

Editor:
Derek Parkins.

*Victorian Beer Label
Collectors' Society*

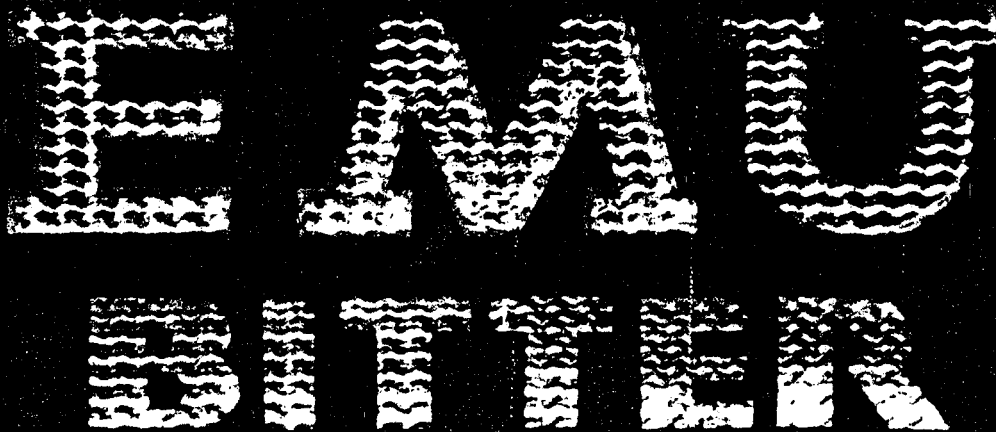
2 Sturdee Street
Reservoir, 3073

APRIL '79 Vol.8 No.2

Newsletter.



It's Perfect!



V.B.L.C.S. Officers 1978-79

PRESIDENT : R. Gillard, 8 Bunting Court, Lalor, 3075, Vic. 465 4368
VICE PRESIDENT : Jim Hepworth, 5 Willow Crescent, Campbelltown, 5074 S.A.
SECRETARY : G. Crompton, 11 Dublin Ave., Strathmore, 3041, Vic. 379 4375
TREASURER : K. Wittenbach, 3 Beatty Crescent, Ashburton, 3147, Vic. 25 3124
LIBRARIAN : S. Deaville, 7 Greenhalgas Road, Delacombe, Vic.
EDITOR : Derek Parkins

Raffle Co-ordinator : G. Crompton

To enable the smoother operation of our Society, would all members please co-operate as follows :-

1. Forward all monies to the Treasurer -- except for raffles.
2. Forward all contributions for the newsletter to the Editor.
3. All general Society business, requests for labels from Society stocks, contributions and raffle ticket requests to the Secretary.
4. New members and/or changes of address to the Treasurer.
5. Please forward a SAE with all correspondence requiring an answer.

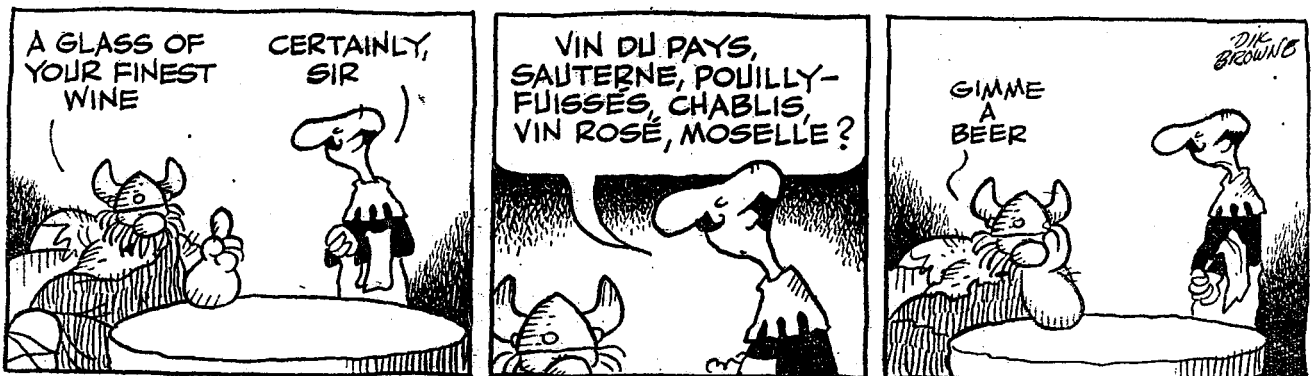
MEMBERSHIP FEES :

Joining fee : Aust \$1-00
Annual subscription : Aust \$4-00 - due and payable on 1st. July.
plus any levies that may be called for.
(Pro rata fees - 1/9 to 31/12 Aust \$2-00
1/1 to 31/3 Aust \$1-00)

The Society is always pleased to receive articles or news of general interest to members, whether it be the history of a brewery or a story of how you obtained your favourite label.

If you have something to say -- and who hasn't -- then write to us about it. All contributions will be acknowledged.

The Melb. Sun-19/3/79.



MEETING NOTES

Possibly due to the lateness of the Newsletter, we had a smaller attendance than usual at our March meeting, however, it was good to see Jim Hepworth from the Adelaide group. Jim made a special trip over to see the Melbourne members, so it was a relief that the weather put on a good show.

The Secretary outlined progress in obtaining new issues and was advised of several more which should not be difficult to obtain for members. The meeting was also notified that a new "beer" made in South Australia was on the Victorian market under the label "Giraffe". In the members opinion this was more like a sparkling wine, but as it is labelled and sold as beer it becomes a collectable item. We have written to the winery and hope to obtain supplies for members.

A suggestion was made for a joint meeting with the Adelaide group on a Saturday or Sunday at a town halfway between Melbourne and Adelaide. Those present agreed it was a good idea, but felt there would be difficulties, especially with the family man.

A complaint was then made on behalf of country, interstate and overseas members that some felt that they were not being looked after as well as the Melbourne members. In particular (1) labels were mentioned in the Newsletter and they had to wait so long that they were not sure whether they were ever going to receive them, (2) contributions to the Newsletter were not acknowledged and (3) the Newsletter was often so late they again wondered whether they had missed out.

In reply, (1) It was explained that, generally, the breweries do not notify us of any proposed new issues and by the time it has been reported to us several weeks have elapsed. We then write to the brewery contact requesting the labels and because we want a quantity of one label only, instead of a set of mixed labels, it is not handled by an office girl but by a more senior officer. In most cases we receive the labels within three weeks, but occasionally the merchandising sections are so busy that we have to write a reminder and it has at times taken several months to obtain the labels. They are then sent to members with the next issue of the Newsletter. Melbourne members receive their labels exactly the same as every other member - posted with the Newsletter. They do not get any special treatment or extra handouts. The only advantage the Melbourne members have is that private members sometimes bring along any labels they have found or they have in excess, and they give each member at the meeting a label as a friendly gesture. No club labels are given out at meetings.

(2) The Editor cannot always use contributions immediately for a number of reasons, but he welcomes all contributions and wants more. There is a small section in the Newsletter thanking contributors by name and he apologises to those whose names he has forgotten to list.

MEETING NOTES (continued)

(3) The printing of the Newsletter has given some problems over the past few years as it is now done by professional printers and the costs have been mounting. This problem has been overcome, but the main problem now is the amount of time that the Editor can devote to the task. His work, private life and night school leave him little time, but he is doing his best to keep to the schedule.

This led to considerable discussion on how best to cope with problems in the future. At the present time three or four people are doing all the work in running the club and there are no volunteers to help with the work or take over the positions.

The Editor may be transferred interstate shortly and the Secretary will be required to spend much more time on interstate travel (these notes are being written in a motel room at Berri, S.A.).

Many suggestions were made at the meeting and these are summarised below.

1. The club be restricted to members within a 50km. radius of Melbourne, who must attend every meeting (or have a reasonable excuse). There would be no Newsletter (therefore no Editor) and no annual subscription, but each member must pay 50c per meeting even if unable to attend.
2. That the club be restricted to present membership and that new members are only admitted to fill vacancies through resignations.
3. The club be restricted to Australian members and that overseas members be changed to correspondence and exchange partners only.
4. A number of members were totally against any form of restriction and urge that the club always be open to any collector in any country.
5. That the club be gradually reduced through resignations to some target figure - say 250 members, and only then are new members admitted.

We would welcome the views of all members on how the club can best serve the interests of its members, but remember, there must be more co-operation. Above all, do not panic, the club is in a strong financial position and no decisions will be made without giving all members a chance to have their say.

After this long discussion we returned to normal business. The raffle was drawn and this time we had a wider distribution of winners.

1. E37 blue Mrs.E.D.Richardson
 2. C71 orange F.Constable
 3. A28 orange R.Patten
 4. C23 blue M.Pinkard
- Consolation prize - B.Mackie

MEETING NOTES (continued)

Congratulations to all winners.

The formal meeting was then closed and the remainder of the afternoon was spent on swapping and comparing collections.

NEXT MEETING - Our next meeting will be held at the Thornbury Youth Centre, corner Dundas and Newcastle Streets, Thornbury on Sunday 6th. May, 1979.

LABEL DONATIONS

BREWERIES -

Courage (Australia) Pty.Ltd.
Tooheys Limited
South Australian Brewing Co.Ltd.

MEMBERS -

Mrs. V. Grange
A. Watson
Mrs. E. D. Richardson
C. L. Gordon
M. Pinkard
K. L. Richardson

BEER CAN COLLECTORS - Michael Pinkard has started the "Australian Beer Can Collectors Club" and has issued 2 volumes of a very good magazine devoted to this hobby. Michael's address is - 39 Christine St., NORTHMEAD, N.S.W. 2152. The annual subscription is \$6-00 and Michael would like to hear from all beer can collectors.

Congratulations on a job well done.

BEREAVEMENTS - It is with deep regret that we advise the sad passing of Bill Pickworth of N.Z. and of Mrs. Fred Boddington. To their families and relatives we offer our deepest sympathy.

CONTRIBUTORS - The Editor thanks the following for their contribution of news items, etc. -

Mrs. E. D. Richardson
P. Piotrowski
J. Hepworth

NEW MEMBERS - A warm welcome is extended to the following new members -

No. 283 B. Stubbs, P.O. Box 32, MAYFIELD, N.S.W. 2304

No. 284 David Brunner, 54A Haig St., TOOWOOMBA, Q'ld. 4350

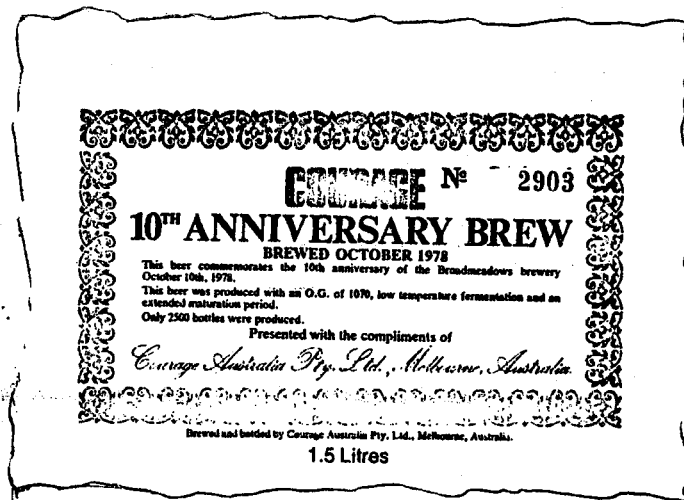
SCARCE LABELS

Herewith are brief comments on some recent difficult to get labels.

1. The three Darwin Specials - These were local prints made without notice and therefore difficult to obtain. C.U.B. (Melb.) assure us that this will not happen in future and we should get supplies.
2. Townsville Rugby Club, Sept., 1978. - This label was short supplied by the printers and there were insufficient to fill the original order. Castlemaine Perkins have tried to have more labels printed, but so far have not been successful.
3. Lions Lager 26th. Annual Convention, May, 1978. - We did not learn of this label until several months after its short issue. Tasmanian Breweries were only able to supply three, therefore, these were put into raffle stocks.
4. Jaycees Foundation Day 1803-1978. - Again this was a short issue and Tasmanian Breweries were only able to supply 85 copies. We have delayed sending these out until we have had replies from members who had the label from other sources, and until we had tried to obtain more. These labels will now be allotted by ballot.

NEW LABEL ISSUE

Courage Breweries have issued a 10th. Anniversary label in October, 1978. Only 2500 bottles were brewed and these were not sold publicly, but distributed privately. We cannot obtain sufficient labels for all members, as this was a very short closed issue, but Courage have made a few labels available and these will be used as raffle prizes. These labels are the same size, format and colour as their first anniversary label.



NEW LOW ALCOHOL BREWS

The biggest drinking revolution since February 1st., 1966 (ten O'clock closing) has hit Melbourne. Tens of thousands of men and women have turned their backs on regular beer in favour of low alcohol beer. Both Carlton & United and Courage Breweries have released new varieties - Carlton Light and L.A. Draught respectively. C.U.B. have packaged their beer, whilst the Courage brew is available in draught form only.

The advent of low alcohol beer has been welcomed by Governments, M.P.s and driving authorities.

RAFFLE

Due to some good donations, we are again able to offer interesting labels as prizes. The first prize will include the rare 10th Anniversary Courage label and all four prizes will include the controversial Chinchilla label and a range of 14 Coopers special labels. Every prize a beauty.

Each prize will be a minimum of 25 labels and there will be four main prizes. In addition there will be a special consolation prize for the next name drawn who has not previously won a prize.

All tickets from G. Crompton -

10 for \$1-00 (min.)
25 for \$2-00 (max.)



COASTERS

This issue we illustrate some coasters from the collection of Neil Morgan, Ceduna, S.A. Neil, who collects under the guise of Morgan Label Exposé, has sent some interesting Broken Hill Club Coasters. Our thanks to Neil for his contribution.

