

*Victorian Beer Label  
Collectors' Society*

Editor, Rod Gillard  
Telephone: 465 4368

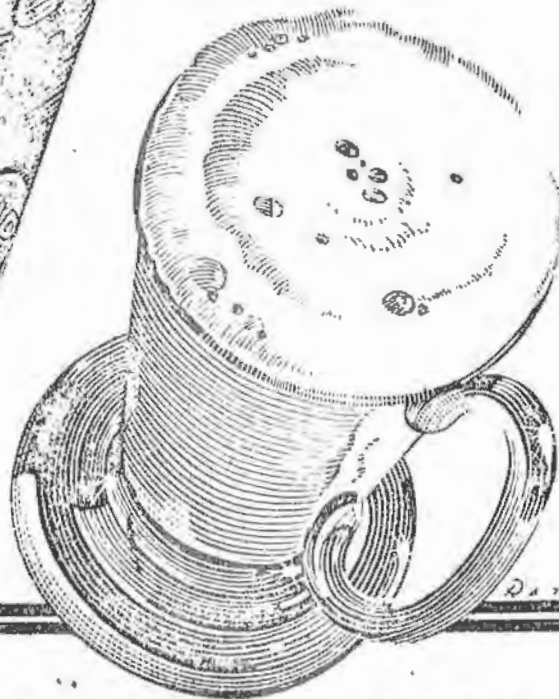
8 Bunting Court.,  
Lalor 3075

Newsletter.

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



**NATIONALLY KNOWN  
NATIONALLY LIKED**



RPJ.

DATNOR

**RICHMOND**

**RICHMOND PILSNER**

**RICHMOND BITTER, LAGER, STOUT**

**RICHMOND N.S. BREWING CO. PTY. LTD.  
854 CHURCH STREET RICHMOND . . . JB316**

October '75

Vol 4 No 5

PRESIDENT	L. Godden, 5 Bridge Street, Elsternwick, 3185.
VICE-PRESIDENT	vacant
TREASURER	K. Wittenbach, 3 Deatty Crescent, Ashburton, 3147.
SECRETARY	G. Crompton, 11 Dublin Street, Strathmore, 3041.
EDITOR	R. Gillard, 8 Bunting Court, Lalor, 3075.
COMMITTEEMEN	B. Atkins, T. Anthony, S. Spencer.
DISTRIBUTION OFFICERS	R. Gillard, K. Wittenbach.
RAFFLE CO-ORDINATOR	G. Crompton.

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

- (1) Forward all monies to the treasurer -(except for purchase of raffle tickets.)
  - (2) Forward all contributions for the newsletter to the editor - ( monies for ads or for back copies please send to the treasurer who will pass the details on ).
  - (3) All correspondence on general society business, requests for labels, label contributions for raffles, and money for purchase of tickets in raffles, please forward to the secretary.
  - (4) Any member recommending or forwarding details of new members, please forward the subs and application to the treasurer as he holds the members register.
- It is in your interests to edhare to our requests above.

---

EDITORS NOTES.

I hope to do articles on the Charters Towers Brewery, The Cooktown Brewery and Northern Australian Brewery Limited, ( all Queensland ) and also the breweries of Wagga Wagga in N.S.W. in future newsletters. If any member has labels from these breweries and could forward photocopies ( or the labels which will be returned promptly ) I would greetly appreciate it.

Another label from the Guildford E. Grey, Hyde Park Brewery, (see last issue), this coming from the collection of Kerry Walton.



The first brewery of standing in Geelong was started in 1845 by John Cumming, who selected as the situation for his business portion of the area between Corio Street and Corio Terrace.

The business prospered through the ensuing years and he added to the actual buildings from time to time- the most notable additions being that of a three storied malthouse in 1851 ( later converted into the main bottling department ), and in 1867 the chimney.

During Cumming's ownership the business was known as the Geelong Brewery. The name of the Volum Brewery was a natural result of the purchase of the property and goodwill by James Volum and Company, who took possession in 1857. E. Hooper was placed in charge by the new owners. The head of the firm, James Volum, generally referred to as Captain Volum was an enterprising business man.

In 1875 it passed into the hands of Andrew Volum, and he carried on the business until 1887. Afterwards it was conducted by a company with John W. Sommers, Charles Cole, and Samuel Young as directors. In 1888 Lloyd Hooper joined the board of directors. Samuel Young, who had been associated with hotel interests, particularly the Royal Mail, and later the Britannia, was the managing director until his death in 1923.

In 1891 the output of the brewery was 350 hogsheads a month and 2500 dozen bottles of ale and stout. Of this a large quantity went to Melbourne and nearby provincial towns. 30 people were employed. The year 1891 also saw the first dividend declared in the history of the company, but the prosperous times were by no means consistent during the next 3 years, but, from the year 1894, the success was such that there wasn't a year when dividends failed to materialise.

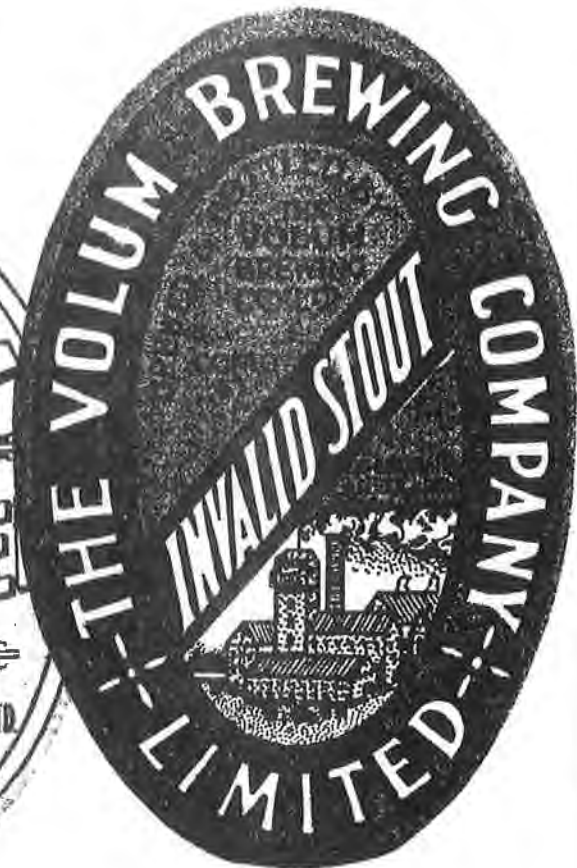
The principal business of the company was transacted in the Geelong, Wimmera, and Western Districts of Victoria, and although many opposition businesses were established during the intervening years in Geelong, the Volum Brewery was the only one to have carried on successfully through the many years since its foundation.

Samuel's son, John James Young, was the managing director from 1923 until 1953, when the Volum business was absorbed by the Ballarat Brewing Company who continued the brewing until July 1958. The premises were purchased by C.U.B. at this time, but remained closed until July 1959 when operations recommenced.

The brewery at present is occupied in the process of completing the brewing process commenced at Carlton Plant. Fermented beer is transferred by tanker from Carlton, the beer is stored for a period in stainless steel vessels under temperature control, then it is filtered, carbonated and finally filled into casks. Geelong plant distributes all C.U.B. products in the Geelong area, the Bellarine peninsula, along the coast to Apollo Bay, to Colac and about 25 miles north inland.

With the exception of the original brew house and the chimney, all of the original buildings are still standing. It is reputed to be the oldest building/brewery in the state still operating as such.

Article from Wayne Richardson with the latter 2½ paras  
advised by Mr. Melbourne of C.U.B. Geelong



The September meeting was rather unusual in that it was held on the footpath outside 150 High Street, Preston. Owing to an unexpected change in circumstances, we were unable to occupy the showroom which has been our home for many months and we are now looking for a more permanent home.

Only 11 members attended, and we received apologies from quite a number who were absent due to the school holidays and/or Fathers Day.

As no further nominations were received the positions of President and Treasurer, L. Godden and K. Wittenbach respectively, were declared elected unopposed.

Nominations were then called for the now vacant position of Vice-President. R. Gillard was nominated by K. Wittenbach and seconded by T. Anthony. Further nominations will be received until November 2nd., and must be in the Secretary's hands by 1.30 pm.

Discussion took place on future meeting places, and among those mentioned were hotel lounges, church halls, and the Railways Institute rooms. These will be investigated and, hopefully, by the next meeting, we will be on the way to a permanent home.

The layout of the newsletter was discussed, taking into account the various comments we had received from members, both local and others. It was felt that we should now adopt a standard layout for the front cover, and that the inside of the cover should carry the names and addresses and titles of all office bearers. This will commence from this issue.

Owing to the unusual meeting place, it was decided to hold over the raffle until the next meeting, so any member who thought he was too late for tickets may now get them.

The effect of the steep rises in postal charges on the Society was discussed, and it was easily seen that we could not carry this. It was moved by K. Wittenbach and seconded by R. Gillard "that a levy of 50p be imposed immediately to offset the extra costs of postage". The motion was put to the meeting and carried unanimously.

John Long had returned home from annual leave the previous night, and had spent most of his holidays visiting old brewery sites. His persistence was certainly rewarded, for he had gathered quite a desirable range of old labels and old beer bottles which he displayed to our envious gaze. Next holidays he wants to take a large trailer to bring back all he had to leave behind.

This concluded the official business and members then conducted their swapping by passing from car to car along the street and trying to stop their labels from blowing away in the wind.

#### NEXT MELBOURNE MEETING.

The next meeting will be held at the home of S. Spencer, 16 Coghlan Street, NIDDRIE, 3042, on Sunday 2nd. November at 1.30 pm. Our Thanks to Stuart and Mrs. Spencer for their hospitality.

#### CHANGES OF ADDRESS

Miss J.V. Connew has pointed out that her address was incorrectly printed in the recent members list and should read 118 Farnaby Road, Shortlands, Bromley, Kent, BR1 4BH, UK.

LABEL DONATIONS.

The Society would like to thank the following for their donations of labels;

Breweries:-        Courage Australia Limited.  
                     Tooheys Limited.  
                     Grafton Brewing Company Limited.  
                     Carlton & United Breweries ( Qld.) Limited.

Members :-        N.J. Long, J.Webb, Mrs. Grange, W. Humphries.

Our Russian member A. Kladko has sent some old (pre war) Russian labels which will be included in the next raffle.

NEW MEMBER

A cordial welcome is extended to the following new member whose application has been approved by the committee:-

(233) Miss H. Burke, 60 Sandhurst Road, EAGLEHAWK, Vic. 3556.

CORRESPONDENCE

All members must be aware of the impact that the new postal charges will have on Societies such as ours. Therefore we ask that when corresponding with the Society you include return postage or preferably a S.A.E. Many members are doing this now and our thanks are extended to those members. Unless accompanied by postage, receipts etc. will not be sent by return mail but will be sent with the next Newsletter.

POSTAL LEVY.

As reported in the meeting notes, it has been necessary to impose a levy of 50¢ to help defray the increased postal charges. This levy is now due and the treasurer will be pleased to receive your money order--please do not send coins through the post.

Those members who have been receiving the Newsletter by airmail will be separately notified of their particular increase.

RAFFLE LABELS.

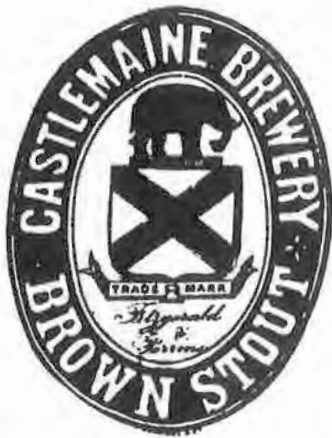
As previously reported, every raffle needs about 80 labels, so that at this rate we soon begin to use our stock of suitable labels. We urgently need older or unusual labels for the raffles and even if you can only spare one label, then we can use it. The Secretary looks forward to a few of your spares. In this way you are helping your society and your fellow members.

ANNUAL SUBSCRIPTIONS.

As mentioned in the previous newsletter, subscriptions are now overdue. Any member not paying his subs by the next meeting, will be automatically deleted from the member's list, and a list published in the next newsletter.

This brewery was an off-shoot of an brewery founded by the Fitzgerald's at Castlemaine, Vic. Nicholas Fitzgerald was a prominent figure in the political life and the brewing industry in Victoria. He arrived in Vic. from Ireland in 1859 and helped his brother Edward run the brewery in Castlemaine.

To extend business the brothers and Mr. J.B.Perrins started a brewery at South Melb. in 1871, trading as Fitzgerald and Perrins. In 1885 they sold out to the Castlemaine Brewing Company Melbourne Limited. Mr. Perrins was appointed first Managing Director. The company prospered and the average sales in 1889 were 1000 Hogsheads per week. The brewery suffered during the depression years but the difficulties were gradually overcome, mainly because of the energy of the Hon. Nicholas Fitzgerald. During 1902 microbes and bacteria got into the beer and several bad brews followed, causing a decline in demand. By the time of the amalgamation in 1907 (forming CUB), the Castlemaine brewery had recovered to a certain extent.



The Carlton Brewery was established in 1864 when John Bellman took over premises in Bouverie Street which had formerly been the North Melbourne Brewery, conducted by Rosenberg and Co. since 1858. John Bellman gave it the name of "Carlton". Bellman did not do well and in 1865 the brewery was purchased by Edward Latham, who set up in business in partnership with G.M. Milne. Mr. E. Latham is regarded as the founder of the Carlton Brewery, as he succeeded in establishing it on a sound footing. When he bought the brewery he was lucky to secure the services of Mr. Alfred Terry, an experienced brewer whose integrity was widely known throughout the colony.

After seventeen years of successful brewing, Latham sold out to the Melbourne Brewing and Malting Company, retaining a large interest in it and becoming Managing Director. After a world trip he retired from the brewery in 1884. Eight years later he took over the Southern Brewery in Richmond, but he lost a lot of money in the depression and his business was absorbed eventually by the Carlton Brewery in 1901.

In 1889 an amalgamation of the Melbourne Brewing and Malting Company and the West End Brewery Limited took place. The new company known as the Carlton and West End Breweries Limited, was affected by the financial crisis in the eighteen-nineties. Late in 1895, it was decided to undertake a reconstruction of the company. It went into liquidation and the business was taken over by the new company of Carlton Brewery Limited, registered on the 5th. of March, 1896. In August 1897 the Chairman, Mr. G.D. Carter, attributed the company's troubles to the "beer duty, the crises and the overloading of the company with old debts."

With the quickening of trade towards the turn of the century the Carlton Brewery began to recover. Carlton Ale was held in high regard. Its quality was so high due to the skill and efforts of the Head Brewer, Colonel Ballenger, who had been with the company since its inception and had succeeded Alfred Terry in 1881.

In 1898 an arrangement was made between the Carlton, McCracken and Castlemaine Breweries to rent the Yorkshire Brewery which had closed down. This Contract was called the Triple Alliance. In 1899 the Carlton Brewery secured the trade of the Burnley and Burton Breweries, neither of which were brewing beer any longer.

During the festivities celebrating Federation in 1901, there were seven thousand troops in Melbourne, Carlton Brewery securing the contract to supply them with beer. The output had increased to such an extent that on the 4th of April 1901, the Directors gave each workman a days pay to mark the fact that the week's production had exceeded 2,000 hogsheads for the first time. During the following years the output of beer increased greatly and by 1907 Carlton Brewery Limited was a profitable business.

In 1907 they joined with the other breweries to form Carlton and United Breweries Ltd.







Further to our previous newsletter, the article at left was recently published in the local Shepparton (VIC) paper. from Keith Wittenbach.

## Three rare bottles found

Since the story in the News on Wednesday, about the search for bottles from the old Shepparton brewery, three of the bottles have turned up.

And all are in Tallygaroopna. Mr John Fawcett has two, and Mr John Banks of the Victoria Hotel has one.

President of the GV Bottle Collectors Club, Mr Eddie Colthup, describes the bottle as one of the rarest in Victoria.

The beer bottles with an embossed owl on the side, are apparently very rare.

An offer of \$150 for one of the embossed bottles was refused. The old Shepparton brewery was possibly one of the largest industries ever established in the early days, according to former Mayor of Shepparton, Mr W. S. James, in his book commemorating the centenary of Shepparton in 1938 - History of Shepparton.

The brewery was conducted by Charles Bryant snr, and William Shiel snr, and later operations were conducted by their sons, amongst whom was the late Cr W. Shiel JP of Shepparton Shire.

The buildings and plant were erected in Welsford St on the corner diagonally opposite the present Police Station, at a cost of \$5500.

The brewery went out of business in the early 1900's and a block of flats was erected in its place.

The Shepparton Brewery bottles (left and centre) are owned by Mr John Fawcett of Tallygaroopna and the other one belongs to Mr John Banks, Victoria Hotel, Tallygaroopna.

Offers of \$150 for bottles similar to the centre one with embossed owl on it have been refused.

### PIKE'S DORSET BREWERY.

Saturday, 30th. August, 1975, marked the demise of Pike's Brewery ( see vol 2 no 5) well known throughout South Australia and harking back to the days when the state had many different beers from which to choose. On this day the brewery, consisting of several cottages, stone malt tower and factory buildings went under the auctioneer's hammer and was sold in four different lots, thus cutting up the original acreage.

Beer brewed at Pike's was said to be of a malty type and production of beer ceased in 1938 when the brewery contracted with the South Aust. Brewing Co. Ltd. for their beer supplies to their chain of hotels. Soft drinks were made at the brewery until June, 1974.

Founded 1886 by Henry Pike, the brewery was run under the name of Pike, Son & Beasley ( a son-in-law). This was later changed to H. Pike & Co.

Situated in the foothills of the Adelaide Ranges, Dakbank ( approx 30 Km from Adelaide) is the site of another by-gone brewery- J. & A.G. Johnston, Dakbank Brewery- originally founded in 1884 on the banks of the Onkaparinga River. - (see Vol 1 Nos)

from Jim Hepworth S.A.



Two interesting labels from Kerry Waltons collection. left- Richmond N.S. brewing co. Herbertsons label right- Syme & Sisán, Adelaide (see last issue.)



Collector wishes to exchange Australian and overseas beer cans, also coasters, swizzle sticks, beer bottle tops and book matches. Please contact

Frank Constable, 2 Hanna Avenue, Windsor Gardens, S.A. 5087.

~~~~~

C.R.H. ( Hank ) ARMAUR , W.A., advises he now collects West German labels, as well as maintaining his interest in Australian, New Zealand etc. I do not answer EMPTY letters those who have written to me and not received an answer will now know why!! . Please note that my phone number ( 461581 ) is not listed in the book. Any member journeying to W.A. is most welcome to look me up. I have a VAST supply of swaps and duplicates.

|                              |                        |
|------------------------------|------------------------|
| John Long is offering        | for                    |
| Johnston' Oakbank Tonic Ale, | Nathan Tonic Ale       |
| Pike's Oakbank Tonic Ale     | Lion Browing Tonic Ale |
| ( 2 types )                  |                        |
| Molony's Stout (Poor copy)   | Castlemaine Perkins    |
| or Richmond N.S. Kentdale    | Toowoomba labels ( can |
| Stout ( Poor copy)           | also be poor copies)   |
| Ballarat Stout ( Brown       | any Hunter Valley or   |
| print)                       | Brookvale labels       |



~~~~~  
Kerry Walton , Qld.

Wanted

- Old Victorian Breweries
- Old Victorian Hotel labels
- Old Richmond ( Elephants Heads, etc)
- Old Tasmanian Breweries
- Old W.A. Breweries
- Old S.A. Breweries
- or labels of some value

Offering

- Buffalo brewery Invalid stout ( see last issue
- Ellis Kells Palmerston Dinner Ale
- Qld brewery-Toowoomba
- Bulimba Bitter Ale
- Carlton Lager ( Toowoomba photo)
- also old N.S.W., Qld, Dresslers, 500 world.

