

SEPTEMBER
1986

Victorian Beer Label
Collectors' Society
NEWSLETTER

VOLUME 15 NO.5

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.

This Journal is copyright. None of the contents of the "Victorian Beer Label Collectors Society Newsletter" is to be reproduced or used in any manner without the prior permission in writing of the Editor and the Secretary of the Society.

V.B.L.C.S.

The International Society of Label Collectors - Australian Brewery Research

THE STORY BEHIND THE FRONT COVER.

THE BUNBURY BREWERY COMPANY COMMENCED OPERATION IN 1897 .
THE BREWERY WAS SITUATED IN BUNBURY (APPROX 200KMS FROM PERTH)
BUT THE BEER WAS CARTED TO PERTH AND BOTTLED BY H.SHERWOOD AND
CO. (WINE MERCHANTS) OF THE ESPLANADE, PERTH.
THE REGISTERED OFFICE WAS ALSO IN THE ESPLANADE AND THE COMPANY
SECRETARY WAS MR. L.A. WOOLF.

IN 1906 THE BOTTLING OPERATION WAS SHIFTED TO RAILWAY ST. WEST
LEEDERVILLE (SINCE DEMOLISHED AND THE SOURCE OF THE LABELS), NOW
THE HOME OF PARRY'S DEPT STORES (KOOKABURRA SYNDICATE CHAIRMAN).
AT THIS TIME THE COMPANY SECRETARY CHANGED TO MR. J. MACFARLANE
AND THE REGISTERED OFFICE BECAME THE STOCK EXCHANGE BUILDING
IN ST. GEORGES TERRACE, PERTH.

THEY APPEAR TO HAVE ADOPTED A MARKETING STRATEGY AT THIS POINT
AS THEIR ADVERTISEMENTS NOW READ:

BUNBURY BREWERY BOTTLING WORKS
24 RAILWAY ST. WEST LEEDERVILLE
WHERE THE FAMOUS BUNBURY
'TERRIER BRAND'

BEER AND STOUT IS BOTTLED.

PREVIOUS ADVERTISEMENTS HAD JUST MENTIONED THE COMPANY NAME.

IN 1911 H.SHERWOOD AND CO. CEASED TO EXIST BUT THE BUNBURY BREWERY
CONTINUED WITH MR. MACFARLANE AS SECRETARY.

IN 1912 UNDER MOUNTING PRESSURE FROM THE SWAN AND EMU BREWERIES
THE BUNBURY BREWERY CEASED TO EXIST.

REFERENCES

WESTERN AUSTRALIAN POSTAL DIRECTORY 1893-1915

MR. D.W. COOLEY (RETIRED) - PAST SECRETARY OF THE BREWERIES AND
BOTTLING INDUSTRIAL UNION WA

AUGUST MEETING NOTES



We had the expected good attendance of dedicated members and we seem to have much more to discuss of late.

Alex Freer reported on progress with the U.K. breweries and some have sent some very nice ranges of their labels. The Secretary will be busy sorting them into lots for those members who expressed interest.

Some members attended the Victorian Coaster Collector Club auction and reported that a wide range of material was disposed of, but there were very few beer labels offered.

Being held in the garden lounge of a hotel, it was a very happy affair. Newsletters from the Melbourne Historical Bottle & Collectables Society and Amici Della Birra (Friends of Beer) were tabled for members to read.

The Secretary reported on the discontinuance of some beers and received advice of new issue labels.

John Long was congratulated on the full page article in the Australasian Post featuring old posters and advertising material.

The Vic Coaster Club also got a good write-up in the Melbourne Sun, whilst Jack Wilks put on a beer label display for the Australian Postal Institute in their trading store.

Another item of recent interest was the centre page display in the Melbourne Sun of the locations of the 250 pubs which once graced our city.

The raffle was drawn, and the winners were:-

1. White D24 Mrs M. Waugh N.Z.
2. White D62 H.L. Gee U.S.A.
3. Pink E80 F. Ross VIC.
4. White D 7 K. Wittenbach VIC.

It was very pleasing to see two prizes going overseas. Let us hope their luck continues.

The meeting was then given over to a review of the labels issued by Castlemaine Perkins, Rockhampton, & Toowoomba breweries.

It was just as well that the last two breweries did not issue many labels as the club had almost none of these in our stocks, however we were able to help quite a few members who were missing some Castlemaine Perkins labels.

At the October meeting we will review the labels issued by the Swan Brewery, so be sure to bring along your collection of this brewery - You are sure to benefit.

NEXT MEETING.

- will be held on Sunday 12th of October at 1.00 P.M. at the Thornbury Youth Centre, Cnr. Dundas and Newcastle Streets, Thornbury.

NEW ISSUE INFORMATION

The Secretary thanks K.Wittenbach, E.Warren, M.Finkard, J.Wilks, C.Pelton, R.Greenaway, and A.Freer for their helpful information on new issues from breweries.

NEW MEMBER.

Peter Loughton 27 St.Clair Circle Edgewater 6027 Western Australia.

FOSTERS IN CANADA.

Illustrated here is the Canadian Fosters Lager body and neck label. These will be issued shortly to members.

FOSTERS LAGER MELBOURNE CUP 1985, 345mL

Members may not be aware that this very scarce label appeared in three forms.

They were :-

- ✓ 1. a pre-race self adhesive label with "Flemington Race Course" above 345mL and "Winners Name" on the neck label.
2. a normal paper label with "Winning Horse - What A Nuisance" replacing "Flemington Race Course" on the body label and "What A Nuisance" replacing "Winners Name" on the neck label.
3. a self adhesive label with the same wording as no.2. This was a short run as there were insufficient labels of the no.2. type to complete the order.

These labels were only available in NSW, so if you have one of these labels you are very lucky and if you have all three it would be a miracle!!

These labels were not available to clubs or collectors - you had to buy the beer in NSW.

However CUB (Melb.) donated a couple to the VBLCs and the first issue (No.1 above) will be part of the first prize in the October raffle.

BEER LABEL CATALOGUE

Melbourne members have suggested that as we have taken the trouble to list labels in order of issue for our brewery reviews, we should go further and publish the lists in the Newsletter as a simplified catalogue.

As there is a great need for a catalogue of Australian beer labels, we have decided to adopt this suggestion and hopefully we should be ready for the November Newsletter.

This will be a big job and because no member has a full collection for us to work from, we are bound to miss some labels and then as we are advised, we will amend the listing and if necessary do a complete re-numbering.

These simplified listings should be of great benefit to country, interstate and overseas members.



FROM THE BALLARAT COURIER JUNE 10TH 1967
(100 YEAR ANNIVERSARY ISSUE)
1867 -- The year of the big attack on beer.

To the working men of Ballarat. Is there any nourishment in beer? We say most emphatically, "NO!" You perhaps demand a proof. Very well, you shall have it. Professor Leibig, one of the most eminent chemists in the world, assures us that 1460 quarts of best Bavaria beer contain exactly the nourishment of a 2 1/2 pound loaf of bread.

Professor Lyon Playfair declares that no nourishment remains in fermented liquor. No chemist now disputes these assertions. Then why, working men, do you spend your hard-earned money on that which is not calculated to benefit you in the least degree.

In future, have value for your money.

The continuing saga of the Rheinheitsgebot (Germany's pure beer law). The Germans are making a strong defence against allowing (to them) adulterated beer into the country from other EEC members. Their State Advocate, Herr Martin Seidel, told the European Court that allowing such additives would harm the average German's health. He said 26.7 per cent of the West German male's daily intake of nutrition came from beer!!!!

Our vice-president Jim Hepworth continues his trans-Europe label collecting.

Jim sent me a tape message in which he describes some of the highlights of his tour.

The biggest swap-meet of breweriana collecting was at Usti-Nad-Labin in Czechoslovakia, where over SIX HUNDRED collectors converged, the preliminary sign-in etc., on the Friday night and continued through Saturday and Sunday, although Jim says there was only about two hundred on the Sunday.

Jim received a certificate for the person travelling the longest distance to the swap, (he would be pretty hard to beat), and he was pleasantly surprised to pick up three Kalgoorlie labels that he did not have, and knowing Jim's collection, they would have to be fairly rare ones.

Jim said that he was approached by several collectors to buy some Australian labels but he was not interested in selling, only swapping. Previously Jim attended a small (Jim's word) meeting of SIXTY collectors in a Brewery in Hamburg, with beer supplied by the brewery and some sausage and salad.

Jim noted that the labels ranged from large packs some collectors had to some "daggy" off the bottle ones. When Jim sent me the tape he had just attended another swap-meet held in another brewery, this time the Eichbaum brewery in Mannheim, where over 300 collectors turned up and once again food and beer supplied by the brewery.

Jim's collection is expanding nicely, and he has also been to Holland to swap, and is going to Sweden, Norway, Finland and Denmark, and stay with collectors that he corresponds to.

Jim is due back in Australia on October 3rd and will write a more detailed account of his collecting and we should be able to publish it in the November newsletter.

Finally Jim would like to thank especially VELCS members Ted Warner of Frankfurt, and Sigfried Matz of Cologne (Köln) for their help and hospitality.

SWAP SHOP

E. WARREN 17 BLAMEY RD LAUNCESTON Tas 7249
has the following labels for swaps.

1. Boags 1984/85 Homestead and Lions International Convention labels to swap for old Boags and Cascade pre-metric labels which are not in his collection.
2. Boags Draught Beer - a set of three differently EMBOSSED experimental labels - very rare even though only four years old - first time offered, will swap for mint old Australian labels.

M. PINKARD 5 SPRING ST CLAREMONT TAS 7011, phone 002-494527.
has a limited number of Cascade 42nd A.R.T.F. Convention Oct. 1985, (see May '86 Newsletter) Will swap for any Australian label not already in his collection - particularly Darwin specials.

G. CROMPTON 11 DUBLIN AVE STRATHMORE VIC 3041
has a wide range of old Australian and overseas labels to swap for -
1. QUEENSLAND BREWERY

Red Top Stout without A/V 750mL, Gold Top Draught without excise number 13fl oz, Pilsener with CUB logo and excise number 13fl oz, Melbourne Bitter oval with full stops 26fl oz, Melbourne Bitter oval without full stops 13fl oz.

2. Australian postal stationary such as letter cards, post cards, aerograms, registered envelopes, military and P.O.W. envelopes.

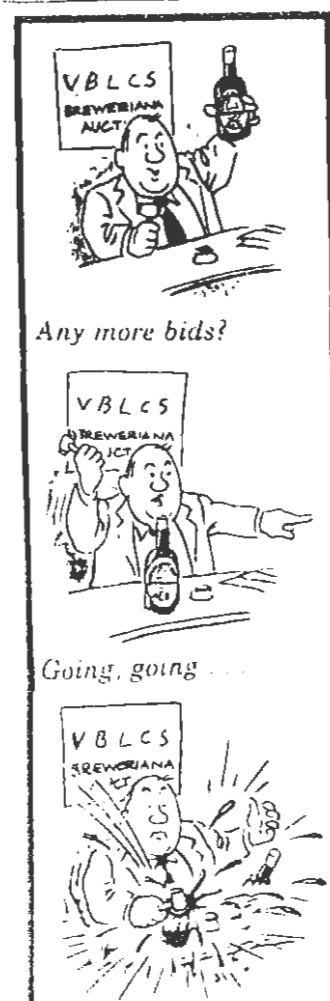
CRAIG FELTON 6 WUNKAR RD INGLE FARM 5098 STH. AUST.
has a complete set of Coopers Shutzenfest labels, all mint except the 1981 issue, will swap for best offer, also an oval Coopers Sparkling Ale, with no contents and adhesive backing, best offer also.

WANTED TO SWAP.

WILL SWAP OLD & RARE AUSTRALIAN BEER LABELS, FOR BEER TAP TOPS AS PICTURED BELOW. THESE TOPS ARE USED IN HOTELS ON THE BEER PULLERS TO ADVERTISE WHAT BEER IS BEING PULLED. TAPS WANTED FROM ALL STATES. K. WALTON, 24 ASQUITH STREET, MORNINGSID, Q.L.D. 4170.



ALSO SWAPPING TURN OF THE CENTURY MATCH BOX LABEL COLLECTION AND TURN OF THE CENTURY COLLECTION OF CIGARETTE PACKETS, THESE ARE VERY ORNATE AND COLOURFUL. WANTED OLD AUSTRALIAN BEER LABELS AND TAP TOPS IN EXCHANGE FOR ABOVE...K. WALTON.



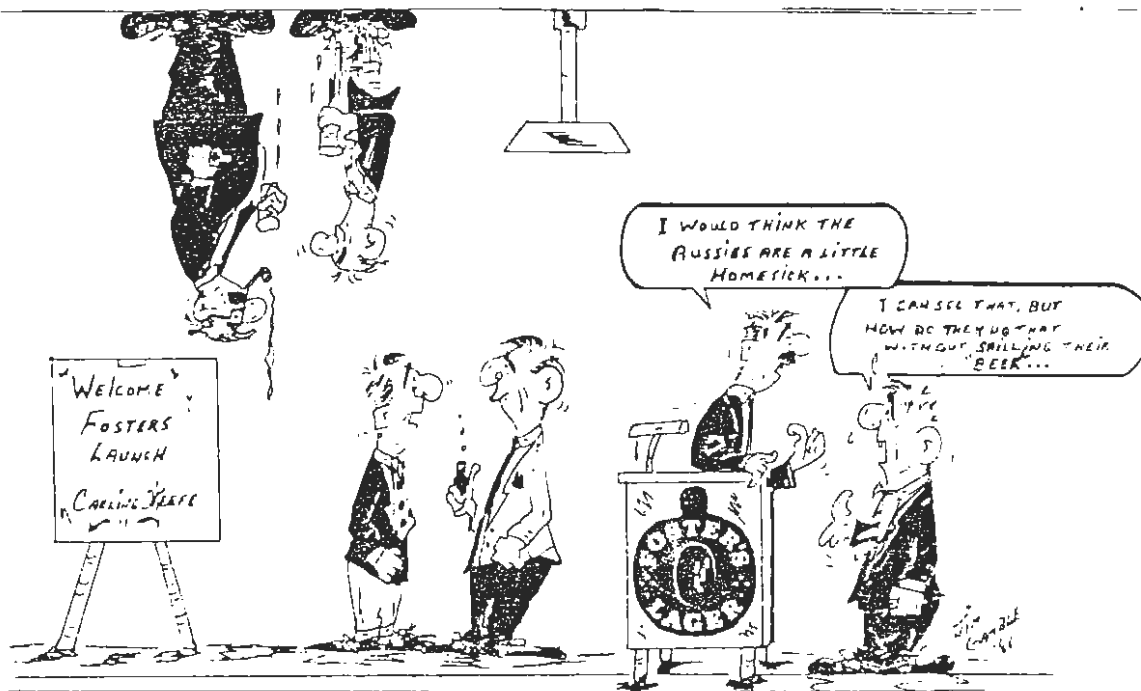
LABEL DONATIONS, BREWERIES

Toohews Limited
Carlton & United Breweries (Melbourne) Ltd.
Castlemaine Perkins
Carlton & United Breweries (NSW) Ltd
The Swan Brewing Co. Ltd.
Tasmanian Breweries Pty Ltd.
Cooper and Sons Ltd.

LABEL DONATIONS, MEMBERS

K.Deutsher, O.Evans, C.Felton, R.Bone, A.J.Harbrown, A.Mackenzie,
T.Ryan, J.Finegan, R.Greenaway.

The Editor wishes to thank the following members for their help, information and contributions to the newsletter,
A.J. Harbrown, J.Hepworth, D.Kruger, S.Barker, G.Crompton, Kerry Walton and Bob Greenaway.
Thanks also to the many members who have sent me material, but not yet used, I will acknowledge as I use the material.




The Fosters cartoon is from the Carling O'Keefe in-house paper, ONTARIO SCENARIO, April 1986 issue, on the launch of Canadian brewed Fosters Lager.



LABEL TO BE USED BY A NEW MINI BREWERY TO BE STARTED ON THE GOLD COAST IN THE NEAR FUTURE. THE HOTEL HAS HAD THE GO AHEAD FROM THE GOVERNMENT & COUNCIL. UNFORTUNATELY BECAUSE THE HOTEL IS IN A BUILT UP AREA SOME LOCALS HAVE PROTESTED, WHICH HAS LED TO A SLIGHT DELAY IN PRODUCTION. NO LABELS ARE YET AVAILABLE, THE LABEL IS ONLY AN ARTIST'S IMPRESSION....KERRY WALTON.

TRADER REAL WHEAT BEER

* BOTTLE FERMENTED TO RETAIN EVERY DROP OF GOLDEN GOODNESS.



Another 'David' battling against the SAB 'Goliath', the Trader Company, has produced a welcome surprise in a new bottle-conditioned wheat beer. A special leaflet proclaims: "Trader Real Wheat Beer is bottle fermented . . . it isn't pasteurised or filtered . . . it's alive with a hazy golden goodness you can see. Pour it slowly to keep it clear, or shake it up to enjoy its rich, full flavour."

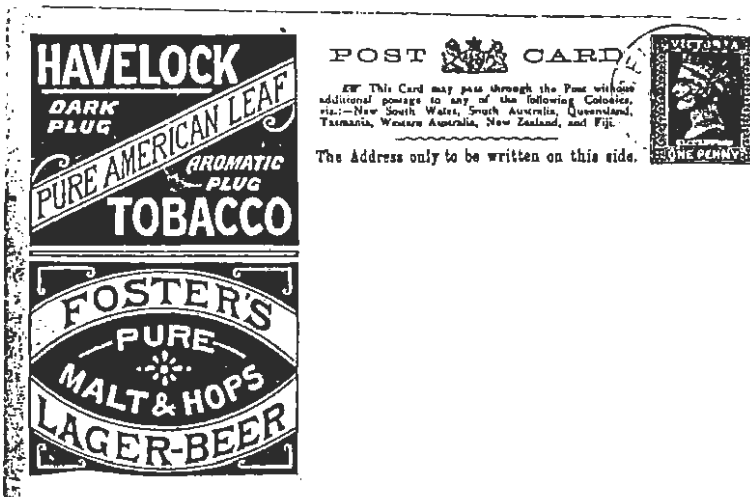
HAVELOCK
DARK PLUG
PURE AMERICAN LEAF
AROMATIC PLUG
TOBACCO

FOSTER'S
PURE
MALT & HOPS
LAGER-BEER

POST CARD

✓ This Card may pass through the Post without additional postage to any of the following Colonies, viz.:—New South Wales, South Australia, Queensland, Tasmania, Western Australia, New Zealand, and Fiji.

The Address only to be written on this side.



Illustrated is the new micro-brewery beer from South Africa, unfortunately I do not have an address for the brewery, perhaps one of our members may know, in which case could they let the editor know so it can be included in the newsletter.

Deep Blue printing on cream card
First issued - November 1895
This the only example to our Knowledge of a beer advertisement on an official issue Australian post card. This card was given the name of the "Beer & Baccy card" by the public.

News for our members who collect British labels; Wilsons, owned by Watneys, was closed in August, and Darley of Thorne, and Lorimer & Clarke of Edinburgh, both owned by Vaux of Sunderland, will be closed early in 1987.

NEW N.Z. Lager

Dominion Breweries Ltd., have announced plans for a new beer, KIWI LAGER. It will be on sale in October.

Made by batch fermentation rather than the continuous process used for most DB beers, KIWI LAGER, with 5% alcohol by volume content, will be sold in 330mL bottles and 340mL cans.

The brewery firm has its eyes on the overseas markets for the product, although premium lagers have 20% of the New Zealand beer market.

DB says that over the next few years, the company will concentrate the majority of its marketing effort and expenditure on promoting Kiwi Lager at home and overseas. Mr. Jim Fletcher says of the product: "The brand has been three years in the planning already and it's not even on the market yet. We've spent over \$1 million in the development, and over \$30 million in new plant and equipment in our breweries."

SEEN IN BOTTLE-SHOPS

A new Tooheys 2.2 Lite, with the central 2.2 much larger, contents shifted to left of centre.

Guinness, brewed by Tooheys, with the new style label in 750 mL bottle which is like an oversized stubbie, with a twist top and is approx. 45 millimetres shorter than a standard bottle.

OPENING OF " THE LOADED DOG. "

A REPORT BY KEITH DEUTSHER.

It was Sunday afternoon August 24th 1986, and the rain poured down, typical of Melbourne weather for the time of the year.

Inside the pub, some 250 guests crowded through the many rooms as the baroque music of Vivaldi, played by a ten piece string orchestra, filtered through, setting the mood for the official opening of Victoria's first pub-brewery.

The old Aberdeen Hotel at 324 St. Georges Road, North Fitzroy has been modernized in splendid decor, with the long polished redwood bar jutting in and out around the lounge and public bar areas, providing a delightful and intimate atmosphere. Through plate glass windows, the massive stainless steel tanks of the brewery are clearly visible both from within the hotel and also from the main street where the passing public can view the operations.

The pub now has the quaint name of "THE LOADED DOG PUB BREWERY", and as a constant reminder, a two metre (Six foot six) high comical caricature of a dog stands leaning against the bar, legs crossed in relaxed posture, one arm (leg) held high holding a giant sized glass beer mug by the handle.

Although other micro-breweries have been operating in Perth and Ballarat for two or more years, and many further applications have been lodged in most Australian states, the Loaded Dog is unique in its intention to produce only traditional ales, by the top fermentation process; no lager will be produced at all.

The brewery trades under the name of the "Traditional Brewing Co. Pty. Ltd. and has a weekly capacity of 4,000 Litres, (approx. 880 gallons) - two brews of 2,000 litres. In readiness for the official opening, a brew of Ruby Bitter was available for sampling by the guests. It looks and tastes like a stout, slightly sharp and has subtle ruby colour.

The affable and highly enthusiastic brewer, Tony Barker, received his training at the Ballarat College of Advanced Education and gained two years of experience as brewer at the Matilda and Sail & Anchor breweries in Perth and Fremantle (W.A.). He said that five traditional ales would be brewed at the Loaded Dog; the Ruby Bitter with 5.2% alc/vol. a milk stout 4%; a mild, Thunder Ale 10%, and Macka's Cobungra Bitter. The 50 litre aluminium alloy casks presently used will be replaced later with Australian she-oak casks of the same capacity. Bottling is not proposed at present.

Geoff Chambrlain, Andrew Bugg and brother Wal are co-owners, young people with many years of hotel experience. Geoff was involved with the first pub brewery in Western Australia as the manager of the Sail & Anchor before returning to Melbourne to establish the Loaded Dog.

At 4.00 P.M. Andrew Bugg welcomed the guests and emphasized that the purpose of the brewery was to provide a choice of traditional ales - a choice that has been lacking throughout the pubs of Australia. Andrew remarked that ten beers were on tap, including three of their own ales. Complimenting this, was arguably, the largest range in Australia of imported beers and ales; displayed on shelves and in the numerous well stocked cabinets. And the guests were not lacking in sampling the variety:- UK, USA, New Guinea, Japan, every Western European country, and every Australian state.

Throughout the afternoon, T.V. crews from channels 7 & 10 were busy recording, which was shown on Melbourne T.V. news that evening.

John Hindle, film critic, and of T.V. fame, then added congratulations and complimentary remarks. He said that it had never occurred to him that an Australian pub could have its own beer; that the venture was an

imaginative and exciting development where the public could not only see actual production, but could try and taste something different. He then invited Miss Lynette Young, ninety-five years of age, a cousin and oldest living relative of Henry Lawson, to cut the ribbon and officially open the "Loaded Dog Pub Brewery". Lynette commented that the "Loaded Dog" was one of cousin Henry's most famous stories, and the cutting of the ribbon signified a link with the past.

The young staff appeared to be well trained, courteous, friendly and efficient, all neatly dressed with red shirts proudly displaying the colourful Loaded Dog emblem. Add to this, the hardworking enthusiastic management, and a range of products to tempt and satisfy every taste, then this venture must reap the success that it deserves.

Local Drinkers have been raised on lager beers. In fact, there has been no other choice, and taste preferences in Melbourne and elsewhere are hard to change. Yet of recent times, there has been an influx of a variety of beers from other states and overseas, and people are beginning to experiment. The choice is widening further now, with Australian made "Traditional Ales". The extent to which these will be appreciated and accepted, - to become part of the daily drinking pattern - only time will tell.

Once again I must thank Keith Deutscher for an excellent article.
A footnote to the above, the beer sold out in three days.

1986 ANNIVERSARY LABEL

The Secretary wishes to announce that the Club Anniversary beer will be available at the October meeting, Interstate and country members who wish to purchase should make their normal arrangements or contact the Secretary.

Remember, the labels are a limited edition, and any copies left over will be destroyed.

I called around to our President's house the other day, where he presented me with a bottle of Carlton Draught, very nice of him, on examining the label (which we all do as a matter of course) I was surprised to see --- 26 Fl. Oz. Laurie had found a DOZEN of them, all full and the beer looked quite clear, although being around thirteen years old (blue top on the tap).

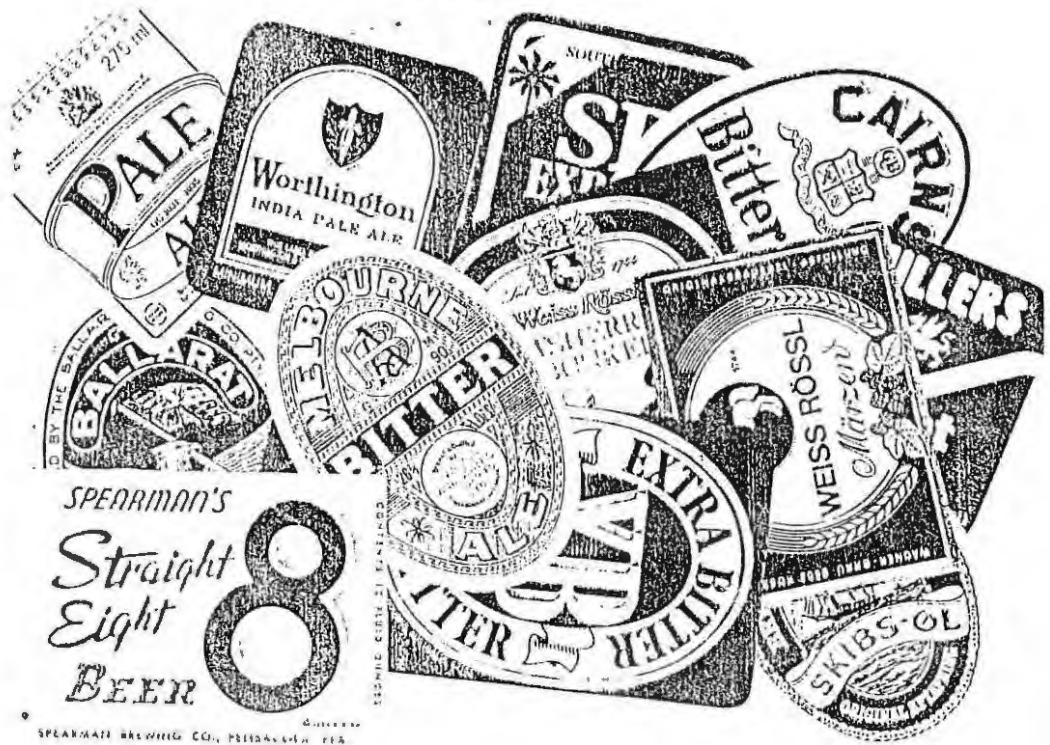
Laurie assured me that he had opened one and drank it, and, quote: it was'nt too bad.

I took the proffered bottle with me and left it in the fridge for a few days the opened it, quite vinous to the nose, so left it sit for half an hour, poured it into two glasses (my son decided to help me try it.)

Very clear, a head that disappeared fairly rapidly, still a pronounced vinous odour, taste:- not very good, in fact only a few mouthfuls and we had to pour it away.

On the subject of old beers, I was given this year a bottle of three year old Ballarat Stout (a brand that is no longer with us) that was perfectly palatable.

RAFFLE



The first prize will contain the rare first type Fosters Melbourne Cup label (body & neck) and all prizes will contain old Australian, a range of Coopers commemorative labels, West German, U.K., U.S.A., and other foreign labels plus a range of recently obsolete Australian labels.

Each prize will contain over 100 labels.

5 tickets for \$1.00 (min)

12 Tickets for \$2.00 (max)

All tickets from G.Crompton. S.A.E. please, if you want your tickets sent to you.

LABELS ISSUED WITH THIS NEWSLETTER

Tooheys Stag Lager & neck label.....	345mL
Tooheys Special Country Lager.....	750mL
Tooheys Draught.....	250mL
Tooheys 2.2 Lite Lager Beer.....	250 & 345mL
Carlton L.A. 2.1 Beer.....	375 & 750mL
Victoria Bitter.....	250 & 375mL
Carlton Light.....	375mL
Carlton Draught.....	375mL
Fosters Lager.....	250mL
Melbourne Bitter.....	375mL
Castlemaine Gold Lager & neck label	345mL
Castlemaine XXXX Bitter 5c.refund S.A.....	375mL
Castlemaine XXXX Lite Lager 5c. refund S.A.....	375mL
Sheaf Stout, U.S. Export.....	1 pint 9.6 fl oz
(Five different types of the above) ..	
Swan Non-Alcoholic beer, export to Islamic states... (375mL in Arabic)	
Cascade Sparkling Pale Ale.....	375mL
Cascade Export Stout.....	375mL
Birell Premium Light.....	375mL
Coopers Real Ale, Garadon.....	12 fl oz
Coopers Real Ale, Garadon, a state refund.....	12 fl oz
Stoney's Beer (USA)	one pint
Fort Pitt beer (USA).....	12 fl oz
Old Sha. Golden Cream Ale (USA)....	12 fl oz

Just Say....

"NY CARLSBERG"

The Danish Lager.....

and you'll be served the finest lager beer brewed in the world—the Lager that has won the highest possible awards everywhere. You can tell its quality even before it touches the lips, it is so sharp, clear and sparkling, yet at the same time so light. As a drink it is refreshing, thirst-quenching and satisfying.

The Ideal ——— Interval Refresher

An appetiser before dinner or any meal, and healthful, bracing and stimulating to the system.

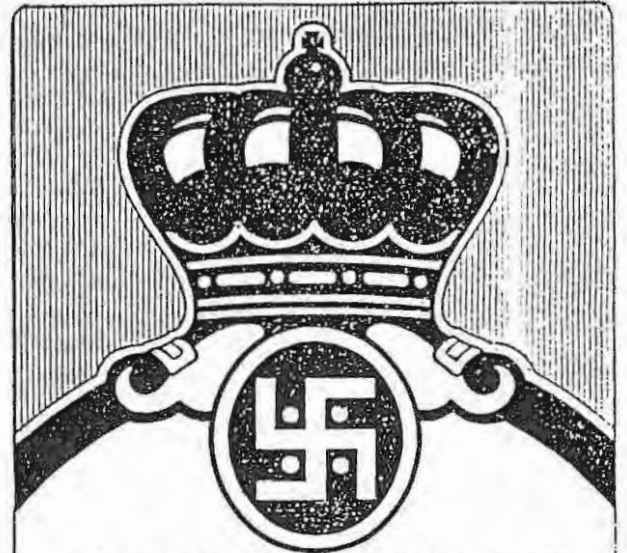


Look for this
Crown - Topped
Label
with
Swastika
Sign.

FOGARTY, DOYLE & CO.,

Victorian
Distributing
Agents

Phone....
Central 1415.



This is the label to look for if YOU would be SURE of getting the highest possible quality when you call for lager—the label with the "Crown-Top" and "Swastika" sign, which is on EVERY bottle of

NY CARLSBERG THE DANISH LAGER



"Ny Carlsberg" has gained the highest possible awards throughout the world—because of its perfect maturity, distinctive flavor, and consistent smoothness.

EVERY bottle is the same—sharp, clear and sparkling.

ALWAYS LOOK
FOR THE "CROWN-
TOPPED" LABEL
WITH "SWASTIKA"
SIGN.

THE ABOVE ADVERTISEMENTS ARE BOTH FROM 1915 AND APPEARED IN MELBOURNE THEATRE PROGRAMS. THE SWASTIKA SYMBOL SHOWN IS AT THE ELEPHANT GATE OF THE CARLSBERG BREWERY, IT IS AN ANCIENT GOOD LUCK SIGN, THE WORD ITSELF COMES FROM THE SANSKRIT LANGUAGE.