

The importance of raising the standard of the public house was realised many years ago by isolated individuals, and in 1909 the "True Temperance Association" was formed, one of whose avowed aims was "to encourage the development of the public house in the direction of making it in the best sense a place for the present-day social needs of the people." It is true that a *quid pro quo* was demanded in the form of a removal of legislative and administrative hindrances to such developments, a partial remission of taxation, and so on; but though such relaxations have hitherto been denied, it has been realised in many instances that merely from a business point of view it is important to effect improvements. There is the unceasing competition of cafés such as those provided by Lyons, the A.B.C., and Lockhart, where food and non-intoxicants can be obtained under pleasant conditions at a cheap rate. Again, a trade journal\* sees in the improved public house not so much reform as "the best defence of the Trade from attack."

Some of the improved public houses are described by Selley. One of them "looks more like a beautiful public hall than a public house. . . . The premises and grounds occupy over an acre. At the sides and at the rear of the building there is a bowling green in the making, and three hard tennis courts already in use. There are five separate entrances at the front—the café, the telephone call office, the lounge, the order office, and the public bar. The public bar is one of the loftiest I have seen anywhere. Two full-sized billiard tables occupy the centre of the floor, and seats and tables are disposed on three sides of the room.

\* *Licensing World and Licensed Trade Review*, August 21, 1926.