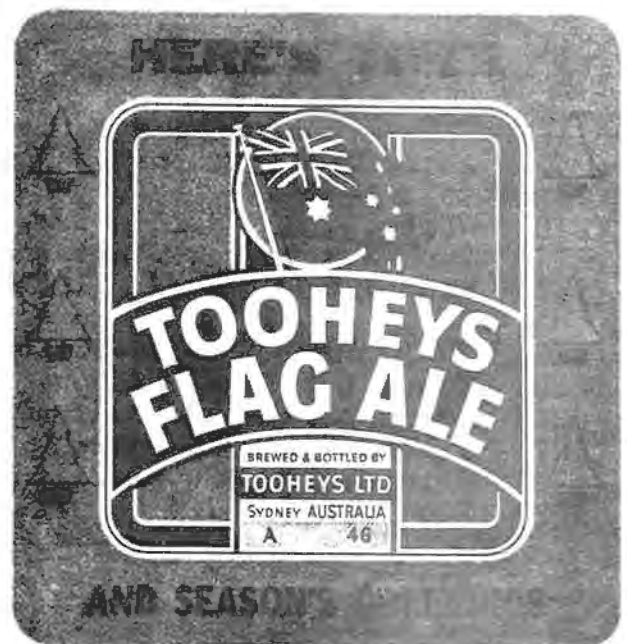


*Victorian Beer Label  
Collectors' Society*

Hon. Secretary, G. Crompton  
Telephone: 379 4375

11 Dublin Ave.,  
Strathmore,  
3041

*The International Society of Label Collectors — Australian Brewery Research.*



PRESIDENTS' NOTES.

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On behalf of the Committee, I wish to extend their best wishes for Christmas and the New Year, and I hope to find you doing your best to help make the Newsletter bigger and brighter in 1975.

At the last meeting we had a big surprise when, Ray Cooze called in for a little while, the members who failed to turn up at this meeting would have been disappointed as Ray, has the best collection that I and the other guys have ever seen.

He would have at least 3,000 Australian labels dating back to 1870, and quite a few of them were experimental labels from at least 10 Breweries. Ray and I got together on the Sunday night and did quite a bit of swapping and I gained at least 30 labels for my collection. Some of the labels that I received from Ray are featured in this Newsletter, also in the New Year we hope to feature a selection of labels from his collection.

Ray has a very good selection of spare labels, but it's very hard to find some labels that he requires for his collection.

I was very disappointed with the number of members who turned up for the last meeting, as there is quite a few who live in Melbourne and have NOT attended ONE meeting, this is a poor state of affairs, or should I say that YOU are NOT very interested in your club.....

Next Year we hope to hold the meeting on a week night, perhaps by doing this, we might see a few new faces.

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Change of Address - S. Pridham now lives at Unit 4, 57 Centre Dandenong Rd., Cheltenham 3192.

Next Meeting - Will be held at Carroll & Richardsons Showrooms, 105 High Street, Preston, on Sunday 19th January at 1.30 pm. We hope that every body will be back from holidays by then, and eager to discuss the latest news.

New Members - A cordial welcome is extended to the following new members whose applications to join the Society have been approved by the Committee. ---

(215)	White, J.	91 Linacre Rd. Hampton.	3188.
(216)	Parkin, S.D.	2 Sturdee St. Reservoir.	3073.
(217)	Wenzel, W.	2011 Milne Drive N.E. Calgary, Alberta, T2E6B7.	Canada.
(218)	McNicoll, A.	16816-96th Ave. Edmonton, Alberta, T5P0E3.	Canada.
(219)	James, L.	67 Wilson St. Horsham.	3400.
(220)	McGregor, K.	69 Headingley Rd. Mt. Waverly	3149.
(221)	Tiberi, P.	13 Fairway Ave. Mt. Waverley	3149.
(222)	Gordon, C.	36 Rosella Rd. Mordialloc.	3195.
(223)	Kladko, A.J.	124 Gagarina St. Drogobych, USSR.	-UKR. SSR.

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Book Review. -

"GIVE IT A BLOODY GO MATE".

Author. - Robbie Robinson. Publishers. - Rigby Ltd. price \$5.75.

A delightful book of a Pommie who takes a job as a barman in an outback pub. As a barman the author didn't know the price of a middle or the meaning of a Slim Dusty, but he learnt to deal with assorted bludgers and to answer in kind when addressed as "Y'old bastard." From barman he rises to camp cook and works for a fencing outfit. A good book for a chuckle and an ideal Xmas gift for anyone interested in the Australian Outback. B. Atkins.

LABELS FROM CASTLEMAINE BREWERY  
NEWCASTLE. N.S.W.

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The editors after an unsuccessful search, were unable to find any trace of the Company who, traded under the name of Southouse & Craig. Ltd. This label was used by the Company prior to 1920, it is green with the S.&C., in the centre, being a deep blue.

The COO--EE label dates back to the mid. 1880's.  
The Extra XXX Stout labels were in use from 1920 to 1924 inc.



SOME PROVINCIAL BREWERIES OF VICTORIA.

Ref. Source; Aust. Brewers  
Journal. July. 1894.

1/. Johnson & Illingworth, Bendigo.

The brewery of this firm is a brick building, and is known as the City Brewery; it is situated at Golden Square; a suburb of Bendigo.

Mr. Johnson does the brewing and Mr. Illingworth attends to the needs of the hotels in the district. The plant is of 14-hogshead capacity; a Steeles masher is used, and the boiling is done by direct fire.

The brewery being built on the gravitation principle, there is no pumping the refrigerator has been dispensed with, and open coolers with fans are used instead.

The cellar is underground and the beer is cleansed in hogsheads.

Messrs. Johnson and Illingworth have a tied trade, the price of beer being £3.12.6. per hogshead and 6/- per dozen for bottled ale.

A malt-house adjoins the brewery, in which the firm do their own malting, steeping 30 bags at a time.

Next door to the City Brewery is the London Brewery, formerly owned by the late Mr. James Fawns, but now taken over by Johnson and Illingworth.

In the London Brewery, which is a 30-hogshead plant, Mr. Laurie is brewer. They have never used a refrigerator in this brewery, and the beer is boiled by fire in an iron vessel and cleansed in butts.

2/. H.L. Lindsay, Lancefield.

The Trent Brewery, Lancefield, was converted from a flour mill into a brewery eight years ago by Mr. H.L. Lindsay, and is now the property of Mr. H. Rickettson, the well-known squatter of Barratta, N.S.W.

The plant, which will put through 25-hogsheads at a brew, has been erected regardless of expense, and the brewery is now under the control of Mr. W. J. Cochrane formerly of the Caversham Brewery, Dunedin, assisted by his son.

The water comes from an artesian bore, and being soft, is hardened with gypsum before mashing.

The 25-hogshead copper is boiled by fire and steam with a Worssam-pattern tubular steam boiler in the centre. Mr. Cochrane uses pneumatic malt and invert sugar and crystals. The worts are, after running over a refrigerator let down to a cooler.

There are no less than ten gyle tuns in the fermenting room, but only three of them are in use now.

In addition to doing a local trade, the Trent Brewery Co., have a depot in Staughton-lane Melbourne.

3/. The Trentham Brewery.

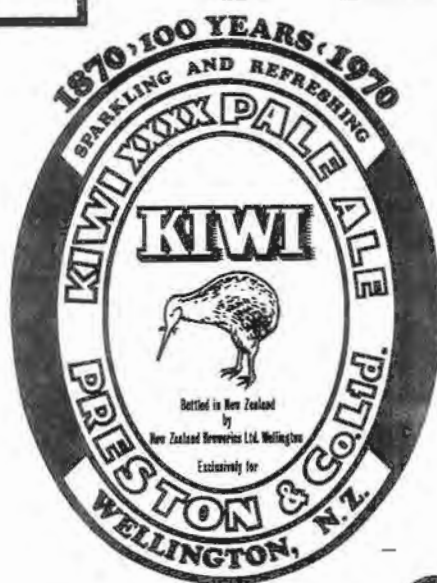
Mr. Joseph Barnes' brewery, at Trentham, is 15 miles from Daylesford.

The water used for brewing comes from a spring, and being soft, is treated before use. A refrigerator and an open cooler are used. Mr. Barnes attends to the hotel trade himself and employs a brewer. His wife keeps the Criterion Hotel at Castlemaine, and supplies Trentham beer at that town.

The hot-liquor tank is on the ground floor, the mash tun on the second floor, and the iron steam boiler on a staging above. The plant, an 8-hogshead one, is supplied by a 10-hp. boiler and 4hp. engine.

NEW ZEALAND "SPECIALS".

These labels are just a few of the great range of "SPECIAL" labels that the various breweries release every year.



AMENDMENTS TO THE CONSTITUTION.

Additional clause.-- Any financial member, with the exception of the Secretary who is already the authorised representative with the breweries and original sources, may state and/or introduce himself as a member of the V.B.L.C.S. when acting on his own behalf relating to beer labels, bottled, breweries, information, etc., but none may claim to be an official agent or representative unless made so in writing, and the production of such written authorisation, by at least 2 Committee members and at least one ordinary member, all having signed the authorisation. Further, any such authorised member will then be acting for and on behalf of the V.B.L.C.S. and anything of any nature procured shall be the property of the said Society, who at a general meeting will decide the distribution, giving appropriate consideration to the authorised person for their work.

Any such member claiming authorisation unjustly will be EXPELLED from the Society and without refund of subscription be barred from all activities, meetings, receipt of Newsletter etc. of the V.B.L.C.S.

AMENDMENTS-- Any person accepting nomination for a Committee position will accept the requirement of attendance at meetings as outlined Vol. I ~~I~~ para 5a,b, as a necessary prerequisite for such a position.

Nominations for all offices shall be made by persons other than the one nominated and seconded by a third party at a General Meeting or by post by non Melbourne members, on or before June each year. All parties must be fully financial members of the V.B.L.C.S.

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STOP PRESS.

MEETING NOTES:

The last meeting was held on Sunday 10th. November at Carroll & Richardsons showrooms in High Street, Preston. The attendance was a little less than we had hoped to see at our final meeting for the year but it was pointed out that many of our members were studying for exams and others were finding it difficult to attend on Sundays.

The Secretary apologised to the meeting for the omission of the Constitution amendments from the last Newsletter and the Editors similarly apologised for the omission of New Members and other items from the Stop Press section.

The Archivist for the University of Melbourne has requested copies of all past and future issues of the Newsletter for their Library, and these will be supplied. The Victorian State Library will also be supplied.

The printing of the labels for the 1974--2nd. Anniversary issue has been completed and the labels are now awaiting cutting. The terms of issue will be advised in the next issue and will be generally similar to those applying to the 1st. Anniversary issue. The colours will be green, black and yellow.

It was pointed out that the Newsletters in the past had frequently been used for items of a personal nature. These should appear in "Letters to the Editor", if at all, and the main body should carry items of general interest to all members.

The Secretary advised of the difficulties which sometimes occur with short issue labels, such as "Amsa Ale", and advised of the steps he had taken, asking members to be patient and not to worry the breweries in the meantime. (This now appears to be happily resolved.)

Dan O'Neil reported that the Austrian Club of Geelong had a Festival at Geelong on the previous day and that Coopers (S.A.) had issued them with a Special Commemorative Label. Members present were disappointed that owing to the lack of publicity they were not aware of the event and so missed the opportunity of obtaining the labels. They brightened up when Dan donated three full bottles of the Folks Festival Beer to be prizes in a future raffle. (Coopers have since made a very generous donation of these and their more recent commemorative label--Keith Anniversary Ale -- to the Society so that every member will receive their copies with this Newsletter.

A three day Oktoberfest was held at Dandenong on the 15-16-17th of November but unfortunately no special label was issued.

Keith Wittenbach told the meeting that a book was available through "Readers Digest" and which contained reduced reproductions of some very old beer labels.

The raffle was drawn and this concluded the official part of the meeting, it was declared closed and the members produced their collections for comparison and swapping.

RAFFLE:

The prizewinners were--

1st prize. Yellow D39. K.Wittenbach.  
2nd. prize. Pink B95. F.Constable.  
3rd. prize. Yellow D11. F.W.Constable.  
4th. prize. Yellow D15. ??? ??

STOP PRESS.

Once again we have the strange coincidence of one member winning two prizes. Frank has always been a good supporter of the Society, and we are pleased to see the prizes going interstate to him. The Secretary has no record of who was issued with yellow ticket DI5, and if the lucky holder will send his ticket to the Secretary then his prize will be sent to him. All prizes were well worth winning, with more good labels in each prize than ever before.

NEXT MEETING:

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Will be held at Carroll & Richardsons showrooms 150 High Street, Preston on Sunday 19th January 1975 at 1.30pm. We hope that everybody will be back from holidays and by then, eager to discuss the latest news.

LABEL DONATIONS-- The Society would like to thank the following for donations of labels;

Breweries;           Castlemaine--Perkins Ltd.  
                          Carlton & United Breweries (QLD.) Ltd.  
                          Carlton & United Breweries (MELB.) Ltd.  
                          Courage Breweries Ltd.  
                          Tasmanian Breweries Ltd.  
                          Coopers Ltd.  
                          Toohy's --Grafton Ltd.  
                          Tooth & Co. Ltd.

Members; D.O.'Neil      G.Crompton      S.Pridham      N.J.Long.

CLUB LABEL STOCK: As announced some months ago the Society by virtue of some good donations, is holding a stock of labels, and any member is invited to send in their list of wants. If we have those particular labels, then we will send them free of charge, but please send return postage. The Society is a relatively small non-profit group and it takes most of the members funds to pay for the printing of the Newsletter, postage and office requisites. All Committee members and helpers work on a completely honorary basis. The labels that we have are mostly common and metric, and we hold no rarities except the raffle donations. You are welcome, but remember the return postage.

BARMAN'S GUIDE TO STOUT.--

For the host who is tired of serving up stout in the conventional drink, here are a few new drink recipes that will not only please the discerning palate but are guaranteed to impress your guests.

STOUT COOLER-- put ice in a chilled silver mug, add  $\frac{1}{4}$  jigger Curacao,  $\frac{1}{2}$  jigger of Creme de Cacao, 1 jigger Dubonnet, top up with Stout. Decorate with a spiral of apple peel. Stout as a mixer drink is generally mixed with beer in the proportions of half and half, hence the name Half 'n Half also known as Black and Tan. With a dash of lemonade to make a Portergaff.

Well why not try these variations --Stout with a dash of cider--Stout with a dash of gin or vodka --or to be daring--Stout with a dash of cond. milk!

It is recommended that when making these concoctions that you use only the best quality drinks.

B.Atkins.



## MAGAZINES.

### THE NON-DISAPPEARING BEER.

STOCKHOLM, Today.— A brewery here has launched a new type of beer container made not of glass or metal but of cardboard and plastic. It was claimed that these would "make it easier to be kind to the landscape".

The container, once emptied, could not of course, be taken back for scrap or sold as such.

The brewery claims that if thrown away in the bush, it would quickly degrade itself without harming the environment.

As a scientifically-inclined beer drinker decided he would make a proper check on this claim. He bought a container of the beer, emptied it and threw it away on a patch of grass on February 17.

One month since then he has taken a photograph of the container. Now he has reported that, after nearly twelve months out in the sun, snow and rain, the container seems almost as new as the day it was bought. He said there were a few splits in the cardboard but no other change. He phoned an official of the brewery, who told him the cardboard part of the container should begin to dissolve in about a year.

But the plastic part, could not be expected to break down inside eight years.

### XXXX AND ALL THAT.

EVER wondered about the origin of "XXXX"—the graffiti-like internationally known symbol for beer?

Well, X, XX, XXX, XXXX and so on derive from the marks of the "aleconners", employed to ensure the strengths and constituents of British beer.

These aleconners were first-cousins-by-profession to the vintner researchers who came to be employed by wine merchants, taking an oath to "prove and assay" wines.

For if alcohol may be dangerous substance now, there was a time when it was little short of deadly...

One hundred and fifty years ago in Britain, reports, Derek Townsend in a new book, "Cannibals to Caviar" (Jacaranda \$3.50), wines often contained generous quantities of alum, starch and numerous drugs. Even plaster of Paris was used to produce sherry.

and such things as cocculus indicus (a dangerous poison containing picrotoxin); capsicum, copperas, quassia, hartshorn shavings, orange powder and ginger were all used as substitutes for malt and hops, allowing beer to be diluted by giving it a false appearance of strength and favor.

The public taste of the time, reports Townsend, was for "hard old beer" which had matured in the brewer's vats for a year or more.

But long storage was expensive and a "Treatise on Adulterations of Food and Culinary Poisons", published by one Frederick Accum in 1820, revealed that some brewers even used sulphuric acid to "harden beer....."

In "Cannibals to Caviar" Townsend has woven 15 chapters around the facts and fancies, folklore, witchcraft and magic which surround just about everything that the world eats and drinks.

Its all good, not-too-profound stuff that'll make you the life of the cocktail party circuit.....

