

FLEETWOOD BEER FESTIVAL

1986

Fleetwood 150
Celebrations
1836 = = = 1986



60p



MITCHELL'S BREWERY



WILLIAM MITCHELL 1845-1919

Still following in Great Grandfather's footsteps

Lancaster's only remaining independent brewer.
Still brewing great traditional beers
in the original way after
more than a century

Traditional bitter – 1036°
ESB – 1044°

Best mild – 1034°
Centenary ale – 1080°

WHERE TO FIND MITCHELL'S BEERS:

Bay Horse Hotel, Arkholme, Nr. Carnforth.
Bay Horse Hotel, Bay Horse, Nr. Preston.
Bay Horse, Canal Foot, Ulverston.
Black Bull Hotel, Main Street, Warton, Nr. Carnforth.
Blue Anchor Hotel, Bolton-le-Sands, Nr. Carnforth.
Blue Anchor Hotel, Market Square, Lancaster.
Boot & Shoe Hotel, Scottforth Road, Lancaster.
Bowerham Hotel, Bowerham Road, Lancaster.
Bradford Arms Hotel, Queen Street, Morecambe.
Bridge Inn, Tatham, Wennington, Nr. Lancaster.
Carpenters Arms, Bridge Lane, Lancaster.
Castle Hotel, Hornby, Nr. Lancaster.
Clarendon Hotel, Marine Road, Morecambe.
Coach & Horses Hotel, Milnthorpe, Westmorland.
Cross Keys Hotel, Kellest Road, Carnforth.
Dragons Head Hotel, Whittington, Nr. Kirkby Lonsdale.
Duke of Lancaster, China Street, Lancaster.
Eagles Head Hotel, Over Kellest, Nr. Carnforth.
Fleece Hotel, Dolphinholme, Nr. Lancaster.
Fox & Goose Hotel, Newlands, Lancaster.
George & Dragon Hotel, Wray, Nr. Lancaster.
Golden Ball Hotel, Heaton-with-Oxcliffe, Nr. Lancaster.
Greaves Hotel, Greaves Road, Lancaster.
Howe Ghyll, Green Lane, Lancaster.
Kings Arms Hotel, Burton-in-Kendal, Westmorland.
Kings Arms Hotel, Hale, Nr. Milnthorpe, Westmorland.
Manor Inn, Cockerham, Nr. Lancaster.

Moorlands Hotel, Quarry Road, Lancaster.
New Inn, Main Street, Galgate.
New Inn, Market Street, Lancaster.
Old Hall Inn, Heysham.
Priory Hotel, Cable Street, Lancaster.
Punch Bowl Hotel, Low Bentham, Nr. Lancaster.
Ring O Bells Hotel, King Street, Lancaster.
Rose Tavern, Ulleswater Road, Lancaster.
Royal Hotel, Bolton-le-Sands, Nr. Carnforth.
Royal Hotel, Heysham.
Royal Station Hotel, Market Street, Carnforth.
Scotsman Hotel, Gage Street, Lancaster.
Slip Inn, James Street, Lancaster.
Station Hotel, Caton, Nr. Lancaster.
Tramway Hotel, St. Leonardgate, Lancaster.
Victoria Hotel, Glasson Dock, Nr. Lancaster.
Victoria Hotel, West Road, Lancaster.
William Mitchell Hotel, Westgate, Morecambe.
Windmill Tavern, Clifton, Nr. Preston.
White Lion Hotel, Halton, Nr. Lancaster.
York Hotel, Lancaster Road, Morecambe.
Yorkshire House Hotel, North Road, Lancaster.

The Wine Bin, Moor Lane, Lancaster.
Mitchell's Off licence.



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A MESSAGE FROM THE BRANCH CHAIRMAN

WELCOME to our 1986 Beer Festival

It is the 6th to be organised here by the local branch of CAMRA and, fittingly, in the year of Fleetwood's 150th Anniversary Celebrations.

It is also **YOUR** Beer Festival, since, without the support of those who come here to enjoy some of the real ales available, there would be little reason for us to organise it.

Why do we do it ? It requires a lot of work !

The reason, I think, is that it demonstrates to you our commitment to the objectives of CAMRA and helps us to spread the message of the Campaign.

May we leave that thought with you and hope that you will enjoy yourself.

Peter Wingham
Chairman – Blackpool, Fylde & Wyre
Branch of CAMRA

THE CAMPAIGN FOR REAL ALE LIMITED:

CAMRA is a public company, limited by guarantee, consisting of a large number of members, many of whom put in a considerable amount of voluntary work on its behalf, supported by a small paid staff at its St. Albans headquarters. The Campaign is directed by a National Executive democratically elected by the membership at the Annual General Meeting, and there are around 150 local branches, such as our own, covering most parts of the country. These branches have, in their turn, their own committee organisation to which any member resident in their area may aspire.

CAMRA'S aims are to uphold the cause of real ale, to protect and support those places where it is available and to encourage its availability in further outlets. The scale of CAMRA's success in achieving these aims since its inception in 1971 makes it almost certainly the most effective consumer organisation of modern times.

The success of CAMRA can be gauged by the progress made in the availability of real ale from many companies which once attempted to cast the Campaign aside as a joke. Cask conditioned beers are now commonplace in the many Whitbread houses in our area, while the excellent John Smith cask bitter from Tadcaster can now be sampled in two Blackpool free houses.

1985 was memorable for the epic, and ultimately successful battle by Matthew Brown of Blackburn, ably assisted by CAMRA, to thwart the unwanted take-over attentions of Scottish & Newcastle Breweries. Sadly, all has not been sweetness and light in the last year, which saw the demise of that fine old brewery, J.P. Simpkins of Brierley Hill, formerly regular contributors to this Festival. They fell, an apparently willing prey, to the tempting financial inducements of Greenall Whitley, and one of the dazzling range of West Midlands "micro" brewers is gone for ever. How safe are the others?

Perhaps the more pessimistic drinkers will make sure they take their chance to sample Bathams and Holden's delectable potions at the Festival, just in case.... perish the thought! One West Midlands brew that does appear to have been safeguarded is that brewed at the Old Swan, Netherton, Dudley. Justly famous as "Ma Pardoe's" the future seemed very doubtful when Mrs. Doris Pardoe died at a fine old age in 1984. To offset potential disaster a consortium was set up, including the Campaign, which acts as Director and Technical Advisors, to form a Company, Netherton Inns PLC, to acquire the pub and the attached brewery. To quote from the offer document at the Company's flotation "A new era is about to dawn for the Old Swan Inn, but one that is mindful of an illustrious past". It is intended that the report in "The Advertiser" of 31st December, 1910 will remain true: 'The Olde Swan still swims. The Best and Purest Ales are now being sold at the old establishment known as the Olde Swan Inn, Halesowen Road, Netherton'. Clearly the good name of Ma Pardoe is in safe hands.

Not all small brewers can claim similar success. Since our last Festival the highly rated Leyland Tiger Brewery, thought to be Britain's smallest commercial brewery, has ceased to function for family reasons, while the emergence of new small breweries is particularly held back in the north-west by the almost total lack of genuine free trade, an unfortunate factor which has caused such a highly regarded concern as Moorhouses of Burnley to venture far afield for trade.

1985 also saw the passing of Blackpool Best Mild, although this could hardly be considered a surprise. Indeed the only surprise was that Bass, the brewers, whose concern for local English tradition rivals that of Hitler's Luftwaffe, should persist

for so long with a brew which retailed only in four Fleetwood clubs. Many readers will remember the success of Blackpool Best Mild at our Festival in 1982. Your Committee also remembers the desperate subsequent efforts of Bass to ensure that the brew was never again the subject of such public scrutiny. After all, the taste was palatable and over-exposure was naturally the last thing Bass wanted, bearing in mind their staple range of the newly named Special Bitter (specially mediocre?) and 4X Mild, not to mention the wholly tasteless array of lagers which masquerade as "beers" in their pubs.

It is quite clear that, though many battles have been won, there is still much more to be done. In the Fylde area, the majority of pubs still serve only keg or tank beers, while, nationally, lager, backed by the major advertising campaigns without which it would undoubtedly flounder to the oblivion its merits deserve, continues to increase its share of the market. CAMRA also concerns itself with such matters as prices, pub preservation, licensing hours (is hope at last in sight?) and monopolistic practices.

That the big brewers now take CAMRA seriously is evidenced by the return of many old brewing names once thought to have gone for ever, in various parts of the country. The brewers have not re-introduced cask beers for altruistic motives. They have been forced to recognise a significant demand for these products, a demand entirely provoked by the activities of CAMRA and its individual members faced with general acceptance of and public apathy towards the keg revolution of the 1960's. If the Campaign had only arrived a few years earlier, many famous brews would surely have been saved.

The Campaign produces an informative monthly magazine, 'What's Brewing', free of charge for its members while the annual 'Good Beer Guide' is now a national institution. More comprehensive Guides are available in many areas and details of these may be found in 'What's Brewing'. A fully comprehensive Guide to the West Lancashire area is available at the CAMRA stand in the Exhibition Hall.

WHAT IS REAL ALE?

Real ale is beer brewed in the traditional English way from the natural ingredients of malted barley, hops and water, fermented by yeast. It is kept in casks, wooden or metal, which allow the fermentation to be continued between brewery and pub, and is served by any method which does not involve the application of extraneous carbon dioxide pressure. It is not subjected to such artificial processes as chilling, filtering or pasteurisation at the brewery. These processes, together with the use of excess carbon dioxide, tend to mask any distinctive flavour which the beer may have originally possessed.

Real ale in Fylde is served, in the vast majority of cases, by pump, either hand pulled or operated by electric motor. Both methods are capable of producing excellent results. The only danger with the latter system is that it may be used to serve tank or 'bright' beers, no identification being made at the point of dispense. The only way to tell is to try the liquid yourself or buy a local Guide to avoid disappointment. Many would argue that the finest way of serving beer is, as at this Festival, direct from the cask. Now is your chance to formulate your own opinions!

BLACKPOOL, FYLDE & WYRE BRANCH OF CAMRA:

This year, as well as seeing the Sixth Fleetwood Beer Festival, also marks the Fleetwood 150 celebration, and the Branch would like to take this opportunity to convey all best wishes to the 150 Committee on the many enterprising events they have lined up for the summer months. Fleetwood has always been noted for its traditional pubs, many of which boast eventful histories, and it is a source of great pleasure to your Branch that the excellent facilities of the Marine Hall are available for the exhibition of the best in traditional ales to such an appreciative public.

On the Fylde drinking scene, the wheels of progress continue to grind exceedingly slow, at least as far as the major brewers are concerned. With the honourable exception of the Saddle Inn, Marton, where the Draught Bass is always in impeccable condition, Bass continue to shower the Fylde with an array of bland, insipid beers which even changes of name does nothing to improve. The Company can brew good beer. Stones Best Bitter from Sheffield (not the local keg version which tastes as though it might have emanated from a Tizer factory), Highgate Mild and Springfield Bitter, two excellent West Midlands brews, illustrate this fact. Why does the Lancashire drinker have to be subjected to such poor treatment?

Whitbread continue to believe that the Fylde drinker prefers to consume his/her real ale in surroundings which run the eruption of Krakatoa a close second while in many cases, the standard of cellarmanship appears to leave much to be desired.

Of the area's other major suppliers, much more of Matthew Brown elsewhere in the programme, while their Blackburn neighbours, Thwaites, having perpetrated the closure of Yates and Jackson in January 1985, do little to mollify the feelings of local drinkers by denying them the pleasure of their excellent cask conditioned beers in the great majority of their Fylde pubs.

Connoisseurs of Boddingtons will have been delighted by the noticeable progress of the famous bitter back towards its former glory, while the quality of the Higsons beers available in the Fleetwood outlets remained very high. The shock merger of the two Companies in May 1985 has, as yet, had no noticeable effect. One can only hope that both brews will continue to be available in our area.

Two Fylde Coast pubs merit special mention, The Clifton Hotel, Talbot Square, has installed McEwans 80/-Ale, Youngers Scotch Bitter and John Smiths Bitter in eminently comfortable surroundings. A side benefit of the future of the Matthew Brown takeover bid is that members of the former McEwan/Younger Abstinence League may now enjoy the full range of these beers without guilty conscience.

The Royal Hotel, Cleveleys, has maintained an excellent range of beers, including brews from Boddingtons, Jennings, Tetleys, Whitbread and not least Moorhouses, as well as supplying regular guest beers during the summer months.

While much progress has been made, a great deal more remains to be done. Certainly there is no cause for complacency, and additional willing hands will always be appreciated to supplement the enthusiasm of the current officers of the Branch.

The Branch Annual General Meeting will take place at the Empress Hotel, Exchange Street, Blackpool, on Wednesday, 19th March, 1986, commencing at 8.00 p.m. Non-members are welcome to come along and observe and, if impressed, they are even more welcome to take advantage of the Branch's £2 discount facility for new membership. This discount also applies to persons wishing to enrol at the Festival.

If you require any further information please contact any of the officials listed on page 25 of this Programme, or ask at the CAMRA stand in the Exhibition Hall.

THE SAMPLERS GUIDE:

Before moving into details of the beers available, a word of explanation may be required regarding the significance of the figure noted in brackets after the name of each brew. This is the Original Gravity of the brew. It is given as a rule of thumb guide to the beer's strength, and is the basis on which excise duty is levied. The Original Gravity measures the amount of fermentable material in the liquor prior to fermentation. Water has a Specific Gravity of 1000 degrees, so that a beer with an Original Gravity of 1037 degrees will have 37 parts of fermentable material added.

During fermentation the gravity falls as sugars are converted, and the further fermentation continues the greater is the alcoholic content of the liquid. The Original Gravity does, however, provide a reasonable indication of a beer's strength, as follows:—

1030	—	1035 degrees	—	mild ales and light bitters
1036	—	1040 degrees	—	bitters
1041	—	1055 degrees	—	stronger bitters
1056 degrees upwards			—	old ales and barley wines

In the interests of public safety beers from the final category will be available only in half pint measures.

Good supping!

Cheers

from



HIGSONS

Fine ales from Liverpool since 1780

THE BREWERS:



ASTON MANOR:

Formed in 1983 at the Thimble Lane Brewery, Aston by former employees of the defunct Ansells Brewery in Birmingham, Aston Manor is becoming established as a brewer of excellent repute, in a highly competitive area. There are now five pubs with the likelihood of more to come. A past prize winner at this Festival.

Aston Manor Mild: (1035). A dark mild from mild drinking country, making its Festival debut.

Aston Manor Bitter: (1039). A fine, hoppy brew



BATHAM:

Unquestionably one of England's famous little breweries, the Delph Brewery nestles behind its equally famous tap, the 'Bull and Bladder', Brierley Hill, in the heart of the Black Country. There are eight pubs each a focal point for the true connoisseur of real ale. The bitter won the Beer of the Festival award for that category in 1983.

Bathams Bitter: (1043). A superb light coloured but potent bitter.



BODDINGTONS:

The ever popular local brew, Boddies added to their empire in 1985 by swooping to take over Higsons of Liverpool to add to their earlier acquisition of the Oldham Brewery. There has, as yet, been no noticeable effect in the pubs of the two Brewers concerned. Still the famous Winter Strong Ale remains regrettably absent.

Boddingtons Bitter: (1035). A famous, light coloured bitter which appears well on the way back to its former glory.



MATTHEW BROWN:

Better known locally as Lion Ales, the Company was founded at Preston in 1830 and moved to its present Blackburn premises when Nuttall & Co. (Blackburn) Ltd. was taken over. The Company took over Theakstons of Marsham in 1984. Full details of the Company's more recent history appear elsewhere in the Programme.

Lion Bitter: (1036). A hoppy brew.

John Peel: (1040). An excellent, well hopped bitter



BURTONWOOD:

The Burtonwood Brewery is situated in the village of that name, just north of Warrington, and the beer is available in most parts of the north-west. Some 80% of the pubs, including the one Fylde outlet, serve real ale.

Burtonwood Bitter: (1036.5). A light, creamy brew.



DAVENPORTS:

Founded in 1739, Davenports are now Birmingham's last remaining independent brewery, having successfully warded off a takeover bid from neighbouring Wolverhampton & Dudley Breweries in 1984. The 124 pubs cover a wide area and most serve hand pumped beer.

Davenports Bitter: (1038.9). A splendid bitter.



Matthew Brown

**Brewers of
traditional
beers for
over
150 years**



DONNINGTON:

It is always pleasant to welcome a newcomer to the Festival, and the Donnington Brewery is no exception. Probably Britain's most picturesque brewery it is set in an old water mill, alongside a lake, in the heart of the Cotswolds, near Stow-on-the-Wold. There are 17 tied houses, all in the renowned Cotswold country. The brewery was founded in 1865.

✓ Donningtons XXX: (1035). A dark mild, unusual for its area

✓ Donningtons BB: (1036). A fine light bitter.

✓ Donningtons SBA: (1042). A stronger bitter.



EVERARDS:

The Company opened a new brewery in Leicester in 1985 to brew Old Original, and intended to close its old Tiger Brewery in Burton, with the bitter being brewed on contract by another brewer. This did not prove satisfactory and the Tiger Bitter is now produced at Burton, where the old brewery has been converted into a working museum.

✓ Tiger Bitter: (1041). An excellent brew.

Old Original: (1050). Strong, sweet and malty.



HANSONS:

Part of the Wolverhampton and Dudley Group, since 1943, Julia Hanson and Sons Limited was founded in Dudley in 1847. There are a large number of pubs in the West Midlands, all serving real ale.

✓ Hansons Bitter: (1038). A light well hopped bitter.



HARTLEYS:

The brewers of the 'Ulverston Peril' were taken over by Robinsons of Stockport in 1982, but no detriment has yet been observed. There are 52 tied houses in the delightful South Lakeland trading area, while a number of Whitbread pubs, including some in the Fylde, stock the beer.

✓ Hartleys XB: (1040). A strong bitter to be treated with care on Thursdays in its town of domicile.



HIGSONS:

In last years programme we referred to Higsons as "the only Liverpool independent brewer", This, alas, holds good no more following their shock takeover by Boddingtons in 1985. The ale however, remains in excellent order.

Higsons Bitter: (1036). A distinctive, distinguished bitter.



HOLDENS:

Fifteen West Midlands pubs are supplied with a range of superb beers from the splendidly named Hopden Brewery, Woodsetton, Dudley.

✓ Black Country Bitter: (1036). An excellent bitter.

✓ Special Bitter: (1050). Full bodied and sweet.



HOLT, PLANT AND DEAKIN:

This Company was set up by Allied Breweries in 1984 in answer to the competition provided by the several West Midlands mini breweries. There are now 15 pubs, and the brews on show at the Festival emanate from the new small brewery at Oldbury while the Company's bitter and mild are brewed by Tetley Walker at Warrington.

✓ **Holts Entire:** (1043). An entirely satisfactory brew.



IND COOPE:

Formed in Romford in 1708, Ind Coope became established in the great brewing centre of Burton-on-Trent in 1856. The Company now forms the southern arm of the Allied Breweries combine. As well as Ind Coope beers, Burton now produces a number of other brews under the Ansells, Halls and ABC labels.

Burton Ale: (1047.5). A superb strong bitter introduced in the '70's and now available in a Blackpool Tetley house not far from North Railway Station.

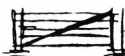


JENNINGS:

This famous Lakeland brewery was set up at Lorton in 1828 and moved to its present Castle Brewery, Cockermouth in 1887. Whilst the excellent traditional ales have always been available in the 91 pubs mainly in North and West Cumbria, they can now be found in several local Tetley pubs due to a trading agreement with Allied Breweries.

✓ **Jennings Bitter:** (1035). A distinctive, darkish bitter.

Marathon: (1041). A new strong bitter commemorating a remarkable feat of endurance by two Cockermouth men in the Himalayas.



LEES:

An old Festival favourite, and a firm supporter of real ale, John Willie Lees supply 129 pubs in Greater Manchester and North Wales from the Greengate Brewery, Middleton Junction, which commenced operation in 1828.

✓ **Lees Bitter:** (1038). A pleasant malty bitter.

Moonraker: (1073). A Festival prize winner, liable to cause serious inebriation if not handled with care.

LLOYD & TROUNCER:

Until recently Lloyd & Trouncer were a non-brewing Company set up by Allied Breweries in Llandudno to run the North Wales estate. The Company's name has now been given to the produce of a home brew pub, the City Arms at Minera, near Wrexham, and the beers make a welcome debut at the Festival.

✓ **Minera Bitter:** (1037).



MARSTON:

One of England's great brewers, Marston, Thompson and Evershed, of Burton-on-Trent needs no introduction to beer connoisseurs at this Festival. Marstons are the only brewing company still using the famous Burton Union system, neighbours Bass having controversially closed theirs down. This Festival sees the debut of the Company's Border Bitter and Mild, now brewed at Burton following the 1984 takeover of Border Breweries, Wrexham.

Border Mild: (1030). Dark and malty.

✓ **Border Bitter:** (1034). A light bitter.

✓ **Burton Bitter:** (1037). A fine bitter brew.

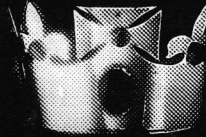
✓ **Pedigree:** (1043). Styled the "King of Bitters" not without justification.

Owd Rodger: (1080). An ever popular "loony soup".

The King of Bitters has been crowned with GOLD...

Pedigree
Marston's premium draught bitter
has won the Gold Medal
in its class, at the
Brewing Industry International
Awards held in Burton-on-Trent
this summer,
beating brews from all over
the world.

This will come as no surprise
to devoted Pedigree drinkers
as they know it will always be
the King of Bitters.



Pedigree



MITCHELLS:

The sad demise of Lancaster rivals Yates & Jackson proved beneficial to Mitchells who were able to move out of their former cramped premises adjacent to the historic New Inn, into the more suitable brewery bequeathed to them. There are 51 pubs in Lancaster, Morecambe and the surrounding country areas.

✓ **Mitchells Bitter:** (1036). A malty bitter.

Extra Special Bitter: (1044.8). A strong full bodied brew.



MOORHOUSES:

Moorhouses began business in Burnley in 1870, producing soft drinks but started brewing cask conditioned beers in 1979, since then the beers have acquired a well earned reputation for quality. Availability is confined to the free trade, the majority of outlets, surprisingly, being in the London area.

✓ **Premier Bitter:** (1036). A good supping ale.

Pendle Witches Brew: (1050). Spellbinding !

OAK:



Another welcome debutant, the Oak Brewery was set up in Ellesmere Port in 1982, to help irrigate the surrounding desert. We look forward to making their acquaintance.

✓ **Oak Best Bitter:** (1038). Hoppy and bright.

Old Oak Ale: (1044). A strong bitter.

Double Dagger: (1050). An even stronger bitter with a cutting edge (or two?)

OLD MILL:



Yet another newcomer, the Old Mill Brewery was commenced at Snaith, Humberside, in 1983, by a former Wilsons production director.

✓ **Old Mill Traditional Bitter:** (1037). A distinctive bitter.

Bullion: (1044). A good, strong bitter.

OLD SWAN:

The superb quality of Ma Pardoe's bitter having been secured by the formation of Netherton Ales PLC. (see elsewhere in the Programme), we are proud once again to exhibit this famous West Midlands home brew at the Festival.

Old Swan Bitter: (1034). Nectar !



ROBINSONS:

Robinsons began brewing at the Unicorn Brewery, Stockport, in 1865, and operate a chain of over 300 pubs concentrated in Greater Manchester, Cheshire and North Wales, with the nearest hostelries to our own area in Garstang, Catforth and Preston. In 1982 the Company took over Hartleys of Ulverston, but there has, as yet, been no significant change in the availability of the two beers.

Best Mild: (1032). An excellent light mild.

Best Bitter: (1042). A splendid full bodied bitter.

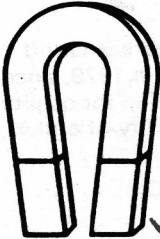
Old Tom: (1079) A renowned winter brew responsible for the smile on the face of the Cheshire Cat.



RUDDLES:

One of England's famous traditional brewers, Ruddles of Oakham formed an integral part of the former County of Rutland. The Company sprang a major surprise in 1978 by selling off its 36 tied houses, staking its future, so far successfully, on chain stores and an extensive free trade, while the beer is supplied to over 400 Watney houses in London.

✓ **County Ale:** (1050). One of England's great beers, to be treated with respect.



JOHN SMITH:

Cask conditioned beer is now available in almost half of the tied pubs of John Smith of Tadcaster, the northern arm of Courage. Real ale was introduced in 1984 after many years of CAMRA campaigning. Although the taste was variable for a time the beer has settled to an excellent standard.

✓ **John Smith Bitter:** (1036). An excellent Yorkshire Bitter.



SAMUEL SMITH:

John Smith's Tadcaster neighbour has never diverted from its real ale policies and has been a regular supporter of our Festival. Sam Smith commenced at the Old Brewery, formerly operated by John Smith, in 1884. There are some 300 pubs, mainly in the north and east of England, with a dozen in London, and a widespread free trade.

✓ **Old Brewery Bitter:** (1038.9). A fine malty brew.

Samuel Smith's
OLD BREWERY BITTER
 Beer brewed at Yorkshire's oldest brewery
 ESTABLISHED 1758



TAYLOR:

Another of England's great traditional beer brewers. Taylors of Keighley produce a dazzling range of cask beers for their 28 pubs, mostly situated in West Yorkshire. There is also a substantial free trade well outside the traditional trading area.

- ✓ **Best Bitter:** (1037). A fine hoppy bitter.
- ✓ **Landlord:** (1042). A superb strong bitter, very popular at Festivals.
- ✓ **Porter:** (1043). A revival of an old brewing style, dark and tasty.
- Ram Tam:** (1043). A fruity old ale.



TETLEY (Warrington):

Although the percentage of real ale pubs lags behind Allied's national average, steps are being taken to improve the situation. Brewing takes place in the ultra-modern premises at the former Walker Brewery, Dallam Lane, Warrington.

- ✓ **Tetley Bitter:** (1035.5). A creamy bitter.



THEAKSTON:

A famous brewing name, taken over by Matthew Brown in 1984, and subsequently introduced to selected Matthew Brown pubs which have become Theakston "tied" houses. Following the failure of the Scottish & Newcastle takeover bid for Matthew Brown in 1985 the future of the breweries at Masham and Carlisle seems more secure.

Theakston Dark Mild: (1032.5). A tasty mild.

Theakston Best Bitter: (1037). Light coloured and distinctive.

- ✓ **XB:** (1045). A beautiful strong bitter.

Old Peculier: (1058.5). A famous old ale with peculiar after effects.

WALKER:

The separate Peter Walker brewing company was founded by Allied in the early 80's, to serve traditional ales in traditional pubs, mainly in the Merseyside area, but with the nearest outlets in Chorley, Bolton and Wigan. This very desirable development has now taken in over 70 houses.

- ✓ **Peter Walker Best Bitter:** (1035.5). A refreshing bitter brewed at Warrington.

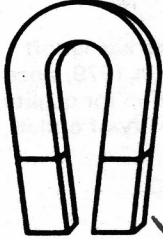
Peter Walker Mild: (1031).



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Samuel Smith's

OLD BREWERY BITTER

Yorkshire's Oldest Brewery

Beer brewed at Yorkshire's oldest brewery

ESTABLISHED 1758



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- Ram Tam:** (1043). A fruity old ale.



TETLEY (Warrington):

Although the percentage of real ale pubs lags behind Allied's national average, steps are being taken to improve the situation. Brewing takes place in the ultra-modern premises at the former Walker Brewery, Dallam Lane, Warrington.

- ✓ **Tetley Bitter:** (1035.5). A creamy bitter.

THEAKSTON:

A famous brewing name, taken over by Matthew Brown in 1984, and subsequently introduced to selected Matthew Brown pubs which have become Theakston "tied" houses. Following the failure of the Scottish & Newcastle takeover bid for Matthew Brown in 1985 the future of the breweries at Masham and Carlisle seems more secure.

Theakston Dark Mild: (1032.5). A tasty mild.

Theakston Best Bitter: (1037). Light coloured and distinctive.

- ✓ **XB:** (1045). A beautiful strong bitter.

Old Peculier: (1058.5). A famous old ale with peculiar after effects.



WALKER:

The separate Peter Walker brewing company was founded by Allied in the early 80's, to serve traditional ales in traditional pubs, mainly in the Merseyside area, but with the nearest outlets in Chorley, Bolton and Wigan. This very desirable development has now taken in over 70 houses.

- ✓ **Peter Walker Best Bitter:** (1035.5). A refreshing bitter brewed at Warrington.

Peter Walker Mild: (1031).

VICTORIA HOTEL:



The second hotel to be completed in Fleetwood, the Victoria, Dock Street, remains largely unspoilt with the front part of the pub, notably the tiny snug, much as it was in 1840. The pub today is listed in the national Good Beer Guide and well repays a visit. On the adjacent car park site on the corner of Dock Street and Church Street once stood the unusually named Athletic Restaurant, a pub supplied by Blackpool brewers Catterall and Swarbrick. This pub was still operating in the 1920's. Any further information would be greatly appreciated.

(A press cutting of the 1920's refers to an undesirably high number (???) of seven pubs on a short stretch of Dock Street between the railway station and the dock gates. The Steamer, Victoria Hotel, Athletic Restaurant, Crown Hotel, Royal Hotel and Fleetwood Arms make six. Where was the seventh?).

On Dock Street/Adelaide Street corner, west of the pub, where now stands the Market Tavern, was once the Fylde Home Brewery, destroyed in a major fire in July 1903. Further information is lacking. When was the brewery started? Where were the outlets? Again any information would be most welcome.

(Also most welcome would be information concerning the short lived United Clubs Brewery (Fleetwood) Limited, of 6 Kemp Street, which was registered as a limited company in 1920 and would up in 1922) But I digress !

CROWN HOTEL



Although the Crown serves as a pub no longer, it was, in fact Fleetwood's third hotel, a fine stone building facing the river on Dock Street. It now serves as a block of luxury flats. The original railway station was built opposite the Crown which opened in 1841. When a train was due to depart a warning bell rang in the Crown. The Crown was supplied by former Blackpool brewers, Catterall and Swarbrick and was, no doubt, an excellent outlet for that Company's Fleetwood Best Mild, later renamed Blackpool Best Mild, but that is another story.....

ROYAL HOTEL:



Formerly Fleetwood's fourth Higsons House (Fleetwood Arms, Kings Arms and Victoria being, of course, the others), the Royal, until as recently as January 1986, served as the L.M.R. Social Club, formerly the Railway Club, which it became in 1948. Why did the Liverpool brewers become so involved in Fleetwood, a town some distance from their traditional trading area? The sea port connection is readily apparent. There is also a Blackpool pub, the

Kings Arms, but a number of brewers from industrial areas were represented in the holiday resort, largely to pick up trade from their own towns during the famous Wakes Weeks. This explanation would seem invalid. Did the destruction of the Fylde Home Brewery have some relevance?

FLEETWOOD ARMS:



The archetypal dockland local, the Fleetwood Arms was the first building to be started in Fleetwood in 1836, and opened in June 1837 as the Railway Hotel, changing its name soon afterwards. It served as the stage coach terminal for the Fleetwood – Preston service until the arrival of the Preston and Wyre Railway in 1840. The present pub stands opposite the dock gates, but the original building, on the corner of Dock Street and Preston Street was, until recent years, the Blue Flamingo Club. A motor accessory firm now occupies the site.

FISHERMAN'S FRIEND

A Summer long Festival to celebrate the 150th Anniversary of the founding of Fleetwood

DON'T MISS THESE SPECIAL EVENTS

FRIDAY APRIL 18th

Opening All Star Cabaret / Dance –
Marine Hall

MONDAY MAY 5th

Firework Spectacular – Fleetwood
Pier (Evening)

SUNDAY MAY 25th

Opening of Maritime Festival and
Pandoro Open Day

THURS. JUNE 4th

'Onward' – the Musical Story of
Fleetwood – Marine Hall (also June
5th and 6th)

Sponsored by Fisherman's Friend

For further details or Brochure –
Ring Fleetwood 4796



100 YEARS AGO:

Your correspondent, aware of the historic implications of 1986 for the town of Fleetwood, recently undertook a journey by time machine to the town 100 years ago, where he was minded to consult the principal, perhaps only organ of the fourth estate, issued on the 26th February, 1986, with a view to investigating which, if any, alcoholic beverages were deemed worthy of mention in its august pages.

The times being as they were, unfortunately, the beer trade was seemingly frowned upon. Drink, after all, was then demeaned as the curse of the working classes, prior to Oscar Wilde's immortal and, some may feel, very apt inversion of that particular proverb.

Indeed, the only alcoholic refreshment of interest to Festival goers came from one Thomas Robinson & Co. of Burton-on-Trent, a Company apparently established in 1842. This amber nectar, if such it were, could be obtained from the Victoria Hotel, Blackpool, presumably the ex-Duttons pub on the Golden Mile, now demolished, rather than the present day Matthew Brown pub on Talbot Road, better known to locals as the Whittle Springs.

No doubt the Whittle Springs Brewery, of Chorley, which was taken over by Nuttalls of Blackburn in 1928, was purveying its wares in those distant days, but it sought no publicity in our local journal of the time. R. Seed & Co., Radcliffe, H.C. Breakell & Co., Preston, Magee, Marshall & Co. Ltd., Bolton, Groves & Whitnall Ltd., Salford and Henry Shaw & Co. Ltd., Blackburn, may well have also been present in our area, but chose to keep quiet about the fact. Meanwhile, a further Manchester brewer had been in operation since 1778, and within two years would be registered as Boddingtons Breweries Ltd.

It seems unlikely that our hostelrys were devoid of custom in those days, and the food, if such were available, must have been priced most reasonably. After all, Henry Sheard, a butcher of Church Street, Fleetwood was able to advertise beef and mutton at from 5d. to 8d. (2p. to 3p.) per lb. (9d. for choice cuts!), while the Fleetwood fishing trade was undergoing hard times. Cod was available from the fish warehouse at an unprecedented low of 1½d. (½p.) per lb.

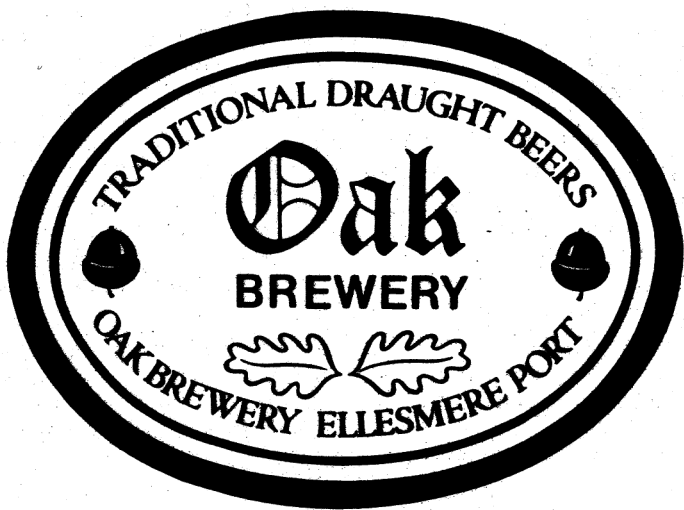
The curse of the juke box was, of course, many years away, but if your landlord was minded to provide live entertainment, Mr. E. Aldred of Dock Street, Fleetwood, would supply violins at 6/- (30p), concertinas at 2/6 (12½p), melodeons (!?) at 7/- (35p), harmoniums at £5.5 (£5.25) or, for the exclusive only, American Organs at £9.9 (£9.45).

No matter the quality of the local brews, there was no shortage of remedies for any malaise resulting therefrom. With a choice ranging from Cockle's Antibilious Pills, through Stanley's Anti-Dyspeptic Pills and Howells Golden Herb Pills to Dr. King's Dandelion and Quinine Liver Pills, there was little need to suffer long from minor disorders of the digestive tract.

Particularly troublesome cases, however, would probably have been prescribed the ammoniaphone, if they could afford the initial outlay of 21/-. For this princely sum the sufferer would purchase "a tube 27" long constructed of a specially prepared non-corrosive metal with handles having potent spring valves. It is charged with a chemical compound combined so as to resemble in effect that which is produced by the soft balmy air of the Italian peninsula when inhaled into the lungs, hence the term "Artificial Italian Air". No hangovers with an ammoniaphone by your bedside!

But, if even this failed, there was still hope in the form of Baumgarten's Invigorative Nervine Essence, established 1861, "a most powerful nutritive cordial which restores to their normal condition all the secretions on the integrity of which perfect health depends. It invigorates the muscular system, purifies the blood, restores the wasted energies and powers of life, acts directly on the nervous system, gives steadiness to the trembling hand and brilliancy to the dulled eye, restores the fading memory, gives strength to the weakened limbs, vigour to the impaired brain and makes good digestion wait on appetite and health on both".

On second thoughts, I think I'll have a pint of bitter !



Telephone 051-356 0950

Fleetwood 150

1836 = 1986

1986 sees the 150th Anniversary of the founding of the town of Fleetwood. On April 17th, 1836, the first sod was cut for the commencement of the first building, perhaps not surprisingly a public house – the original Fleetwood Arms, later to become the famous Blue Flamingo Club. Those early pioneers obviously enjoyed a drink – the first building to be completed was a beer house and shop on what is now Dock Street. Dock Street has always provided a barometer of Fleetwoods current economic strength with the early boom years of the port during the mid 19th century followed by a sharp decline before World War I. Later came the meteoric rise of the deep sea fishing industry with its decline in the early 1970's – only to be followed by the success of the Ro – Ro cargo service to Ireland. Dock Street has witnessed and been affected by these changes in fortune.

Early plans for the town, based on fine classical buildings, sadly came to a halt around 1850 but the North Euston Hotel, Queens Terrace and the lighthouses are permanent reminders of the intentions of the towns founder, Sir Peter Hesketh Fleetwood. Fleetwood is a memorial to the determination of one man and his desire to build a fashionable resort and port in a windswept area of sand dunes and rabbit warrens. The history of Fleetwood can be spanned by three generations within some local families, with great grandparents of some present residents having been original settlers in the town.

Above all else the Fleetwood 150 festivities are a celebration of the lives of people – former and present residents of the town – who during periods of success and adversity have guided their town through to its 150th Birthday. Fleetwoods greatest asset is its people, a tough, hardy breed with a caring, warm heart. Local residents display a fierce local pride. Despite the loss of much of the towns staple fishing industry, Fleetwood still has much to offer. Tourism could and should have a great future in Fleetwood with people turning from traditional style holiday to activity based recreation. Sea fishing, boating and the increasingly popular windsurfing, flourish in the town. The 'nostalgia boom' has led to increased interest in Fleetwood's unique main street tramway and last years phenomenally successful Transport Festival is to be repeated again on July 20th.

The appearance of Fleetwood Town Football Club at Wembley Stadium, last April demonstrated the enthusiasm which can be generated in the town and this years 150 celebrations offer another great opportunity for the involvement of the whole community. Dozens of special events are to be staged to mark '150 Year', but their success depends upon the support of the public. YOUR support would be welcomed and please tell your friends about what is going on. If you are an out of town visitor to the Beer Festival – Welcome to our town in this very special year. We hope you may return during the summer months, bringing your friends and families, to join in the celebrations.

Dick Gillingham

VICTORY:

In April 1985, I obtained possession of arguably the most odious document which I have ever handled. The item in question sported an elderly gentleman wearing Tartan trousers and a long white beard, embracing a bottle of Lion Bitter, which, in addition to being larger than the gentleman concerned, had miraculously sprouted arms and legs, and grown a face. This was the original offer from Scottish and Newcastle Breweries, plc to acquire Matthew Brown plc.

Scottish & Newcastle, eager to make up lost ground on the other national brewers in the matter of tied estate, having already suffered a substantial rebuff in 1984 when their bid for north eastern brewers Cameron's of Hartlepool was blocked by the Monopolies & Mergers Commission, were quick to come back for more. Anticipating, rightly as it turned out, the green light from the M & M Commission in a region where, unlike the north-east, they were not well represented, Scottish & Newcastle tried to woo the Matthew Brown shareholders with the following, under the general heading of "Pressures on the Regional Brewers".

"They tend to be smaller in size, with limited financial resource. They tend not to be diversified".

Matthew Brown/Theakstons brew and successfully market seven traditional beers, Scottish & Newcastle, with their greater financial resource and diversification, manage to total three.

"They have to cope with the growing trend towards lager..... Lager is a product largely without regional identity which can be marketed effectively through national advertising"....

CAMRA has been saying this for fifteen years!

"They are finding increasing difficulty in the free trade in their own regions in competition with the national brewers".

STEAMER



Fleetwood's only Matthew Brown pub would seem an ideal outlet for the Company's Cask contained beers.

How true! Perhaps when the system of interest free brewery loans effectively tying an outlet to a brewer for a lengthy period of time is outlawed this difficulty will be largely alleviated.

The above is a sample of the type of inverted logic used by a larger brewer attempting to take over a smaller one. The truth of the matter is that the larger brewer has an interest only in profit margins, and will have no compunction about closing breweries and uneconomic pubs regardless of the social consequences in terms of unemployment, dry villages and a savage reduction in consumer choice.

The most disturbing aspect of the entire saga was the grotesque failure of the Monopolies and Mergers Commission to do their job, recognise the potential public detriment of the proposed takeover, and prevent the bid from going ahead.

So much has been written and said of the historic events of 11th December, 1985, that to repeat at length here would be quite unnecessary. Suffice it to say that, the battle having at one stage appeared lost, it transpired the Scottish and Newcastle had broken the rules by playing extra time when there was no provision for such, in order to obtain the necessary acceptances for the bid, and the points scored in that period were disallowed by the referee, in the shape of the Stock Exchange Takeover Panel.

Thus was triumph achieved but it was certainly a close run thing. Matthew Brown put up a splendid and imaginative campaign to preserve their independence, and were the first to acknowledge the efforts of CAMRA on their behalf. Lobbying M.P's., letters to shareholders in Matthew Brown, a boycott of Scottish and Newcastle products, an intense Press campaign and a well publicised protest march to the Scottish and Newcastle Brewery in Edinburgh all played a significant part.

Having congratulated Matthew Brown on their success, now comes the time to question the Company's attitude for the future. It is not many years since CAMRA were rightly critical of the Blackburn brewery for their apathetic attitude to real ale in general and their Fylde outlets in particular. Indeed, the Festival Programme in 1982 bemoaned the almost complete lack of cask conditioned Lion beers in this area. Since then the overall position has certainly improved, but the improvement in the Fylde area has been marginal. Whilst accepting that the Brewery will only instal real ale in suitable outlets, and that such conversions are carried out in a whole hearted, enthusiastic manner, it would not seem unreasonable to ask for a little more apparent commitment to our area. For example, Matthew Brown are the only independent brewers, supply Fleetwood not to supply cask conditioned beers. Their one outlet, the Steamer, would appear eminently suitable for the purpose. How about it gentlemen.

Since 1982, of course, Theakston's have been taken over and, creditably that Company's excellent range of beers has become more widely available, partly through select Matthew Brown pubs being converted to Theakston houses. Two of these, the Queens Arms, Kirkham and the Wheatsheaf, Blackpool, are in the Fylde area, and both are faring well.

To sum up we would wish this enterprising Company a long and profitable future as an independent brewer with an availability of cask conditioned beers much greater than at present.

MOUNT PLEASANT



Mount Pleasant, North Shore, Blackpool – a Good Beer Guide listed Matthew Brown House.

The Royal

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Fine Choice of Traditional Ales on Hand Pumps

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Secretary: Steve Crane,
40, Oxford Road,
FLEETWOOD

**Festival
Organiser &
Social
Secretary:** Derek Mitchell,
23, Ash Street,
CLEVELEYS

Editor: Ken Hargreaves,
9, Milton Street,
FLEETWOOD

If you require further information regarding the Blackpool, Fylde and Wyre Branch of CAMRA please do not hesitate to contact any of the above Officials.

**MEMBERSHIP APPLICATION FORM
FLEETWOOD BEER FESTIVAL – 1986**

I/We wish to become a member/members of Campaign for Real Ale Limited.

I/We agree to abide by the Memorandum and Articles of Association of the Campaign and enclose £ : as an annual membership subscription.

FULL NAME

ADDRESS

Membership Rates: Full member £7.00 (£10.00 overseas)
Husband and wife joint
membership £7.00

Delete type of membership not required

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

PLEASE NOTE DISCOUNT OF £2.00 FOR ANY PERSON JOINING AT THE FESTIVAL OR BRANCH MEETINGS

BEER OF THE FESTIVAL AWARD:

I nominate
as the Beer of the Festival 1986.

This form should be completed and placed in the ballot box as you leave the Festival. Copies are available at the CAMRA Stand if you do not wish to deface your Programme.

FLEETWOOD 150 ALE

This is a special high gravity ale brewed to mark this year's anniversary celebration, by one of the exhibitors at the Festival.

Can you recognise the brewer? Free CAMRA membership (or cash equivalent if already a member) will be awarded to the first two correct entries drawn from the 150 Ale Competition Box, which is situated at the Fleetwood 150 Ale Stand.

FLEETWOOD 150 ALE COMPETITION

I believe that the Fleetwood 150 Ale is specially brewed for the Festival
by

ENTRANTS NAME

ADDRESS

.....

If you do not wish to deface your Programme copies of the Entry Form are available from the FLEETWOOD 150 ALE STAND or the CAMRA Stand.

WHEATSHEAF



Wheatsheaf, Talbot Road, Blackpool — recent conversion to Theakston Beers.

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TREASURE HUNT:

To solve this competition you will need a copy of the Good Beer Guide 1986. Starting from Fleetwood, where the answer to Clue 1 is situated, by using the maps at the back of the Guide, solve one clue in each square until you reach your peninsular target.

Each square will be horizontally or vertically adjacent to the previous solution (not diagonally), and there will be only one clue per square.

The first all correct entry will receive £10.00

Entries to Ken Hargreaves, 9 Milton Street, Fleetwood, FY7 6QW not later than 31st March, 1986.

- 1. This lady was not amused. VICTORIA
- 2. The setting sun (or the rising one?) GOLDEN BALL
- 3. A recumbent fowl SITTING GOOSE
- 4. He kept an eye on things
- 5. The haunt of clothiers?
- 6. Be sure you don't get stung
- 7. Better ner two i'th' bush

LYING DOWN

DRINKING GLAS

and BAR EQUIPMENT

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BLACKPOOL. Tel. 27514**

8. Let's hope he's not under age
9. A priceless avian freak
10. Get sprinkled here...you might even get stuffed !
11. Does 9 rest here
12. You might find Maggie here
13. An unlikely specimen (sorry girls!)
14. Adjacent outlaws (2 pubs)
15. Surely you needn't pray for a good pint
16. Does he ape the percussionist
17. His aim should be spot on
18. A metallic hue
19. Used by 9 for his libations
20. Watery meeting place — lock out for the periscope
21. Perhaps he's sea sick
22. Back from the depths ?
23. The bard supped here
24. Insects, or bats?
25. Dusty's daughter!
26. Mighty biceps
27. A sporting 9
28. Entrance for the short sighted
29. To Sarah the ostler's wife?
30. Playful pussy
31. A cunning character
32. Is it for fat people?
33. Should be a holey place

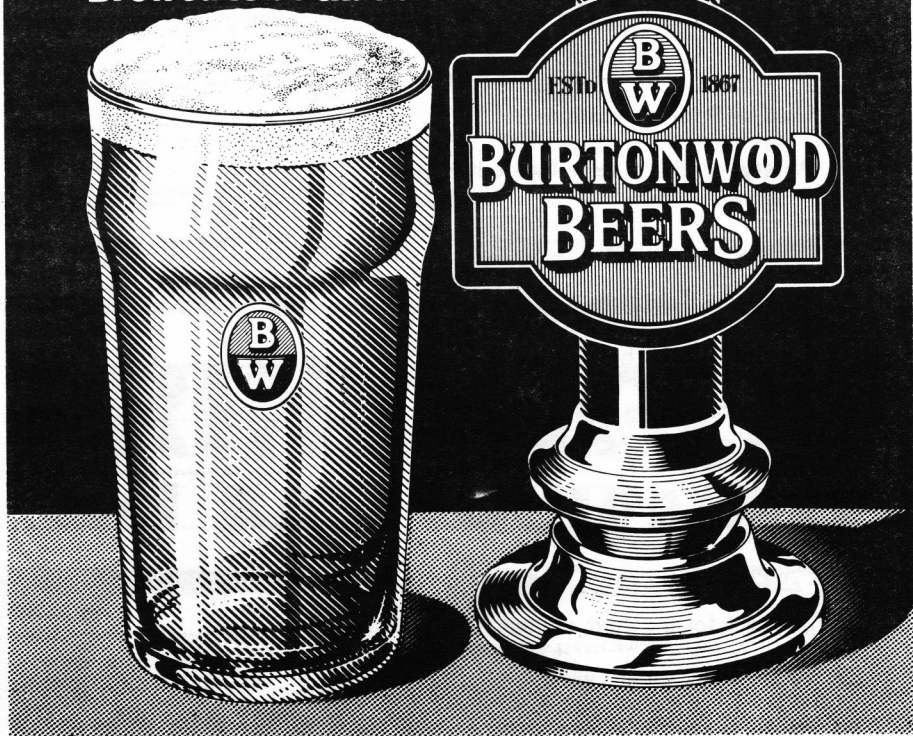
COLOUR COMPLEXION

DRINK FOR THE GOOD

MAN FOR HORSES AT INNS

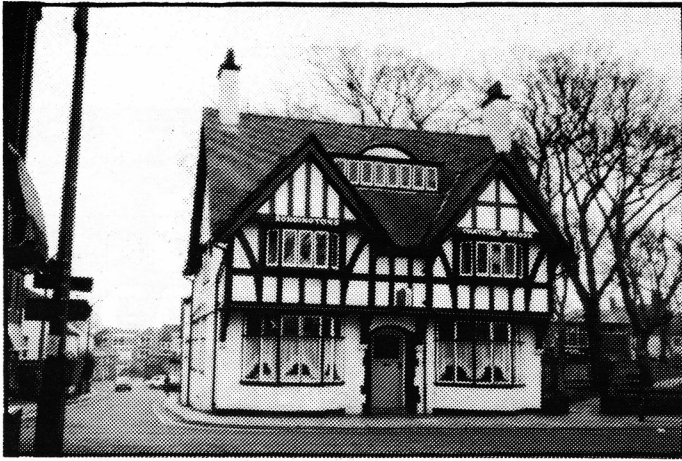
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Telephone: Newton-le-Willows 4281

34. He tends his blooms with loving care
VERY OLD
35. Venerable turner
36. Badger by the flower
37. 26 could use these
38. Luxury on the sleepers
39. Mythical fire breathers.....at least the local
owner's O.K. !
40. Produced by 26, in triplicate
41. Julius could be here
42. Look for the cathedral
43. He's certainly on home ground here
44. Sounds like the big crows done for.....
finished by the lady's spell, perhaps
45. L.B.W., possibly
46. For our morning paper, perhaps
47. Young 8 might need these eventually
48. Do your woodwork here
49. Little skipper.....
50.but he's best avoid this fellow
51. Respite for the mariner
52. West Country merchant
53. H.R.H. may be blown over here`
54. Into harbour at last.....an appropriate place to
finish if you've got this far !



Thatched House, Poulton
one of the Fylde's most
popular Boddington
houses.

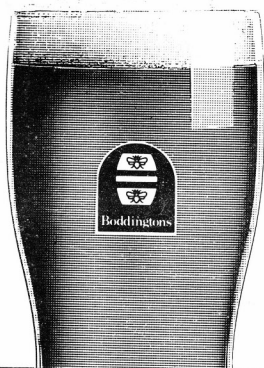
**The famous Old Swan
Inn, Netherton, Dudley**
(Ma Pardoe's) see Page 11
enhanced by the presence
of your Branch Chairman
(foreground)



Talbot Brierley Hill,
West Midlands -
Brewers J.P. Simpkins
was taken over and close
by Greenall Whitley in
1985 - this was the sad
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