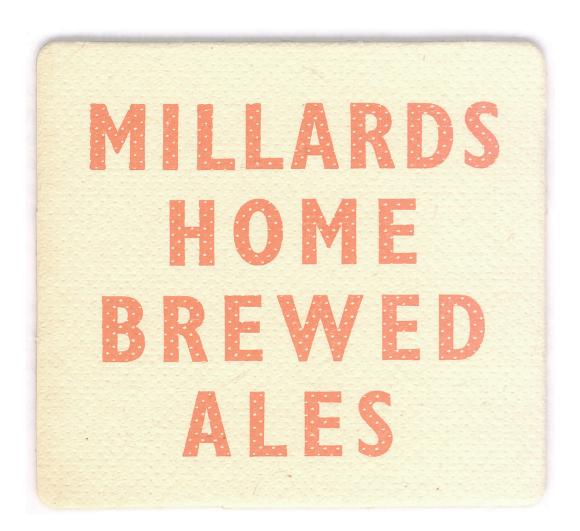
# HITCHMOUGH'S BLACK COUNTRY PUBS



### **BEERMATS**

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#### **Beermats**

This is a selection of beermats from Black Country Breweries and Breweries that owned or leased public houses in the Black Country. This is by no means a comprehensive list.

Beermats became popular during the 1950s, they were a cheap way for breweries to advertise their beers and came in a vast range of shapes, sizes and colours.

- Single-sided with a different image on the reverse side
- Double-sided with the same image on both sides
- Colour variations

**DAVENPORTS** 

They are laid out with the main side in the left hand column with variations of the reverse side to the right.

| Ansells            | Enville          | Millards  |
|--------------------|------------------|-----------|
| Atkinsons          | Everards         | M & B     |
| Аттwood            | Flowers          | Newbridge |
| Banks's            | Fownes           | Old Swan  |
| Banks's Hanson's   | Greenall Whitley | Plant's   |
| Bass               | Greene King      | Premier   |
| Batham's           | Hanson's         | Sadler's  |
| BLACK COUNTRY ALES | Нідндате         | Simpkiss  |
| Brains             | Holden's         | Slater's  |
| Bent's             | Ногтя            | Thwaites  |
| Burtonwood         | Hooded Ram       | Truman    |
| Butlers            | Hoskins          | Watneys   |
| Charrington        | Joules           | Wem       |
| Courage            | Kinver           | Whitbread |

Marston's

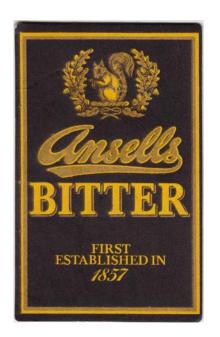










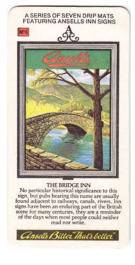










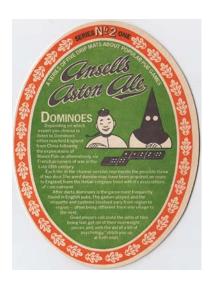


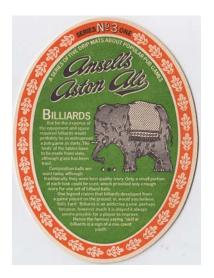


























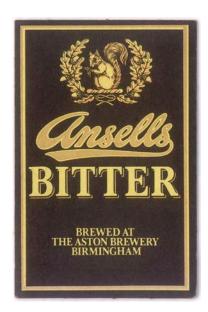
















































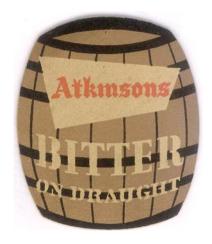




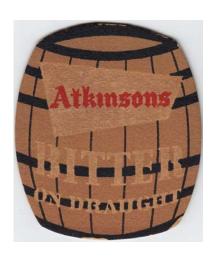




# **Atkinsons**







### Attwood

















































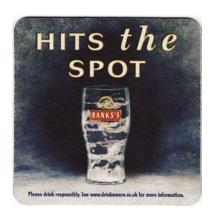


























































WE GUARANTEE YOU'RE GETTING WHAT YOU PAY FOR

In pubs run by
Banks's you get
a proper pint every time
- a full 20 fl. oz. served
in an oversized glass.





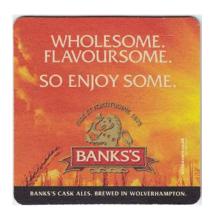


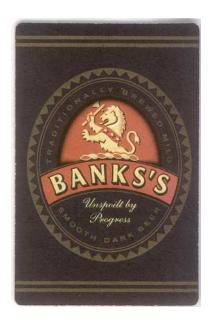




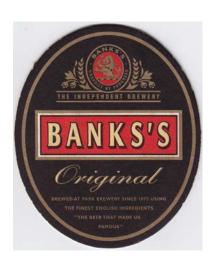














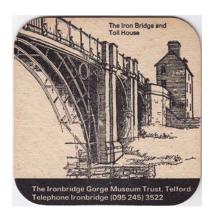














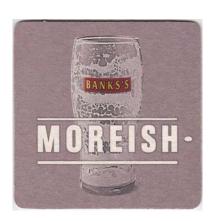


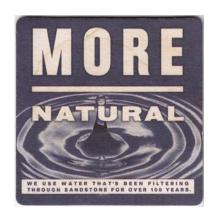


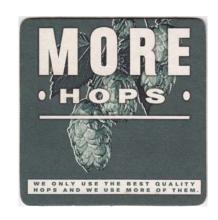










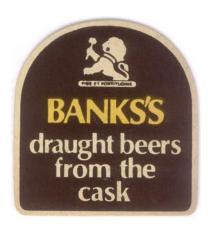


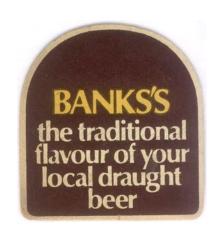
















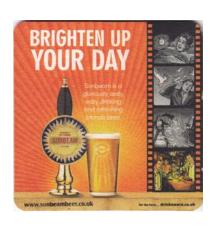










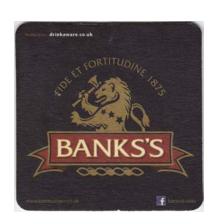
















### Banks's Hanson's











#### Banks's Hanson's

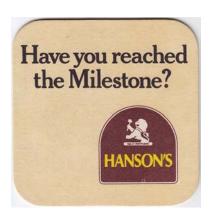






















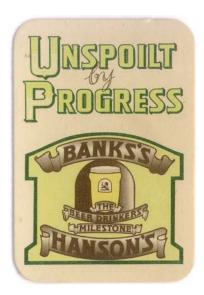








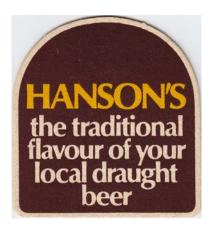


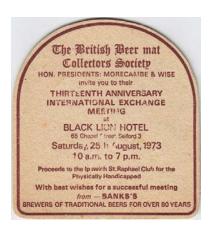












































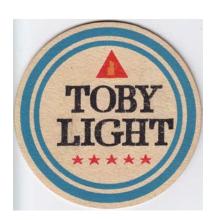








































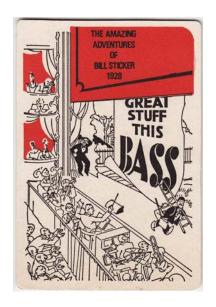




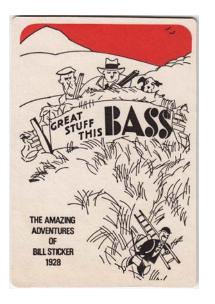






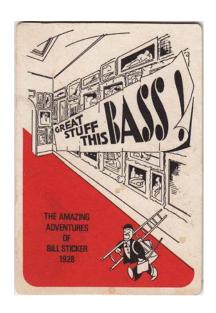




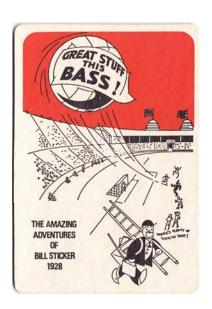






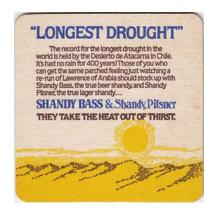




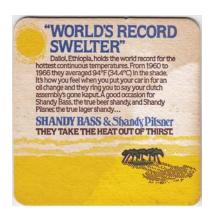
































S.C.A.T. BODY SCANNER APPEAL FUND
WEEKLY INSTANT LOTTERY

The proceeds of this lottery, organised by Bass Mitchells and Butlers, will help finance the purchase of a body scanner, for the benefit of the people of the Midlands.

Promoter: Mr. G. Johnson,
S.C.A.T. Scanner Appeal Fund,
District Hospital,
Edward Street,
WEST BROMWICH.

Close dates: 10.11.79, and weekly thereafter.









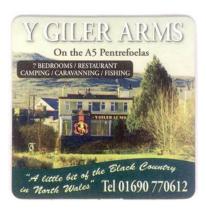


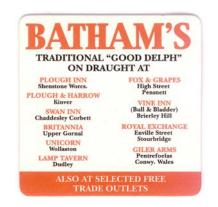


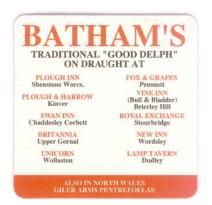


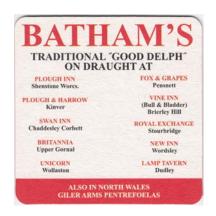


































### Bent's









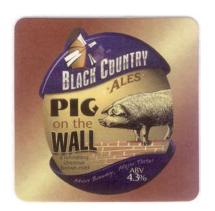
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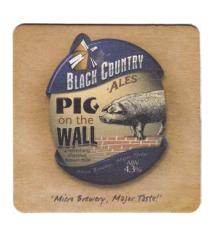














## **Black Country Ales**









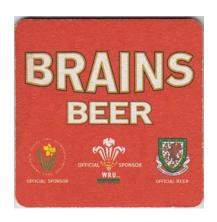


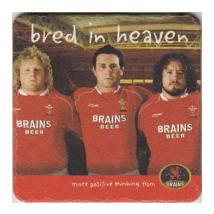


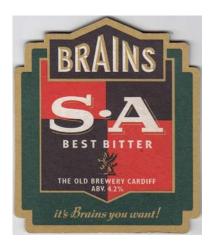




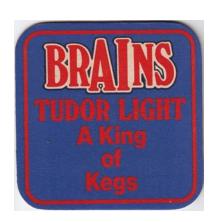








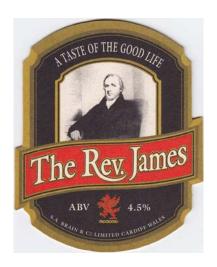


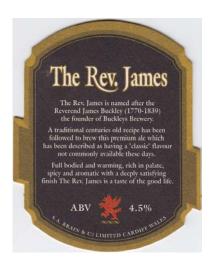




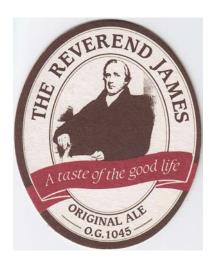










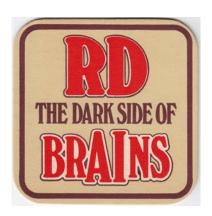






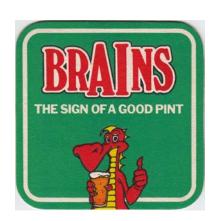


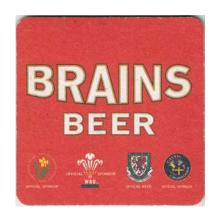




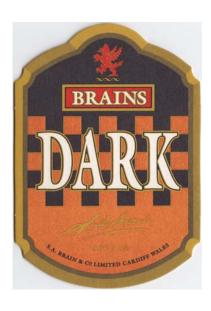












### Burtonwood

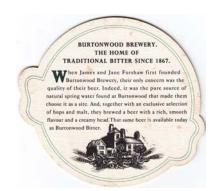












### Burtonwood



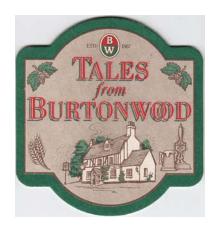








### Burtonwood









## **Butlers**













## **Butlers**









## **Butlers**





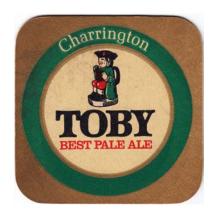




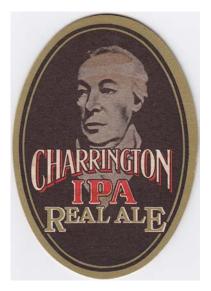
## Charrington





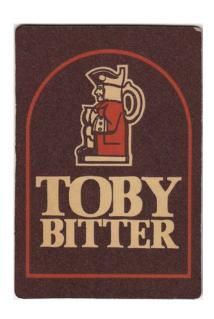




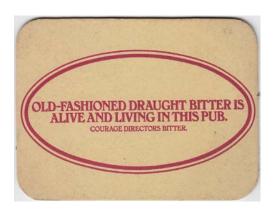


# Charrington









Courage Directors Bitter is one of the few remaining examples of old-fashioned draught bitter.

It's still matured in the cask. It still has the subtle, distinctive old-fashioned flavour.

Your landlord won't serve it until it's reached its full character, lying on its side, at the right temperature, in his cellar.

And in this pub at least, it is still hand-pumped through the traditional beer engine.



























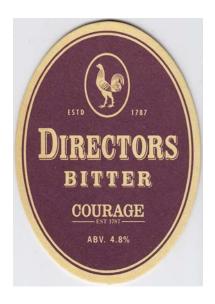


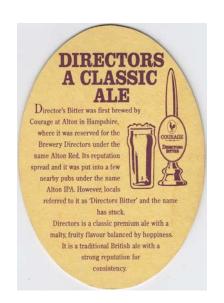






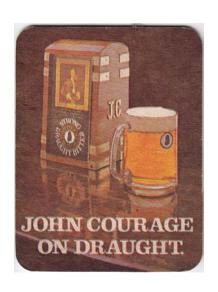


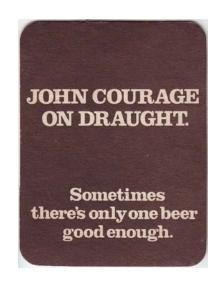




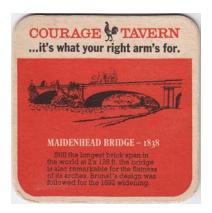


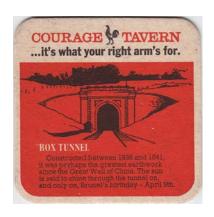
Courage
Directors Bitter
is one the few
remaining examples of
traditional draught bitter.
It's still matured in the cask.
It still has the subtle, distinctive traditional flavour.
Your landlord won't serve it
until it's reached its full character, matured at the right
temperature, lying in his
cellar.
And in this pub, it is still
hand-pumped through
the traditional beer
engine.































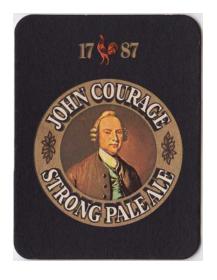






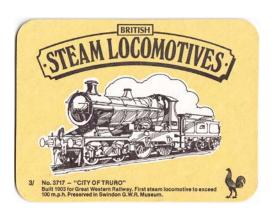




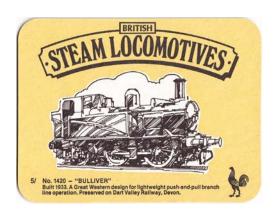




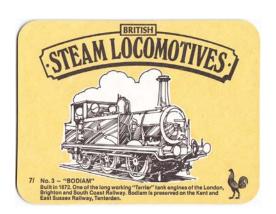












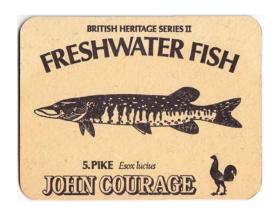








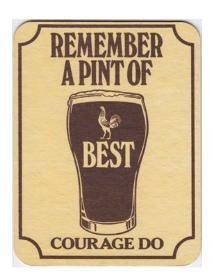




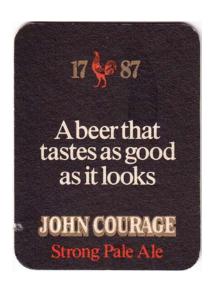






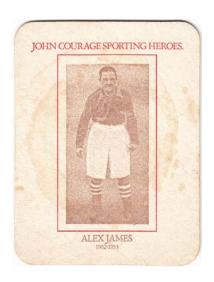












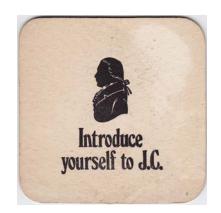
Alex James, the baggy-trousered show man, learnt his early football skills in the streets of Glasgow- and generally at ground

Not surprisingly, then, his comment after a disappointing first appearance for Preston North End in 1925 was: "Ye'd better be gie'ing me a ticket back home. I canna play fitba' wit the baw up in the air most of the time!"

With strategic sense and immaculate passing, James subsequently led the famed Arsenal side which dominated the First Division in the early 1930's, winning four Championships in 5 years with the EA.Cup thrown in for good measure.

John Courage strong draught bitter.





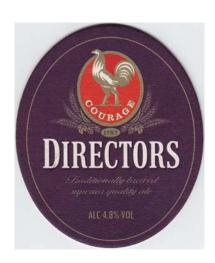










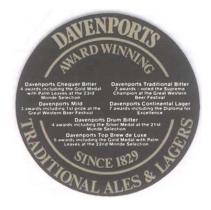














































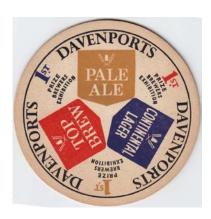








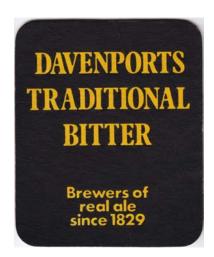












# Enville















# Enville

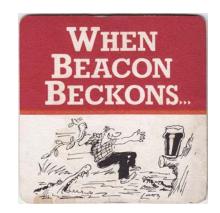
















































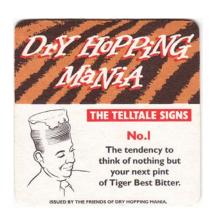
















































































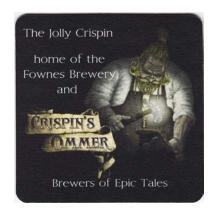




#### **Fownes**







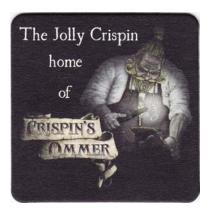








### **Fownes**







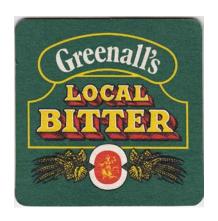














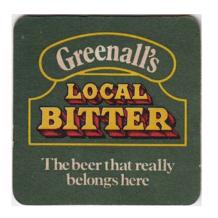








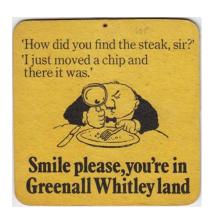








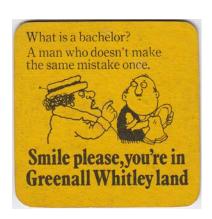




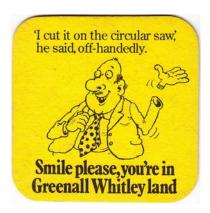


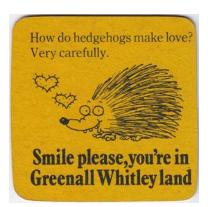














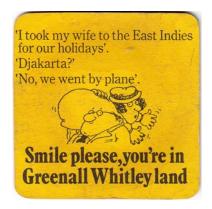










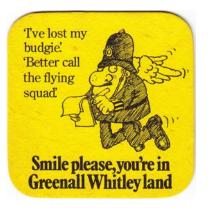














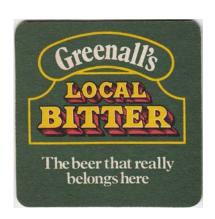




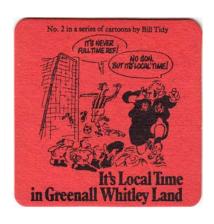






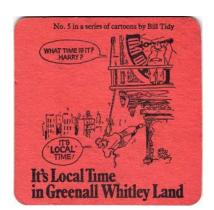


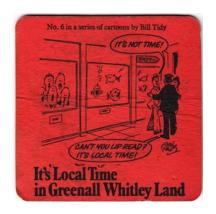


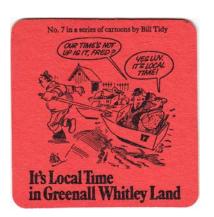
































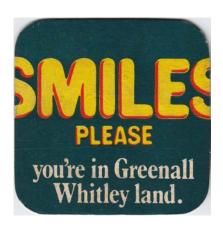


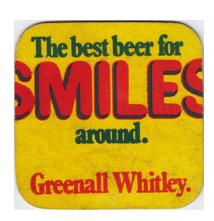






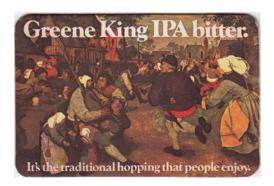












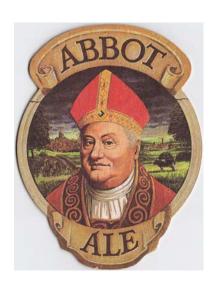


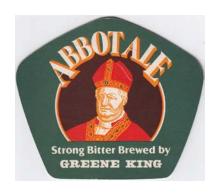






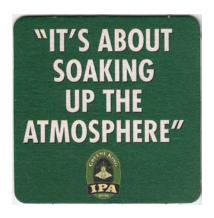


















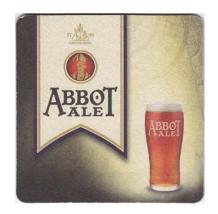














Brewed longer for a distinctive full flavour in the heart of Bury St Edmands where brewing in the town's Great Abbey can be traced back to 1086.

This irresistible ale has masses of frait characters, a malty richness and superbhop balance.

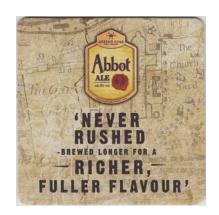
Blessed Among Beens





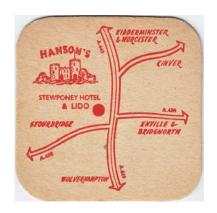








### Hanson's









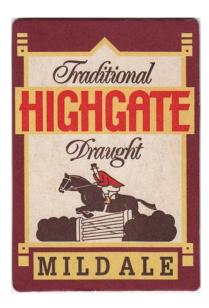
# Highgate













#### HOLDEN'S TRADITIONAL DRAUGHT BEERS AVAILABLE AT THESE HOUSES Rose & Crown, Bank Street, Brierley Hill. Royal Exchange, High Street, Bilston. New Inn, Ward Street, Coseley. Brierley Hill. Old Mill, Windmill Street, Upper Gornal. Wheatsheaf Inn, High Street, West Bromwich. Park Inn, George Street, Woodsetton.

Miners Arms, Ruiton Street, Lower Gornal. Old Bush Inn, Daisy Bank, Coseley. Dalsy Bank, Coseley.

Painters Arms, Franchise Street, Avenue Road, Coseley. Wednesbury. The Prince of Wales, Walsall Road, Darlaston. The Royal, Bloomfield Road, Tipton.

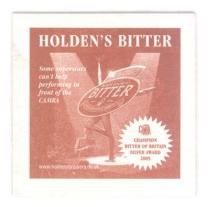
### HOLDEN'S TRADITIONAL DRAUGHT BEERS AVAILABLE AT THESE HOUSES

Rose & Crown, Bank Street, Brierley Hill. Brierley Hill.
Old Mill.
Windmill Street,
Upper Gornal.
Wheatsheaf Inn,
High Street,
West Bromwich. West Bromwich.
Old Bush Inn,
Daisy Bank,
Coseley.
Painters Arms,
Avenue Road,
Coseley.
The Prince of Wale
Walsall Road,
Darlaston.

Bliston.
New Inn,
Ward Street,
Coseley.
Park Inn,
George Street,
Woodsetton. Miners Arms, Ruiton Street, Lower Gornal. Cottage Spring Inn, Franchise Street, Wednesbury. Wednesbury.
The Royal,
Bloomfield Road,
Tipton.

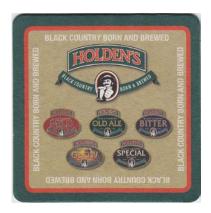
Royal Exchange, High Street, Bilston.

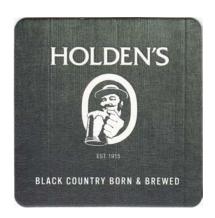






### HOLDEN'S TRADITIONAL DRAUGHT BEERS AVAILABLE AT THESE HOUSES















#### HOLDEN'S TRADITIONAL DRAUGHT BEERS AVAILABLE AT THESE HOUSES

Park Inn
New Inn
Painters Arms
Old Bush
Royal
Britannia
Britannia
Trumpet
Great Western
Prince of Wales
Cottage Spring
Wheatsheaf
Swan Inn
Shrubbery Cottage
Rose & Crown
Elephant & Castle
Miners Arms
Old Mill
Bulls Head

Ward Street
Avenue Road
Skidmore Road
Skidmore Road
Bloomfield Roi
Hall Green Stre
High Street
Sun Street
Walsall Road
Franchise Stree
High Street
Providence Str
Heath Lane
Bank Street
Bromley Lane
Ruiton Street
Windmill Street
Windmill Street

Woodsetton Coseley Coseley Tipton Bilston Bilston Workerhampton Darlaston Wednesbury West Bromwich Cradiey Heath Oldswinlord Briefrey Hill Gornal Gornal Gornal

#### HOLDEN'S TRADITIONAL DRAUGHT BEERS AVAILABLE AT THESE HOUSES

Park inn
New I

Avenue Road Skidmore Road Bloomfield Road Hall Green Street High Street Sun Street Walsall Road Franchise Street High Street Providence Street Heath Lane Bank Street Bromley Lane Ruiton Street Windmill Street Windmill Street

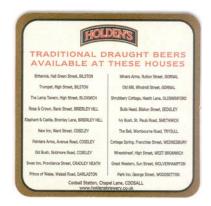
Coseley
Coseley
Coseley
Tipton
Bilston
Bilston
Bilston
Bilston
Bilston
Wednesbury
West Bromwich
Cradley Heath
Oldswinford
Brierley Hill
Brierley Hill
Gornal
Gornal
Sendieu

#### HOLDEN'S TRADITIONAL DRAUGHT BEERS AVAILABLE AT THESE HOUSES

Park Inn New Inn Painters Arms Old Bush Royal Britannia Trumpet Great Western Prince of Wales Cottage Spring Wheatsheaf Swan Inn Shrubbery Cottage Rose & Crown Elephant & Castle Miners Arms

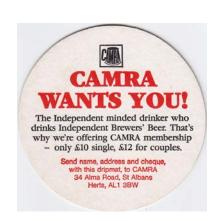
Coseley
Coseley
Coseley
Coseley
Coseley
Injun
In























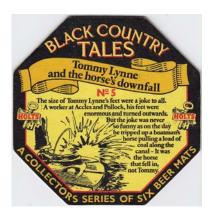


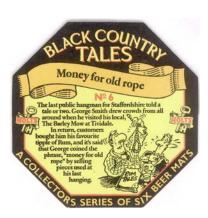








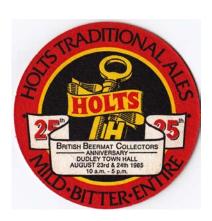










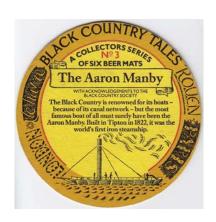


















# **Hooded Ram**





### Hoskins





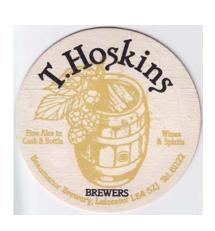




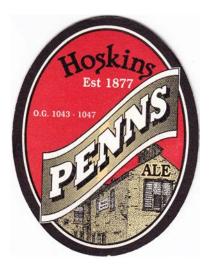


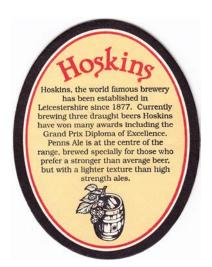






## Hoskins





# **Joules**









# **Joules**









## Kinver









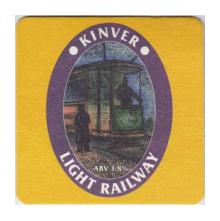
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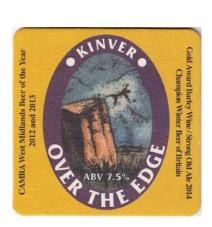
















# Kinver





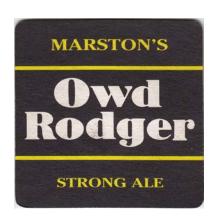
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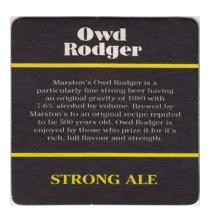
















### Marston's





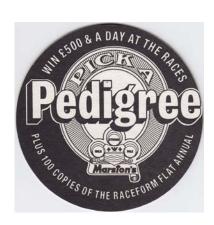








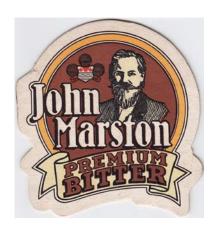


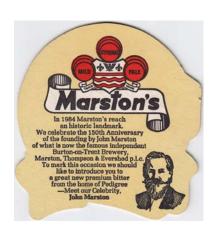


### Marston's



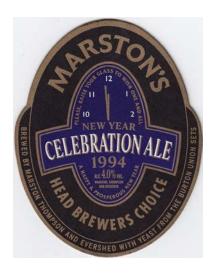


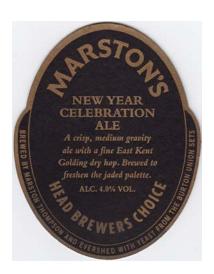


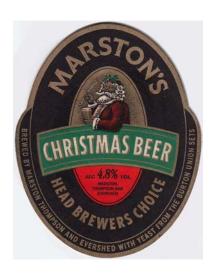






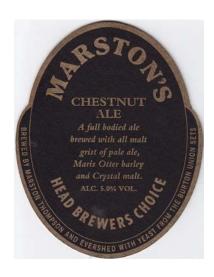




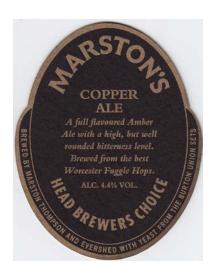




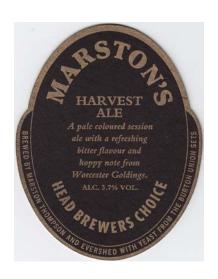






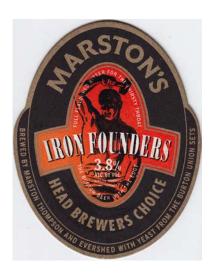


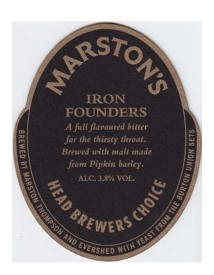




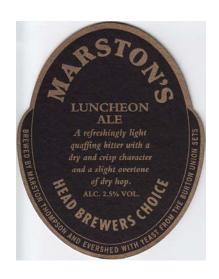


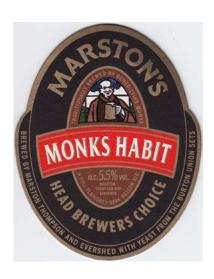


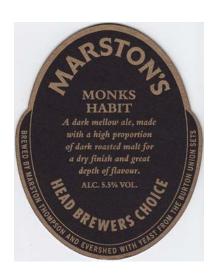


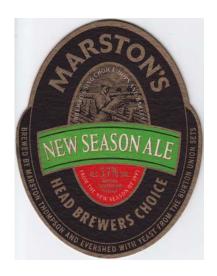


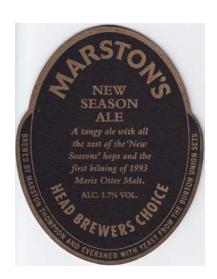


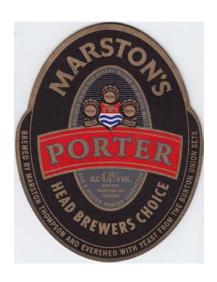


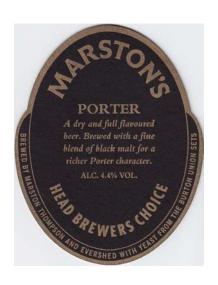




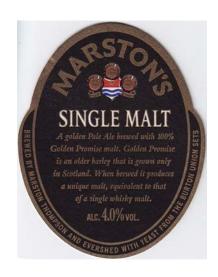


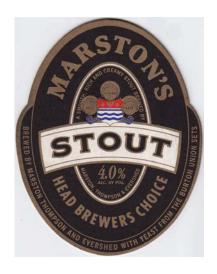


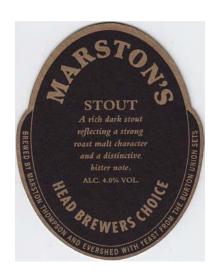


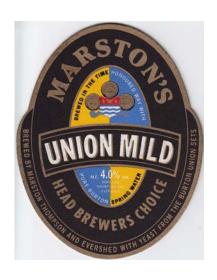


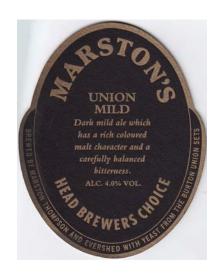




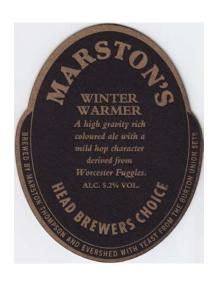


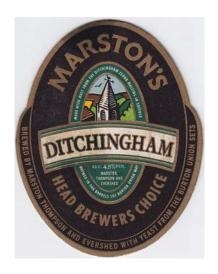


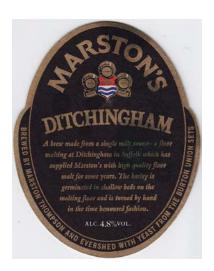


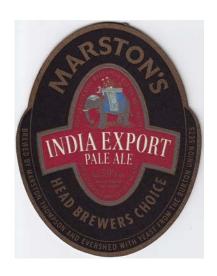


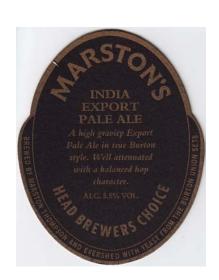


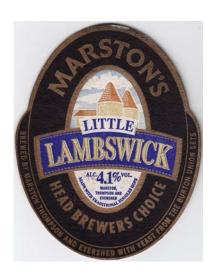


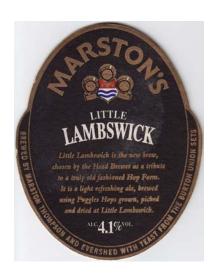


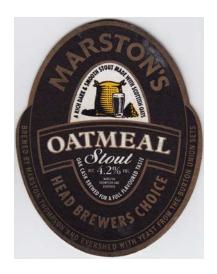




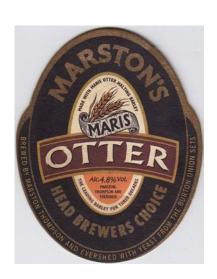


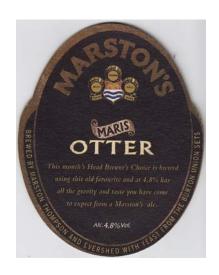


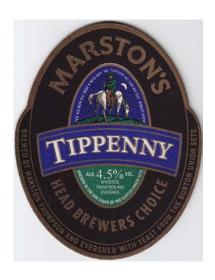


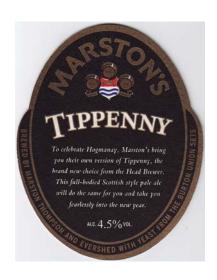


















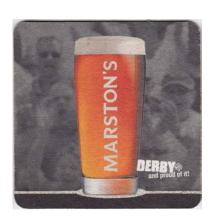






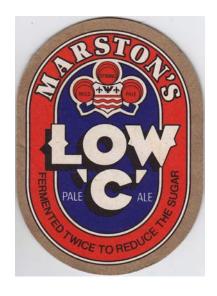


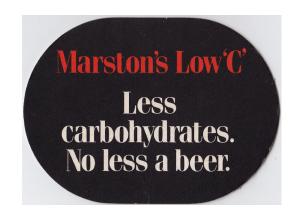










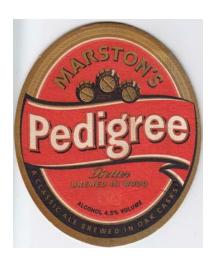






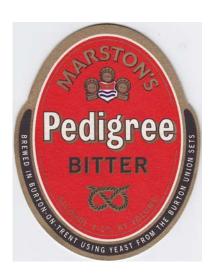


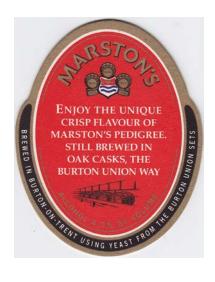


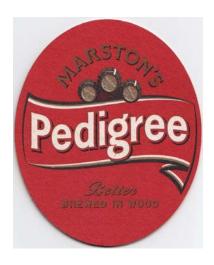


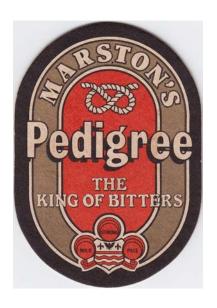














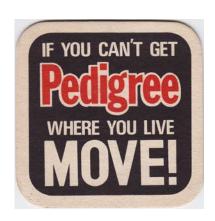












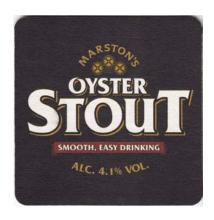










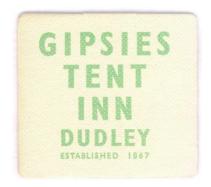






## Millards









































































































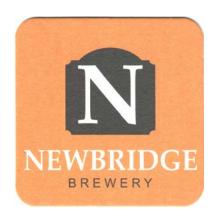








# Newbridge





## Olde Swan













## Olde Swan







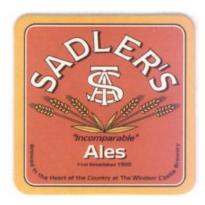
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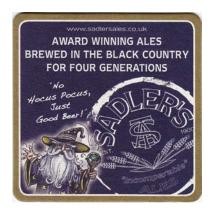
## Premier



## Sadler's











## Simpkiss











# Simpkiss



## Slater's





## **Thwaites**









#### **Thwaites**











# **Thwaites**

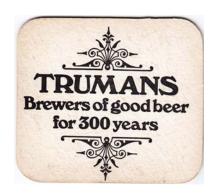
























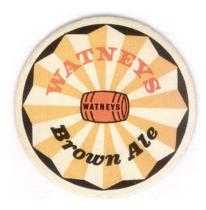


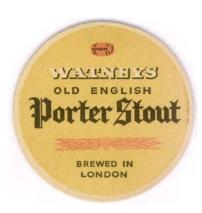






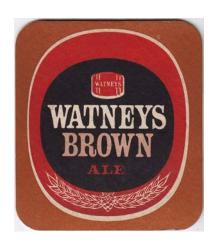






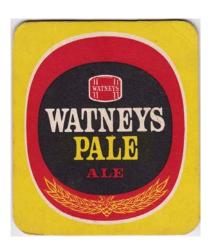






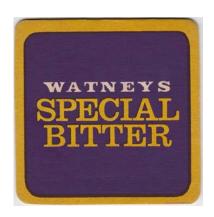


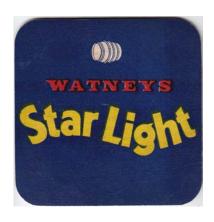










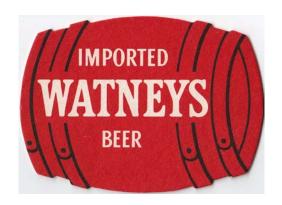










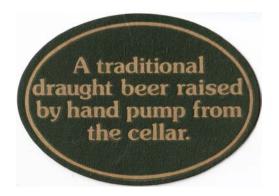


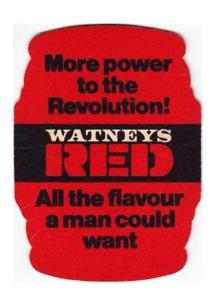












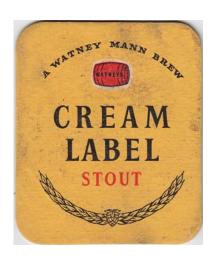


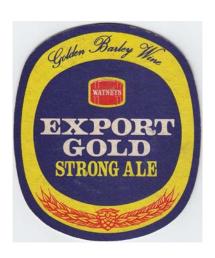






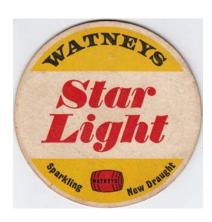












#### Wem









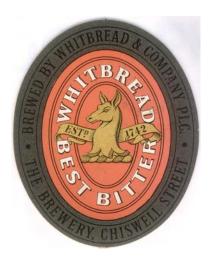




























































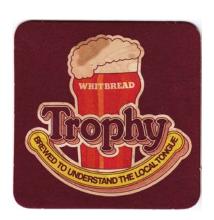














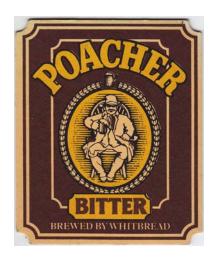






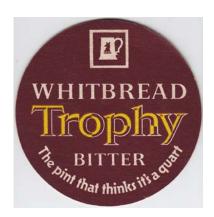








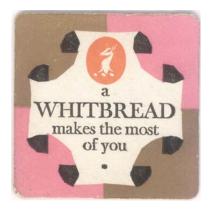














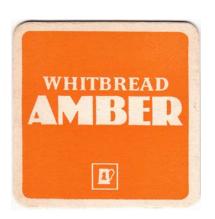










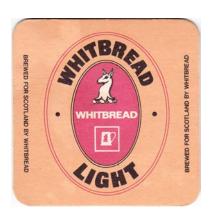












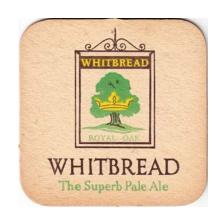




























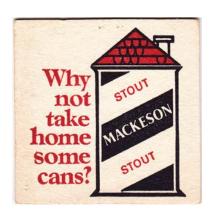














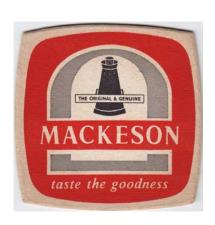






















Bell St. Annes Road, Cradley Heath



Britannia Kent Street, Upper Gornal



Cottage Inn Wood Green, Wednesbury



Dry Dock Windmill End, Netherton



Holly Bush Penn Road, Wolverhampton



Little White Lion Stourbridge Road, Halesowen



Jolly Crispin Clarence Street, Upper Gornal



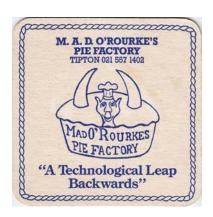
Old Court House Lower Church Lane, Tipton



Old Crown Sandwell Road, West Bromwich



Paget Arms Park Lane, Wolverhampton



Pie Factory Hurst Lane, Tipton



Saracens Head Stone Street, Dudley



Sow and Pigs Hill Top, West Bromwich



Wharf Station Road, Old Hill



Black Bear Deepdale Lane, Lower Gornal



Old Chainyard Castle Street, Coseley





Fountain Owen Street, Tipton





Great Western Sun Street, Wolverhampton







In the latter half of the 18th century Toby, with three-cornered hat and brimming jug of beer, symbolised worldly enjoyment and good cheer. Toby's inspiration is obscure, but many believe he is modelled on Henry Elwes, nicknamed Toby Fillpot, who drank 2000 gallons of beer without eating solid food and, resembling a "Dorchester Butt" died in 1761.

