

THE CAMPAIGN FOR REAL ALE

THE HERTFORDSHIRE NEWSLETTER

FREE



JULY 1982

CIRCULATION 5000

NUMBER 53

QUICK ONES

The font of all knowledge

Congratulations to local brewers McMullens. Yes, they *do* do some things that please the Campaign. Pre-empting any sort of legislation that may appear, and certainly ahead of virtually every other major brewer, the Company's new pressure fonts give full information regarding the original gravity of the beer. The fact that the brew is served under CO₂ pressure is also mentioned, and, on the AK and Country fonts, that they are cask-conditioned. I presume that they intend to follow this up with similar information on their bottled beers, if they haven't already done so. It's also noticeable that Mac's pubs are probably among the best for clear, well placed, price lists - sometimes they seem to take over a whole wall and mention just about everything short of the landlord's shoe size! Other brewers have made some moves in the direction of better informing their customers, but none have yet done it quite so well, or so thoroughly as McMullens. Other local brewers please take note.

Benskins beat CAMRA....

.... or at least a joint team from CAMRA and the Old Bull's Head Ware, - the first pub in the country to have an Aunt Sally pitch installed. This game, traditionally from the Oxfordshire area, caught the eye of area manager Graham Carter who conceived the idea of a local league. The inaugural match was played at the pub at the end of June with the Benskins team taking the honours. It's hoped that more pubs in the district will have Aunt Sally installed soon, but, in the meantime, if you don't know what it is - why not go along and take a look?

Lager war frothing up?

A leading brewery analyst, Colin Mitchell of stockbrokers Buckmaster and Moore, is predicting a possible "Lager War" this year. He warns that many brands may be in danger of extinction. As evidence he points to the proliferation of new brands on the market, although the high level of advertising, which was common until 1980, has not been sustained. Part of the problem appears to be that sales of lager have not always come up to expectations, and the 40% of the market predicted is still some way off. Lager is also being heavily subsidised by the big brewers in that they are often selling at very low profit margins (or even at a loss!) to supermarkets to maintain their share of the lucrative take-home market. What this means is that other drinkers, in particular pub users, are bearing the cost. Bearing in mind that lager (and keg beer in general) costs more to produce than traditional beer, then it is not difficult to imagine the demise of some of these ersatz continental brews over the next 12 months. Price cutting and heavy advertising costs can only serve to make matters worse. Already Whitbred's draught Kaltenberg and Bass's dark lager Crusader have gone. Who will be next? Whoever it is I doubt whether many drinkers will be losing sleep over the problem.

It's a draw

The Campaign's annual fund-raising draw is off again. Sales of draw tickets for the St Leger have begun for the September race. Tickets are 20 pence each, but the prizes this year are more than worth it. First is a brand new Ford Escort (or £3500 in cash), with £500 for the second horse. All other runners will receive £50. The Campaign is always in need of funds to help it to continue its work - please give your support to this competition when offered tickets in your local. Ta.

Pints 'n' Litres

FULL FREE OFF LICENCE

- ★ Real Ales to take away ★
from the Cask

GREENE KING - ADNAMS - EVERARDS

- ★ This month's guest beers ★

Wadworth's 6X (65p pint), Felinfoel DD (63p pint)

- ★ Mickles Birch Bitter - Real Draught Cider ★

- ★ Polypins and casks supplied to order ★

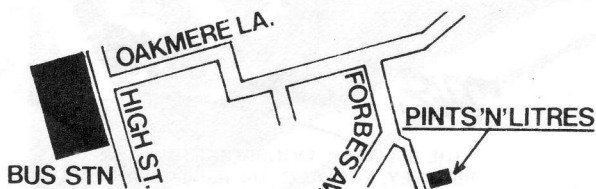
Glass loan service

at 6 Eastfield Parade, Forbes Avenue, Potters Bar.

Tel: Potters Bar 55585



How to find us:



THE BARLEY MOW



TYTTENHANGER GREEN

TRY OUR 15 REAL ALES

YOU CAN STILL BUY A PINT FOR ONLY 57p

We now have ample car parking space available to make it easier to use our garden facilities. Barbecues most evenings from 8.30 on - weather permitting.

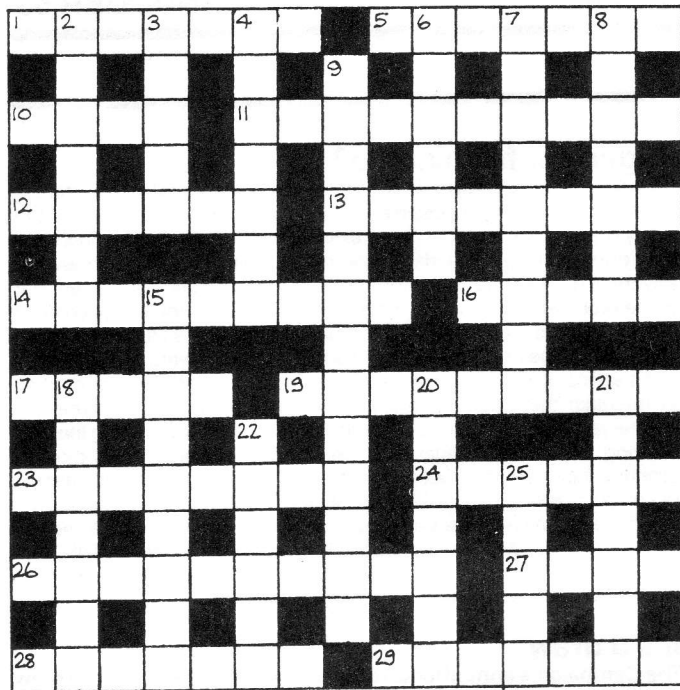
PLEASE NOTE NO COACHES
INCLUDING MINI BUSES

The sender of the first correct entry opened on August 13th will receive a copy of Michael Jackson's Pocket Guide to Beer. All entries must be marked JULY COMPETITION. No other enclosures please.

"PUBS AND PLACES"

Each of the numbered clues contains a mixture of the letters of a place in the local guide "Real Draught Beer in Hertfordshire". The mixture always starts at the beginning of a word in the clue. The answer to be entered at the appropriate number in the grid is the name of the pub, or one of the pubs, listed under that place in the guide. Lengths in brackets after the clue refer to the place-name and the pub in that order.

Other clues are normal and are in alphabetic sequence of their answers. They should be fitted into the diagram wherever they will go.



Pubs and Places

Across

- 1 Ripe egg Penny cooked perfectly (6,5) (7)
- 4 & 8 Flood warning, yet Clwyd escaped undamaged (6,6,4) (7,6)
- 7 Something for the drinker (8) (8)
- 8 see 4
- 9 For safety he locked firing mechanism (9) (10)
- 10 One has to die to occupy a grave (8) (4)
- 11 Scotland has cold and wet regions (5,3) (3,4)

Down

- 2 Please don't answer any questions (7) (5)
- 3 Go faster to draw further ahead (7) (7)
- 5 We should share Glenlivet whisky (5,5) (6,3)
- 6 Milk the moo-cow on Mondays and Thursdays (10) (4,3,6)

Other clues

- What is on it might take a long time and trouble (6)
- A publication for a child (2,5)
- Glass etchings contain something valuable (5)
- Doesn't like being two sets adrift after end of round (7)
- Abandon desire after a half of DD (5)
- Rely on rent revision second half of next month (7)
- Where the exhaust goes if petrol, say, contains double dose of nitrogen (6)
- For this purpose the ore is dug up (6)
- Suffering raids on raids (7)
- Desire Harp, stupidly - a small one means bad circulation (10)
- What is said if men attest wrongly (9)
- Gentleman imbibing drop of Teacher's in jail (4)
- Extremely cultural teach-in might be (9)
- First of darts in set is thrown: best of order! (8)
- Economise to no avail (7)
- Service centre starts to inlay gems in ladies' watch (5)
- Hunt one down for murder in this? (9)

Winner and solution of May crossword on back page.

Head lines

Two high court judges have thrown out a complaint by Weights and Measures officers in Leeds that they had been short-measured due to the size of the head on a pint of beer. The local inspector found that his pint at the Nag's Head, Chapel Allerton, wasn't a pint, and took the landlord to court. The landlord in turn, argued that his customers liked a creamy head on their beer, but if anyone did complain he was quite prepared to fill the glass up to the brim. The judges agreed, and ruled that the head on a pint is part of the pint - *if that's what the customer wants*. This matter has always been a bigger bone of contention in the north of England where frothy heads (on the beer that is) are more the norm. This ruling should clear up the argument, for a while at least. The fear that an alternative decision would mean the demise of handpumps has now been lifted. Local CAMRA branches were worried that the inevitable introduction of oversized, lined glasses, would also mean the introduction of metered electric beer pumps to avoid the worry by brewers and publicans that customers might get *too much beer*. To some brewers the short step from electric to pressure primed pumps may then be just too short to avoid the temptation. This is not likely to be a problem in our area, where a 'flat' pint is the local preference. Some southern landlords though, especially in the metropolis, still seem to have trouble in getting more than 7/8ths of a pint of still liquid into a brim-measured glass - presumably to allow room for the 1/8th of a pint of air in the top.

Pick up a Pint

CAMRA'S new-look summer magazine is now on sale. After, perhaps that could be described as, the qualified failure of last year's What's Brewing specials a new approach is being made with Pint - "the magazine for pub beer drinkers". Last year's publication, although a success from the reader's point-of-view, simply failed to reach the required sales targets and lost money for the Campaign. With a new layout and a new printer it's hoped that Pint will pull more converts. Certainly the magazine has plenty of interest with articles on small breweries, Guinness advertising through the years, beer on the canals, cheese, and numerous pub crawls - not to mention one on the 'Ancient Order of Froth-Blowers'! Get your copy of Pint at your local newsagent or bookseller. If he doesn't have it ask him why (or her for that matter!) and help us make Pint a success.

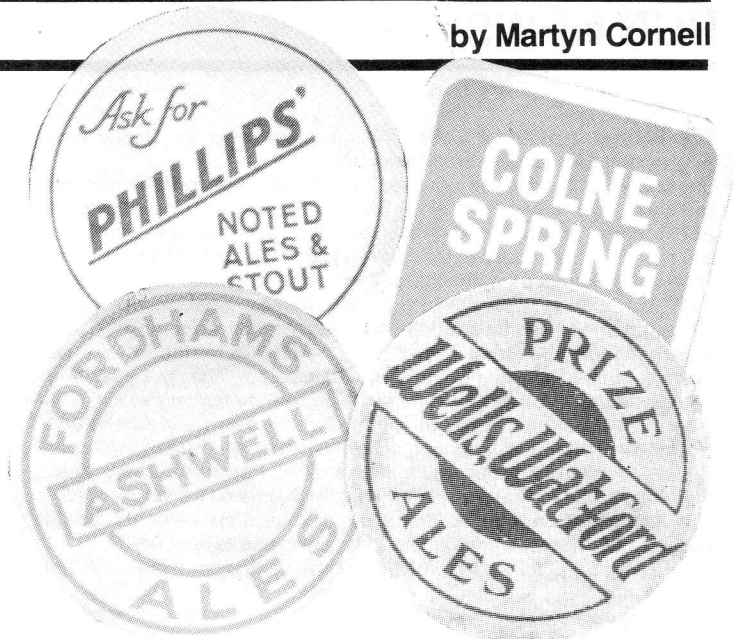
Ten-up

Whilst on the subject of CAMRA publications the newsletter would like to send happy tenth birthday greetings to What's Brewing, the Campaign's newspaper, which celebrated its first decade in June. The first Hertfordshire newsletter (then the South-Herts newsletter) was produced in July 1976 making us a mere 6 years and 72 editions old. The main headline in this first copy - "Big boost to real ale in Hertfordshire" - gave the news of the introduction of Burton Ale into 90 pubs in the county. The newsletter was distributed to just 5 pubs and one of the major complaints in this first issue was about some landlords over-charging for their Burton (recommended price 30 pence) by asking as much as 35 pence a pint for it! Ah, those were the days.

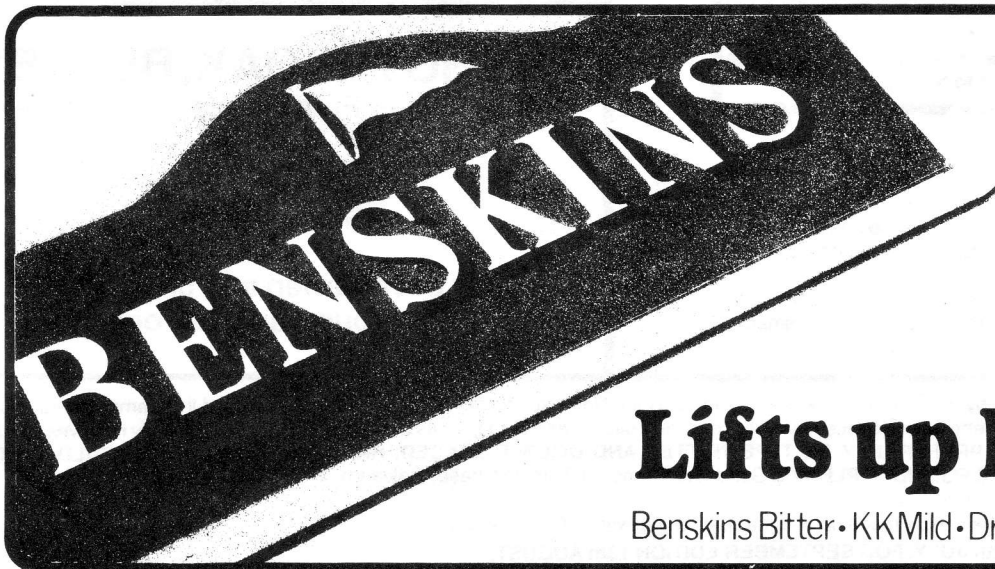
MOORHOUSE'S
TRADITIONAL BREWERS
M
EST. 1870
PREMIER DRAUGHT BITTER
BURNLEY BREWERY
Premier Draught Bitter
THE REAL ONE
THE BREWERY, MOORHOUSE STREET
BURNLEY, ENGLAND. Tel. Burnley 22864.

In the first of three articles on "collectables" from Hertfordshire breweries old and new the Cornell Column takes a look at the humble beer mat.

Drip mats are the most easily collected mementoes with a beery collection, and there can be few drinkers who have not acquired the odd mat as a souvenir of a visit to a particular pub. Hertfordshire is not quite as good an area as some counties for the variety it offers to the serious beer mat collector, but there are still some rare items to be found. The county's vanished breweries issued remarkably few mats, unfortunately, and the earliest seems to be one from the tiny Wells Lion brewery in Watford, dated 1935, which declared (in blue) "Wells Watford Prize Ales". Fordhams of Ashwell issued two mats, one around 1936 and the other just before their takeover by Greens of Luton in 1952, both with red wording. The earlier example said simply "Fordham's Ashwell Ales", the later mat "Fordham's Ashwell Pale Ale". A certain amount of controversy surrounds the mat issued around 1936 which said (in brown) "Ask for Phillips' noted ales & stout", because nobody now is certain whether or not it was issued by J. & J. E. Phillips of Royston, who closed in 1949, or Phillips Stamford Brewery Ltd of Stamford, Lincolnshire. The families that ran the two breweries were related however, so perhaps it doesn't really matter. Benskins of Watford tended to remain aloof from advertising, and despite having more than 600 pubs the only mat the company ever seems to have issued before it disappeared for so many years is one which says simply "Colne Spring Ale" in white on a red background. This apparently came out in 1959, three years after the company's takeover by Ind Coope. Since it became a "born again" brewery Benskins has issued three more mats but these are the very first to bear the company name. Similarly Simpsons of Baldock issued no mats in their own right, and the only one bearing the company's name was put out in the early 1960s by Greene King, who had taken the company over on January 1 1954. In blue, with a dartboard design, it said; "Simpsons Double Top a Greene King Brew". Rayment's of Pelham, another Greene King-owned company only issued their first mat, showing the jolly Pelham brewer in 1973. This was followed, however, with a highly collectable set of six mats showing country crafts, all put out in the same year, and advertising Rayment's Farm Stout. The next mat, in 1976, showed the brewery with Furneux Pelham church in the distance, and more recently another attractive blue mat again showing the jolly brewer figure, Rayment's trade mark. As if to make up for all this paucity, however, McMullens of Hertford have been among the most active issuers of beer mats, with more than 250 to their credit at the last count, a greater number than, for example, Watneys. The first appeared in 1938, according to the British Beer Mat Collectors Society, and said, in orange, Mac's No. 1 McMullens Hertfordshire Ales (twice). The next two, issued in 1952 and 1954, both bore label designs for Mac's No. 1, one in black and orange, the other in black and red. Then in 1957 came the first of Mac's famous "drive carefully" sets, twelve different mats with illustrations of cars ranging from an 1894 Panhard to a 1926 Austin Seven. These quickly caught the imagination of collectors, and sets are now extremely hard to come by. The next set of cars appeared in 1959, followed in 1962 and 1963 by two sets of "travel through the ages", with illustrations from Boadicea's chariot to a rickshaw, and from a log boat to a paddle steamer. In 1965 a set of twelve Good Country Inns, including the Peahen Hotel and the North Star appeared. The next set of inns, however, set a new trend - each one of the twelve inns was available in four different colours, making 48 mats in all, and setting collectors enormous problems! This was



followed by a third set of "travel through the ages" mats' again available in 48 varieties, and it was with a certain amount of relief that mat collectors saw McMullen's set of 12 "British Country Traditions" in 1973 came in just one colour scheme. The final set of travel mats, however, issued in 1975 and covering trains, returned to the four-colour scheme, making another 48. In 1977 a set of six Hertfordshire achievements was issued for Mac's 150th anniversary celebrations, their last set so far. They have issued some other rare mats, however - the very common square brown country bitter two jugs mat, for example, which came out in 1979, generally has details of the brewery on the back in red. But a number of printer's proofs with the brown design on both sides escaped, thus creating a real collector's item. Another rare mat is one from 1972 advertising Mac's and Knebworth House. The familiar ovoid red-white-and-black Mac's No. 1 Pale Ale mat is known from 1975 with the small 'c' in McMullen set low, and from 1969 with the 'c' set high and underlined - see if you can spot the difference. For those Hertfordshire collectors that do not want to stick solely to McMullens, however, the new breweries that have started up in the past year have been a godsend. Mickles, the Lilley enterprise, was the first with a mat, and their brown Birch Bitter beer mat is now well sought after. Victoria from Ware pleased collectors - at least those who managed to get hold of examples - by bringing out two different versions of their first black-and-white beer mat a couple of months ago, a rectangular one now very rare and the "proper" circular one. Finally the Bridgewater Arms homebrew house at Little Gaddesden has produced a "flimsy" - a paper cocktail mat - with the pub's sign on. The rarer mats, particularly the pre-war ones, are now almost impossible to get hold of, and anyone who has an example can practically name their own price - as can anyone who has a mat from a Hertfordshire brewery not listed here! Occasionally, however, old mats like the Benskin Colne Spring one turn up in junk shops, where they can be had for as little as 10p. It is not unknown, either, for relatives to turn out drinks cabinets, or landlords to turn out cellars, and turn out mats dating back to 1948 or before. Old Hertfordshire mats also turn up occasionally in the auctions run by the British Beer Mat Collectors Society, and membership details of the society can be obtained from Brian West, 10 Coombe Hill Crescent, Thame Oxon. OX9 2EH.



Lifts up Herts.

Benskins Bitter • KKMild • Draught Burton Ale

PUB NEWS

The **George** in Windmill Lane, Cheshunt, now sells Ind Coope East Anglia bitter and Burton Ale on Handpump.

Sawbridgeworth gets yet more real ale. **Sawbridgeworth Wines** off-licence is now selling Rayment's BBA (at 53 pence a pint) as well as Abbot Ale on gravity. Meanwhile, a few yards away along the road, the last remaining fizz house in the town has seen the light - or, in this case, BBA. The landlord of the **White Lion** has promised to have his Rayment's bitter available on gravity, behind the bar, within the next month. Get in there and drink it and he may then consider handpumps worthwhile. Still in Sawbridgeworth, a new free house - the **Market House Hotel** - has opened selling Younger's No. 3 on handpump. This is basically a hotel/restaurant housed in a fine old 17th century building which, until recently, was a private house. Into North Herts area now, and the **Fox and Hounds** in Barley is at last selling its own, home-brewed beer, Nathaniel Special, alongside other guest brews. The **Peartree**, Valley Way, Stevenage, has finally had its handpump for Wethered's bitter installed. The **Axe and Compasses**, Braughing, is one of the latest Whitbread pubs to introduce Flower's Original bitter alongside its Wethered's. The **Rising Sun**, Musley Hill, Ware, now has handpumps installed for Ind Coope bitter.

The **Chequers**, Anstey, has added Burton Ale to its Ind Coope bitter (not literally!) - both beers being on handpump.

Changes to the interior of the **Cock** in Baldock High Street mean the possibility of handpumped Greene King in the pub - the first handpumps in the High Street for many years. Apologies to the **Duncombe Arms** in Hertford for the tardiness of this report, but the pub is now selling Abbot Ale, IPA and XX mild on electric pumps, and has been for some time. Nice to see the dark mild available in the town. Also in Hertford the **Reindeer**, in Port Hill, has had to withdraw its KK through lack of demand - a pity as the brewery do seem to be having some success in promoting this beer.

Over in Potters Bar at the **Green Dragon** - the pub that everyone thinks is in Barnet, but isn't - the landlord has introduced Bulmer's dry cider on handpump. He also sells Wethered's and Tusker - the only pub in the county to do so. Up the road in St Albans, the **Goat** in Sopwell Lane, has also introduced Bulmer's cider on handpump, although this may be changed to Weston's eventually we hear.

The **Horse and Chains**, Bushey is now selling Bass alongside its Charrington's IPA, the first pub in the south of the county to have both beers.

Benskin's bitter has replaced Ind Coope at the GBG-listed **Old Fox** in Old Bricket Wood. Coate's cider is also on sale there.

Watch out for real beer to appear in the **Fox**, Woolmer Green. The new landlord, previously of the Sebright Arms in Barnet, intends to install handpumps for his Country bitter and AK mild.

A new wine bar in Potters Bar High Street, **Magnums**, will shortly be changing its name to the **Artful Dodger** and introducing a range of beers, among them Victoria bitter

Lastly a big 'SORRY' to the **John Bunyan** in Coleman Green which, due to the usual Hertfordshire Newsletter gremlins, was called the *John Barleycorn* in our last issue. Let us repeat that the new landlord has introduced both Country and AK handpumps and that his lunches have been recommended, by the current star of one of Mac's new advertisements no less.

One sad piece of news we heard last month was the death of Doug Payne, landlord of the Good-Beer-Guide-listed **Wicked Lady** at Nomansland Common. Doug, always a popular character in his pub, made the **Wicked Lady** into something of a real ale and real food mecca in the area, after purchasing the house from Ind Coope. He will be sadly missed by all who knew him and the newsletter and the local CAMRA branch would like to take this opportunity to send their condolences to his family.

May Competition result

The winner of the May crossword was Tony Alman of Leyton, East London. The solution was as follows:

Across: Handpump, Loses, Prowl, Kerbstone, Lackadaisical, Also, Haircut, Secondhand, Polo, First offender, Epaulette, Games, Steps, Attorney.

Down: Hops, Noodles, Palace, Make a hash of it, Lasts out, Stoical, Shell proof, Rearrangement, Faisifiers, Installs, Corkage, Oarsman, Adagio, I-spy.

BRANCH DIARY

HERTFORDSHIRE SOUTH BRANCH

Tuesday July 6th

Darts match versus Enfield and Barnet branch at the Rose and Crown, Essendon, 8.00pm. (Ind Coope)

Tuesday July 20th

BRANCH MEETING at the White Hart, Old Welwyn, 8.00pm. (Wethereds and Flowers)

Tuesday August 17th

BRANCH MEETING at the Goffs Oak Hotel, near Cuffley, 8.00pm. (Ind Coope)

HERTFORDSHIRE NORTH BRANCH

Wednesday July 14th

BRANCH MEETING at the Three Horseshoes, Norton, near Stevenage, 8.00pm. (Bass, Charrington, Paines)

Saturday July 17th

Lunchtime conference with National Chairman of CAMRA, Tim Amsden, in the upstairs room of the Red Lion, Stevenage High Street. Food available - contact Martyn Cornell on Stevenage 60675 or Martin Connelly on Hitchin 52907 for bookings. 12.30 start. (Greene King)

Wednesday July 21st

Joint social with North East Essex branch at the Ash, Burton End, near Stanstead Mountfitchet. 8.00pm. (Rayments)

Wednesday July 28th

Social at the Inn on the Green, Datchworth. 8.00pm. (Free House)

Wednesday August 11th

BRANCH MEETING at the Plume of Feathers, Ickleford. 8.00pm. (Provisional arrangement) (Wethereds)

HERTS-ESSEX BORDERS BRANCH

Monday July 5th

Social at the Rose and Crown, Hoddesdon, 8.00pm. (Wethereds and Flowers)

Monday July 12th

BRANCH MEETING at the Three Tuns, Bishops Stortford, 8.00pm. (Rayments)

Monday July 19th

Cycle pub tour around Harlow starting at 7.30pm. Meet at the White Admiral, Mowbray Road - 7 pubs and 12 beers.

Monday August 2nd

Pub crawl of Sawbridgeworth, meeting at the Old Bell, 8.00pm. 7 pubs and 9 beers.

Monday August 9th

Friendly darts match versus the Queens Head, Sheering, 8.00pm. (Free - Macs)

Monday August 16th

BRANCH MEETING at the Black Horse, White Roding, 8.00pm. (Ridleys)

Monday August 23rd

Social at the White Hart, Moreton, 8.00pm. (Ind Coope)

Fancy a walk? CAMRA's East London and City Branch invite all Hertfordshire members to join them on their annual country ramble, which this year is to take place in the Saffron Walden area, just over the border in Essex, on 24th July. Telephone Peter Roberts (Upminster 23581), for further details. Yes there will be time to stop for a drink as well.

THE ROYAL OAK, BUSHEY

Free House

* 6 Real Ales * Food *
* Guest Beers *

★ Our beer garden and children's playground are now open ★

The Hertfordshire Newsletter is produced by the Hertfordshire South, Hertfordshire North and Herts-Essex Borders Branches of the Campaign for Real Ale Limited. The views expressed in this newsletter are not necessarily those of the Editor, CAMRA Ltd, or its branches. The Editor gratefully receives articles or letters for publication. THESE SHOULD PREFERABLY BE TYPEWRITTEN AND DOUBLE-SPACED; HANDWRITTEN ITEMS SHOULD ALSO BE DOUBLE-SPACED AND AS LEGIBLE AS POSSIBLE PLEASE. Send to D. Burns, 11 Turpins Chase, Oaklands, Welwyn, Hertfordshire.

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