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GOOD LIGHTING
MAKES ALL THE DIFFERENCE

A "breakthrough" for some licences —but not others

(Continued from Page 2)
Apart from criticisms of the financial policy of the schemes, there have been other attempts to weaken the hold of the Home Office on the drinking amenities in the Carlisle district.
As well as the two hotels exempted from State control when it started, there was one Carlisle restaurant, the Silver Grill, left outside the scheme. This restaurant has now disappeared.

"Breakthrough"
Proprietors of small hotels and restaurants in the Carlisle district would have liked a table licence as an attractive and profitable ancillary to their businesses. In July, 1957, the "break through" was achieved by the Carrow House Hotel, on the outskirts of the city. Other proprietors were encouraged, and have since succeeded in getting Home Office sanction for a table licence.

Meanwhile, city grocers have also been trying to obtain off-licences for their shops, but three who were given the sanction of the City Licensing Justices failed to get Home Office approval. This fight is still going on.
The fact that the Licensing Justices could be overruled by the Home Secretary is the law of the land, but the State Management Scheme's opponents describe the position of the Justices as absurd. The licences they grant are completely ineffective, as in the area of State Management the licensees must have the written authority of the Home Secretary as well.

There is a link between the Home Office and the city, however. This is the Local Advisory Committee, but, as its name suggests, it acts purely as an advisory committee, with no powers at all.

20 clubs
But it must be said in fairness to the State Management Scheme that no local resident is compelled to visit a State house for his drinking. There are about 20 clubs alone in the Carlisle district which are outside the scheme. These have been increasing in recent years and cater for different

IT'S ARCHAIC
(Continued from Page One)
Q—Only recently have some bars been opened to mixed company. Do you not agree, as a woman, that the introduction of women to good-style public bars can be wholly beneficial, both by restraining some of the male company and by raising the tone of public bars?
A—As a matter of personal opinion I would agree that the distinction is archaic. As a Minister with responsibility for a scheme serving the public in and around Carlisle, I have to realise that some regard must be paid to local opinion and social usages.
Q—Are there any prospects for increasing local autonomy in the State Management control?
A—This is another matter being considered in the review.
Q—Will the granting of off-licences to private traders be considered in the present review?
A—Yes.

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S.M.S.

Half a century of the State Management Scheme in Carlisle and district



Speculation about the future of the Carlisle and District State Management Scheme pivots on the review now going on at the Home Office. The "Evening News" put eight questions to Miss Alice Bacon, the Minister with responsibility for the Scheme, and her answers are given below.

Whitehall review covers whole Scheme

Q—How long is it likely to be before the present review of the State Management Scheme is completed at the Home Office? Will the results be made public?
A—It is not possible to say when the review will be completed. When it is completed, if there are changes to be made, whether in the law applicable to State Management or in the administrative procedures, an announcement will be made.
Q—Is the review to cover the basic principles underlying the foundation of the Scheme, as well as the structure of management and control at the present time?
A—Yes, the review covers all aspects of State Management.

Q—Do you, for instance, consider that after 50 years there is now an opportunity for the introduction of a more competitive spirit within the Scheme, possibly by accepting the idea of incentives?
A—This is one of the matters being considered in the review.
Q—When you paid your recent visit to the S.M.S., what impressed you most, and what struck you as offering the greatest scope for improvement?
A—I was most impressed by the high reputation enjoyed by the Carlisle beer. As in the private sector, there is scope for improvement in the furnishings of some of our houses and hotels.
Q—It is a commonly-expressed view in the area that the State brews excellent beer but is not a good "mine host" so far as public house premises are concerned—they often lack modern decor and comfortable furnishings. Is this a field where improvements can be promised, over and above those already announced?
A—Some of our premises are very good indeed, but it is true that others need improving. There is an ambitious building programme which aims, subject each year to Parliament voting the money, to spend about £200,000 each year for the next few years on improvements to existing premises and on providing new houses in areas of development.

As "State Control" reaches its half-century this year, this feature traces its origins, takes a look at its present "image," and attempts to look ahead to its future.

AN "EVENING NEWS" SUPPLEMENT

VAT 69
FINEST SCOTCH WHISKY




Miss Alice Bacon in the brewery sampling cellar when she visited Carlisle earlier this year.

R. E. SCAMBLER inquires into...

Those bad old days and the "gold rush" which started the "Scheme"

"Old-timers" in Carlisle today will tell you there has been nothing like it since the Klondyke gold rush of some 60 years previously. Hordes of drunks, fighting and shouting, occupied the city streets, and the 60-strong police force was hard put to keep order.

Like the Klondyke, it was a gold rush—the gold was already in the pockets of the drinkers. It was a rush to spend money.

There was a sudden influx of 20,000 people to the Carlisle area and they were earning as many pounds a week now as they had earned shillings before. But many had little to spend this wealth on—except drink.

Golden "harvest"

This was in the early days of World War I, when the vast munitions factory at Gretna was being built and brought into use. Naturally, Carlisle, as the only city within reasonable distance, became Mecca.

It was not unnatural that Carlisle innkeepers and traders

should reap their harvest from the fat pocket books of the customers from along the road north. An "old-timer" tells me it was quite common in the middle of the "gold rush" for a landlord to have 300 pints ready pulled and 300 whiskies ready measured as he opened his doors.

Lodging-house keepers also reaped a fine harvest. In some "digs" in the city and district it was quite common for the beds to be on a three "shifts" a day system. As soon as one lodger vacated his bed, another was ready to take his place.

By the end of 1915, the "gold rush" and its social consequences upon a frightened city had reached such a pitch that something had to be done by the authorities. But these early efforts were feeble and failed completely to turn the tide back to sobriety.

A "no treating" order was introduced. This failed, and then a "spiritless Saturday"

was tried. This meant no whisky, rum or gin could be supplied on a Saturday. It also failed because the customers could afford to buy whole cases of spirits during the week.

In fact, some of the munition workers were working only three days a week and getting drunk on the remaining days.

Drunkenness

Carlisle Magistrates and the Chief Constable were getting seriously worried and wondering what more they could do. In April, 1916, there were 98 convictions for drunkenness in the city, 114 in the district and 159 in June. But the Home Office had already been appealed to in an effort to get something done. The Minister of Munitions, Lloyd George, had said that the excessive wartime drunkenness was doing more damage in the war than all the German submarines put together.

The Home Office had created a Liquor Control Board under the Defence of the Realm Act 1915, and in July the following year it stepped in to take control of all the public houses and liquor-selling establishments in the Carlisle area. The Board had power to make compulsory purchases of any licensed premises and run them on behalf of the State. This included breweries.

Still holds sway

This Home Office move was certainly not without its critics, both locally and nationally, but the Board pleaded for time to work out its extensive plans. It made the position quite clear that "the establishment of the Board in Carlisle had been dictated solely by reason of the remarkable increase in drunkenness and assaults on the police during the early part of the year. Astounding figures were put before the Board and so vital were these considered that immediate action was necessitated."

A manager was appointed to each public house taken over. He was paid a good wage, but no profits on the amount of drink he sold. This became known as a system of "disinterested management." He was, however, encouraged to sell food and was given commission on these sales.

The Board's scheme worked

The net profits of the Carlisle scheme for the past six years were as follows:—	
Year ended March 31, 1960	£158,315
" " 1961	£178,017
" " 1962	£202,354
" " 1963	£252,653
" " 1964	£247,057
" " 1965	£239,948

the acquisitions, until at the end of the financial year 1918-19 the amount outstanding was £661,665.

"After this debt was gradually reduced by the excess of income over expenditure, until by March 31, 1928, the issues from the Exchequer, plus the interest involved, had been paid off. As there has been no wholesale expansion of the schemes since their inception, no further large scale capital borrowing has taken place.

Net profits

"The Treasury makes no demands for a fixed percentage return on capital each year," Mr Punnett says, "and as long as the schemes appear to be operating at a commercial level, the Treasury seems content to let the annual financial target as a fixed percentage on assets or on turnover would facilitate an analysis of the financial arrangements of State Management."

Referring to the general policy of State Management, Mr Punnett writes: "There has always been a tendency to associate State Management with a policy of temperance, but while historically there is perhaps some justification for this, the assumption can hardly be held today. Over the years there has undoubtedly been a movement away from the temperance origins of the scheme, though it is not possible to point to any one date or event as being responsible for the change."

Investigating ways of improving the State Management Scheme, he suggests that one possibility would be to re-invest all surpluses to produce a cheaper and better service. "Prices of State products," he points out, "could be reduced so as to produce only a bare surplus each year, but such a policy would no doubt be criticised by the brewing industry and the temperance movement alike."

"Re-investment could take the form of accelerated redecoration and reconstruction of premises, though there is obviously a limit to the amount of re-building that would be necessary if the schemes were to remain within their present boundaries."

"Another alternative," Mr Punnett says, "would be to use surpluses to finance various charities or good works, either at a local or a national level, in the way that the profits of the Danish Carlsberg Brewery are used to promote scientific and cultural ends."

"There might be some national objections if the beneficiaries were limited to the districts themselves, though there is much to be said for the principle of profits being spent in the areas in which they are made."

(Continued on Page 16)

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Interested
"While there has been no abandonment of 'disinterested management' there is no suggestion that the principle of disinterested ownership applies to State Management, the Treasury being extremely 'interested' in securing an adequate financial return on the capital involved."

"There is no attempt to 'push' sales," Mr Punnett says, "in the sense that this term was understood at the beginning of the century when customers were encouraged to drink often beyond the limits of discretion, but such an attitude has long been absent from the licensing trade as a whole and there can be little to distinguish the attitude of State management from that of private brewers in this respect."

Recently, Mr Malcolm Punnett, lecturer in the Department of Politics in the University of Strathclyde and the son of a former Mayor of Carlisle, prepared a thesis on the State Management Scheme. This has been published in "Public Administration," the journal of the Royal Institute of Public Administration.

Finances

Dealing with the financial structure of the scheme, he writes: "At the inception of the schemes, the finance needed to purchase the property and settle compensation claims came directly from the Treasury. The debt to the Treasury grew for the first three years as income from trading in no way covered the large sums needed to pay for



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Ten years of streamlining — now it's

a 'model' brewery

The Carlisle and District State Management brewery has, over the last 10 years, streamlined its plant and equipment to become a "model brewery."

Throughout the development of the brewery, the original oak vessels were replaced by copper, and were finally brought up to modern standards by the use of stainless steel equipment.

With stainless steel yeast tanks and fermenting tanks and other equipment, along with the white-painted and tiled walls, the brewery has an air of clinical cleanliness, and certainly the standard of hygiene maintained on the premises is a high one.

25 NEW TANKS

The need for modernisation came about in the post-war years, when the popularity of bottled beers was on the increase. A new bottling plant was installed to keep up with the demand.

With a new bottling hall, further streamlining was intro-

duced into other parts of the brewery, and the fermenting room was given a face-lift with the installation of 25 stainless steel fermenting tanks, each with a capacity for 3000 gallons—the equivalent of 80 barrels of beer.

Both these projects cost the brewery £100,000 each. Further money was spent on the introduction of a new method of storing yeast, and refrigeration equipment for cooling the beer.

NO DAYLIGHT

The installation of refrigeration plant and stainless steel coolers replaced the old open coolers. This improved the standard of hygiene: the beer never saw the light of day.

Other improvements that have been introduced have been a service elevator and cask washing machinery. The projects have been carried out carefully and over a prolonged period in order to allow the brewery to keep up production.

NATURE'S COURSE

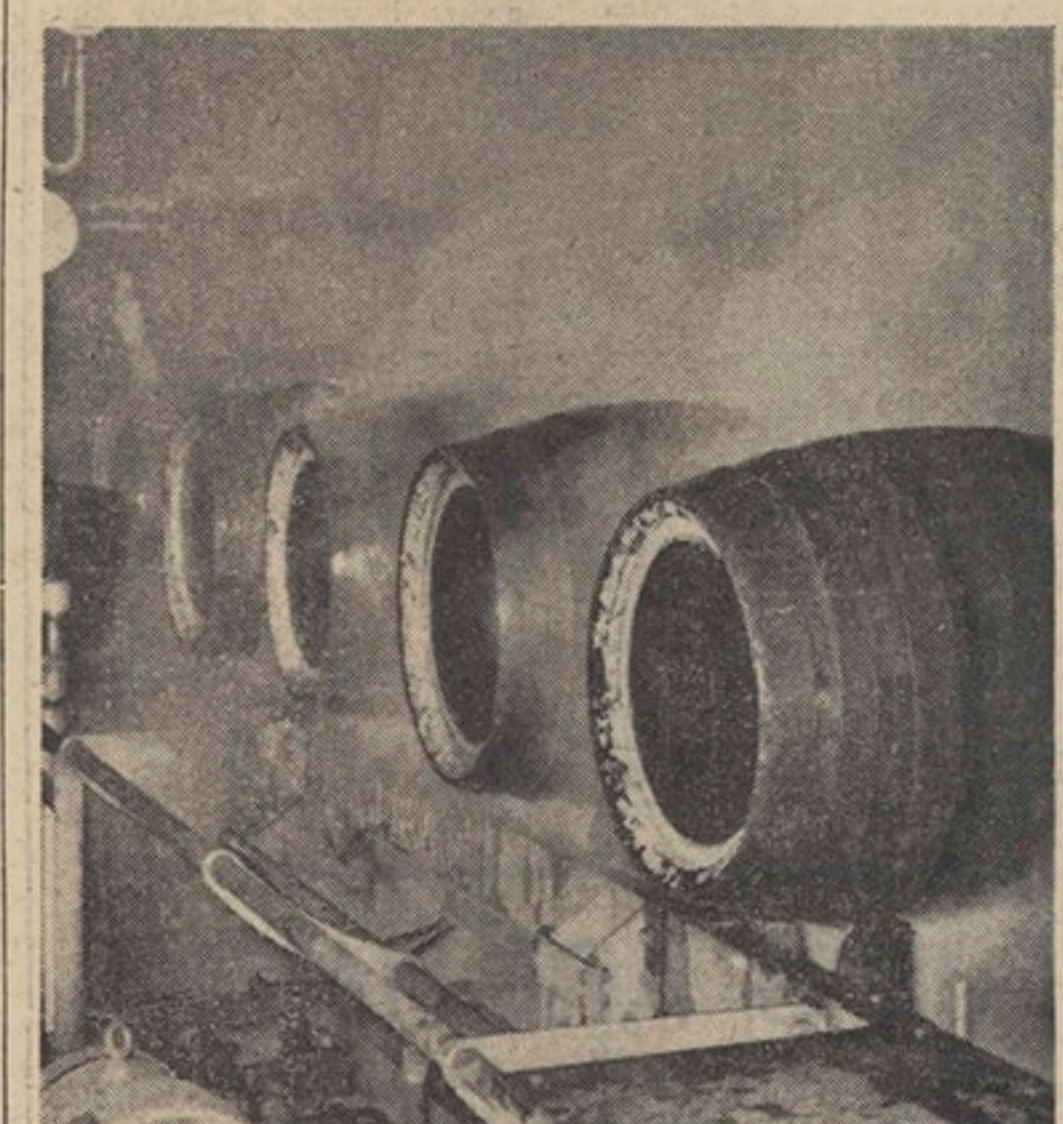
Mr Bill Monk, the head brewer, stated that the modernisation was to stream-

line the brewery and not to speed up the actual processing of the beer. "We don't like to hurry things — we prefer Nature to take its own course," he said.

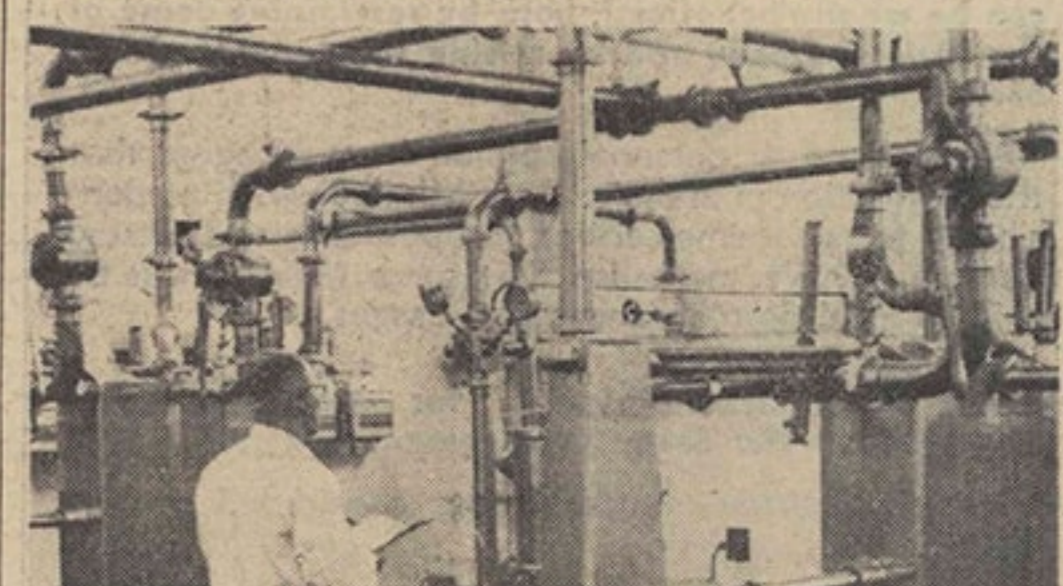
He feels that, with the completion of these improvements, they can afford to sit back and reap the benefits. With the brewery so up-to-date in equipment, the need for major re-modernisation will not arise for several years.



Some of the 25 new stainless steel fermenting vessels.



The automatic cask washer, which scrubs the outside and sterilizes the inside with hot water and steam.



Down among the pipes — stainless steel paraffin wort coolers which cool the hot brew on its way to the fermenting room.

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The story of the big brew

By ALAN HOY

The start of all beer brewed by the State Management Scheme is at the brewery's maltings at Shaddongate, where the barley is steeped in water before being allowed to germinate on the maltings floors for about 10 days.

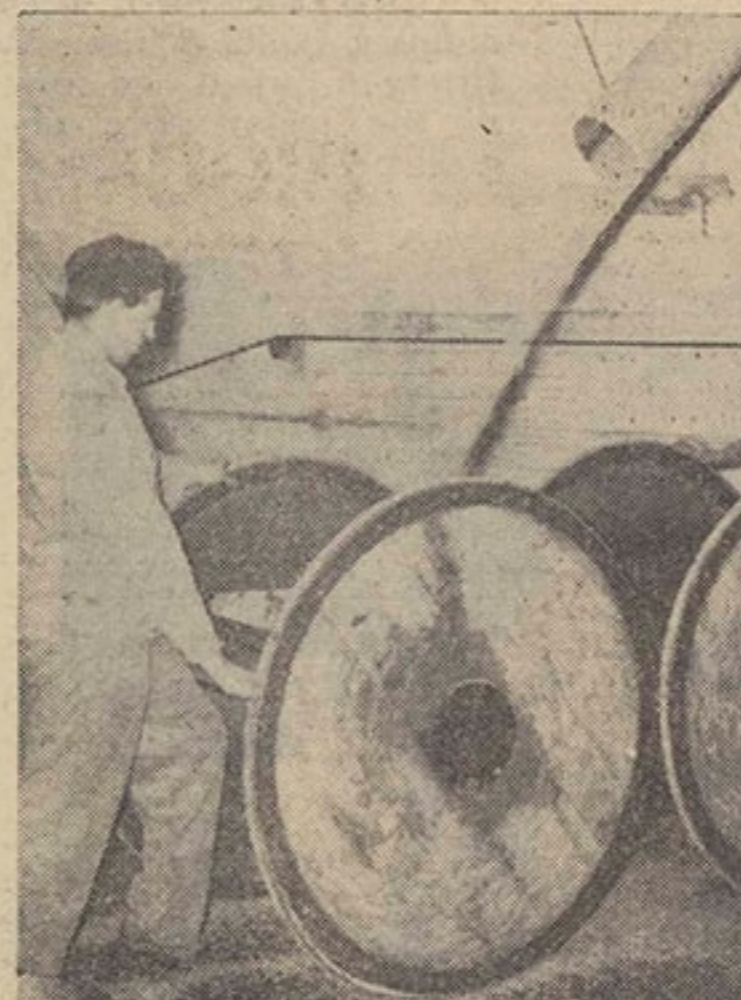
It is then placed in a kiln which dries the barley and makes it crisp before it is put into the malt mill. Here it is crushed to become what the brewing trade calls 'grist'. From there it is mashed and hot liquor is added.

The concoction, now named 'wort', is run into the boiling copper where hops and sugar are added before it drops into a vessel where the hops are taken away.

The next process is for the brew to be pumped through a cooler and run into fermenting vessels, where yeast is added and it is allowed to ferment for a week.

With draught beer, the brew is racked; but for the bottled varieties, the beer has to be conditioned and matured in tanks before the bottling process.

The malting process takes three weeks to make the actual



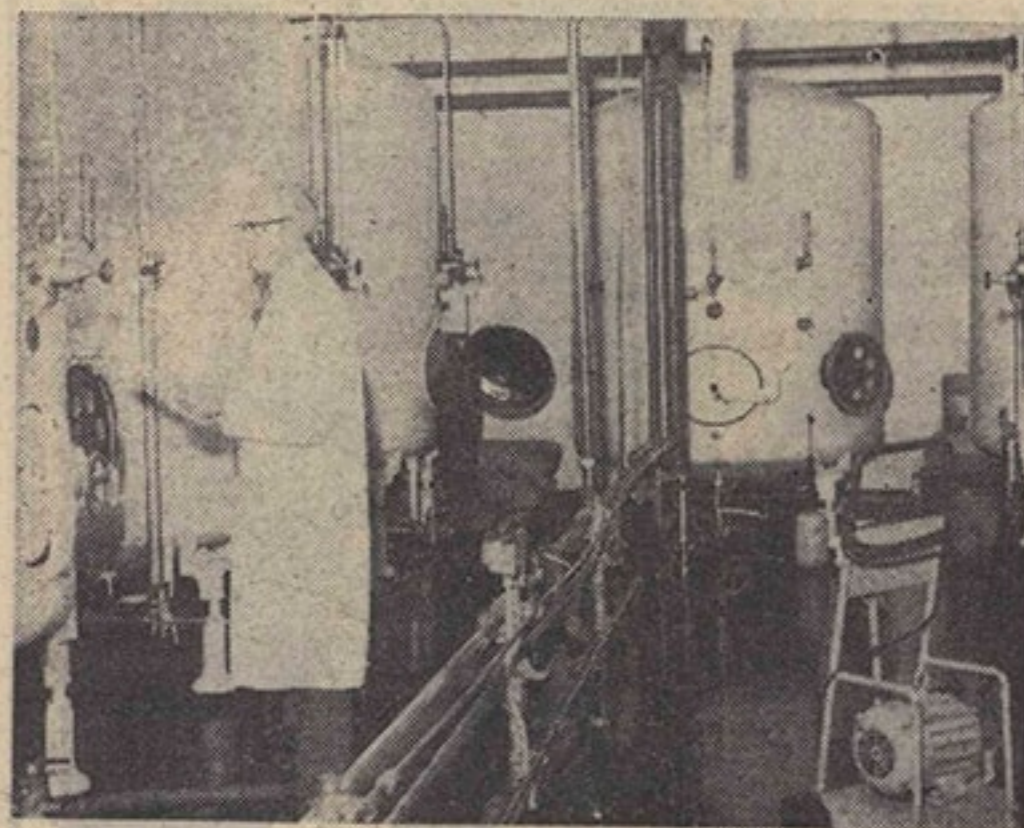
Loading the malt bin (left) for drying at the maltings. And Mr T. Nugent (right) at work at the mash bins, where the crushed malt is mixed with the hot liquor.

brew and the brewing process takes a further week. Draught beer is matured, or celled, for a week, but bottled beers take up to a month to get conditioned.

In a year, the brewery brews about 60,000 barrels, an average of 1200 barrels a week.



Mr A. D. B. Arrol, assistant brewer, dipping and checking the temperature of the brew in a fermenting vessel.



Mr J. W. Tunnick, the bottling manager, checking charts in the conditioning room.

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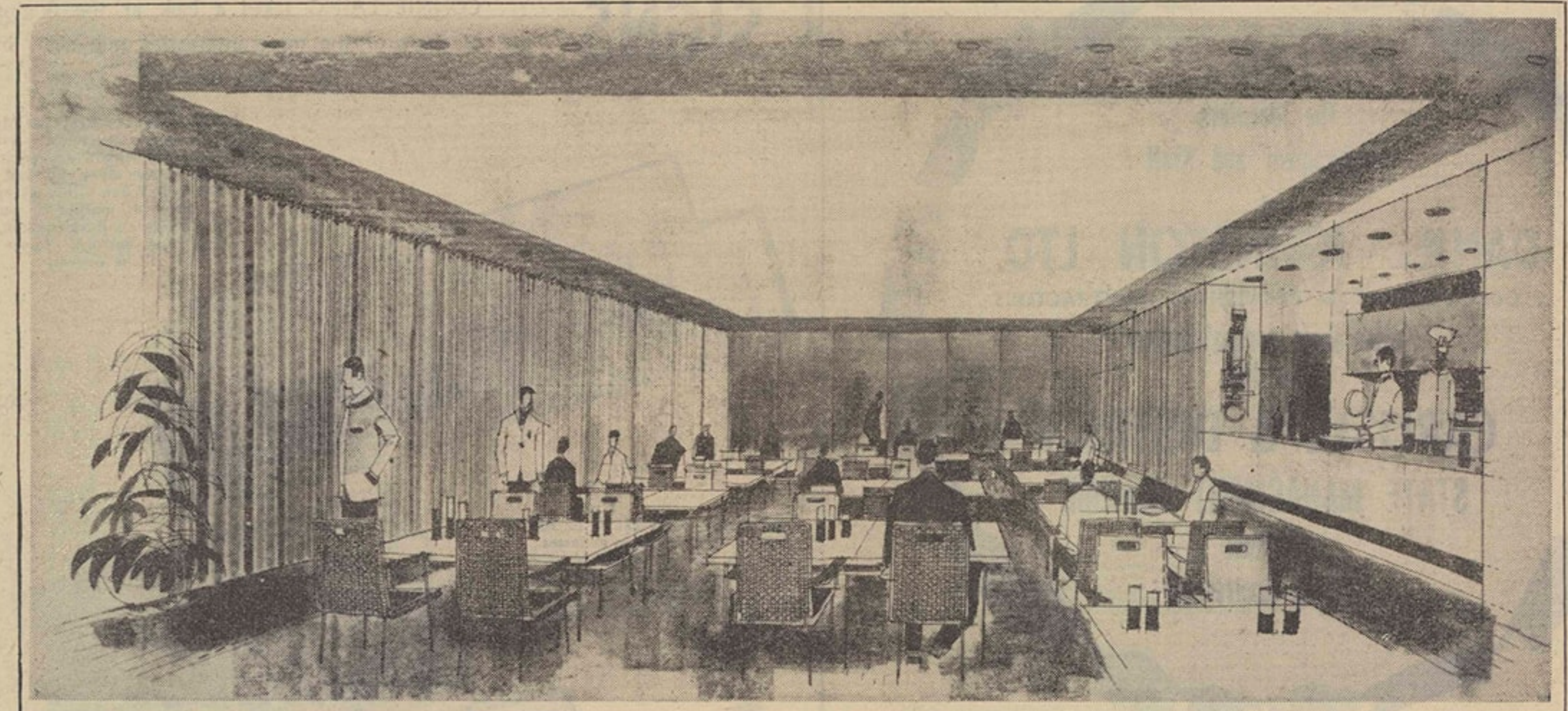
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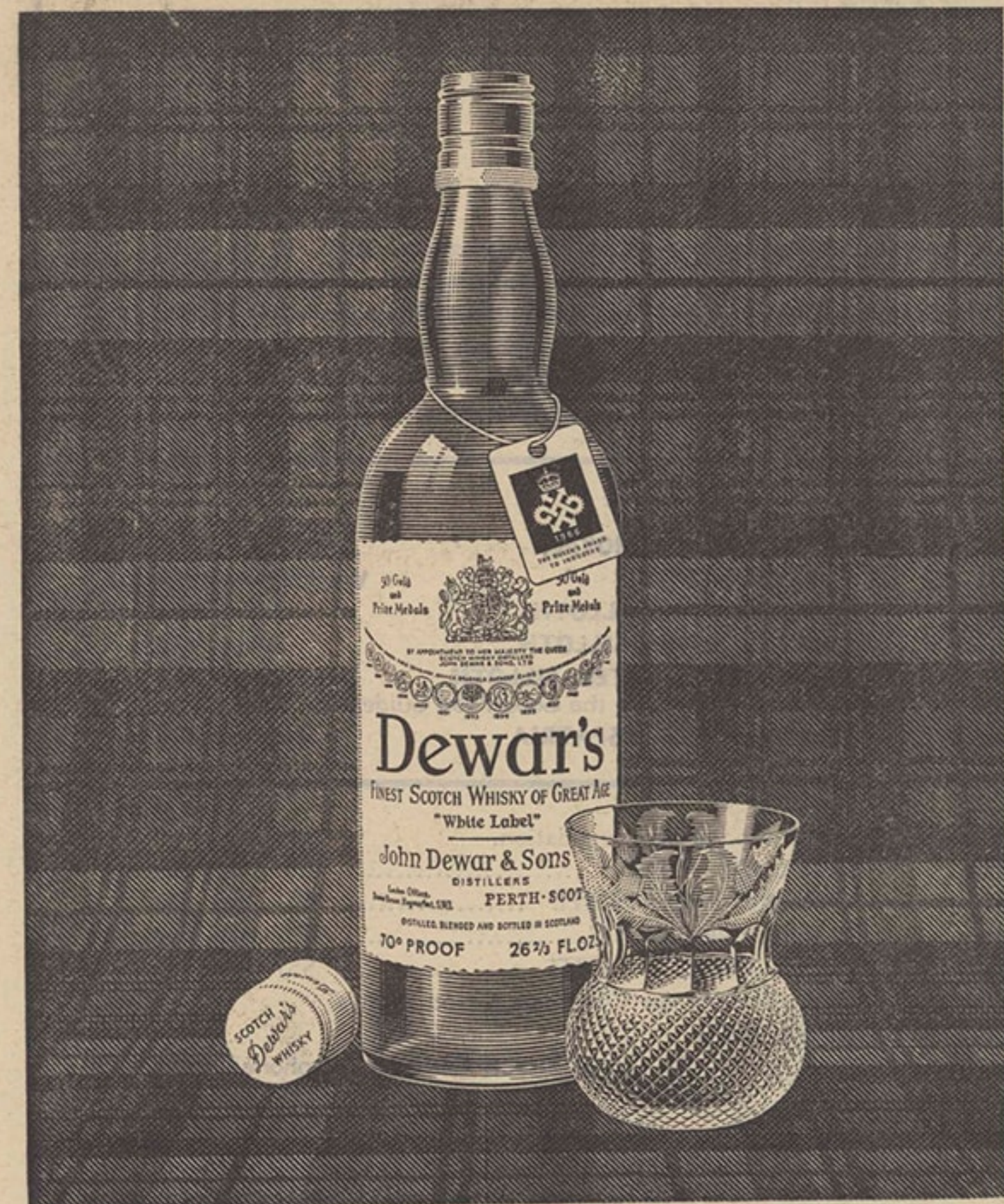
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Dewar's
the scotch to be seen with



THE BECKONING INN SIGNS

CONNIE LAING takes a look at the origins of some of the more interesting pub signs in town and country.

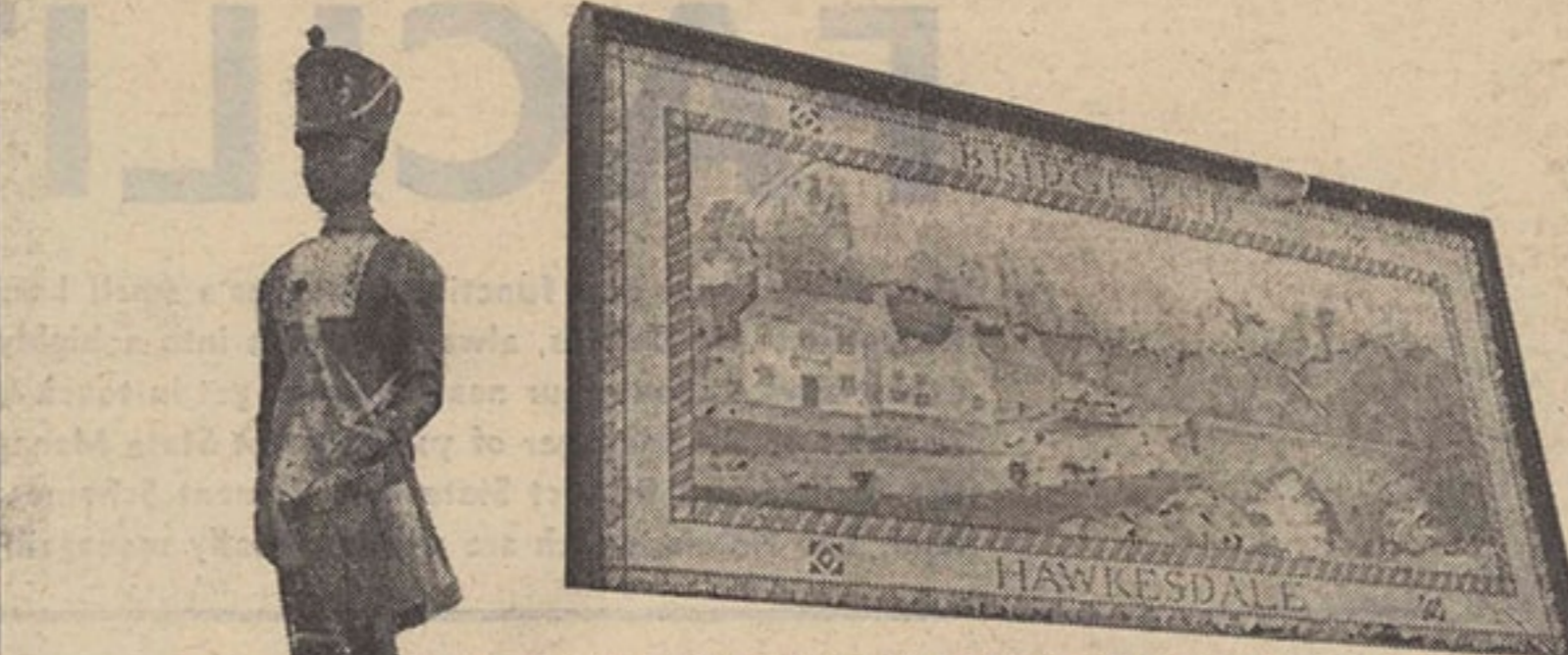
The "Drovers Rest" at Monkhill, speaks for itself. A herd of cattle, with a drover at the rear, moves along the road past the inn. When either going into town to market or out to the stints on Burgh marsh, the inn was half-way house for the drover.



Above the name-board of the Plough Inn, Wreay, a farmer operates an old plough drawn by two horses. Like many rural inns, the Plough derives its name from its environment.



An eye-catching hostelry sign is the one which "walks" outside The Pheasant, in Caldewgate, Carlisle. A pheasant carved in wood, it is the work of the Scheme's works department—striking in its elegant simplicity.



The artist who created the sign for the Bridge End Inn, at Hawkesdale, needed little imagination for his illustration—the attractive setting of the wayside tavern beside the river was subject enough for his painting. The board shows the public house appropriately beside the end of the bridge.



The Arroyo Arms at Harrayby, Carlisle, was built in 1956. Above the name stands an English drummer - boy, wearing English uniform but with a French hat and carrying a French drum.

The house was named after a glorious battle, at Arroyo dos Molinos, which the 34th Infantry Regiment, later to be known as the 1st Battalion, The Border Regiment won against the French. The Regiment came out of action wearing the French caps and with the brass drums taken from the French.



There is some doubt as to why the Jovial Sailor, Carlisle, was so called. One theory is that the site of the house is a short distance from the old Carlisle to Port Carlisle canal, and seamen could well have found their way inland. In the foreground the artist painted a jolly sailor dancing the hornpipe between a capstan and an anchor.

(Four more inn signs on Page 6).

Carpets to bowling greens

Sixty-seven men in the works department of the State Management Scheme, in Rome Street, working under superintendent George Hall, deal with all the problems of maintenance, renovating and decorating public houses and hotels.

Their crafts are as varied as carpenters, painters and bricklayers.

Mr Hall said: "We do give jobs to sub-

contractors, if there is too much for our department to handle alone or if the job is so far away from the depot that it would be uneconomic — we cover the whole county.

"The department faces more problems than an ordinary building firm. We must deal with the fitting of carpets and curtains, for example, as well as the maintenance of the Scheme's bowling greens."

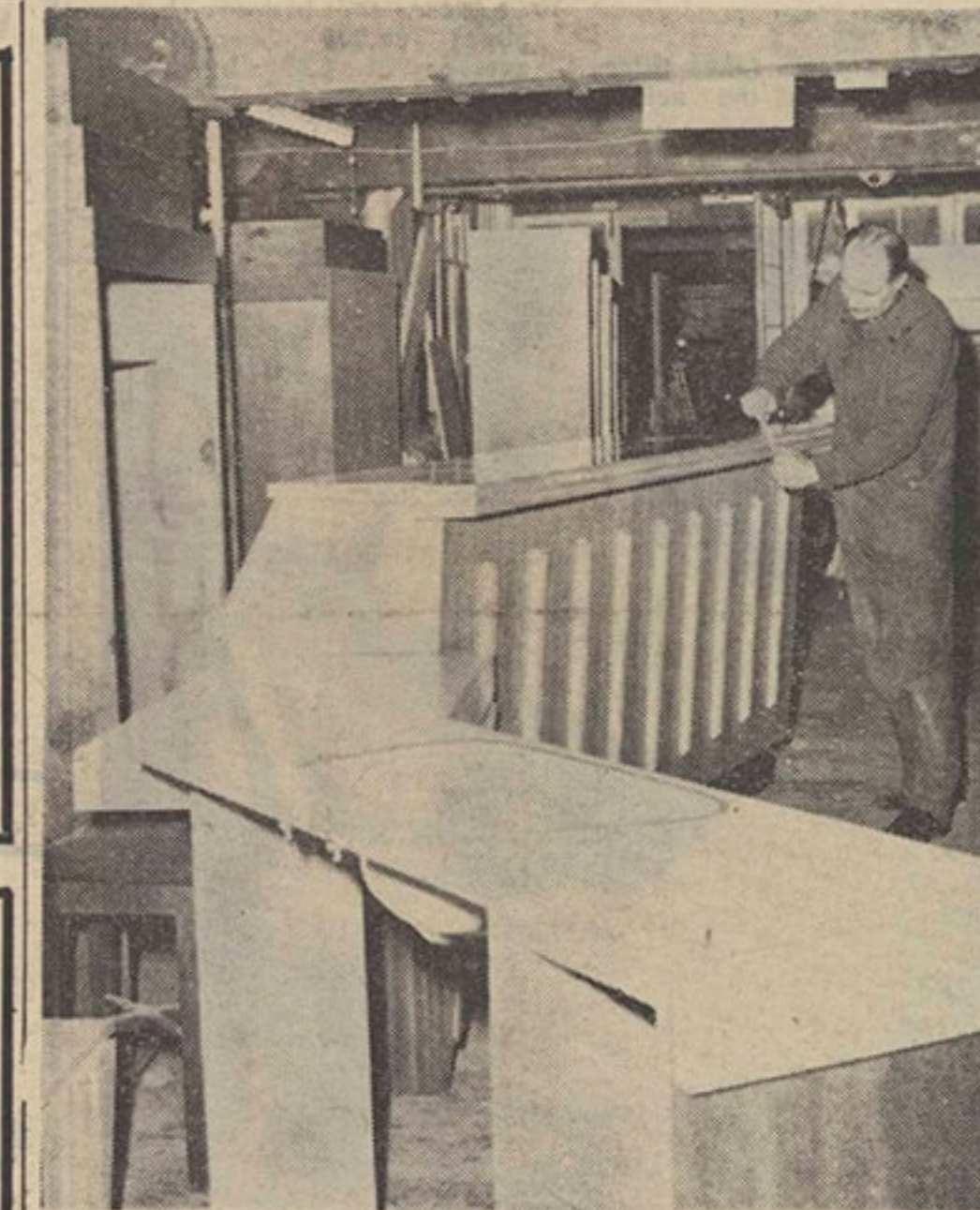


Painters at work in the Gretna Hall, Carlisle, which is at present being completely re-decorated.

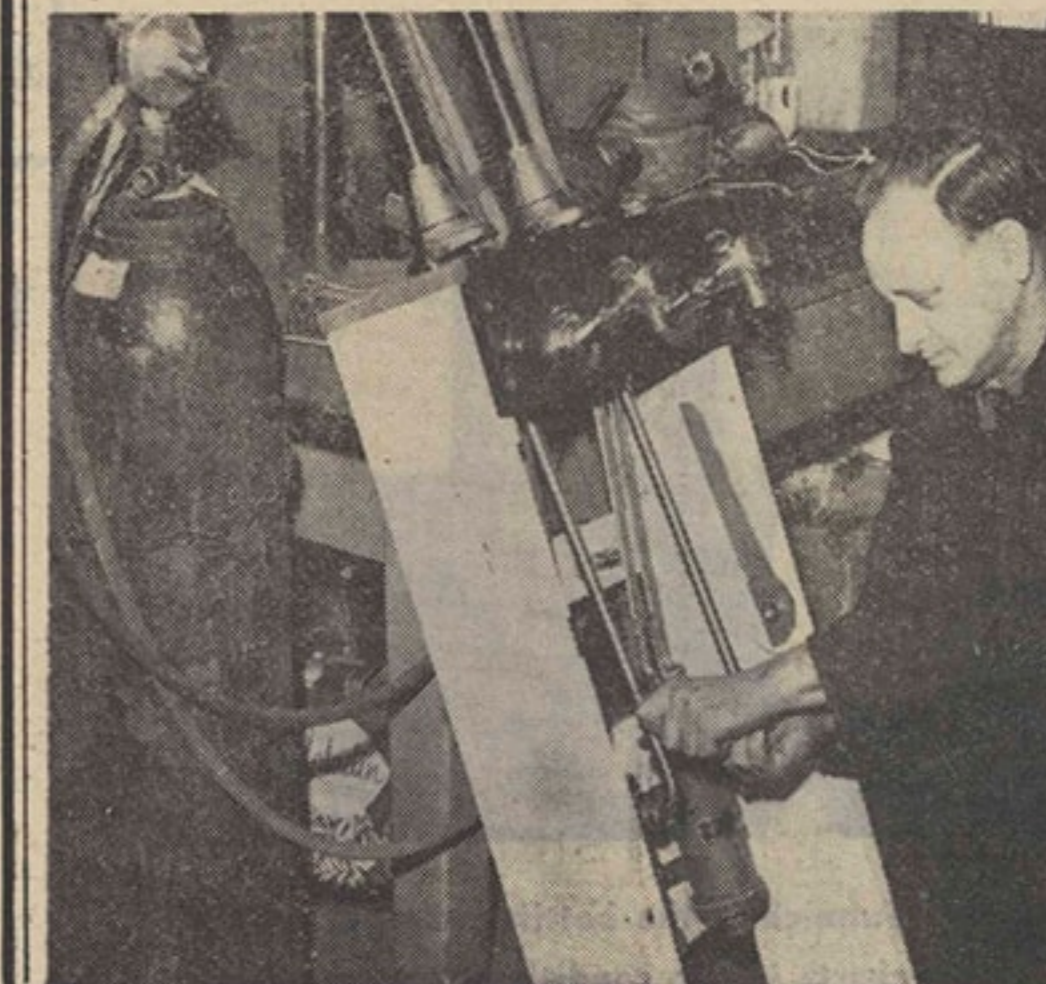
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ABOVE: Works department joiner, Mr Alf Edgar, building one of the new counters for the King's Head Inn, Carlisle.
BELOW: Carrying out repairs on a beer pump is the works department plumber, Mr Laurie Newton, who has been with the Scheme for 32 years.



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80 DARTS TEAMS, 16 BOWLS TEAMS, AND . . .

Mr Bob Burns stood behind the bar under the row of shining silver cups won by his customers, and remarked: "Give them entertainment, and they'll come into a pub."



The go-ahead manager of the Cumberland Wrestlers public house in Carlisle, Bob—'Bonzo' to his friends — is the driving force behind the tremendous success of the pub in sporting circles in recent years.

Many of his players, and teams, have won awards in various darts leagues and competitions. In football, too, the pub's two teams — they compete in the Thursday and Sunday leagues—have achieved success. "In fact," said Bob "the Sunday football league originally started with State pubs."

Perhaps the success of the various teams from the Wrestlers is summed up by Bob when he says: "I don't put teams in to lose."

Facilities

Bob, and indeed other managers in the Carlisle and District State Management Scheme agree that sporting events, and games held at public houses, are great "crowd-pullers."

And the pubs in the Scheme can surely pride themselves on having probably the best facilities in the north for sports and games. In fact, organisers reckon that the darts and bowls leagues are the largest in the country.

Approximately 80 teams, from 57 public houses, compete in the five divisions of the State Management Darts League.

Last year, for the first time, the teams were split into six leagues "Unfortunately, teams started to drop out and as a result we suffered a financial depression," said Mr William Ward, treasurer and former chairman of the league. "We decided this year to go back to the old system, and at the moment things are all right."

1000 members

The league was formed in 1951, by Mr David Stringer, with only one division. Now

**The
game
must
go on**



the league has over 1000 members and is entirely self-supporting.

The league season started this year on September 6 and ends on May 11. After this many trophies are contested at the annual "finals night" in the Gretna Hall.

Twice a week, darts enthusiasts put down their pints and pick up their "weapons." First and second league games are played on Tuesday nights; third, fourth and fifth division games on Thursday nights.

Says Mr Ward, who has played for the Royal Scot team at Morton in recent years: "We've always regarded ourselves as the largest league in the country. There's no doubt that more people come to a pub when a darts night is held."

Secretary of the league is Mr Ian F. Pallett, and Mr J. N. Adams, general manager of the Carlisle and District State Management Scheme, is president.

Bowlers

Many public houses in Carlisle have bowling greens and the State Management Scheme Bowls League gives the social life of pubs a further boost.

On summer nights, the whole family has been known to come to the green and watch dad and his "woods."

Sixteen teams make up two leagues and the season usually lasts from the beginning of May until the end of August.

Four hundred members, play for various public houses, and some clubs, compete for many trophies. As with the darts league, the presentation of trophies takes place in the Gretna Hall.

Again, it is claimed that this is the largest league of its type in the country. Founded in the 1930's, the league is "run on a shoestring," says the secretary-treasurer Mr Philip Wade, who plays for the Carlisle



Working Men's Club. "The only money we get comes from levies and one annual draw." Mr Adams is also president of this league.

What next?

The public houses of the Carlisle and District State Management Scheme have certainly created many social and sporting "firsts." But is there any game left to go in for?

Back to Bob Burns, who believes that a "singing league" could catch on. After all, some city pubs have been known to have friendly singing competitions.

"There's not much to go in for," Bob admits. "We could have had a singing league, but no-one would foster it." Any offers . . . ?

SUMMER AND WINTER

The summer months see the bowling greens brought into use for league games and friendly matches. The scene on the left is from a league match on the Horse and Farrier green, Carlisle.

Every Tuesday and Thursday, teams in the five divisions of the Carlisle and District State Management Darts League meet for their matches, played during the winter on a home and away basis.

The pictures above were taken in The Museum, Belle Vue, Carlisle, when their first division opponents were the Wrestlers "B."

The league is believed to be the biggest in the country.

THE MEN IN CHARGE

The man at the helm of the Carlisle and District State Management Scheme is a former Naval officer, Mr John Norman Adams, who came to Carlisle as general manager of the Scheme in 1960.

A native of Derby, he joined the Customs and Excise service after leaving school, and most of his early life was spent working in the distilleries of the Highlands of Scotland, and the breweries of the Midlands.

During the last war he was first lieutenant on a fleet of minesweepers doing convoy work on the Western approaches. When the war ended, he was helping to clear Japanese minefields in the Pacific.

After the war he returned to Customs and Excise. He came to Carlisle from the Administrative Staff College, Henley-on-Thames, where he was on the directing staff.

A married man with a family, he lives in Longlands Road, Carlisle.



Mr L. Frank Ambler (above) came to Carlisle as assistant general manager of the Scheme 13 years ago from Suffolk, where he was assistant county agricultural officer to the East Suffolk Agricultural Executive Committee.

He was then a newcomer to the city, having been born in Wolverhampton and having spent most of his early life in Birmingham. After serving in the Birmingham City Treasurer's Department, he became finance officer for the Pembrokeshire War Agricultural Committee — after which he took up his appointment in Suffolk.

Since coming to Carlisle he has shown great interest in local affairs. For six years he was honorary secretary of the now-defunct Carlisle and District Management Association. A married man, he lives in London Road, Carlisle.



Mr Bill Monk (above), says that his move to Carlisle 16 years ago, was one of the best he ever made. He is head brewer at the State Management brewery in Carlisle.

He trained at Burton Wood not far from his Lancashire home town of Newton-le-Willows. When he joined the R.A.F. in the last war, he was seconded to the Army in India — to make beer for the troops in the plains below the hills of Simla.

He came to Carlisle in 1950 as assistant head brewer. "Brewing is a science nowadays," says Mr Monk, who has won prizes at the Brewers' Exhibition in London with his famous nut brown ale. Married, with two sons and a daughter, he lives next to the brewery in Caldewgate.



Mr Michael Jones (above), was the first superintendent to be appointed for all catering and liquor in hotels and restaurants. That was three and a half years ago.

A former hotel manager, 39-year-old Mr Jones was educated at King's Hospital School in Dublin, and was commissioned in the Royal Welch Fusiliers.

He began his career by managing a Trust House Hotel, the Two Brewers, in Chipperfield, Hertfordshire. Mr Jones is a married man with two children.



The Superintendent of State public houses and hotels is an Irishman — Mr Fred Stewart (above). One of the "old brigade", he started work at the S.M.S. head office in Castle Street in January, 1927, at the age of 14, as an office boy.

His task is to supervise the inspectors who keep a close watch on each State pub and hotel. He is one of the acknowledged experts on the history of public houses in Carlisle dating back to the 17th Century.

Married, he has a married daughter and lives in Dalston.



Mr Leslie Bell (above), who started at Castle Street on the same day as Mr Stewart, is manager of the wine and spirits store.

After war service in the R.A.F., he came back to the S.M.S. wholesale store off Newtown Road, where he was assistant manager for five years. In 1950 he became deputy accountant, returning to the wholesale stores in December 1962.

Married, with two sons, Carlisle-born Mr Bell lives in Shap Grove, Carlisle.

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DRY STUDY OF OLD PUBS

When Mr William Templeton, of 39 Sunnymede, Uppery, was born in Rickergate, 54 years ago, it was on the site of a former public house. So he has had a lifelong interest in old public houses — yet he has never had a drink in his life!

Recently Mr Templeton has been collating names and information about old public houses in the city in the year 1890. He found that they had been more numerous in Scotch Street and Rickergate than anywhere else.

A railway messenger and the son of a railwayman, Mr Templeton was born on the site of the Scotch Arms, now part of the Ribble Motor Services garage, but a converted house at the time.

Some idea of the number of public houses in the district — it used to be said that every other dwelling was one — was given by Mr Templeton. Close by the Scotch Arms was the Light Horseman, now the police station. There were three on the site of the Civic Centre alone, he says.

MORE INN SIGNS



The original "Horse and Farrier" inn stood across the road from the existing one on Wigton Road, Carlisle. There was a smithy near the site, which gives a reason for the sign, painted when the new building was erected in 1929. It depicts a blacksmith in the process of shoeing a sturdy carthorse. Three horseshoes and an anvil complete the scene.



The traditional sport of Cumberland and Westmorland style wrestling is depicted on the sign outside the Cumberland Wrestlers, in Currock Street, Carlisle. One side shows a picture of the most famous exponent, George Steadman, who died in 1904 after holding the world championship for over 30 years. On the other side the champion wrestles with a contemporary, Hexham Clarke, who also won many top contests.



The name of the Greyhound at Burch-by-Sands has no special significance. Many years ago the public house in this area was the Rat Trap, at Longburgh, which was closed by the State Management Scheme, who then built the Greyhound about 30 years ago.



A magpie perched on the branch of an oak tree is the subject of the painted sign which hangs outside the Magpie Inn, Botcherby, Carlisle. Although the name and illustration have no significance, it is one of the prettiest inn signs in the city.

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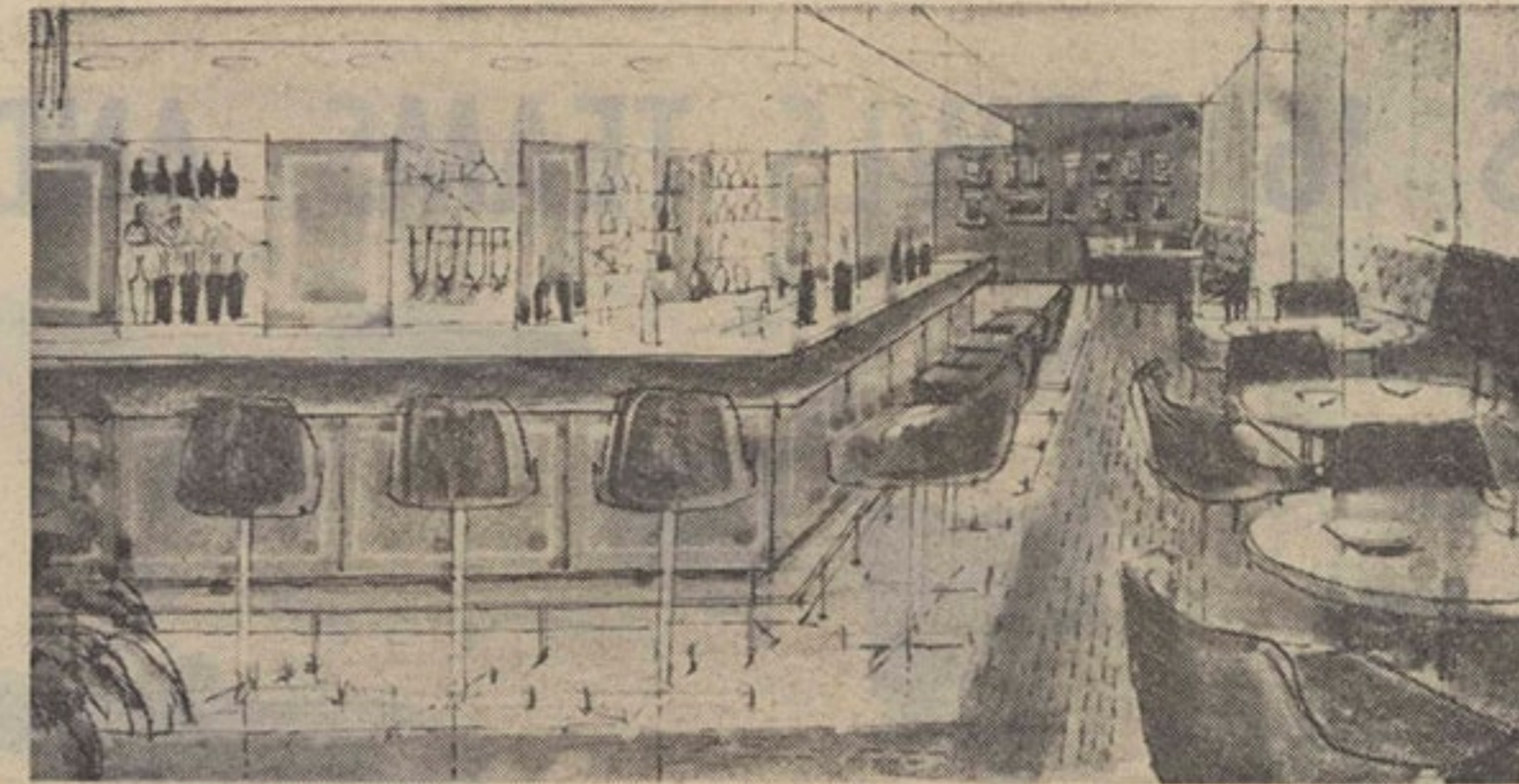
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Another new view

CONTINUED FROM PAGE 10

An artist's impression of the lounge bar when the Friars Tavern, Carlisle, is renovated.



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Much still to be done

mind provision is being made for evening entertainment, with a stage in the bar. In other areas of the county, modernisation work is carried on continuously by the State Management authorities and country districts are not allowed to take a "back seat" in plans for the future. Undergoing renovation at the moment, for instance, is the Plough Inn at Wreay, which is being reconstructed internally. A car park is also to be made.

Old favourite

At Wetheral, the Crown Hotel, an old favourite of evening motorists and visitors to North Cumberland, is being equipped with a new cocktail bar, a central heating system and new toilets. The existing public bar is being renovated

and the reception area is to be improved and more modern bedroom accommodation provided.

The Apple Tree Hotel at Cockerthorpe will receive additional facilities including a new cocktail bar; the Sailor's Return at Maryport is to be renovated, and the Green Dragon Hotel at Workington will boast new kitchens and dining room.

With the end of the present phase of improvements, and the completion of the Citadel and Friars Tavern projects, to be started before the end of this year, the Carlisle and District State Management Scheme will be able to look back with a certain amount of satisfaction. But their work will not stop — and the pace which has been set will continue throughout the years to come.



What happens to a country inn when it is modernised, has been demonstrated at the Plough, at Wreay. A small smoke room and a bar have been converted into one large room with a central bar counter.

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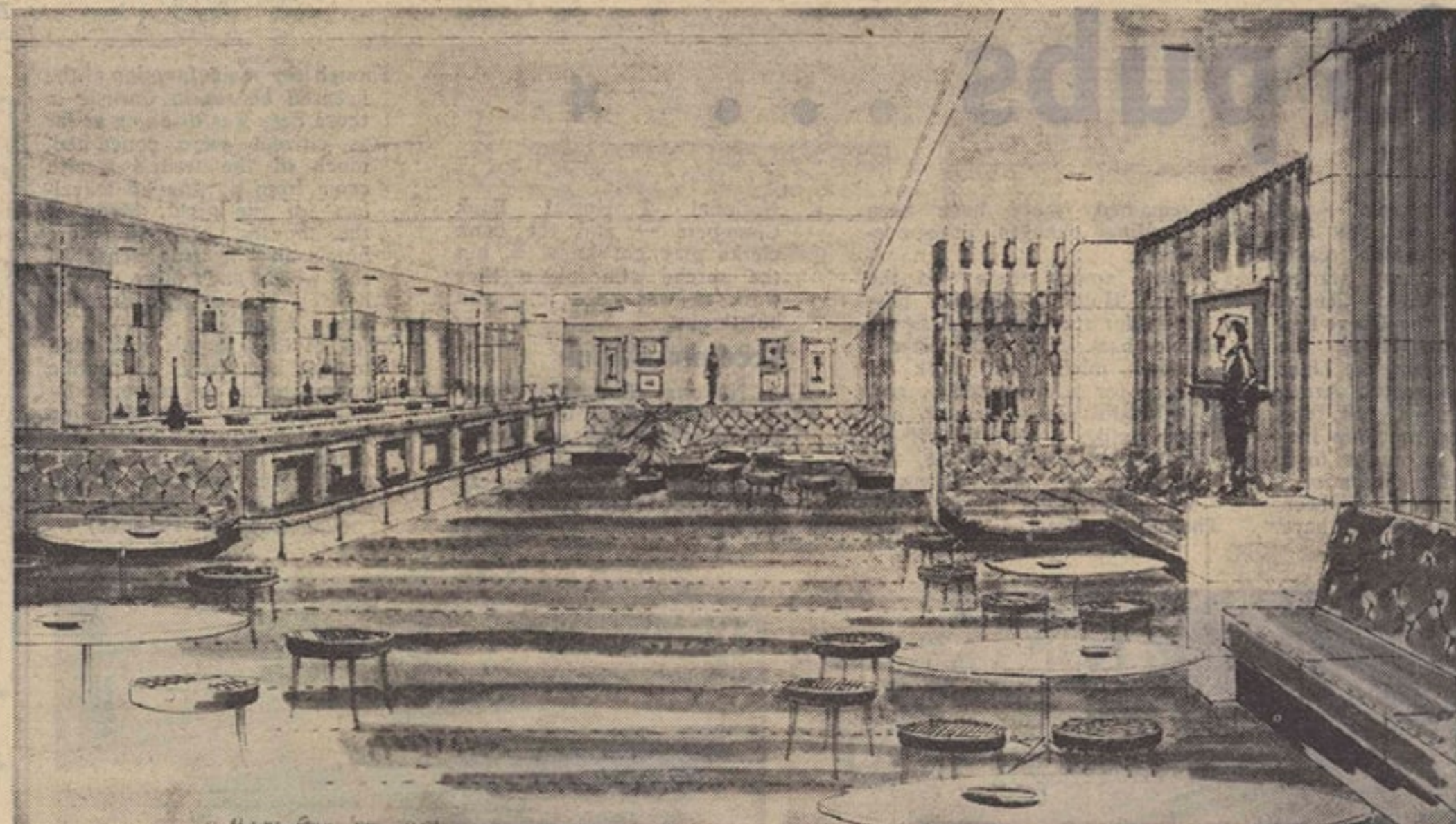
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The way the artist sees the smoking room in the new inn now under construction at Morton Park, Carlisle.

The shape of things to come...

A STORY OF FACE-LIFTS IN CITY BARS

One of the most obvious problems of almost exclusive management in one area is the cost and energy of keeping up-to-date.

In Carlisle itself especially, which must have one of the greatest "passing through" rates in the north, criticism from visitors and contact with the "outside world" act as a spur to modernization and the Scheme already boasts showpieces which would be a credit to any city.

Face-lift

Most notable example of this, completed and opened last December, is the Board Inn in Castle Street, which was given a complete face-lift and has set the trend for city bars in general.

An old inn overlooking the Cathedral, the Board has been structurally stripped and re-constructed with the accent on space, light and comfort. Without destroying exterior character, in keeping with the old street, a number of small old fashioned rooms have made way for one large bar with

modern decor and luxury atmosphere.

Another well-known bar, the Dive, below the Central Hotel, has undergone more limited transformation to become a more comfortable haunt with a new name—"The Sportsman's Bar."

Contemporary

The addition of a modern bar-counter, bright decorations and sporting photographs on the walls have lent to this exclusively male bar, a pleasant appearance reflected in the new cocktail bar within the Central Hotel itself. Both are examples of skilful use of "old" accommodation and re-design to provide a new look in keeping with contemporary standards.

Another city house due for similar alterations, now in hand, is the King's Head in Fisher Street, where complete internal reconstruction will transform old into modern. For those with their own transport, a provisional car park is also under construction.

The Friars Tavern in Devonshire Street at present the only remaining public house entirely for male customers in Carlisle is also to be completely altered and will then lose its exclusive masculine status.

New image

The Citadel Restaurant and Tavern in English Street, will soon be altering its image, too when an extensive scheme to modernise decor, open a steak bar, and make the bar accessible to the main street, comes into operation in the near future.

Building "from scratch" is not being neglected either, and an entirely new public house, to be the largest in the city, will take shape on a site on the Morton estate. The name has not yet been decided but the "atmosphere" is predetermined and with gaiety in

(CONTINUED ON PAGE 11)

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A Special Correspondent looks to the future of State Control in Carlisle and says—

The Carlisle State Management Scheme has survived for 50 years, and there are few who seriously suggest that it should be abolished. The beer is popular, and those who spend their holidays in England, Scotland or Wales, know from experience that Carlisle beers remain better value for money than one gets elsewhere in the United Kingdom.

But how many enthusiastic supporters are there? Would the men and women of Carlisle strike to preserve the Scheme? Would anyone consider it worth fighting for?

Throughout the country, those who visit hotels and public houses expect a great deal more from their local brewery than they or their parents did in the past. Class distinctions are disappearing and the railway worker and the miner of today, live in comfortable and well-furnished houses, which are very different from the houses they were born in.

They and their friends are no longer content to sit quietly in a cheerless smoke room waiting patiently for service. We now all want decent comfortable, tasteful decorations and, when we feel like it, the opportunity to join a lively company in surroundings designed to heighten the pleasure of the occasion.

WARNING

It is not always easy to define exactly what we want, but it is easy to say what none of us want longer than is necessary—drabness, hard seating, unimaginative lighting... the same old thing in every pub.

In the last year or so the State Management Scheme has ceased to actively discourage entertainment, and here and there one can find the right activity and atmosphere, although too frequently this depends on the enterprise of the manager.

Why is the State Management Scheme afraid to pay for a decent pianist or to hire the occasional three-piece band? It is obvious that there is now no objection on principle to music, bingo, or a bit of fun, otherwise there would not be the juke box in the Appletree, the discotheque at the Pheasant or a stage in the pub now being built on the Morton Estate.

Is the management half-hearted? Why is it so much easier to find good entertainment just outside the State Management area? Not that everyone wants bands and bingo, but those who want a quiet time have nothing to complain about.

The more one thinks about the Carlisle Scheme, the clearer it becomes that a good pint of beer at a reasonable price will not continue to be

enough to satisfy the Carlisle public in the years ahead. Can the State Scheme take heed in time and give the public what it will demand of it in the next few years?

MANAGERS

Can a Government Department, and the Home Office of all departments, give the efficient service which the Carlisle of the 1970s must provide to meet the development which will come when the London to Carlisle motorway is completed and the Solway Barrage begins to take shape?

Is the Home Secretary, with his vast and serious social responsibilities—crime, gambling, drugs, the racial problem and so on—ever likely to bother himself sufficiently to do what is necessary to allow the Carlisle Scheme the wherewithal to

create the first-class service its citizens will want? Or will he merely continue to be content if the Scheme provokes only the occasional awkward question for him to answer in the House of Commons?

The needs are clear enough for all to see. It is time the Scheme fully recognised that its role has changed completely and that it should now concentrate on giving Carlisle and district a first-class service in drink, food and entertainment.

This will call for the rapid renovation of all the present properties, the recruitment of managers of a more professional type, improved training and supervision, imaginative enterprise, and above all, it will call for financial incentives. There are good managers who give of their best without special incentives, but it is no use blinking at the facts: most people will maintain a really high standard of service only if it pays them to do so.

MORE TENANTS

Why are the few State Management tenancies, the Royal Oak at Welton, the Appletree at Cockerthorpe and others, superior to the majority of the managed houses? Simply because the tenant depends for his income on attracting customers and he and his wife study what the customers want.

One hears that many of the Scheme's small country houses are losing money because the manager's wages exceed the profits on sales. The tenant of a country pub does a job of work whilst his wife takes over in the daytime, but both of them are there to welcome customers in the evenings and at weekends.

A score of tenants in State Management pubs around Carlisle would transform the situation and set an example of service. In the long run the majority of managers would have to follow suit to continue to be tolerated by a public

accustomed to good service. Will the Home Office take action or allow the local management to take action to introduce tenancies and do whatever else is necessary to run the Scheme on modern lines? If not, will the State Scheme survive the next fifty years? Or even the next ten?

Must Carlisle choose between Home Office control and private enterprise? Surely not.

STIMULATION

The State Scheme has a highly efficient brewery, employing local men and women. A promising reconstruction of its hotels and pubs appears to be getting under way.

There are signs that there will be enterprising service in the new Citadel Restaurant and the new Friars Tavern, and the alterations at the Plough, Wreay, the Board, and the King's Head show that new ideas are forthcoming.

But it is also clear that the local management needs to be given the freedom, or the stimulation, to accelerate this programme and give Carlisle a service of which it can be really proud.

If the Home Office is too dopey, would there be any real opposition to the formation of a Carlisle Trust to take over the State properties at an agreed valuation and run the Scheme on behalf of the local community?

DEAD HAND

Could this not be done by the local authorities in the area, with the right of each authority to nominate one or more directors to the board of management of the Trust?

The authorities could seek powers to acquire the freeholds over a period of years and to devote the profits of the Scheme to objectives of particular benefit to the area. The Trust would be free of Civil Service ties and would

Set 'the Scheme' free

WHY NOT A LOCAL TRUST — AND A TOWN MEETING TO TALK ABOUT IT?

lose the dead hand of Whitehall, and it should not be beyond the wit of man to devise guarantees of efficient management.

There would be difficulties in making the change, but would not Whitehall be glad to get rid of the job, providing a solution acceptable to all political parties could be found?

PERHAPS THE MAYOR OF CARLISLE COULD CONSIDER AN ALL-PARTY MEETING TO SEE WHAT MIGHT BE DONE? HE COULD BE INSTRUMENTAL IN GIVING CARLISLE AND NORTH CUMBERLAND A UNIQUE INSTITUTION OF LASTING BENEFIT IN THE YEARS AHEAD.

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* Rickergate had 13 pubs . . . *

By HOWARD HANNAH

Suppose a commercial traveller from a century ago were to come to Carlisle now.

He would most likely walk into the "Angel" in English Street and ask for a bed.

It would be something of a surprise to him to learn that the "Angel" today is not an hotel. It isn't even an inn—just an off-licence.

If the shock were too great, he might consider drowning his sorrows on a "pub crawl" down Rickergate.

Again, he would expect something that is no longer there.

In his day there were at least 13 public houses in Rickergate alone, not to mention those which hid away in the many back lanes off Rickergate. Now, he would find just one—the Malt Shovel.

Half remain

Perhaps the most startling change in Carlisle over the past half-century has been the drastic reduction in the number of public houses. Of the 116 licensed premises that existed in 1890, only half remain—and most of these in an entirely different form.

INVITATION

If these pages "ring a bell" and bring back recollections why not write about them in a short signed "Letter to the Editor"?

While most of the pubs "axed" when the State took over the four breweries of Carlisle in 1916 were small, scruffy and generally ill-managed, when they died a great deal of Carlisle's history and tradition died with them.

There was the Carlisle Arms. It was always known as the Gaoltap because of its being almost connected to the Old Carlisle Gaol in English Street.

First stop

The Gaoltap was the first stop for a prisoner just discharged. It was always full of bored Carlisle citizens, who made their own amusements in the city's pubs.

Often, this amusement was either violent or dissolute. But the violent were "controlled" in the Gaoltap by Matt Steadman, who was the landlord in the late 19th and early 20th Century. His name alone was enough to make the burliest and toughest ex-convict from Carlisle Gaol show some respect.

He was of the same family that produced the famous George Steadman, whose memory is perpetuated by the sign outside the present Cumberland Wrestlers in Currock Street.

But the Gaoltap was often only the first port of call for the hard-drinking Carlisle on a day out on the tiles. (The

houses in those days were, of course, open all day and much of the night).

Nightly brawls

Between the Gaoltap and the end of the Carlisle "crawl", which was usually either the Malt Shovel or the old Fox and Hounds Inn in Rickergate, there stood almost more pubs than shops or houses. In 1890, there were nine pubs in English Street, and a total

of 13 in Rickergate. Added to this would be numerous "back street" houses along the lanes off English Street and Rickergate.

The place where the largest number of public houses disappeared is without a doubt Rickergate—once a thriving community of public houses, pea-soup shops, stables, and the scene almost every night of some drunken brawl. Now, almost all buildings in Rickergate—the

Civic Centre, the police station and the fire station—stand for public security.

Memories

The only reminder of Carlisle's great drinking spree is the Malt Shovel, but even that is a new building on the site of the old Malt Shovel, where Robbie Burns stayed for a night in 1797 and had his horse impounded for debt. Other houses in Rickergate have

long since disappeared—the last being the old Fox and Hounds Inn, which came down when they started building the Civic Centre. Others such as the Dove Inn, the Bay Horse Hotel, the George and Dragon, the Light Horseman, the Scotch Arms, the Three Crown Inn, the Wheatheat and the Ship Inn are now just memories to a few of the older generation. Where the pubs have been closed, but the buildings have

remained, there have been startling changes in atmosphere.

Notable among these was the Bush Hotel, a thriving hostelry for travellers, containing fine bars. Our 100-year-old friend might just walk in there for a drink today, and not see a counter, not too unlike a bar. But if he asked for a pint of ale, the reaction of the "barman" would be a sight to see. The Bush Hotel is now the

National Provincial Bank Chambers—and the bank clerks may not know it, but the serene atmosphere they work in was once jolly and boisterous.

Accommodation

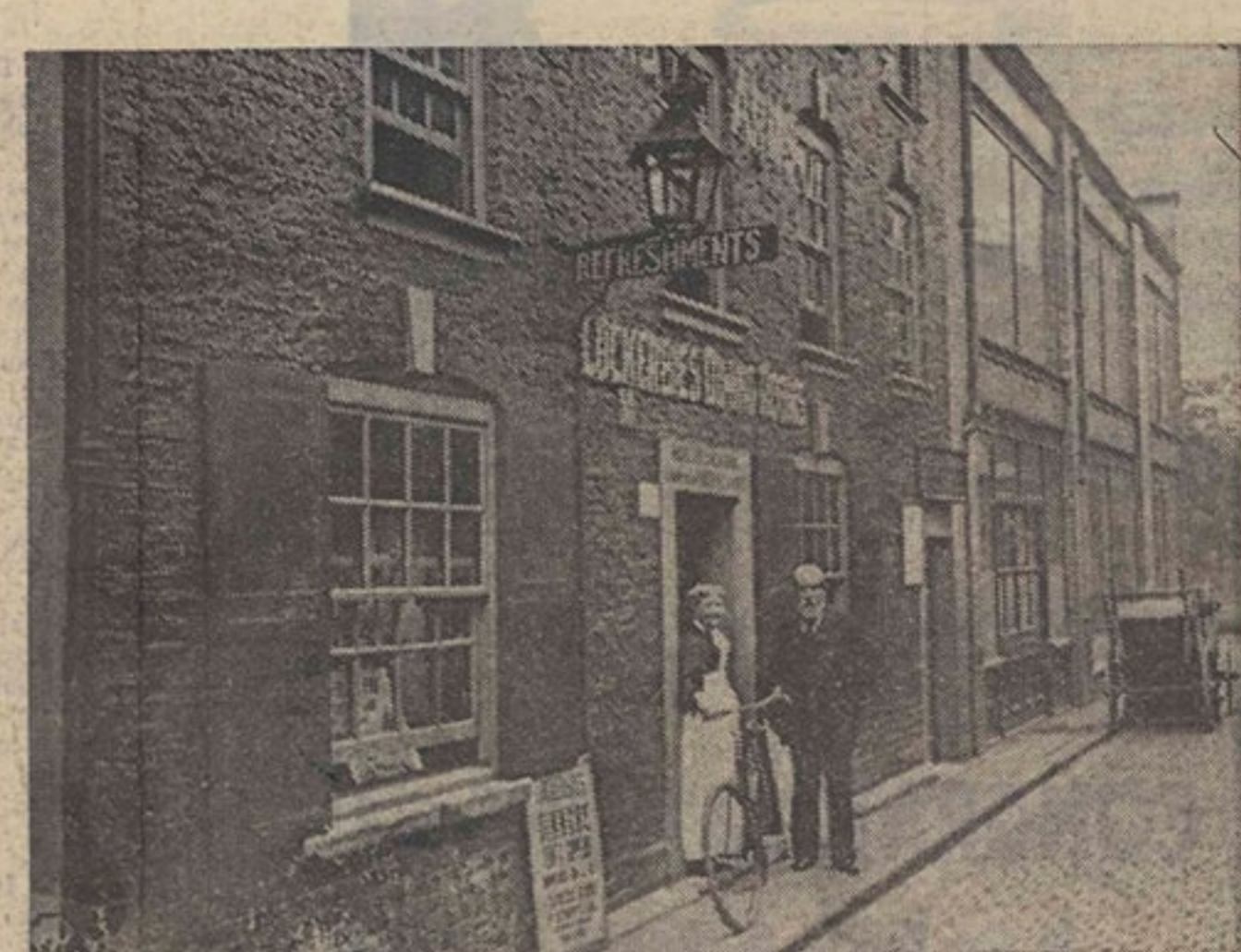
The National Provincial Bank was also apparently Mayor Telford's headquarters during the Scottish siege of Carlisle. It seems he planned operations against the Scots from the Bush Hotel.

Though the main function of the licensed houses in Carlisle in those days was drinking as far as citizens were concerned, much of the trade's wealth came from putting up travellers for the night. Many of the houses of 1890 were hotels in the true sense of the word, and most would have a bed or two for the weary traveller.

Many of these hotels still stand today, but only as public houses with no accommodation facilities. The Bowling Green, in Lowther Street, for example, was once a fair-sized hotel, and now if you go down into the cellars you (Continued on Page 16)



CLOSED—The Plough Inn, Caldcoates, Carlisle, as it was in 1900 before being closed 18 years later.



Round about 1900, this is how the Farmers' Arms looked in St. Cuthbert's Lane, Carlisle. Robert Lockerbie, the landlord, offered dinner at two prices—8d and a shilling.



The old Blue Bell in Rickergate as it was in 1900. Taken over August 1916, closed April 1917, and now the site of the Ribble Garage.

STILL GOING—The Crown and Thistle in Church Street, Stanwix, again as it was in 1900.



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The Drove Inn, Stanwix, taken over in August 1916, and closed in December 1917.

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