in logic all the Scottish pubs will have to be thrown out as well.

So, what the executive has done is to risk splitting the campaign over a technical definition. The thing is that nobody really knows whether air pressure in a cask actually makes the CO₂ produced by the beer be absorbed by the beer. Drinking beer is a matter of taste and Camra members north of the border seem happy with their lot.

Hair splitting wranglings over what is and what is not real ale are likely to make all members of the campaign appear to be posturing fools as some members undoubtedly are. If we go on and on adding subtle constraints to what we can drink then it won't be long before you have to take a pub inspection kit with you when you go for a drink. This would consist of a thermometer, a hygrometer, a centrifuge, retort and bunsen burner, spectroscope, geiger counter, litmus paper and a rule of thumb. Then when you've checked the cellar temperature, the stillage angle, the spile hole pegs, the pipe diameter, the sparkler setting, and checked the levels of unmalted barley, rice, hop extracts, proteolytic enzymes, gypsum, calcium carbonate, sodium chloride, yeast cells, finings and carbon dioxide, you can have a drink or alternatively, if your researches are negative, say to the landlord, "Look here my man, this is not real ale," and hand him a form indicating the points on which he has failed. It would make a change from sniffing the froth and would undoubtedly put such words as bland, hoppy and malty on a more scientific basis.

Perhaps this is what the N.E. wants to do. The major aim of any organisation is survival. Camra has to a large extent succeeded in achieving its original objectives. Most people now know what real ale is and breweries are not closing as rapidly as they were. It's only natural that the campaign should indulge in a bit of goal-seeking behaviour. It would seem from the actions of the N.E. that the following goals are emerging:-

1. To turn Camra into a small elitist group by alienating members north of the Trent.
2. To develop a dictionary definition of real ale, which, with sub clauses, exclusions, constraints and parentheses will occupy an entire volume of The Oxford Dictionary.
3. To eliminate the use of subjective remarks like: 'Aah!', 'Mmm', 'It's not bad', 'Urg!', 'Yechh!', 'O.K.' and to replace them with scientific statements of fact like 'The hoppiness of this beer is 0.731⁰ Fuggle', or, 'The attenuation factor for this 1038 o.g. bitter is 4.7 Brutons'.

The N.E. should play down these arbitrary decisions, remember Camra's origins, take pride in its achievements and decide on some long term objectives which can help to consolidate Camra's role as a beer drinkers' and pub users' consumer group.

WHAT'S DOING ^{5p}



If you wish to buy What's Doing every month you can get it in the following pubs, or by subscription. (See inside back cover)

CENTRAL MANCHESTER

Castle and Falcon, Bradshaw Street
Castle, Oldham Street
Grey Horse, Portland Street
Seven Oaks, Nicholas Street

ECCLES

Crown and Volunteer, Church Street
Egerton Arms, Worsley Road
Ellesmere Inn, King William Street
Grapes, Church Street
Grapes Hotel, Liverpool Road
Lamb, Regent Street
Park Hotel, Monton Road

IRLAM AND CADISHEAD

Lion, Liverpool Road

CHEETHAM

Egerton Inn

HYDE

White Gates, Manchester Road

SALFORD

Black Horse, Crescent
Borough, Encombe Place
Eagle, Collier Street
Kings Arms, Oldfield Road
Spinners Arms, Oldfield Road
Star, Back Hope Street
Three Legs of Man, Greengate
Welcome, Ordsall Lane

SWINTON AND PENDLEBURY

Football, Swinton Hall Road
White Horse, Worsley Road
White Swan, Worsley Road

BLACKLEY

Old House at Home, Bottomley Side

LEIGH

Railway, Twist Lane

and most local CAMRA branch meetings

This list is growing every month - why not ask for it in your pub?

Rupert Periwinkle



During one of the less interesting debates on rights for Gay Dwarf's at the recent national conference, I picked up Arbuthnot's copy of Opening Times, and was immediately struck by the contrast in style with What's Doing. It was particularly pleasing to see that this newspaper, rather than criticise and ridicule all and sundry, was full of mutually congratulatory articles, the only exceptions being a letter mildly critical of Sam Smith's by the Area Organiser written in Braille on the back page, and a letter to the Morning Advertiser by Robin Bence which was of some historical interest. There seems no reason why What's Doing can't take a leaf out of their book and cut out all the snide comments and sarcastic remarks. We could start to engender this sense of cosy, incestuous sycophancy by writing to Whitbreads in the following manner:

Dear Colonel,

Ta very much for making six of your pubs available to more people. Many of us had never been in the Rawson's Arms or the Borough till you sold them to Burtonwood. You could bring even more pleasure to a lot more people by selling the Tallow Tub, The Salford Arms, Ye Olde Nelson, The Oakwood, The Weaste Hotel, The Langworthy, The Vasavour, The Broughton Hotel, The Albert, The Griffin, The Regent, The Flat Iron, The Star, The London & North Western, The Golden Gate, The Swan, The Clowes Hotel, The Unicorn, The Town Hall Tavern, The Duke of York, Hobson's Choice, The Queens Arms, The Two Brewers, The Flemish Weaver, The Brass Handles and Cook Street Brewery. Hoping you will give consideration to this simple request, we think the sun shines out of your bottom.

Yours, etc.

The Colonel, instead of ignoring our previous rude remarks will doubtless respond by reciprocating our feelings and espousing Camras cause. Then Chengis, Godzilla, Xerxes and I will be able to quaff the odd half of Brodingnags bitter and Throbsons Olde Weirdo in homely hostelryes other than the Fatted Pseud or the Poseurs Rest.



What's Doing is published on the third Wednesday of every month to coincide with the meeting of the North Manchester Branch of Camra. After the meeting it can be obtained from several pubs in and around Manchester or by post, £1 for six issues, from Roger Hall, 123 Hill Lane, Blackley, Manchester.

What's Doing is edited by Neil Richardson, 94 Leach Street, Farnworth, Bolton

Camra North Manchester

Chairman: Robin Bence 061-794 6461, 061-236 4571 (day)
Secretary: Jem Callaghan 061-736 5843 (day)
Press/Publicity: Roger Hall 061-740 7937, 061-736 3065 (day)

PUB CRAWL 3 Aug. Oldham Road. St. Vincent 7.00pm, Nelson 8.30pm

SOCIAL/COMMITTEE MEETING 10 Aug. Old House at Home, Blackley 8.00pm

BRANCH MEETING 17 Aug. White Swan, Swinton. 8.00pm

CAMRA

Camra is a national consumer organisation concerned with maintaining the choice of beer and preserving the variety of pubs throughout the country. Until recently takeovers by the six major brewing companies resulted in the closure of local breweries and the loss of many draught beers. The threat is still there but as a result of Camra's efforts many pubs have gone back to serving cask-conditioned beer, and the big brewers are slowly realising that there is a demand for good beer in traditional pub surroundings.

If you want to preserve your right to choose what you drink fill in the membership form below. 'What's Brewing' is the Campaign's newspaper, sent free to members every month, and keeps them in touch with news and events throughout the country.

Application for Membership.

I wish to become a member of The Campaign for Real Ale Limited. I agree to abide by the Memorandum and Articles of Association of the Campaign, and I enclose £4 (£6 for overseas members) or my completed Standing Order authority in respect of my annual membership subscription. (Any additional amount will be welcomed as a donation).

FULL NAME (Block capitals)

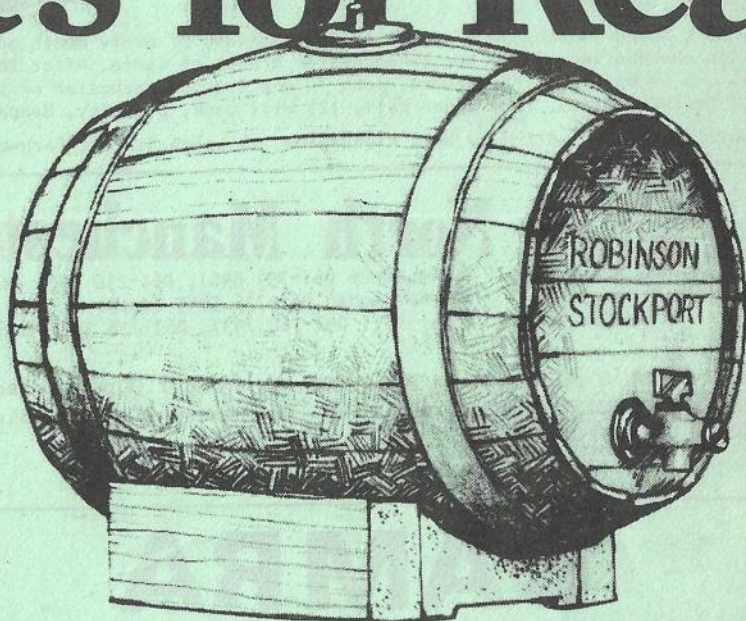
FULL POSTAL ADDRESS (Block capitals)

.....COUNTY.....

SIGNATURE..... DATE

Cheques should be made payable to Campaign for Real Ale Limited. Applications should be sent to Membership, CAMRA, 34 Alma Road, St Albans, Herts. AL1 3BW.

It's for Real



We, at Robinson's, think that what matters most about beer is its flavour. That's why we are still brewing beer the same way that we did a hundred years ago. Natural ingredients, the same time-honoured brewing ways, even on the same site — not many can say that!

And you can buy at least one, usually two and sometimes more of the traditional Ales listed here in any Robinson's pub within 100 miles of Stockport. Not many can make that sort of claim either.

Now you can have Real Ale at home for parties or just for your own enjoyment. Available in Firkins and Pins*, complete with tap, stillage and detailed instructions. You can order

from any Robinson's On or Off-Licence or Unicorn Wine Shops.

Always available from Unicorn Wine,

Old Tom Ale
Best Bitter Ale
Bitter Ale*
Best Mild Ale



Lower Hillgate, Stockport, (just by the Brewery) 061 480 6571. And its the cheapest way of buying beer. A little more trouble perhaps but we think you will agree with us that it is worth it.

There are deposits on the casks, stillages and taps, returnable in full when you bring them back. You can borrow glasses, paying only for those you break or fail to return providing you also make appropriate purchases of items to fill them.

We strongly recommend that you place your order as soon as possible for Christmas or New Year use.

It's Robinson's . . . for Real.

*Bitter Ale not available in Pins.

**When you buy any of these Robinson's Ales,
you are buying Traditional Draught Beer
-at its very best.**