

Britons Deserting Bars As Pub Trade Declines

LONDON (CP)—Britain's 60,000 pub proprietors are grimly fighting a social revolution. The simple but shocking truth is that the boys are deserting the bar, and "the Local" is losing its honored place as an Englishman's second home.

Why? Most publicans point to the grey, glittering eye of television. Too many regular customers, they say, now prefer to pick up a couple of pints in bottles at the grocery store and sip before their screens.

But there are other reasons. Britons, it appears, just don't drink as much. Recent figures show that since the end of the Second World War, sales of beer and liquor have dropped by six per cent and Britons now stand fifth among the world's beer-drinking countries.

At least one London pub, near the Strand, has added a coffee bar and several more have installed counters for soft drinks and ice cream.

BRIGHTEN PUBS

But the main development has been an effort to brighten the pubs. Some, such as the Champion in Oxford St. have installed the gleaming mahogany counters, polished brass fire fenders and ornate china beer-pull handle of Victorian days to add warmth. Others, like the Nag's Head near Covent Garden and the White Swan of Fleet street, have turned to contemporary decor, with modern Swedish furniture and soft indirect lighting.

Some brewers are trying to recapture the spirit of the 18th-century coffee houses, which drew their customers from specific professions, one catering to lawyers, another to shipping merchants. One of the most attractive examples of this trend is the Printer's Devil, recently opened in Fetter Lane, heart of London's printing and publishing trade, to replace one of the 1,360 pubs destroyed in the Second World War.

This pub, rapidly becoming the favorite haunt of printers and journalists, is decorated with one of the finest collections of prints, engravings and models ever assembled outside a museum. Details of the collection, which covers five centuries of printing history, fill a 30-page brochure, published by the pub's brewery owners.

Two working models of early hand-presses occupy honored positions in the decor and an illuminated Latin motto above the bar reads: "Ars artium omnium con-

servatrix"—the art which preserves all art.

KENSINGTON W. M. S.

The Kensington United Church Auxiliary of the Woman's Missionary Society met on Thursday evening, October 6, with the president, Mrs. Alexander MacKay, presiding.

Following the Thanksgiving Worship Service, the president was assisted by Mrs. J. Y. MacFadyen, Mrs. Smith and Mrs. MacEwen. In an explanation of the Bible Study, "The Call to Commitment," based on passages from the Gospel of Luke.

The program dealt with the part played by the church in helping the New Canadians, and consisted of a panel discussion in which Mrs. W. F. Taylor interviewed three church workers who are responsible for port work, and Churches of All Nations. The parts were taken by Mrs. Robert Carruthers, Mrs. Russel MacKay and Mrs. Harry Brown.

The program committee for next meeting will be Mrs. F. L. Orr, Mrs. J. L. Davison, and Mrs. Thomas Wignmore. It was decided to pack a box of school books for Trinidad and a box of clothing for Korea at the church on October 18.

Nineteen books were read and 104 calls to homes, 27 to the hospital were made, 46 cards, 63 treats and 12 bouquets of flowers were sent. Subscriptions were paid for the Missionary Monthly. Mrs. W. C. MacLeod, Treasurer reported that \$78 had been received from the rally and that \$145.60 had been

Bedouque

Mr. and Mrs. Edgar Johnson, Rothesay N. B., were guests at the home of Mr. and Mrs. Ernest Johnson over the weekend of October 9th.

Mr. and Mrs. Ralph Callbeck, Central Bedouque, have returned from a motor trip to Halifax and other centres in Nova Scotia and New Brunswick.

Mrs. Minnie Kennedy, has sold her house at Carleton, to Mr. William Cohoon, C. N. R. employee, and has moved to Charlottetown. The young people from this area forwarded at the end of the third quarter, making a total of \$302.85, sent to Presbyterian Treasurer.

Mrs. Keir Clark reported that a well attended Baby Band Party had been held recently. An article on temperance was read by Mrs. Horace Glover. The meeting closed by repeating the Mizpah benediction.

...ending the young people's convention in Moncton over the Thanksgiving weekend were Miss Shirley Cameron, Miss Frances Craig, Miss Marina MacCallum, Messrs. Billie Callbeck, Arthur and Edward Pearson.


Congratulations have been extended to Mr. Albert Muttart, Carleton, who on October 2nd celebrated his 88th birthday. A family dinner party was held at the home of his daughter, Mrs. John Haslam, in his honor. Mr. Muttart has been a Church choir member for over half a century, first in the Methodist Church, Cape Traverse and then in the Borden United Church, where he is still active.

Congratulations are being extended to Mr. and Mrs. Harold Bagnall, Central Bedouque, in winning the Silver Cup donated by Chief Justice Thane A. Campbell, in the Farm Home Improvement Competition for Prince County. BQ

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EXOTIC COMPETITION

The introduction of small, bright cafes and the more exotic London coffee houses has also drained off some of the pubs' trade.

All this adds up to the fact that between 10 and 20 per cent of Britain's pubs no longer pay their way and many more are running close to the loss line.

One pub keeper sadly summed it up: "If trade gets any worse, mate, we shall all be out of work."

Despite this depressing picture, the pubs are fighting back. About 90 per cent are owned by the largest of Britain's 350 breweries and they are ready to pour money back into their establishments to restore trade. Between the first and second world wars, it is said, the brewers spent about 275,000,000 improving their pubs.

Today they are counter-attacking along a wide front.

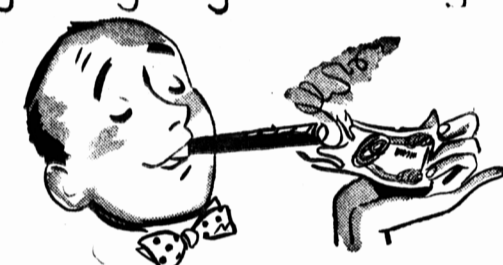
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