

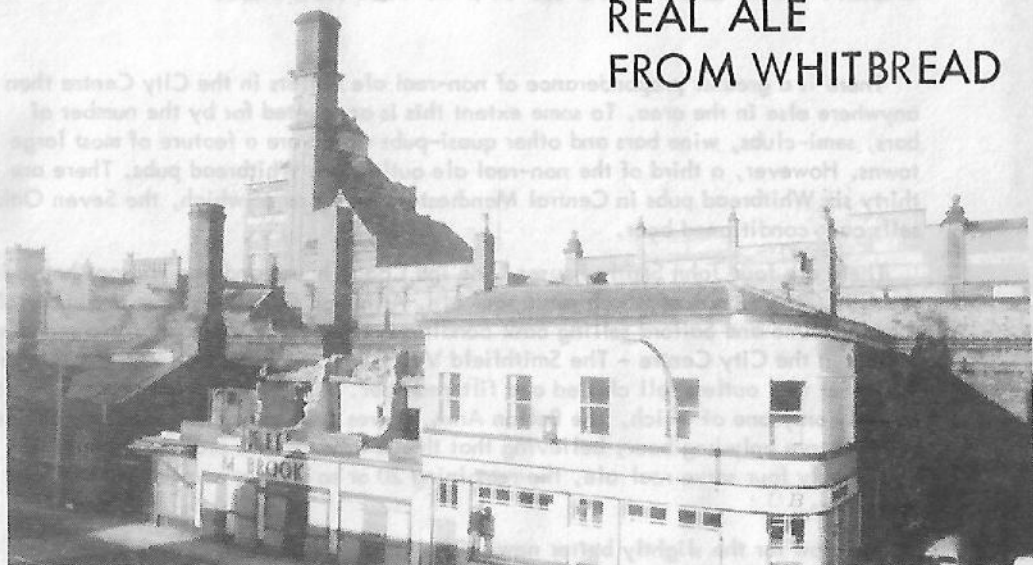
WHAT'S DOING



MAR
1978

THE MANCHESTER BEER DRINKER'S MONTHLY MAGAZINE

REAL ALE FROM WHITBREAD



Salford's only working brewery, Whitbread's at Cook Street, is to start producing real ale again. The brewery announced last month that trials of a new cask conditioned bitter are to start soon, and it should be available in selected Whitbread pubs by the autumn. It is understood that the new beer will be priced at about 26 or 27p a pint and will be brewed at an original gravity of about 1036 degrees, which should place it in strength between Boddingtons bitter and Wilsons Great Northern bitter. The beer, served by handpump, will be available in about six houses initially. If the beer is successful there is a very strong chance that the rest of Cook Street's brews, including Chesters Mild, will be back in the pubs as real beer before very long.

At the same time comes the announcement by Whitbread that their Liverpool brewery, like Cook Street acquired from Threlfalls Chesters, is also to resume production of cask beer - in this case it will be the existing Trophy bitter, which is still brewed to the original Threlfalls recipe. Like the Salford beers, for the last four years it has been on sale only in processed form.

The decision to brew cask conditioned beer again at Cook Street means that real

beer will be available from all but one of the twenty breweries selling beer in Greater Manchester. The one exception is John Smiths of Tadcaster, a subsidiary of Courage John Smiths claim in their recent advertising campaign that their beer was "an extraordinary pint with an ordinary name" may now be seen to have a meaning not entirely intended. And certainly, alongside Whitbread's decision, Smith's further claim, that they will not supply cask beer in the North because there is no demand for it, can be seen as even more extraordinary.

Robin Bence

BEER IN CENTRAL MANCHESTER

There is a greater preponderance of non-real ale outlets in the City Centre than anywhere else in the area. To some extent this is accounted for by the number of bars, semi-clubs, wine bars and other quasi-pubs which are a feature of most large towns. However, a third of the non-real ale outlets are Whitbread pubs. There are thirty six Whitbread pubs in Central Manchester, only one of which, the Seven Oaks, sells cask conditioned beer.

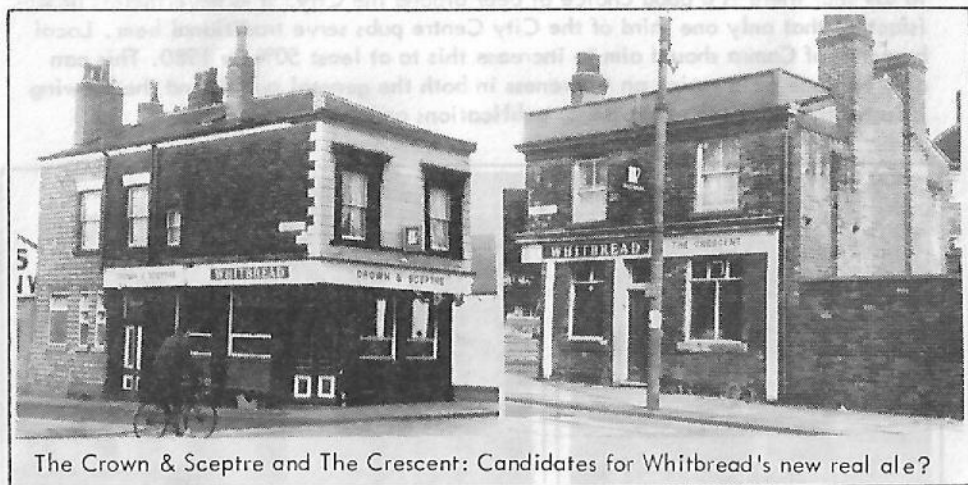
There are four John Smiths houses, one Ind Coope house and one Higsons house in the City Centre, none of which serve real ale. Although Greenalls have a number of pubs in Hulme and Salford selling cask conditioned beer, there are only two real ale outlets in the City Centre - The Smithfield Vaults and the Pack Horse on Deansgate. The other five outlets sell chilled and filtered beer. Scottish and Newcastle have four outlets, only one of which, The Bolton Arms, serves cask beer. The four Yates Wine Lodges serve only keg beer, believing that this is what people prefer. Of the free houses only four serve real ale, the remaining 20 or so selling a variety of keg and tank beers.

And now for the slightly better news. Bass, whose unpressurised cask beer is not always easy to find, have three houses selling real ale out of a total of nine. Tetleys have seven out of a total of fifteen and there are also two free trade outlets selling Tetleys cask beers. Of the large brewers, Wilsons have the best record. 28 out of a total of 46 pubs sell cask conditioned beer and when the Rising Sun is converted later this year the percentage of real ale pubs will be increased to 63%. Only the small local brewers, Burtonwood, Boddingtons, Hydes and Robinsons have a 100% record.

The full picture looks like this:-

BREWERY	Real Ale	Non-real Ale	Total	BREWERY	Real Ale	Non-real Ale	Total
Whitbread	1	35	36	Bass	3	6	9
John Smiths	0	4	4	Tetleys	7	8	15
Ind Coope	0	1	1	Wilsons	28	18	46
Higsons	0	1	1	Robinsons	1	0	1
Greenalls	2	5	7	Burtonwood	2	0	2
S&N	1	3	4	Hydes	3	0	3
Free Houses	4	24	28	Boddingtons	4	0	4
					56	105	161

The most effective way of improving the proportion of real ale pubs would be to persuade Whitbread to supply their new cask beer to their City Centre pubs, or at least to some of them. The North Manchester Branch of Camra has recently completed a survey in all Whitbread pubs in the area to see whether landlords would favour the reintroduction of cask beer. It was found that about half the licensees would welcome a return to traditional beer. Cook Street Brewery is running below capacity. As it produces less beer and services more outlets than Boddingtons, it would seem that there has been a decline in sales in many of their tied houses. Whitbread are doubtless anxious to sell more beer in their pubs and to operate the brewery near capacity. Apart from the attitude of licensees there are other considerations - cellar cooling, stillages, dispense system, casks, drays and the attitude of draymen who are used to tank beer and may not take kindly to lugging 36 gallon barrels about.



The Crown & Sceptre and The Crescent: Candidates for Whitbread's new real ale?

With the exception of the Victoria Station buffet, the free houses in the City Centre selling real ale are long established. There has been little experimentation in introducing cask beer to the free trade in Manchester. The two attempts in Salford (the Jollies and the Gloucester) were short lived. Although many of Manchester's free trade outlets may not be suitable for real ale, it would probably be a worthwhile exercise to approach these outlets. The North Manchester branch has already contacted Yates', whose 4 wine lodges in Manchester emphasise traditional value but where the beer is less than traditional. The company's reply indicates a lack of understanding and a less than accurate knowledge of consumer demand. The Camra message is evidently not getting through to the people who matter.

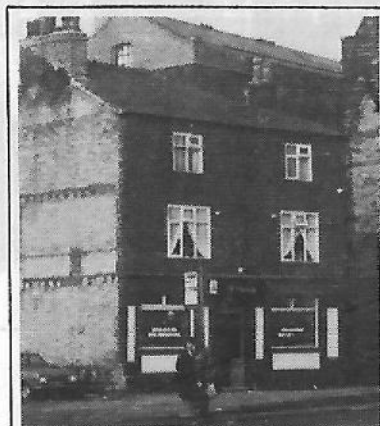
John Smiths and Scottish and Newcastle are likely to remain intransigent about their few pubs and the Vth Inn (Higsons) and the Portland Bars (Ind Coope) are not the best outlets to convert back to real ale. The Smithfield Vaults, however, has recently returned to cask beer and there are one or two other Greenalls pubs in Manchester which could also be converted. In these cases it is probably the attitude of the licensee rather than the brewery which prevents the sale of cask beer.

Most Bass pubs do serve cask conditioned beer. It is only on the subject of pressure that Camra and Bass disagree. However, Bass seems at last to have got the

message. Pressure has been taken off at the Wellington and it is possible that other pubs may follow suit.

About half of Tetleys pubs serve real ale and it's a pity that otherwise excellent houses like the Mechanics Arms and the City Arms don't. We can but hope that Tetleys' new awareness in installing handpumps may extend to the reintroduction of cask beer to some of their City pubs. Most of Wilsons City pubs which could conceivably sell real ale do so. It is to be hoped that the Company's policy of reintroducing cask beer may extend to pubs like the Ducie Bridge, the Kensington, the Salisbury and the Swan with Two Necks.

Manchester has been described as a beer drinker's paradise and whilst it is true to say that there is a good choice of beer around the City, it is nevertheless unsatisfactory that only one third of the City Centre pubs serve traditional beer. Local branches of Camra should aim to increase this to at least 50% by 1980. This can only be done by creating an awareness in both the general public and the brewing industry through beer exhibitions, publications and personal contact.



St Vincents: Bass real ale



Union Hotel: Real ale from Burtonwood

There is one particular reason why the proportion of real ale in the City Centre should be increased. Manchester, in the evening at any rate, tends to attract young people whose tastes will determine consumer demand patterns of the future. If the places to which they are attracted serve only lager and keg beers, they are unlikely to form preferences for real ale. Without the active involvement of young people, Camra could in a few years time be a mere nostalgia society. We must act now to ensure the continued availability and choice of real ale in Central Manchester.

Roger Hall

WHAT'S DOING IN TRAFFORD AND HULME

Last month's contribution was hijacked by the GPO and has never been seen since so I apologise if some of the news seems a little dusty. We welcomed Mike and Margaret Keeveney as new tenants of the Cornbrook (Tetleys) on Chester Road. This is their first pub, though Margaret's dad runs the neighbouring Pomona Palace (Marstons) so they are certainly not new to the business. They plan to smarten the place up a bit and increase custom. We wish them well.

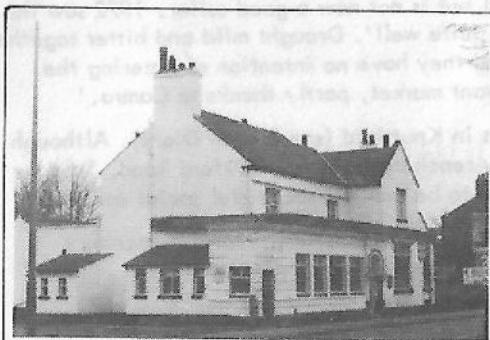
It is strongly rumoured that the Denmark Hotel on Lloyd Street North (Hydes) is to be replaced by a new pub. What will happen to the old building is anyone's guess - indoor skateboard park perhaps?

De-Watneyfication continues happily in the area. The Barrington Hotel in Altrincham is one of the latest to lose its Watneys sign in favour of an illuminated chequerboard. If you are ever nearby, call in for a chat with tenant Terry McQueeney. He's an authority on Salford pubs and a conversation with him is usually uplifting!

Unfortunately the hoped for real ale in The Vine, Sale, has not materialised. Wilsons and the landlord are both keen to change over from tanks to casks, but cellar space just will not allow it. The Waggon and Horses, Wilsons, further along the main road towards Stretford now seems a better bet. This used to be on hogsheads and there is no reason why it should not go back to traditional beer. The landlord would like to return to casks and we have approached Wilsons for their views.

Other pub news for last month concerned the Carters Arms, Sale Moor, where Merrie Monk continues to sell well alongside Pedigree and Marstons ordinary bitter and mild - a pity we couldn't get a royal flush and have Owd Roger on too! Renovations are complete at the Gardeners Arms (Boddingtons), Timperley, well under way at the Railway (Robinsons), Sale and the Bridge Inn (Boddingtons), Sale and are soon to alter the Railway (Robinsons), Hale. Here the ordinary bitter has disappeared for good (best bitter, mild and Old Tom are, of course, secure) and the handpumps will presumably be replaced with electric ones.

More seriously, the Victoria Tavern, Stamford Street, Altrincham, is threatened.



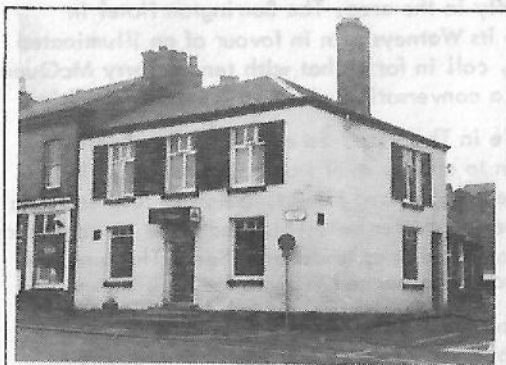
Waggon & Horses: Back to cask?



Cornbrook: New licensee

Landlady Pat Muir has handed her notice in and low sales could mean the loss of the cask 4X mild (the bitter has already been replaced with Stones keg). Increased custom might make her change her mind and save one of the two outlets for Bass mild in our branch area - I think it's worth saving.

Thus ends What's Done last month - there should also have been a write up of the pubs of Mobberley but I've taken up enough space already. Suffice it to say there are four real ale pubs in Mobberley, within easy cycling distance of Altrincham. They are a bit too far apart for walking unless you're in training for the Olympics, so on yer bike! They are the Chapel House (Boddingtons bitter only), Pepper Street, The Railway (by Mobberley Station), Greenalls, the Church Inn (Greenalls), Church Lane and the Roebuck (Wilsons bitter and Bass), Town Lane.



Victoria: 4X mild threatened



Barrington: De-Watneyfication

To bring us up to date (are you still awake?), Neil Hyde, Chairman and Joint Managing Director of Hydes brewery, was our guest speaker at the last branch meeting. The following points are of main interest to Hydes drinkers:

Hydes have 50 tied houses, roughly the same number of off licences and numerous free trade outlets. 80% of their trade is cask beer - bitter, mild, best mild and strong ale (winter). Keg beer appeared in 1971 but is not now a good seller. 1972 saw the arrival of Hydes lager, which is 'doing quite well'. Draught mild and bitter together account for 80% of Hydes total trade and they have no intention of entering the bulk beer field as 'cask beer is the buoyant market, partly thanks to Camra.'

Finally, our pub crawl on April 1st is in Knutsford (see Branch Diary). Although not in our branch area, it is within easy reach by train from Oxford Road, Sale and Altrincham stations and should prove to be another successful social evening (who said piss up?)

Mick Rottenbury

NEW FREE HOUSE

A new free house is due to open in the centre of Manchester at the end of March. Deerings on York Street will be selling handpumped Tetleys in the Trafalgar Bar and electric pumped Boddingtons in the Nelson Bar.

THE PUBS OF RUSHOLME



Rusholme is a cosmopolitan area to the south of Manchester University. Broadly it is situated between Moss Side and Birchfields Road and extends from Whitworth Park to Platt Fields. Most of the houses have been demolished and new ones are rising from their ashes. There is a large student population which accounts for the large number of late night cafes catering for a wide variety of nationalities. Rusholme must be unique in the total absence of Wilsons houses

The nearest pub to the city is the Whitworth Hotel on Moss Lane East, a narrow tile fronted Marstons pub overlooking Whitworth Park. There is a small busy vault at the front, and a semi-basement lounge at the back, which is popular with students. Pedigree is available in the lounge only. Beer is dispensed by handpump. A little way down Wilmslow Road is Walmer Street. Here is the Albert, a four square Hydes house. This is a very busy street corner local using a push-button dispense system. It is a plain workingman's pub with friendly, quick service.

Claremont Road runs west from the centre of Rusholme. The first pub is the Lord Lyon, a Bass pub of unusual design. It is a low corner pub with a curved front; inside, the island bar is oval in plan and gassy beer is served through several window hatches to tiny rooms and to the lobby. The Sherwood Hotel is also on Claremont Road and is a bright, carpeted Whitbread house. Victory Street runs from Claremont Road in



the direction of Platt Lane. The Gardeners Arms is a tiny, basic Greenall Whitley pub with a vault and a tiny open room containing a pool table. Electric metered pumps are used. Further down Victory Street is the Osborne House. This is a delightful pub with several small rooms, a piano and that rarity - Hydes beer on hand pumps. During the winter, strong ale is available on gravity.

There are three pubs on Wilmslow Road, all Bass houses all on top pressure. The Birch Villa is on the corner of Dickenson Road, two pubs in one. The front door leads into a large, carpeted lounge which is a very popular rendezvous. The Dickenson Road entrance leads by way of a flight of vertiginous stone steps into a plain, one-room bar with a raised square-domed ceiling. The Huntsman was a Hardys house and still bears the brewery's name in the brickwork. The pub has a traditional appearance but the inside, which is smaller than outside appearance would suggest, has a bright, plain vault which is wedge shaped, a central bar with lobby and a best room. The New Clarence has an unusual facade with a row of large, round headed windows and two entrances. Inside there is a very plain public bar and a large back lounge. The other door leads on to a more basic vault.



There is one more pub in Rusholme and this is featured in the national Good Beer Guide. It is the Welcome in Rusholme Grove, a very popular Greenall Whitley pub with metered electric pumps. It is a bright, three-roomed pub which is more modern than the description in the Guide would suggest.

Bill Calvert

NEWS IN BRIEF

The Globe Inn, Duckinfield, is now serving handpumped Tetley bitter and Pollards

The Comfortable Gill, King Street, Stockport was recently taken over by Boddingtons and now serves their beer by electric pumps.

Two Salford Greenalls pubs - the Church, Ford Street, and the Black Horse, Crescent - have ceased to sell real ale.

Also in Salford, the Borough reopened on the 25th of February. After extensive alterations the Borough is now a one-room pub.



REAL ALE in ROCHDALE



ROCHDALE AREA, including Castleton, Norden, Bamford and Healey

Albert	Spotland Road	Centre	Wilsons	M, B(H)
Baths	Smith Street	Centre	Boddingtons	M, B(E)
Bay Horse	Oldham Road	Lower Place	Sam Smiths	B(H)
Blue Bell	Edenfield Road	Norden	Wilsons	M, B(E)
Blue Pits	Manchester Road	Castleton	Lees	M, B(E)
Bonnie Dundee	Fishwick Street	Centre	Boddingtons	M, B(H)
Bridge Inn	Manchester Road	Castleton	Thwaites	M, B(E)
Bridge Hotel	Bury Road	Centre	Bass	BM, B(E)
Britannia	Jermyn Street	Centre	Wilsons	M, B(H)
Brown Hill	Howard Street	Centre	Sam Smiths	B(H)
Brunswick	Baillie Street	Centre	Thwaites	M, B(H)
Carters Rest	Spotland Road	Centre	Wilsons	M, B(H)
Castle	Manchester Road		Wilsons	M, B(E)
Cemetery	Bury Road	Broadhalgh Rob, T	Taylor, Theak	M, B(H)
Church	Willbuts Lane	Catgate	Wilsons	M, B(E)
Cloverdale	Entwistle Road	Centre	Wilsons	M, B(H)
Commercial	Milnrow Road	Centre	Thwaites	M, B(H)
Crawford Arms	Crawford Street	Centre	Lees	M, B(E)
Cross Yates	Whitworth Road	Centre	Bass	BM, B(H)
Crown and Shuttle	Milnrow Road	Firgrove	Lees	M, B(E)
Derby Arms	Derby Street	Centre	Wilsons	M, B(E)
Dicken Green	Queensway	Ashfield Valley	Lees	M, B(E)
Directors	Heywood Road	Castleton	Bass	BM, B(E)
Dyers Arms	Oldham Road	Centre	Bass	BM(E)
Entwistle Arms	Halifax Road	Howarth Cross	Thwaites	M, B(H)
Gale	Valley Road	Ashfield Valley	Bass	BM, B(H)
Gale Inn	Whitworth Road	Shawclough	Bass	BM, B(E)
George and Dragon	Manchester Road	Castleton	Bass	BM(E)
Greengate	Halifax	Smallbridge	Wilsons	M, B(H)
Hare and Hounds	Belfield Road	Centre	Boddingtons	M, B(E)
Hare and Hounds	Bury & Rochdale Old Road	Bamford	Thwaites	M, B(H)
Hare and Hounds	Syke Road	Syke	Wilsons	M, B(E)
Harrows	Bolton Road	Marland	Bass	(E)
Healey Hotel	Shawclough Road	Lower Healey	Robinsons	M, B(H)
High Sheriff	Halifax Road	Howarth Cross	Thwaites	M, B(H)
Horse and Farrier	Edenfield Road	Norden	Wilsons	M, B(H)
Junction	Bolton Road	Sudden	Thwaites	M, B(E)
Lark Inn	Durham Street	Centre	Bass	BM, B(E)
Martins Nest	Brimrod Way	Sudden	Wilsons	M, B(E)
Mayfield	Albert Royds Street	Belfield	Bass	BM(E)
Morning Star	Oldham Road	Centre	Wilsons	M, B(H)
New Inn	Manchester Road		Thwaites	M, B(E)
New Bricklayers	Whitworth Road	Centre	Wilsons	M, B(H)
Noon Sun Inn	Whitworth Road	Shawclough	Bass	(E)
Plough	Oldham Road		Wilsons	M, B(E)
Railway	Yorkshire Street	Centre	Bass	BM, B(E)
Red Rose	Durham Street	Centre	Bass	BM, B(H)
Regent	Regent Street	Centre	Wilsons	M, B(H)
Roebuck	Newgate	Centre	Sam Smiths	B(H)
Royal	Oldham Road	Buersil	Thwaites	M, B(H)
Royds Arms	Roaley Moor Road	Spotland	Bass	(E)
St James Tavern	John Street	Centre	Robinsons	M, B(H)

Sawyers Arms	Whitehorse Street	Centre	Thwaites	M, B(E)
Spread Eagle	Cheetham Street	Centre	Wilsons	M, B(H)
Spring Inn	Broad Lane	Buersil	Lees	M, B(E)
Success to the Plough	Bolton Road	Marland	Lees	M, B(E)
Top House	Manchester Road	Castleton	Bass	BM(E)
Two Ships	Hope Street	Centre	Thwaites	M, B(H)
Waggon and Horses	Halifax Road	Smallbridge	Bass	BM, B(E)
Weavers	Ashfield Road	Ashfield Valley	Lees	M, B(E)
Wellfield	Wellfield Street	Centre	Lees	M, B(H)
Wellington	Drake Street	Centre	Higsons	M, B(H)
White Lion	Yorkshire Street	Centre	Thwaites	M, B(H)
Windmill		Sudden	Wilsons	M, B(H)
Woolpack	Halifax Road		Bass	(E)

HEYWOOD AREA, including Birtle, Cheesden and Pilsworth

Black Bull	Rochdale Road East	Centre	Bass	BM(E)
Black Swan	Middleton Road	Hopwood	Thwaites	M, B(H)
Britannia	Bridge Street	Centre	Bass	BM, B(E)
Brown Cow	Bamford Road	Centre	Bass	BM(E)
Brunswick	Bridge Street	Centre	Burtonwood	M, B(H)
Criterion	Argyll Street	Darn Hill	Marstons	M, B(E)
Kings	Market Place	Centre	Thwaites	M, BM, B(H)
Langton Arms	Miller Street	Centre	Wilsons	M, B(E)
New Inn	Edenfield Road	Cheesden	Bass	BM(E)
Oddfellows Arms	Peel Lane	Centre	Wilsons	M, B(E)
Our House	Manchester Road	Centre	Bass	BM(E)
Owd Betts	Edenfield Road	Cheesden	Greenalls	M, B(E)
Pack Horse	Elbut Lane	Birtle	Lees	M, B(H)
Stonemasons	Bury Street	Centre	Thwaites	M, B(E)
Starkey Arms	Manchester Road	Centre	Bass	BM(E)
Tanners Arms	Rochdale Road East	Centre	Bass	BM(E)
Three Arrows	Pilsworth Road	Three Lane Ends	Lees	M, B(E)
Woolpack	Birch Street	Centre	Bass	BM(E)

MILNROW AREA, including New Hey

Free Trade Tavern	New Hey Road	Centre	Lees	M, B(E)
Gallows	Cross Gates	Kiln Lane	Bass	BM(E)
Tim Bobbin	Dale Street	Centre	Wilsons	M, B(H)
Waggon and Horses	New Hey Road	New Hey	Lees	M, B(E)
Waggon and Horses	New Street	Centre	Burtonwood	M, B(H)

LITTLEBOROUGH AREA, including Wardle, Calderbrook and Summit

Caldermoor	Calderbrook Road	Caldermoor	Wilsons	M, B(H)
Dog and Partridge	Todmorden Road		Wilsons	M, B(H)
Gale Inn	Halifax Road	Gale	Bass	BM, B(E)
Globe	Wardle Road	Wardle	Wilsons	M, B(E)
Lydgate	Blackstone Edge Road		Robinsons	(E)
Moorcock	Blackstone Edge	Summit	Theakstons	BB, OP(H)
New Inn	New Road		Bass	(E)
Queens	Church Street	Centre	Thwaites	M, B(H)
Railway Inn	Inghams Lane		Bass	BM, B(E)

Red Lion	Blackstone Edge Old Road	Wilsons	M, B(E)
Royal Exchange	Featherstall Road	Bass	(E)
Summit Hotel	Summit Road	Bass	BM, B(E)
White House	Blackstone Edge	Wilsons	M, B(H)

MIDDLETON AREA, including Middleton Junction, Rhodes and Slattocks

Albion	Wood Street	Centre	Boddingtons	M, B(H)
Assheton Arms	Rochdale Road	Centre	Lees	M, B(E)
Barbers Arms	Manchester Old Road	Rhodes	Bass	LM(E)
Boarshaw Hotel	Stanycliffe Lane	Boarshaw	Lees	M, B(E)
Britannia	Manchester Old Road		Lees	M, B(E)
Brunswick	Townley Street	Centre	Wilsons	M, B(H)
Brewers Arms	Cheapside	Centre	Wilsons	M, B(H)
Carters Arms	Manchester Old Road	Rhodes	Lees	M, B(E)
Crown	Long Street	Centre	Lees	M, B(E)
Dog and Partridge	Spring Vale	Centre	Oldham	M, B(H)
Firwood Tavern	Joshua Lane	Middleton Junction	Lees	M, B(E)
Gardeners Arms	Grimshaw Lane	Middleton Junction	Lees	M, B(E)
Gardeners Arms	Sandy Lane	Middleton Junction	Lees	M, B(E)
Gardeners Rest	Manchester Old Road	Rhodes	Boddingtons	M, B(H)
Hare and Hounds	Long Street	Centre	Lees	M, B(E)
Hare and Hounds	Oldham Road	Tonge	Thwaites	M, B(E)
Hopwood Arms	Rochdale Road	Centre	Wilsons	M, B(E)
Jolly Carters	Oldham Road	Tonge	Lees	M, B(H)
Jolly Butcher	Heywood Old Road	Bowlee	Bass	BM, B(E)
Junction	Grimshaw Lane	Middleton Junction	Lees	M, B(E)
Kenyon	Kenyon Lane	Tonge	Wilsons	M, B(E)
Kings Arms	Higher Wood Street	Centre	Wilsons	M, B(E)
Lancashire Fold	Kingsway	Alkington	Lees	M, B(E)
Mallard	Windermere Road	Langley	Wilsons	M, B(H)
Middleton Archer	Kemp Street	Centre	Lees	M, B(E)
Minders Arms	New Lane	Centre	Lees	M, B(E)
Nowster	Oldham Road	Tonge	Lees	M, B(E)
Oddfellows Arms	Oldham Road	Tonge	Wilsons	M, B(E)
Old Cock	Oldham Road	Mills Hill	Lees	M, B(E)
Old Roebuck	Manchester Old Road	Rhodes	Thwaites	M, B(E)
Radcliffe	Grimshaw Lane	Middleton Jct.	Burtonwood	M, B(E)
Railway	Townley Street	Centre	Wilsons	M, B(H)
Railway and Linnet	Grimshaw Lane	Middleton Junction	Lees	M, B(E)
Red Lion	Hollins Lane	Hollins	Boddingtons	M, B(E)
Ring o' Bells	St Leonards Square	Centre	Lees	M, B(E)
Royal Oak	Boarshaw Road	Boarshaw	Lees	M, B(E)
Ship	Rochdale Road	Slattocks	Lees	M, B(H)
Tandle Hill	Thornham Lane	Tandle Hills	Lees	M, B(H)
Three Arrows	Middleton Road	Rhodes	Boddingtons	M, B(E)
Waggon and Horses	Manchester Old Road	Rhodes	Boddingtons	B(H)
White Hart	Long Street	Centre	Lees	M, B(E)
Who'd 'a' Thow't ot	Wood Street	Centre	Lees	M, B(E)
Wilton Arms	Manchester	Rhodes	Boddingtons	M, B(E)

M=mild, B=bitter, BM=best mild, LM=light mild, BB=best bitter, OP=Old Peculier

H=handpumps, E=electric pumps


HENRY BODDINGTON & CO.
STRANGWAYS BREWERY,
BREWERS

Imperial Pale Ale.

Light Dinner Beer, 1s. per Gallon, delivered
Carriage free to Private Families within
six miles of the City.



BODDINGTONS BICENTENARY

On the 14th of February, Boddingtons Breweries Ltd officially launched their commemorative book, '200 Years of Beer', and also introduced a bottled Bicentenary Strong Ale. Both are now on sale. The first is available at pubs and bookshops for 75p, whilst the second, at 40p a half pint bottle, is available at pubs only.

Brewed at an original gravity of 1096, the new beer is given 'Condition' by adding 1 part of ordinary bitter to 30 parts of strong. The effective o.g. is then 1094. Having sampled four bottles at one go, I can vouch for the strength!

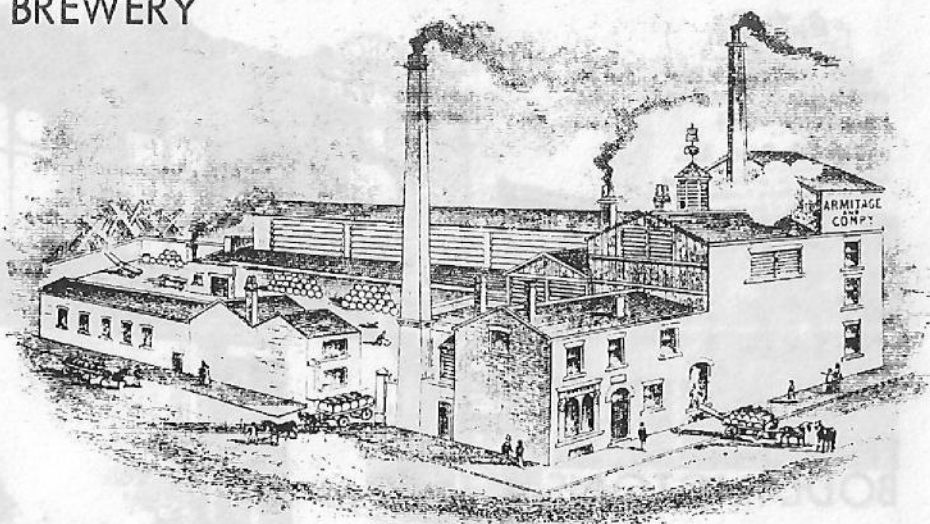
Although not as comprehensive on take-overs as the ardent enthusiast of brewery history might like, the book makes fascinating reading. Starting with Caister and Fray, founders of the Strangeways Brewery, the story follows a path through Manchester's colourful history. A substantial amount of material comes from the early Boddingtons themselves, throwing much light on conditions at the time. Returning to more modern times, the successful fight to keep Allied Breweries at bay is recounted with considerable relish. The book rounds off with details of the latest developments, including the internal expansion designed to increase production to more than half a million barrels a year.

Several other events are planned to mark the bicentenary. An exhibition will be staged by Boddingtons in the Arndale Centre, Manchester, from 26 May to 3 June. A sporting sponsorship will be given to an amateur golf tournament at the Royal Lytham St Annes Golf Club on Friday 23 June. Also to be sponsored is an angling competition on the River Weaver in October. Employees and their families have not been forgotten. They are to be entertained at a celebration dinner in March.

The decision to stay with traditional beers and the policy of maintaining low prices have helped to put Boddingtons high on the list of profitable breweries. Boddingtons intend to continue with these policies, alongside expansion, without growing so large that personal contacts between management and workers are lost. If they succeed, we can expect the Boddingtons Bees to be with us for many years to come.

Alan Gall

THE ADELPHI STREET BREWERY



The Brewery Tavern is a one-roomed Tetley house, unfortunately no longer selling real ale but specialising in well prepared lunchtime snacks. Standing on the corner of Upper Cleminson Street and Adelphi Street, it is only a short stretcher ride from the Casualty Department of Salford Royal Hospital. This proved fortunate when, three years ago, a mentally disturbed person flung himself through the Adelphi Street window! The photograph shows how the pub looked before this event. Today, the window is much smaller and fitted with leaded glass. As with a large number of Salford pubs, many years of history hide behind the new decorations and modern brewery appendages. Mr Derrick Horlock has been licensee for the past 13 years, but beer was on sale in the same building well over 100 years ago. As the name suggests, the Tavern was once an outlet for the brewery which occupied adjacent buildings. With the help of street directories and journals of the time, fragments of the history of this once flourishing concern can be pieced together.

The story goes back to at least 1850 when William Wilson was an ale and porter brewer at the Adelphi Street Brewery. In those days a stroll up the road would bring you to the Reservoir, now the site of Salford University's Adelphi Building on Peru Street. At the back of the Reservoir could be found Gentlemen's Swimming Baths, 1st Class, 2nd Class and 3rd Class.

It is not clear when the brewery was first built but old maps show that up to at least 1833 the site was empty.

Thomas Fowler, who lived on nearby Peel Street, was the next brewer to ply his trade at Adelphi. His term there was relatively shortlived and in 1879 Mr Armitage and Mr William Cliffe of Oldham joined forces to found Armitage & Cliffe, Brewers.

By 1884 the firm was incorporated to become Armitage & Co. During this period the brewery was enlarged. A map of 1848 is shown with broken lines to indicate the extensions completed before 1890. The frontage on Adelphi Street was about 58ft long and the extensions increased the Upper Cleminson Street side from 85ft to approximately 140ft. From the only known picture of the brewery (ca 1892) it can be seen that the Tavern door was not originally on the corner. This alteration was certainly completed by 1917.

Armitage & Co had a tied house on Coke Street, Broughton, called the Horse Shoe. Licensing Justices' records show that on 15th May 1879, the licensee, a Mr Thomas Phillips, was fined 20/- for opening during prohibited hours. At 1880s prices 20/- would buy about 150 pints of bitter! The Horse Shoe was later taken over by Yates Castle Brewery Ltd, then in 1938 by Frederic Robinson Ltd. The larger part of Coke Street was the subject of slum clearance and by 1969 the pub had gone.

By all accounts, the Adelphi Street Brewery was quite successful. In 1892 "The Century's Progress" reported "The quality is admitted on all sides, by those competent to judge, to be of the first order, pure, wholesome, in particular their bitter ale, which is undoubtedly of a very superior quality we have rarely seen or tasted its equal" and added, "The proprietors have made themselves much respected in the district (they) are in every respect fully equipped for their rapidly increasing business."

Yet, by 1904 the Adelphi Brewery was no longer listed in street or trade director-



Photograph from Mr Horlock's collection



buildings, 2 Cathedral st. & Fairfield st. arches -

H. Coulton, agent - T N 4,369; T A
"ALLSOPPS, Manchester"

Anglo-Bavarian Brewery, Limited: office and stores, 13 Watson st., Great Bridgewater st.; brewery, *Shenton Mallet*

Armitage & Co. Adelphi Brewery,
Adelphi st. Salford - *Pay day, second Saturday - T N 03,864*

Bass, Kitchin & Gorton Ltd (*Burton-on-Trent*), office, 81 King st - A. W. Linford, manager; stores, Ancoats goods station

Bee Brewery Co. Ltd. (The) Monmouth st. R - John Brooke, manager

Bentley George, 266 Via Lact st. A

Beardman Jeph. ; office, 45 Canning st. Ancoats

Boddingtons' Breweries Limited -
T N 769 Nat.

Registered offices, Strangeways Brewery, New Bridge street

Branch office, 6 Victoria street, City

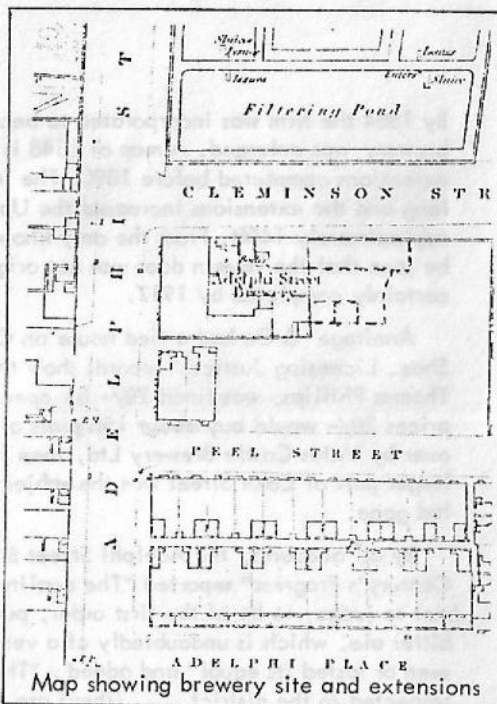
Strangeways Brewery (Estab. 1778), Mary st. Strangeways

Pay day, last Tuesday in the month
Chesters Brewery Co. Limited (ale and porter), Ardwick Br-wry, Paternost st. A

Cambrook Brewery Co. Ltd. (pale ale brewers, &c.), Cornbrook brewery, Ellesmere st. H -

Adelphi T. N. 03,864

Entry in Slaters 1903 Directory



Map showing brewery site and extensions

ies; another Salford Brewery had passed away. In 1923 the Brewery Tavern was bought by the North Cheshire Brewery Co Ltd from a distillers' agent, Bernard Abel. The period 1904-23 is a missing piece of the jigsaw. The way in which Armitage & Co met its end and how Mr Abel came by the property remains, as yet, a mystery.

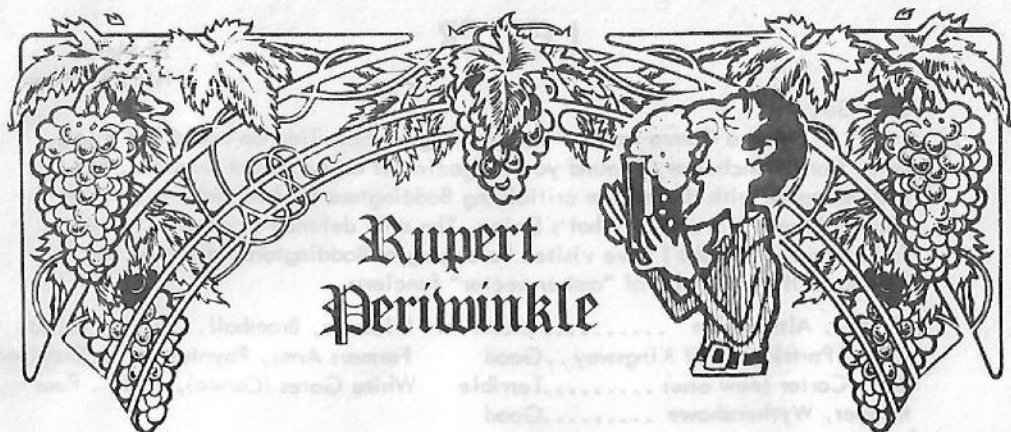
At the same time that North Cheshire Brewery acquired their new outlet, the licensee changed and Joseph Woolrich, with 35 years behind him, was replaced by Joseph Jackson. Two more managers followed, each spending a fairly short time in the job, until Bill Lundy who stayed 23 years (1934-57). The North Cheshire Brewery Co Ltd was a subsidiary of Lonsdale & Adshead, also based at Macclesfield. Lonsdale & Adshead fell to Ind Coope in 1950, which in turn became part of Allied Breweries Ltd when they merged with Ansells and Tetley Walker in 1961.

Alan Gall



WHITBREAD TO CLOSE DUTTONS

Whitbread have announced that they are closing down their Blackburn brewery in October. Production will be transferred to their plant at Samlesbury. So ends the story of Duttons, a brewery established nearly 200 years ago and which itself had absorbed such companies as Mercers, Seeds, Hamers and Bury Crown.



I've never been too keen on some of the more extreme activities of my militant colleagues. Of course I've given them token support by going on the odd protest march, popping into the occasional pub with beer guides, serving at the beer exhibition, visiting one or two Whitbread houses and turning up a public enquiries into CPOs on pubs. But my heart was never in this kind of futile campaigning. It's always seemed to be channelling our efforts in the wrong direction.

I was therefore delighted to hear the suggestion of our dynamic leader that campaigning should take the form of giving talks to local organisations like Rotary Clubs, Round Tables, Conservative Clubs and 18 plus groups. I was immediately convinced that this was the direction our campaign should take and, fired with enthusiasm, I began to look for local groups where I could demonstrate my verbal prowess. Invitations were not particularly forthcoming from nasty proletarian Grotley, but eager audiences were to be found in Snobley and surrounding districts. In the last few weeks I have given talks on "The Aims of Camra" to a multitude of influential local groups including The Snoot Magna Male Voice Choir (Castrati Section), The Offerton Methodist Wives Group, Ward A4 Parkside Hospital, The Donny Osmond Fan Club (Levenshulme Branch), The Cheadle Ladies Nudist Leap Frog Team, The Salvation Army Poshton Citadel, The Bishop of Puddleton's Soup Kitchen, Alcoholics Anonymous, The Marple League of Amateur Brain Surgeons, Strangeways E Wing, the Chorlton cum Hardy Society of Lepidopterists and Skunk Fattlers, and the Dyslexic Deaf Dwarf Green January Gay Liberation Front (Stockport Chapter). On every occasion my enlightening discourse was greeted with rapt attention, intelligent questions and thundrous applause. I am utterly convinced that many people have been converted to the cause of real ale and that such terminology as "amber nectar", "well hopped", and "a cheeky little bitter" are now common currency in groups other than our own. The talks have also given me the opportunity of wearing my Camra blazer and cufflinks, which to be honest have frequently been treated with derision by Fiona, Alistair, Agrippa and others who purport to be my closest friends, but refer to me as Commadore Periwinkle behind my back, despite the acknowledged fact that I have become a legend in my own lunchtime.

LETTER

2E Mess
HMS Brighton

Dear Sir,

Being a Camra member and working as a civilian on board HM ships, away from Manchester, I found your magazine of an excellent standard. But I must disagree with the article criticizing Boddingtons by Paul Roberts entitled "Boddy Blow" in a recent What's Doing. The only defence I can give is the following list of pubs I have visited belonging to Boddingtons, and I do not belong to the fraternity of "amber nectar" fanciers:

Grapes, Altrincham	Excellent	Victoria, Bramhall	Good
Dog & Partridge, off Kingsway ..	Good	Farmers Arms, Poynton	Excellent
Jolly Carter (new one)	Terrible	White Gates (Camra), Hyde ..	Poor
Romper, Wythenshawe	Good		

And as for the Fylde:

Freckleton's 'Plough', Lytham's 'County', Fairhaven's 'Fairhaven', St Annes' 'Victoria', Wrea Green's 'Grapes', all are par excellence.

So where is Paul Roberts drinking?

M J Downey



PUBLICATIONS

REAL ALE IN MANCHESTER AND Salford - A list of pubs selling real ale in North Manchester, Salford, Eccles, Irlam and Swinton. 10p + s.a.e.

REAL ALE IN TRAFFORD AND HULME - A list of pubs selling real ale in Hulme, Altrincham, Sale, Stretford, Urmston, etc, with maps. 10p + s.a.e.

REAL ALE IN MANCHESTER CENTRAL - A new, updated edition of the comprehensive guide to real ale within one mile of St Peter's Square. Over 100 pubs, map, and over 50 illustrations. Still only 20p + s.a.e.

All the above publications are available by post from Roger Hall, 123 Hill Lane, Blackley, Manchester.

CAMRA BRANCH DIARY

SOUTH MANCHESTER

Branch Meeting: Thur Mar 9th - Gateway 8.00pm. Illustrated talk by member of the Huddersfield Canal Society

Thur April 13th - Gateway 8.00pm. Branch Annual General Meeting
Nominations for officials or committee for 1978 either at the meeting or in writing before. Hand to the branch secretary. .

Informal Meeting: Mon 20th Mar - Southern Hotel, Chorlton

Branch Trip: Sat morning Mar 18th. Bulkeleys Cooperage, Park Road, Duckinfield
Meet at cooperage at 10.30am

Contact: Graham Lister 881 6207 (home)

TRAFFORD AND HULME

Branch Meeting: Thu Mar 16th. 8.00pm Legh Arms, Northenden Road, Sale Moor
Social: Thu Mar 23rd. 8.00pm Railway, Chapel Road, Sale

Pub Crawl: Sat April 1st. Knutsford, 7.45pm Freemasons, Silkmill Street. 8.45pm

Royal George, King Street. (See What's Doing in Trafford and Hulme)
Social: Sat April 15th with Macclesfield branch. Meet 8.00pm Nags Head (opp Macclesfield station approach)
Branch Meeting: Thu April 20th. 8.00pm Malt Shovels, Stamford Street, Altrincham.
Speaker - M Fitzgerald, Secretary, Boddingtons Brewery.
Contact: Mick Rottenbury 969 7013 (home)

NORTH MANCHESTER

Branch Meeting: Weds 15th March, Kings Arms, Oldfield Road, Salford
Pub Crawl: Weds 5th April 7.30 Borough, Encombe Place, Salford. 8.30 Brown Bull, Chapel Street.
Coach trip: Friday 7th April to Cardiff for Camra AGM. Seats still available.
Social/Committee Meeting, Grove, Bury New Road 8.00
Branch Meeting & AGM: Three Legs of Man, Greengate, Salford 8.00
Contact: Robin Bence 792 9423 (home) 236 4571 (work)

Ramble: If there are any members of the Greater Manchester branches interested in combining a hike/ramble with ale sampling, meet in the Crown & Kettle, Gt Ancoats Street, 8.00pm on Tuesday 14th March. -Ian McDermot 775 2601 ext 3579



WHAT'S DOING

5p

Editor: Neil Richardson, 94 Leach Street, Farnworth, Bolton.

Subscriptions: £1 for 6 issues from Roger Hall, 123 Hill Lane, Blackley, Manchester.

COPYDATE for the April issue is Thursday April 6th

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/We wish to become a member(s) of the Campaign for Real Ale Limited. I/We agree to abide by the Memorandum and Articles of Association of the campaign.

I enclose £4 (£6 Overseas) for full membership ☐

We enclose £5 for husband and wife membership ☐

Application for Associateship

I wish to become an Associate of CAMRA Ltd.

I agree to abide by the aims of the organisation and enclose my fee of £1 ☐

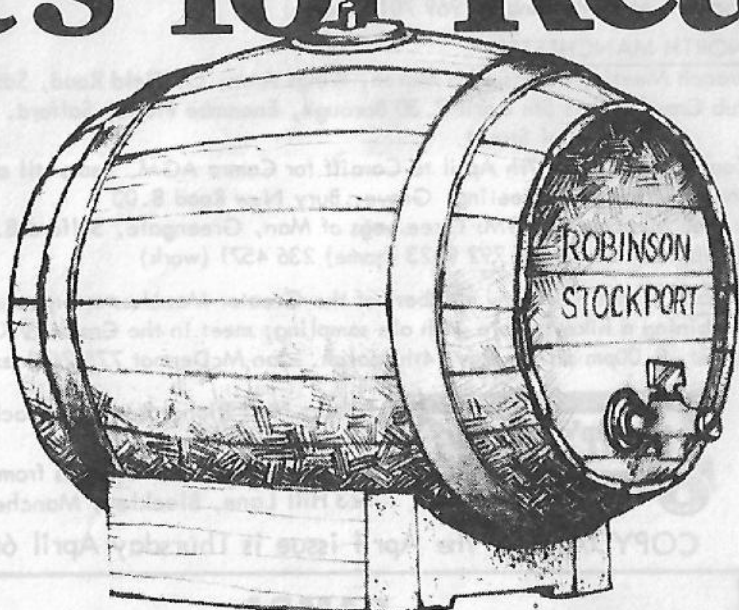
FULL NAME (Block capitals)

FULL POSTAL ADDRESS (Block capitals)

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.**