

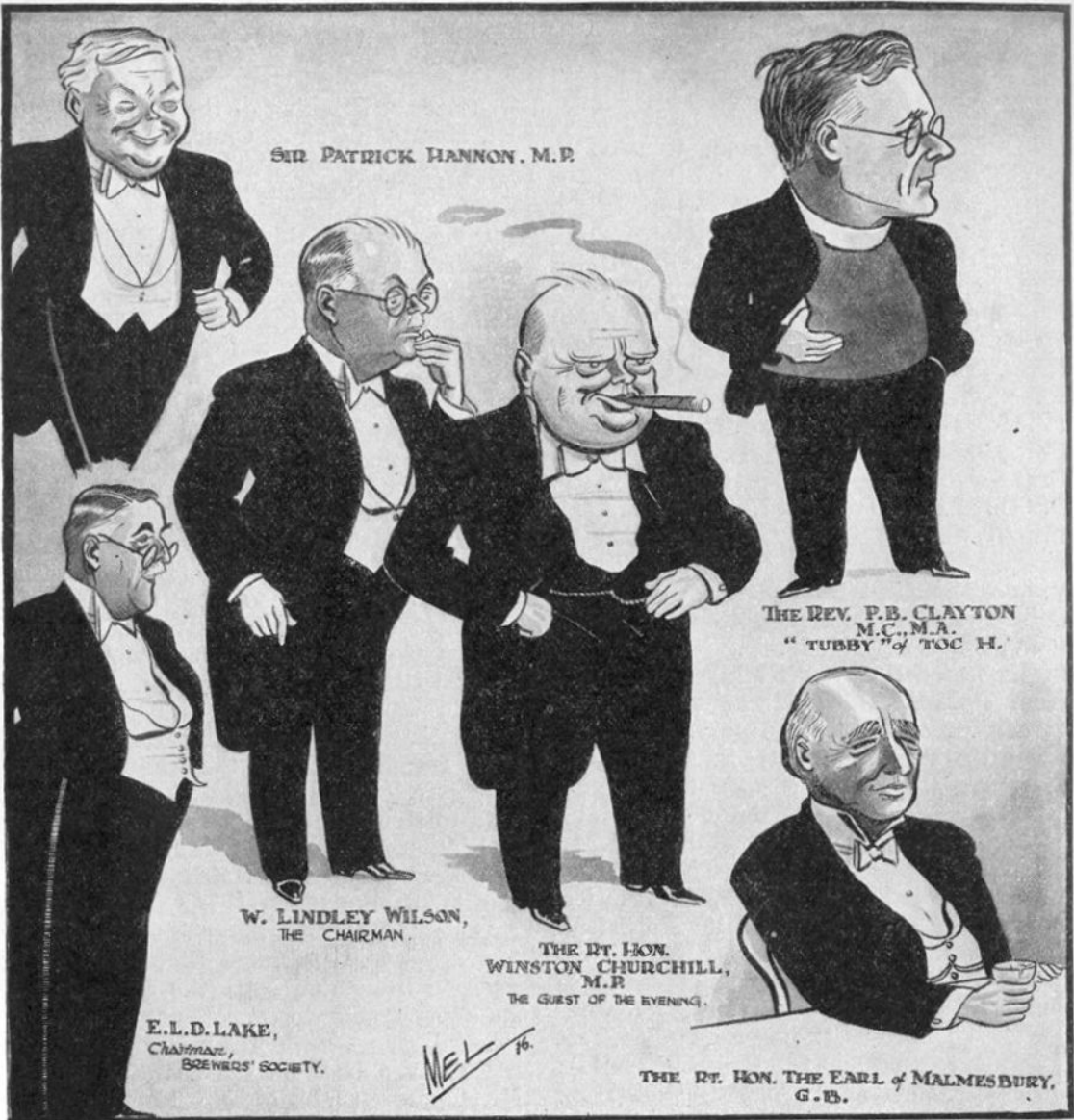
29th ANNUAL BANQUET OF THE ALLIED BREWERY TRADERS' ASSOCIATION

The 29th Annual Banquet was held on Monday, 2nd November, at the Savoy Hotel, when the Vice-Chairman, Mr. M. Lindley Wilson, presided in the absence of the Chairman, Mr. S. Harold Thompson, through illness, over a record attendance of members and guests numbering some 540, including The Rt. Hon. Winston S. Churchill, M.P.; E.L.D. Lake (Chairman, Brewers' Society); The Rev. P.B. Clayton, M.C., M.A.; W.H. Bird, Secretary, Institute of Brewing; W.B. Briggs (Vice-President); L.R. Burgess (Chairman, North of England Section); S. Burnand (Vice-President); John A. Chambers (Chairman, Midland Section); Sir Cornelius Chambers, J.P.; Col. H.N. Badger Clark, D.S.O., T.D. (Vice-President); Col. G.F. Collett, D.S.O. (Vice-President); The Rt. Hon. Lord Cranworth, L.C.; Major R. Dorman-Smith, D.S.O., M.P. (Chairman, National Farmers' Union); S.D. Edisbury (Vice-President); R.C. Faulkner (Secretary, Licensed Victuallers Central Protection Society); Col. The Rt. Hon. John Gretton, J.P., D.L., M.P.; Jenkyn Griffiths, B.Sc. (Secretary, Incorporated Brewers' Guild); Sir Patrick Hanrion, M.P.; H.W. Harman (President, Institute of Brewing); G. Percival Haworth (Vice-President); S.A. Horwood (Secretary, Brewers' Society); J. Houghton (Hon. Secretary, North of England, Section); F. Newton Husbands (Vice-President); The Rt. Hon. The Earl of Malmesbury; T. May-Smith, J.P. (Vice-President); Sydney O. Nevile; Robert V. Reid (Vice-President); Francis N. Richardson (Vice-President and Hon. Treasurer); Sir Edgar Sanders (Director, Brewers' Society); Duncan Sandy, M.P.; W. Scott (President, Incorporated Brewers' Guild); James Stenhouse; Alex. T.B. Sutton (Hon. Secretary, Eastern Section); S. George Thompson (Chairman, Western Section); Arthur Valentin (Vice-President); Sir William A. Wayland, M.P.; Geo. Westerdale (Vice-President); Francis

Whitbread (Chairman, National Trade Defence Association); John W. Wilson (Vice-President); Ralph Worssam. (Vice-President) and H.C. Vickery (Secretary).

After the drinking of the loyal toast, the Rt. Hon. Winston S. Churchill, M.P., proposed the toast of "The Allied Brewery Traders' Association."

"Time was," said Mr. Churchill, "when a much more fierce and bitter mood ruled in this country about brewing and beer and all connected with it. There has been a much milder - I am talking about public opinion - and less bitter mood and temper in this country in a period in which I can well remember. The cause is easy to find; there has been an enormous diminution in drunkenness and in all the evils which come from drunkenness. No country in the world has made so great advance in the social habits and social discretion of the people as Great Britain during the last twenty years. That is a matter of deep satisfaction to you because as is well known the worst customer of the brewer and of the allied brewery trades, is the sot. It was a very grievous state of affairs before the war and bitter angry feelings arose from it. I am very glad to think that our social and licensing legislation in this island was never led into the absurd excesses which almost broke the stout heart of Uncle Sam. The Presidential election is reaching its climax tomorrow in the United States and some say one thing and some the other, but I am not going to make any prophesy especially as I am not aware that anyone is making a book on the subject. But if Mr. Roosevelt should be elected or not elected, however that may go, undoubtedly his name will for ever be associated with the repeal of that ill-fated, ill-conceived and monstrously enforced conception of prohibition. Never was a great country taken unawares and led into so foolish a course.



SIR PATRICK HANNON, M.P.

THE REV. P.B. CLAYTON
M.C., M.A.
"TUBBY" of 'TOC H.'

W. LINDLEY WILSON,
THE CHAIRMAN.

THE RT. HON.
WINSTON CHURCHILL,
M.P.
THE GUEST OF THE EVENING.

E.L.D. LAKE,
Chairman,
BREWERS' SOCIETY.

THE RT. HON. THE EARL of MALMESBURY,
G.B.

MEL 1960

The whole life of the United States was disturbed and deranged by the absurd attempt to compel grown-up people to take a course which in my opinion governments have no right to ask them. Mr. Chairman, there has been, as I have said, an enormous decrease in drunkenness and all the evils that flow from drunkenness, and is not that a case, does that not furnish a foundation for a greater extension of liberty in this country? If it be true, and it is true and cannot be denied that the people of this island have become more self-restrained and law abiding, and culture and civilisation have been developed in every way, more and more is there the reason why the restriction and restraint on the reasonable liberty of the subject should be once again taken into consideration by Parliament with a view to a greater franchise. That is the direction in which thoroughly sound and useful arguments may be advanced, and it is the opinion of those who have the general well being and life of the country at heart that no sensible person would be disposed to quarrel with that.”

Mr. Churchill went on to deal in masterly fashion with the question of national rearmament. A strong Britain meant the peace of the world, and a weak Britain opened the door to disaster.

Reverting to the Brewing Industry, he said: “People forget often how many trades and industries are associated with brewing. I have been asking my friend Mr. Wilson, your chairman tonight, to give me an estimate and after some calculations he informed me that there are no less than 70 identifiable trades associated with this body represented here to-night. That is remarkable, in fact, you have them in every walk of daily life and you have a duty to band yourselves together to study the interest of those trades in which the employment of so large a proportion of our population depends. It is an honour to be brought here to-night and be invited to propose this toast of the Allied Brewery Traders’ Association, coupled with the name of your chairman for to-night, Mr. Lindley Wilson.”

The Chairman in reply said: “We are met here to-night under very regrettable circumstances, the first of which is concerned with the occupancy of this chair. Had this banquet been held during its normal time in March, the then chairman, Colonel Badger Clark would have presided. I very much regret to say that a long period of painful illness has prevented him from active participa-

tion in the affairs of this Association, although you will be pleased to know that he has sufficiently recovered to be with us to-night, and I am sure his companions are participating in that wit of his which we should have heard from this position. Our present Chairman, Mr. Thompson, should have presided to-night but again nature has intervened and he too is ill. I know how much he was looking forward to presiding here to-night, and it is very bad luck that both he and Colonel Clark should have been ill in the same year. I only hope that we shall yet have the pleasure of seeing them both in their proper places even if we have to fix an extra banquet to do it. Meanwhile I have anticipated the wishes of you all and I have sent to Mr. Thompson a telegram saying how he has been missed at this banquet and wishing him - and of course this also refers to Colonel Clark - speedy recovery to full health and activities.

“Our Association is in a sound and healthy condition, a proof of this is surely to be found here at this, the largest banquet ever held in connexion with the brewing industry: our membership is something over the 2,000 mark. It is an amazing fact but nevertheless a true one, that there appears to be no end to the number of trades who depend for a large part of their business on the brewing industry and in the course of our daily work the most astounding facts come to light. For instance, who would connect Beer with string at first sight. I don’t mean rope - I mean ordinary common or garden string, yet by an intricate mathematical calculation we have discovered that there is enough string used in the Hop Gardens of England to encircle the globe at its circumference five times. It has been calculated that the Brewer pays to the Allied Trader some 25s. in one way or another for every barrel of beer brewed. How much of that 25s. goes in wages? Shall we be conservative and say 50% of it? In 1935 there were nearly 2 million more barrels of beer brewed than in 1933 the year before the Snowden tax was lowered. What an enormous advantage to the country the lowering of that tax has been. I humbly submit that the case we put up to the Treasury at that time has been proved an absolute correct one.

“To-day we do not ask nor do we expect any immediate relief of taxation, because as I heard the Chairman of the Brewers’ Society say in another place, it is not reasonable to expect any Chancellor to give up revenue faced as he is with the necessity of providing the money to secure Britain’s safety. We cannot expect him to do

more than look at both sides of the balance sheet, he has no time to consider unseen balances. Nevertheless, this Association will never cease to point out the unseen balances that beer provides him with - not the least of them 2,000 Traders, the majority of them wholly dependent for their livelihood on the Brewing Industry, and the slightest fluctuation in the output of beer immediately reflected in their employment figures.

“In 1911 the output of beer was more than double that of last year, a matter of 19 million barrels difference. In 1914 beer was contemptuously referred to as the working-man’s drink and in spite of the people that talk of the good old times, it was much too strong for the social good of the community. To-day everyone drinks beer - working class, middle class - if there is such a phenomenon in this world - every class, man and woman. The customers of the brewing trade actual and potential are very much greater, the consumption per head vastly less. The reason - though beer is a better and healthier drink than ever it has been and is the National Drink in a truer sense than ever before, the price is too high. Is there not then a cause for assisting this typical British industry and its allied trades by lowering the tax? Would it not result in greatly increased employment, a happier healthier people and ultimate benefit both indirect and direct to the Exchequer? Mr. Winston Churchill has pointed out to us the vital necessity of putting our affairs into a state of security, and everybody is agreed that in any case Britain must be made safe.

“Finally, though we must put our defensive forces in a proper state of efficiency at any cost, ships, tanks and all the instruments of war are of no use unless - and history teaches us this - unless we have a sound and prosperous Agricultural industry, capable of at least providing our people with a war-time ration. What easier way of helping agriculture towards in economically sound position than by increasing the demand for malting barley? The Treasury has often been referred to as the senior partner in the brewing industry. One does not expect the senior partner to do much work, but surely this one might do a little more than cash the biggest cheque.”

Mr. Francis N. Richardson (Vice-President and Hon. Treasurer), in proposing the toast of the guests, said: “At a banquet such as this the proposer of the toast of “The Guests” is faced with a very formidable task. From

comparatively small beginnings this dinner has grown in size until to-day there is hardly a room to be had in London large enough to accommodate us. We have done the best we can this year. This growth is due to the very gratifying way in which our friends in the brewing trade honour us in accepting our invitations, and for the next occasion we have made arrangements to avoid the limiting of the numbers that we have found necessary this year. I propose to divide our guests into three heading’s. First we welcome all those who constitute the parties of our individual members. We wish them a very happy evening and hope that they will honour us with their company again. Secondly, we are delighted to welcome as the guests of our Association the representatives of the many trade organizations connected with the trade in all its aspects. We welcome here to-night the presence of many members of both Houses of Parliament, and we are especially indebted to Mr. Churchill for his presence and for the brilliant speech to which we have listened.”

It was a great pleasure to welcome the Rev. P.B. Clayton, who had done a great work in the Ypres salient, but the work which he had done over the whole world since the war was even greater.

“It is also peculiarly fitting,” he added, “that the Church should be represented at our banquet, because next to the Church there is no greater influence for good in the town or country than the inn. The other name connected with this toast is that of Mr. Lake. The chairmanship of the Brewers’ Society is never a sinecure, and that position has been occupied by many brilliant men, but I do not think anyone has occupied that position with more credit to the Society and himself than has Mr. Lake. During his two years of office he has had to face many difficult problems, and has done this with distinction.”

Mr. E.L.D. Lake (Chairman of the Brewers’ Society), in replying to the toast said: “I rise very nervously to respond to the toast which has been so delightfully proposed by my friend Mr. Richardson. The great brewing industry relies almost entirely on the assistance which it gets from the allied brewery traders, and I regret to see the pamphlet published under the name of Lord Snowdon, the other day, trying to establish his argument. He said that only some 300,000 men were employed in the great brewing trade. Now, gentlemen, that is a definite mis-statement of fact, because he only took into consideration the number of men employed in

the brewing. You must take into consideration the number of men employed in your great industry as well. We supply the national drink of the British public, and it is my business as the chairman of the Brewers' Society to do my best to see that the circumstances under which we are allowed to brew that beer will make it good honest English ale, and at any rate successive Chancellors of the Exchequer, including Mr. Winston Churchill, think that we are very good unpaid tax collectors. If we have to produce that good honest ale, I do sincerely hope that distinguished gentlemen are able still to secure a good glass of ale and enjoy it, whether they be engaged on that skilled task of laying bricks or whether they be engaged in their ordinary occupation of attending the House of Commons. You gentlemen supply the necessary ingredients and you also supply us with one hundred and one other things which we want in order to produce a sound article, and as a matter of fact it depends very much more on you than it does on us whether our beer is of the quality which is required or not. At any rate, remember this: the allied traders are sometimes keen critics of the article which we supply. If it is not up to the mark, I have heard allied traders say that So-and-so's beer is not up to the mark. Then remember that the brewer will always say that it is not his fault, but it is the fault of the awful stuff which you are supplying him with, and therefore on your shoulders rests the heavy responsibility. From what I have seen of you, you are perfectly capable of accepting that responsibility, and I thank you very much indeed for having asked us members of the brewing trade here to-night."

The Revd. P.B. Clayton, also responding, said: "I am the vicar of some 13½ acres which stands just inside the Roman wall on the eastern side of the one square mile, of the City of London. On that 13½ acres there is one church - God bless it - and four pubs - God bless them. Every Wednesday night throughout the winter I have some fifty or one hundred men to supper with me at the Prince Albert, and they get beer and it is right they should. Then I have the George and the Czar's Head, which was in the early days known as the Rose & Dragon; and I also have the Tiger. I want to let you know quite frankly that I am here because I genuinely love to come among a set of men like you, and I believe quite candidly that it does help along these good things like Toe H. when we feel that we are all friends together. Again, I know that you will not blame me when I tell you that in the cause of my peculiar avocation, I have had to be a beggar all my life, and I might say that I come across many brewers and I see some of them here to-night, and I do thank God that a number of you are members."

Mr. L.R. Burgess (Chairman, North of England Section) proposed the health of the Chairman, who replied briefly. The proceedings then terminated.

Taken from *The Allied Brewery Traders' Circular*, No. 75, January 1937, pp.3-8.