



The future of real draught beer as drunk by generations of Britons is in jeopardy! The last decade has seen the gradual erosion of choice with the takeover of smaller breweries by the giant brewing combines. Just a generation ago in Swindon one could enjoy beers from Groves, Simonds, Clinch's, Fussell's, Bowly's Lamb Brewery and Stroud Brewery - now all sadly extinct with their fine ales replaced in most cases by the processed pressurised products of the major brewing groups. The main threat however is from the replacement of real draught by beers that have been tampered with at the brewery and which are served in the pub by means involving carbon dioxide pressure. This trend towards characterless beer has been spearheaded by the big brewing companies who have shown themselves hell-bent on forcing us to consume an insipid product that can be marketed in the same manner as a detergent in order to satisfy their army of faceless accountants. It is not that CAMRA is anti-keg beers - people have a right to drink whatever they wish - it is against the erosion of choice by replacing brewers and lazy licensees who can't be bothered to keep the real thing alongside their keg products.

CAMRA'S DEFINITIONS

REAL ALE Beer brewed from Malt, Hops and water with small quantities of sugar and flaked Maize, racked into barrels and served without the introduction of carbon dioxide to the cask.

PROCESSED BEER is beer that has been filtered and pasteurised at the brewery. These processes kill the yeast remaining in the beer making it liable to infection by micro organisms in the air. It is therefore kept under a blanket of CO₂ in a keg and served by tap pressure.

TRADITIONAL SERVICE of beer is by (1) Gravity i.e. straight from the barrel. (2) Beer Engine a form of suction pump drawing from the cellar by the action of pulling a handle on the bar and (3) Electric Pump which impels the beer from the cellar to the point of service on the bar. These are the only means of service registered by CAMRA.

TOP PRESSURE is the method of service where a cylinder of CO₂ is connected to the barrel or keg. The gas pressure forces the beer to the tap on the bar. Real ale may be served in this way but the gas dissolves in the beer destroying any subtlety of flavour and making it gassy and sickly tasting.

IF YOU CARE about your beer join CAMRA today. Membership application forms are available at the desk.

THE BEERS

J. ARKELL & SONS LTD., Established 1843, Swindon's local brewery producing a well-hopped ordinary bitter (BB or John Arkell's Bitter) and a fuller-tasting Best Bitter (BBB). Arkell's 65 pubs are thickly scattered around Swindon but the majority serve by CO₂ pressure.

WADSWORTH & CO. LTD., Established 1837 in Devizes. 138 pubs in Wilts., Avon, Glos., Oxon & Somerset. A large range of fine draught beers, Mild, Pale Ale, IPA, 6X and Old Timer. We are showing the IPA a pleasant bitter of medium gravity, 6X the mellow and fruity Best Bitter and Old Timer the full flavoured Strong Ale.

WATNEY MANN (SOUTH WEST) LTD., Established 1824 as T. Usher & Sons in Trowbridge and acquired by Watney Mann in 1960. Over 900 pubs spread throughout the South of England. Two draught beers are produced, both of which are here today. Pale Ale is a low-gravity bitter especially popular in the country areas. Best Bitter was re-introduced last year and has proved an extremely popular beer.

BASS CHARRINGTON LTD., Established 1967 as a result of a chain of mergers over the years. The group has several breweries round the country and claims to be Britain's largest producer of traditional draught beer. We exhibit their Worthington E in its true form. Unfortunately the company markets a keg beer under the same name.

COURAGE LTD., Formed in 1960 once again as a result of a series of mergers with several breweries. We exhibit the fame Directors Bitter brewed at the old Barclay Perkins Brewery in Southwark, London, the Best Bitter brewed at Simond's Reading Brewery and the Best Bitter from Georges' Bristol Brewery. The completely different flavours of the last two are striking.

J. A. DEVENISH & CO. LTD., Established 1742 in Weymouth. Over 200 pubs in Dorset, Avon, Devon, Hants., Wilts. And Somerset. The company brews an ordinary Bitter and a best bitter (Wessex IPA) which we exhibit - it's a very nice beer from a company that has had a bit of stick from CAMRA in the past.

DONNINGTON BREWERY owned by Mr. L. C. Arkell (a relation of the Swindon brewers) was established over 100 years ago and operates from Stow on the Wold. One of the country's smallest brewers with only 16 pubs we exhibit their Special Bitter Ale, a beer with a distinctive taste.

ELDRIDGE POPE & CO. LTD., have brewed in Dorchester since 1837 serving their 183 pubs in Hants., Dorset, Somerset, Avon & Wilts. Their Huntsman IPA shown today is a malty tasting beer with some similarities to 6X.

HALL & WOODHOUSE LTD., another Dorset brewery have been in existence since 1777 at Blandford Forum. They have 195 pubs covering roughly the same area as Eldridge Pope. You will find their Badger Best Bitter a well-hopped beer with a distinctive flavour.

HENLEY BREWERY has been operating since the early eighteenth century. Their range of draught beers has always been held in high regard by connoisseurs especially the draught Pale Ale shown today.

HOOK NORTON BREWERY CO. LTD., Established in 1849 this lovely old steam powered brewery serves 34 pubs in Oxon., Warwicks. and Northants. We show their well-hopped bitter which has a relatively high alcohol content.

MARSTON THOMPSON & EVERSLED LTD., have been brewing at Burton on Trent since 1750. Some 320 pubs scattered from Cumbria to Southampton. The draught Pedigree Best Bitter is a bit of a Rolls-Royce of beers - smooth and deceptively strong.

MORLAND & CO. LTD., Established 1711 in Abingdon. 230 pubs in Berks., Bucks. And Oxon. Unusual inasmuch that they produce no keg beer but the real ale is served under pressure in most of their pubs. We show their dry tasting well-hopped bitter and their slightly bitter Mild Ale.

MORRELL'S BREWERY LTD. Have been brewing in Oxford since the middle ages. They serve their 142 pubs with a wide variety of draught beers including the Varsity Best Bitter shown today.

SOUTH WALES & MONMOUTHSHIRE UNITED CLUBS BREWERY CO. LTD., Established in 1919 in Pontyclun, Glamorgan, 99% of trade is with Workingmen's Clubs. We show the Special Bitter - the beer the miners drink!

WHITBREAD FLOWERS LTD., a tangled web of mergers and takeovers produced this company in the 1960's. The West Country Pale Ale is a low gravity beer produced at Cheltenham. It is the only true draught beer to be found in Whitbread Flowers Houses and is often served under pressure.

RECOMMENDED PUBS (or those nearest to Swindon)

ARKELL'S: Duke of Wellington, Swindon; Noah's Ark, Swindon; Borough Arms, Wootton Bassett; Bakers Arms, Badbury.

WADWORTH: Wheatsheaf, Swindon; White Hart, Wroughton; Prince of Wales, Shrivenham [Oxfordshire]; Springers, Swindon.

USHERS: Greyhound, Swindon; Cold Harbour, Blunsdon; Sun, Marlborough

BASS CHARRINGTON: Cross Keys, Swindon; Plough, Wanborough; Suffolk Arms, Malmesbury.

COURAGE: Swan, Wroughton (Directors); Sun, Liddington (Reading); New Inn, Chippenham (Bristol)

DEVENISH: Bear, Marlborough

DONNINGTON: Fox, Great Barrington; Merrymouth, Fifield [both in Gloucestershire]

ELDRIDGE POPE: Lansdowne Arms, Calne

HALL & WOODHOUSE: Swindon Motel; Oddfellows Arms, Salisbury

HENLEY BREWERY: Red Lion, Blewbury; Boot, Aston Upthorpe [both in Oxfordshire]; Cricketers, Stockcross [Berkshire]

HOOK NORTON: Lamb, Shipton under Wychwood; Red Lion, Chipping Norton [both Gloucestershire]

MARSTONS: Castle, Castle Combe; George, Vernham Dean [Hampshire]

MORLANDS: Woodman, Fernham; Horse & Jockey, Stanford in the Vale; Duke of Wellington, Faringdon [all in Oxfordshire]

MORRELLS: Prince of Wales, Swindon; Folly, Faringdon [Oxfordshire]

WHITBERAD: Ely, Wroughton; Foresters, Leigh

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