

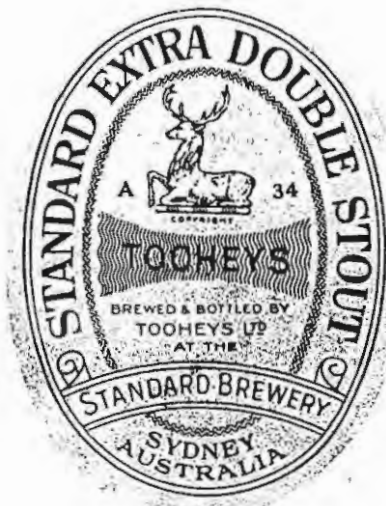
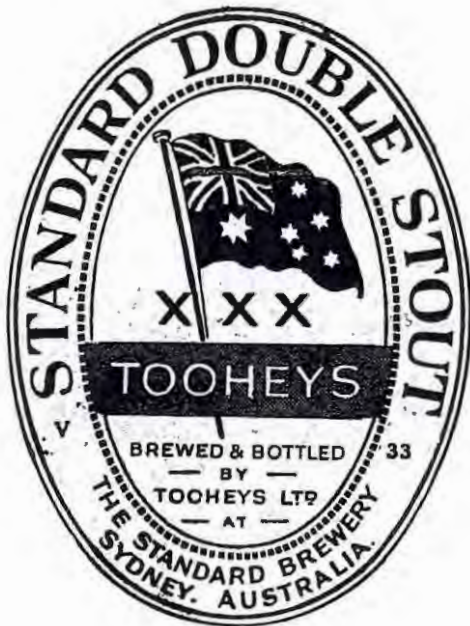
Victorian Beer Label
Collectors' Society

JULY 1986

NEWSLETTER

VOLUME 15 NO. 4

The International Society of Label Collectors — Australian Brewery Research.



VICTORIAN BEER LABEL COLLECTORS SOCIETY

PATRONS: AUSTRALIAN BREWERIES

PRESIDENT: L. Godden, 1379 North Rd., Clayton, 3168. (03) 544-1374
V.PRESIDENT: J. Hepworth, 5 Willow Cres., Campbelltown, 5074. (08) 337-5091
SECRETARY: G. Crompton, 11 Dublin Ave., Strathmore, 3041. (03) 379-4375
TREASURER: K. Wittenbach, 3 Beatty Cres., Ashburton, 3147. (03) 25-3124
EDITOR: J. Wilks, 65 Tiverton Dr., Mulgrave, 3170. (03) 561-4221
RAFFLE CO-ORDINATOR: G. Crompton

To enable smoother operation of our Society, would 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 the Society stocks, contributions and raffle ticket requests to the Secretary.
4. New members and changes of address to the Treasurer.
5. Please forward an S.A.E. with all correspondence that requires a reply.

MEMBERSHIP FEES

JOINING FEE: \$1.00 Australian.
ANNUAL SUBSCRIPTION: \$10.00 Australian, due and payable on July 1st, plus any levies that may be called.
PRO-RATA FEES: After October 31st, \$7.00 Australian.
After February 28th, \$4.00 Australian.

Overseas members requiring the Newsletter by Air-mail, please add A\$7.00 extra to cover postage. U.S., N.Z., U.K., and Canadian currencies accepted.

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V.B.L.C.S.

The International Society of Label Collectors - Australian Brewery Research

FROM THE EDITOR

This month's cover features some old Tooheys labels. The two stout labels, I am not sure of their vintage, but I believe in the 1920's (please correct me if I am wrong.) The Star Ale, I am assured from a retired brewer from Tooheys is circa 1912, and the Club Lager, the first of three styles of this label is early 1930's. The neck label is the correct one for this label, the King and Ace cards were featured on the later label in place of the club at the top of this label.

The editor wishes to thank Alex Freer, Alvin Mair, George Crompton, Dave Kruger, Geoff Van Wyngaarden, Keith Wittenbach and Jim Hepworth for their help and contributions to the newsletter.

PINT-SIZED PROGRESS

The mini-brewery revolution continues, Mike Pinkard reports that there was an advertisement in the Hobart Mercury for a Brewer to be employed at a mini-brewery to be set up in Hobart, no further details yet, and I have cutting from the Melbourne SUN advertising for a Brew-Master at Sanctuary Cove in Queensland, with experience in BOTTLING (where there are bottles, labels must surely follow.) I will be writing to the address given for more details and hopefully learn of any labels that will be produced.

Remember, all members, that things are starting to happen all over Australia, and these small Breweries will be producing a fair amount of special labels, so ANY information, or even a rumor, please pass it on to me so that all members can be made aware.

JUNE MEETING NOTES

This meeting was our Annual General Meeting and despite being held on a holiday week-end, we had a good attendance of members.

We were pleased to welcome Jim Finigan as a new member and we are sure that he will find his membership enjoyable and of benefit to his collecting.

Members will be pleased to learn that the secretary has received a nice range of labels from Tooheys and these will be distributed shortly.

There has been a delay in the printing of the special Club Anniversary label (expected shortly) but we were pleased to see the CUB (Melb) special overprint.

CUB(Melb) also donated some stubby bottle openers which were distributed at the meeting.

A range of unusual misprint labels were shown which excited the envy of at least two members present, also displayed were the latest "necked in" aluminium 375mL cans now used by Tooheys and CUB(Brisbane) News was received of a big auction of and breweriana including Courage and Darwin labels which is being organized by the Victorian Coaster Collectors Club. This will take place in a Melbourne venue to be decided and we will keep members informed.

Keith Deutsher handed out publications from the Australian Beer Society and a number of those present expressed interest.(See details elsewhere in the Newsletter, Editor).

A pamphlet prepared by Rudy Folber of South Australia was shown to the meeting. Rudy gives a resume of Czechoslovakia and items of interest and then lists 48 Czech label collectors who would like to exchange beer labels, wine labels, stamps and many other items.

names and addresses can be obtained from Rudy or the Secretary.

The raffle was drawn and the winners were:-

- | | | |
|--------------|------------|------|
| 1. white B16 | D.O'Neil | Vic. |
| 2. white B47 | L.Gerdes | NSW |
| 3. white D96 | S.Roberts | Vic |
| 4. white B 4 | K.Deutsher | Vic |

The meeting was then given over to a review of the labels of CUB(NQ) (formerly Northern Australian Breweries Cairns).

Members checked their labels against those in the collections of the secretary and Keith Deutsher.

Most members were missing some of the really old labels which unfortunately could not be supplied by the club but we were able to help the majority with labels missing from their collections.

At the August meeting we will review three breweries - Rockhampton Toowoomba and Castlemaine Perkins.

The first two breweries will not take long as there are very few of their labels available (they have been closed for many years).

Make sure you bring your collections of the above three breweries to the August meeting.

U.K. Labels,

replies are starting to come in from the UK breweries and we will let the interested members have details of labels to hand by the next newsletter.

Change of address:-

Change of address:-

P.Heffernan, 54 Bouvardia St. Five Dock NSW 2046

R.J.Carthew, 2/17 halbert St. Wendouree Vic 3355

R. Guy 21 Dana Ave Blairgowrie Vic 3942

M.Pinkard 5 Spring St. Claremont Tasmania 7011

A.R.Mair 4/154 Glenayr Ave Bondi Beach NSW 2026

JUNE MEETING NOTES (CONTINUED)

NEXT MEETING.

Sunday 10th August at the Thornbury Youth Centre, Corner of Dundas and Newcastle Streets Thornbury.
Remember to bring your collections of Rockhampton, Toowoomba and Castlemaine Perkins, there are sure to be labels for you.

NEW MEMBERS.

(392) C R Oliver 24 Riversdale Rd, Hawthorn Vic 3122
(393) R Aldred 50 Gloucester Rd Ashburton Vic 3147
(394) J Finigan 59 Pakington St St.Kilda Vic 3182

ELECTION OF OFFICE BEARERS

The retiring Committee, being eligible, offered themselves for re-election and after counting of votes, the retiring Committee was re-elected by an overwhelming majority.
Many members wrote expressing thanks for the work done by the committee over the past year.

AN APPRECIATION

VBLCS expresses its thanks for the help given by Carlton & United Breweries(Melbourne) Ltd for the recent 14th Anniversary meeting and particularly for their overprinting of their current 375mL Melbourne Bitter Label (see illustration in this newsletter).

NEW ISSUES INFORMATION

The Secretary thanks J Wilks, A Freer, C Pelton, L Godden and A.MacKenzie for their helpful information on new issues from the breweries. We still need more news from interstate members as some changes to the labels are only of short duration so the Secretary needs early advice, preferably with a sample, if he is to obtain the labels for all members.

AUCTION

VICTORIAN COASTER COLLECTORS CLUB BREWRIANA AUCTION TO BE HELD AT HEALYS POINT HOTEL DYNON RD KENSINGTON. COURAGE LABELS & DARWIN. TO BE HELD 2ND AUGUST 12 NOON, BARBEQUE AVAILABLE.
IF YOU HAVE ITEMS FOR SALE OR WOULD LIKE FURTHER INFORMATION CONTACT DON HODGE, P.O.BOX 167 CAULFIELD EAST 3145, DON SAYS THIS WILL BE THE BIGGEST AUCTION OF ITS TYPE HELD IN AUSTRALIA.

For Nursing Mothers



"BULLDOG" (GUINNESS) STOUT, by reason of its unique nourishing and sustaining properties, has won the Commendation of Medical Men everywhere for use by Nursing Mothers.

"BULLDOG" (GUINNESS) STOUT is sold in "HANDY" CASES containing 3 Dozen Pint Bottles, and which are ideal for home use.

Refuse substitutes for the genuine "Bulldog" brand

Also obtainable in Quart, Pint and "Split" Bottles.

Agents: JAMES HENTY & CO., 95 William St.



BULLDOG



(GUINNESS) STOUT

An advertisement by a Melbourne agent for Guinness, which was featured in the early 1920's.

SWAP SHOP

Members!! Members!! where are your ads? At least it is pleasing to note that ALL members have the Courage anniversary labels and the Last Drop labels, at least I assume so as I had the staggering total of ONE REPLY, the response was totally underwhelming, (I still have some to swap if you inadvertently forgot to write, you can also call me on 561 4221, our operators are standing by. Jack Wilks. (Editor)

Alex Freer, who has THOUSANDS of overseas labels will swap for ANY BEER LABEL, likewise has not been swamped with correspondence. How do YOU extend you collection? At least write to the VBLCs and explain why the Swap shop is a complete and utter waste of time and space, the best letter will receive FREE, a Courage Anniversary label from your editor.

FINAL REMINDER

Membership fees were due on the 1st July, and if not paid, this will be your last Newsletter and labels, so if you haven't paid, DO IT NOW, we would be sorry to lose you. Fees and address on the second page of this newsletter.

KINDRED CLUBS

Most of our members have more than a passing interest in beer, otherwise we would be the cheese label, herring label or whatever Club wouldn't we, and for our members the following, therefore must be of interest.

THE AUSTRALIAN BEER SOCIETY

The Society publishes a quarterly magazine called BEER MATTERS and if any VBLCs member who would like further information or wishes to join, please write to :-

The Australian Beer Society P.O. Box 193 Coolangatta 4225.

The ABS was formed to bring together people for the following purposes:-

1. The exchange of information and ideas about beer between members who may otherwise never be in contact.
2. Promotion of appreciation of beer among members and others, and the development of an informed and objective attitude towards beer, especially in relation to its position in Australia; and
3. Giving beer consumers a voice with which to communicate their interests to other persons, groups or corporations. The society will represent these interests to Government and the Industry.

CAMRA AUSTRALIA (CAMpaign for Real Ale).

Perth Western Australia based, have just issued their first newsletter, a four page tabloid newspaper, (same size as the Melbourne Sun) presently to be Bi-monthly but plans are afoot to make it monthly and increase the number of pages.

I have a few complimentary copies of the first issue and any VBLCs member who would like a copy, write to me (JACK WILKS) enclosing a 33 cent stamp and I will forward a copy by return mail, or if you prefer you can write directly to:-

CAMRA AUSTRALIA P.O. Box F343 G.P.O. Perth W.A. 6001

BREWERY NEWS

WAVERLEY'S OLD BREWERY

The old Waverley brewery was built in 1874, by Messrs. Simms, Chapman and Gleeson.

It stood in Edgecliff Road, Woollahra, about where the present Holy Cross Convent is situated.

The old brewery was a brick building with a solid rock foundation, surmounted by a fine louvered roof.

The wing was to a height of about 68 feet and comprised five floors excluding the cellars.

The cooling room was 60 feet long and well ventilated. The cool air was drawn upon the liquor by a powerful fan, enabling the brewer to perform his work without the aid of a refrigerator.

The cellar was 85 feet long by 25 feet wide, and there was a permanent supply of fresh spring water stored in a large tank cut out of solid rock.

Old hands recall the brewery whistle blowing daily at 9am and 6pm and local residents often set their clocks by the whistle.

Soon after the brewery got started, it passed into the hands of Burrowes and Gleeson, both of whom lived in Waverley.

Later the brewery, which had become known as Waverley Brewery, was bought by the Kent Brewery Company and continued to prosper.

In the Year 1897 the Adelaide Brewery Company was purchased by Mr Edmund Resch, a successful brewer of Willcannia, NSW. Shortly afterwards he also bought the plant, stock and goodwill of the NSW Lager Beer Company.

He then continued with the combined interests and transferred the whole to the newly constructed building in Dowling street, Waterloo. The new building cost approximately 150,000 pounds and was then named Waverley Brewery.

FOSTERS SET FOR CANADA

Canada has just recovered from a visit by ex-Geelong footballer Mark Jackson, and now Australia has landed another export on its doorstep.

Fosters Lager will now be brewed under licence in Canada.

And the man selling it will be comedian Paul Hogan.

Toronto brewers, Carling O'Keefe will brew the beer to be sold in cans and bottles.

Negotiations began more than one year ago and the brewery is confident Fosters will win a big share of the local market.

CUB managing director Mr Peter Bartels said the company was delighted with the new licence.

Its cost was not disclosed, but sources said it was worth millions of dollars.

(Melb. SUN 26-3-86.)

VITAMIN LAGER PLEASE?

In the USA, the tussle over adding vitamin B1(thiamin) to beer continues. Yes that's right, vitamin enriched beer! But it is not being promoted for those seeking vigor, but for those whose intake of beer is excessive and who could suffer from the vitamin deficiency called Wernicke's encephalopathy.

The argument for B1's inclusion in beer has been met with little enthusiasm by the bureaucracy. Major brewing houses say they are handicapped by the fact that the authorities demand any vitamin inclusion to be displayed on the label.

In Australia, a number of medical workers are keen to have vitamin B fortified beer. Beer is already vitamin C enriched, but brewers are prevented from mentioning the added vitamin C in their advertising.

(extract from Australian Prevention Magazine, May 1986.)

SAUDI GOOSE



FILL DATE
(4th MONTH 86

EXPIRY DATE
10th MONTH 87

MADE WITH
MALT HOPS
AND WATER

DRINK WITHOUT
ALCOHOL

FULL FLAVOUR

375 MILLILITRES

MADE IN
PERTH AUSTRALIA

EDITORS NOTE:- THE ABOVE LABEL IS
 A SWAN LIGHT FOR EXPORT TO THE MIDDLE EAST.
 IT WAS REFERRED TO IN THE JANUARY 1986 NEWSLETTER, AND THAT
 IT WAS TO BE CALLED LONG NECK GOOSE BEER,
 HOWEVER, THE ABOVE IS MY TRANSLATION, (I LIVED IN EGYPT FOR
 TWO YEARS). A BOTTLE OF GOOSE PLEASE.

Camp Ale

Fragrant of the Finest Hops.
 Stimulates Appetite.
 Aids Digestion.

Contains not more than
TWO PER CENT OF PROOF SPIRIT

The War-Restricted Hours of
 Trading do not apply to
 Camp Ale.

BREWED AT THE
Carlton Brewery

This CAMP ALE advertisement is from 1918, the war-restricted hours mentioned was the notorious 6 o'clock closing, which stayed in force in Victoria until February 1966 (A very long war?) CUB's current equivalent is Abbots Extra Light (the double X is correct) but only available in cans at the moment, how about a label please Mr. CUB?

LABELS ISSUED WITH THIS NEWSLETTER

Brisbane Bitter.....	375mL
D - Ale.....	375mL
Victoria Bitter.....	375mL
Fosters Lager.....	375mL
Carlton Light.....	375mL
Carlton L.A. 2.1%.....	375mL
Pilsener.....	375mL
All the above are from CUB QLD.	
Brewers Light.....	375 & 750mL
Skol (re-issue).....	26 2/3 fl oz
Clarendon Export Lager.....	375mL
KB Lager.....	250, 375 & 750mL
Resch's Premier 2.1%.....	375mL
Resch's Premier Lager.....	375mL
Fosters Lager, dated export.....	375mL
Victoria Bitter.....	750mL
Ballarat Bitter, AWU Commemorative.....	750mL
Fosters Lager, Canadian Export.....	355mL
The above four are from CUB Melb,	
Fiji Stout.....	370mL
Fiji Light.....	370mL
Southwark Premium, 6 State Refund..	1 pint 8 fl oz
West End Draught.....	375mL
West End Draught (re-issue).....	750mL
West End Export XXX (re-issue).....	740mL
Guinness Stout (re-issue).....	650mL
Adelaide Light Ale (re-issue).....	26 fl oz

LABEL DONATIONS

Breweries

- Carlton & United Breweries (QLD).
- Northern Brewing Co.Pty.Ltd,
- Swan Brewing Co. Ltd.
- Carlton & United Breweries (NSW) Ltd.
- Carlton & united Breweries (Melbourne) Ltd.
- South Australian Brewing Co. Ltd.

Members

C. Felton, J.Wilks, A.MacKenzie, R.Bone.



Illustrated is our overprinted Anniversary label, once again thanks to CUB (Melb). This is now our sixth overprinted label, commencing with our ninth anniversary which was a Victoria Bitter 375, followed in order by Abbots Stout, Fosters Lager, Melbourne Bitter and Abbots Lager.

BUMPER RAFFLE

EACH PRIZE IN THE AUGUST RAFFLE WILL CONTAIN A DARWIN COMMEMORATIVE LABEL, AN OLD BALLARAT VILLAGE LABEL, A RANGE OF OLD STYLE FOSTERS EXPORT, PLUS GERMAN, UK & USA LABELS & A RANGE

OF RECENTLY OBSOLETE AUSTRALIAN LABELS. EACH PRIZE CONTAINS OVER 100 LABELS!! 5 TICKETS MIN. \$1.00, 10 TICKETS MAX.\$2.00 ALL TICKETS FROM G.CROMPTON, SAE PLEASE, TO HAVE TICKETS SENT.



Seen in a bottle shop the other day, Old Ballarat Village beer now features a design on the crown seal the same as the sketch at the top of their standard label.

Dominion Breweries (South Island), are no longer producing special labels.

(Information from Ross Mackie)

According to the latest national survey, Fosters Lager is the king of beers. The figures from Reark Research showed that more than 20 per cent of consumers surveyed in Melbourne, Sydney, Brisbane Adelaide and Perth preferred Fosters to any other brand. The closest rival was Tooheys Draught at 11 per cent.

(MELBOURNE AGE 3rd June 1986)

FROM THE
COLLECTION
OF
JIM HEPWORTH



YOU appreciate of course that Melbourne is based on the great trilogy.

There is Carlton United Breweries at one end of Swanston St. and the Shrine at the other. Then just over yonder making the third corner of the triangle there is the Melbourne Cricket Ground.

Beer, the RSL, footy; some say that if you have a deep understanding of these three that's all you need to know about Melbourne.

I suppose Dublin has Guinness, Copenhagen has Carlsberg, but few cities are so dominated by a brewery, few cities have a mighty brewery planted right on the premier street. The equivalent in New York would be having Budweiser on Broadway, or in London, maybe, Watneys on the Strand.

So you can imagine the shock, almost grief when I received a crisp note in the mail that come 1987 CUB would shift all its brewing operations to Abbotsford.

It is several decades since CUB rationalised its operations. That is they made their bulk beer up at Bouverie St., the top of Swanston St. if you like, and all their packaged beer at Abbotsford.

What with change of tastes, a preference for packaged beer, plus big exports, Abbotsford became the biggest brewery in the Southern Hemisphere. Nobody can miss this enormous brewery on the Yarra with its great white chimney pointing up to God.

So Bouverie St. isn't needed anymore. It is more efficient to do the whole lot at Abbotsford. But look here, the Carlton Brewery goes right back to

1864. It was the biggest and most prosperous of the six that amalgamated in 1907 to form the Carlton & United Breweries.

Edward Latham, the owner in the eighties extended the bluestone building in 1883 and you can still see the date along the frieze under the cornice.

What worries me is this. So far C.U.B. has made no announcement what they propose to do with the site. I'm nervous. It is prime land, the gateway to Melbourne and the temptation to sell it off for mega millions must be tremendous.

This is not the first site to go. Take the grand old Victoria Brewery in Victoria Pde. That was founded by Thomas Aitken in 1854.

BATTELEMENTS

Progressively it grew. There were great building programs in early 1882 and another in 1896 until it reached its present noble stage complete with battlements. It could fill in as a set for Fort Zindeneuf in Beau Geste.

But in recent years C.U.B. used it only as a distribution centre and this year they sold it for demolition. But in the mean time it was registered by the Historic Buildings Council. So it will be interesting to see what happens next. No doubt it will be re-cycled and left with its old front like so many buildings in Collins St.

But what of the old C.U.B. temple of drink at Bouverie, Swanston & Victoria. It has to be admitted that much of it is a terrible ugly mess and several acres could be reduced to rubble without a whimper.

But the south-west corner is pure history and should be preserved as part of Melbourne's heritage. Could

one make a suggestion to Messrs Elliott, Bartels and others at C.U.B.

It should be turned into a public relations centre for the world-wide operations of Foster's. They could have a mini-brewery in there, demonstrating exactly how beer is made. That brewery could produce its own wonderful souvenir boutique brew.

They could have a marvellous beer bistro plus an up market beer restaurant with a waiter producing, not a wine list but a beer list of equally imposing proportions. I mean Melbourne is an old fashioned beer town why don't we have a great beer restaurant? Then there could be a museum which would tell the story of beer, a full range of old kegs, taps, beer engines.

They could set up a bar which would illustrate how beer was served in the eighties. They could have the old tin pots, the splendid bar of cedar or walnut, the brass rail, the spitons.

And they could show lovely it must have been to drink beer in Melbourne on a hot northerly day, temperature around 104 and no refrigeration.

The cooling often was a wet hessian bag draped over the keg.

They could have photographs of the marvellous days of the Clydesdales. Hey wait a minute! They could have their present team of Clydesdales installed right in there. You could go in, pat them right in their stables.

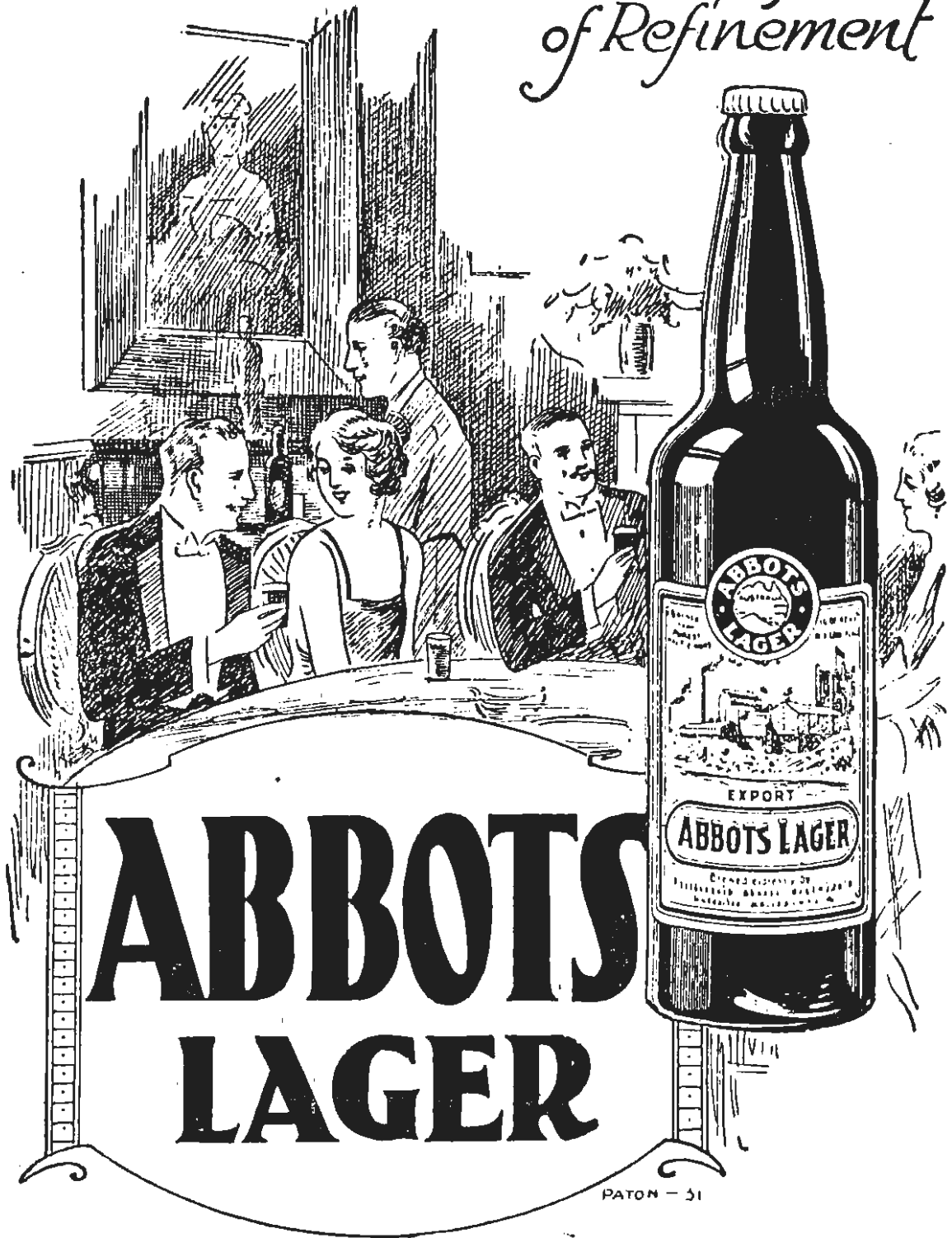
And I just hope they don't forget the old Bouverie Temple. It must be rebuilt as a C.U.B. showpiece. Melbourne always has needed a super historic tourist attraction right here in the city.

This could be it. I mean it would beat the hell out of the Melbourne Jail.

An illustration of a Gippsland Brewery label, the brewery closed in 1943 after operating since 1879. Have you any old or interesting Australian labels? Please send a photo-copy of them and any details about the labels and/or the brewery concerned, to the Editor.



*The -
Beverage
of Refinement*



THIS ADVERT IS FROM FEB.1926, THE CO-OP BREWERY MERGED WITH CUB IN 1925. NOTE THAT THE NAME OF THE BREWERY ON THE LABEL IS DELIBERATELY INDISTINCT, PERHAPS BOTH CO-OP & CUB LABELS IN USE.