

WHATEVER HAPPENED TO THE BREWING TRADE?

Some personal reminiscences 1950–1990

I am compiling a book of diverse and random memories of my association with the brewing trade; the book will be in the form of reflective essays on specific topics, in which I have had direct involvement; other essays are based on the notes I made at the time of the events I am describing, or shortly thereafter.

I am wishful enough to believe they may be of interest to like-minded readers and hopefully will stimulate others, who have similar recollections, to set them down in writing. I realise from research I have done on other projects, how little is recorded by contemporary participants of their role in forming policy and controlling events, because they were too busy or did not consider it necessary to explain their reasons. Many years later, people are interested in why certain things happened, in the personal details of those involved and what motivated them, and all they have to go on are the formal records, which reveal little of the human condition.

The years from 1960 to 1990 have been traumatic for the brewing trade, and I am referring not only to the activities of limited companies, but also to the changes which have engulfed public houses, their licensees and their customers; the position of those public houses in their local communities; and the overall legal structure within which the alcoholic drinks industry has operated. Those who have experience of the past forty years will have seen these changes and, unless they set down such experiences of the business of daily life in the trade, it will be forgotten rapidly. Official histories by their nature record only certain facts and aspects and often, like politicians' memoirs, tend to massage the facts to suit the image.

I am proposing to print off a book of some two hundred and fifty pages; my problem is to get some idea how many copies to print off. There is no sight more depressing than a heap of unwanted books.

I am writing to you to ask if you would be prepared to risk £10 plus postage and packing at £3 = **£13.00** on this venture of mine. If so, please return the attached slip, as it will give me some clue as to the number to print. Returning the slip commits you to no obligation to buy, nor me to publish. If you return the form, some time in the New Year you may receive a copy from me and I trust you will send me a remittance.

Those who have experience of book publishing do not need telling, but I estimate every book will cost me £20.00 to print; I am not in this for the money to be made.



To: Anthony Avis, Thalassa, Gill Bank Road, Ilkley, West Yorkshire LS29 0AU

From: Name..... Address.....

..... Post Code.....

If you produce your book of brewing trade reminiscences, I will buy a copy at £13.00, post free.