

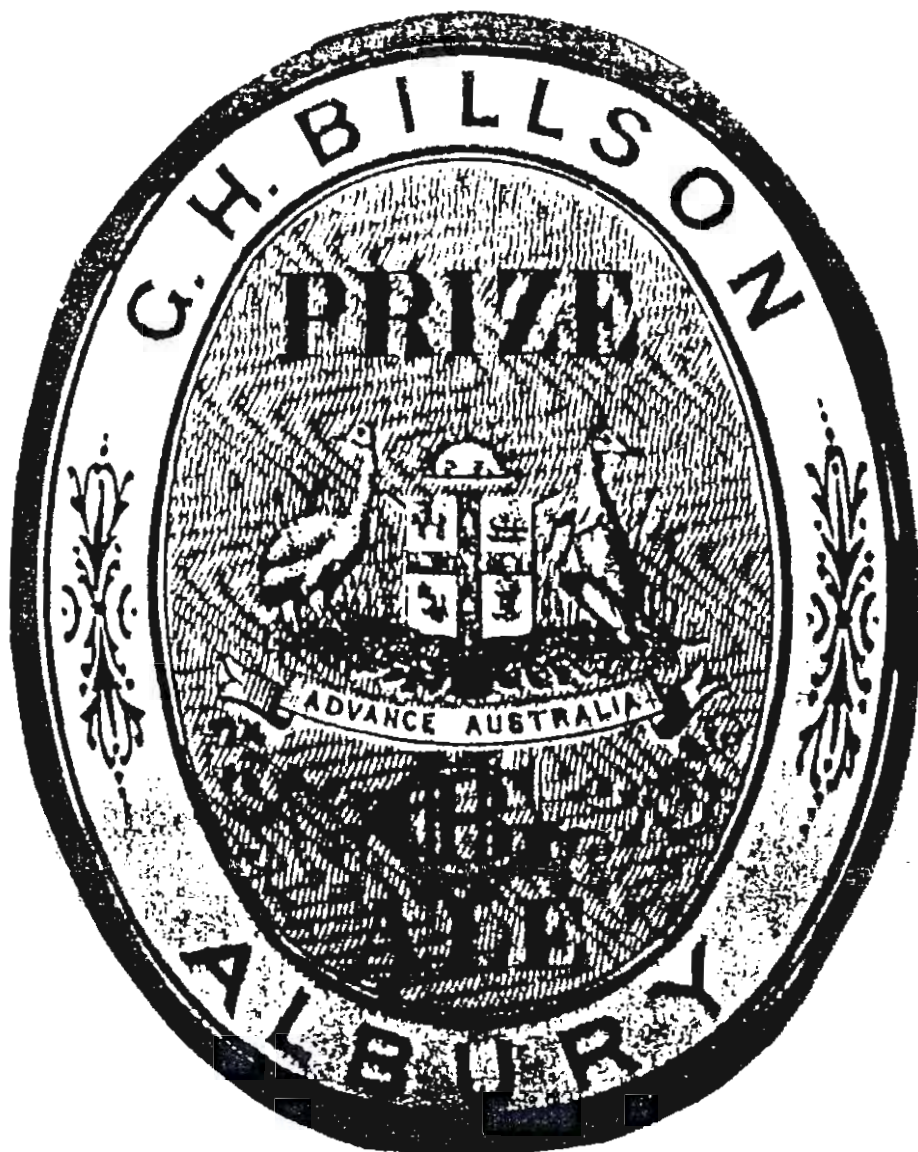
# Victorian Beer Label Collectors' Society

MARCH 1989

VOLUME 18 No.2

NEWSLETTER

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



This label from circa 1903.

The brewery existed from c.1882 - 1914.

# VICTORIAN BEER LABEL COLLECTORS' SOCIETY

PATRONS: AUSTRALIAN BREWERIES

PRESIDENT:	L. Godden, 1379 North Rd., Clayton, 3168. (03) 544-1374
VICE PRESIDENT:	J. Wilks, 65 Tiverton Dr., Mulgrave, 3170. (03) 561-4221
SECRETARY:	G. Crompton, 11 Dublin Ave., Strathmore, 3041. (03) 379-4375
TREASURER:	A. Freer, 28 Allnutt Pde., Cheltenham, 3192. (03) 584-1353
EDITOR:	J. Wilks, 65 Tiverton Dr., Mulgrave, 3168. (03) 561-4221
RAFFLE CO-ORDINATOR:	G. Crompton, 11 Dublin Ave., Strathmore, 3041. (03) 379-4375

To enable smoother running 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 RATES:	After October 31st, \$7.00 Australian. After February 28th, \$4.00 Australian.

Overseas members requiring the Newsletter by Airmail, please add A\$7.00 to cover postage. Canadian, US, British, and New Zealand currencies accepted.

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## V.B.L.C.S

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

## From The Editor

Illustrated here is a special back label that is issued ONLY at the recently re-opened Grace Darling hotel in Smith St. Collingwood.

Originally opened in 1854 it was named after the woman who, with her father, rescued people from a shipwreck on the Farne islands off the Northumberland coast in England in 1838. The hotel has also a local history inasmuch as it was there that the Collingwood Football Club was formed.

Members who want the label are urged to hurry along and ask for the two bottle Grace Darling packaged set, the cost is \$5.00.

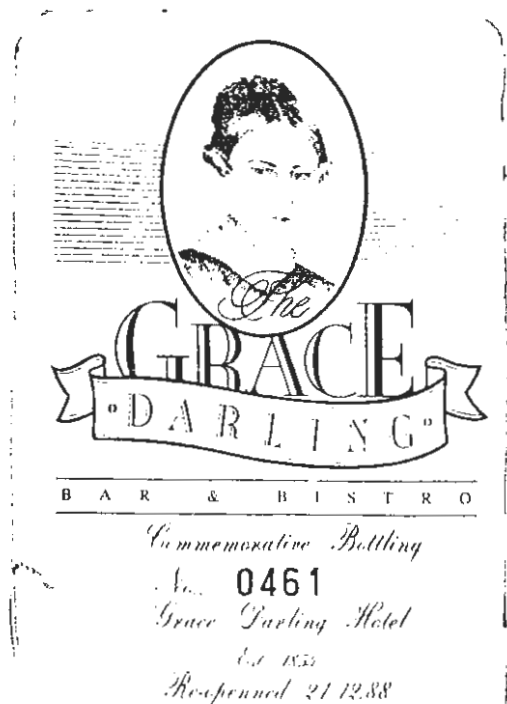
Each label is individually numbered.

Once again I remind members, that as the labels belong to the hotel, the ONLY way to get them is to get there, interstate and overseas members will have to make arrangements with local members.

By the way, even though they are self-adhesive labels they will pull off easily when wet and then can be mounted on firm white paper.

THE VBLCS CANNOT OBTAIN THESE LABELS remember, you're on your own.

Do you know of any special labels that may be hard to get? Contact the Secretary as soon as possible and pass on the information, we may be able to help all members obtain labels if we act quickly.



## February Meeting Notes

The day was very hot, but this did not deter members from attending, and it was nice and cool inside the Brewery/Hotel. After a hectic settling in, we gradually got down to business.

The Secretary apologised for a delay in finishing the reprint of the Constitution and also for a delay in obtaining more colour photo-copies of Ellis-Kells labels.

We have obtained the Fosters Light labels, but as expected, these were the second print, however we are still trying to obtain some of the first print.

(All members were again advised to buy the beer as soon as possible, and those who did so, now have the label.)

We still have not received the new Tooheys labels, nor the new Tasmanian labels, but they are expected shortly.

However, once again, members are advised to go out and get them, as in the case of the Fosters Light, you may miss out. The Society cannot guarantee that all new labels will be obtained for members.

Keith Deutsher advised that owing to pressure of work, he was no longer able to actively assist with the beer label catalogues, but has generously offered to make his collections available for perusal and photo-copying. A vote of thanks for Keith's excellent work was carried unanimously and put in the record.

The Secretary announced that he will carry on, and will standardise layouts from now on to ease the preparation work.

John Long pointed out that the Bi-Centennial Year would be a fitting time to appoint our first Life Member and nominated the Secretary. The motion was seconded and carried with acclamation.

There was considerable discussion on new labels and numerous minor changes and members were again advised to check the hotel bottle shop. (Most members attending did so, and bought all the stock of at least one beer.)

The raffle was drawn and the winners were:-

1. Pink E82 S.Mathers Vic.
2. Orange B44 G.Spiller Qld.
3. Green C63 A.Baily Vic.
4. Orange C51 D.Kew Vic.

The usual enthusiastic swapping and discussion then kept all busy for the rest of the afternoon.

### NEXT MEETING.

Will be held at the Redback Brewery, 75 Flemington Rd. North Melbourne on Sunday 9th April at 1.00 P.M.

The bottle shop and bars open at 12 noon. As members found last meeting, the bottle shop is well worth the visit, as all the latest Australian (& overseas) bottles are available.

### LABEL CATALOGUES.

All catalogues are temporarily out of stock, but should be available again by mid-April.

# Special Raffle

## THE PETER FOSS COLLECTIONS-

Peter has given up collecting and the Society can now offer these albums to members.

Peter's albums are only part filled and there are hundreds of unmounted labels. The unmounted labels will be all mixed together, then divided into nine parcels of several hundred labels in each.

There are nine self-adhesive albums and one parcel of labels will be allotted to each album - the label parcels will be a blend and not just labels to match the particular album.

Following suggestions from members, we will not auction these albums, but will raffle them.

Album No.1 - 147 labels from CUB Melbourne and 18 labels from Courage, there are no rarities but quite a lot of useful older labels including the vertical ovals of Fosters Lager, Melbourne Bitter and Victoria Bitter, the square Abbots lager and Triangular Pilseners. The Courage labels include a nice Captain Cook label.

Album No.2 - 66 Coopers, 32 Tooth, 50 South Australian Breweries. Similar to above, Coopers lot has 21 special issue labels whilst tooth and S.A.B. have some nice older labels.

There are no photocopies in either album and nearly every label is obsolete. Each lot is accompanied by a packet of unmounted labels.

Postage is extra and will vary from \$2.75 to \$7.50 depending on destination in Australia. Overseas sea-mail will be \$7.50.

Tickets will be \$1.00 (only one ticket per member) and albums 1 & 2 will constitute the two prizes, however the raffle will not be drawn until the JUNE meeting.



# You're invited

... to come and see our brewery



*Yes, we'd love to see you here in Mirboo North in the heart of South Gippsland's rolling Hills.*

*We are open seven days a week, so why not drive down for a day in the country. Our restaurant serves counter meals from 12 noon to 3 pm every day. Make it a family outing.*

*We are only 150km from Melbourne.*

*To get here, take the South Gippsland Highway to Leongatha and then take the road to Morwell. Alternatively, come down the Princes Highway to Trafalgar and follow the signs to Thorpdale and Mirboo North.*



MADE IN AUSTRALIA

330 ml 4.9% alc/vol

Brewed & Bottled by  
STRZELECKI BREWING COMPANY PTY. LTD.  
Baroni Road, Mirboo North, Victoria**PURE MALT BEER**

I recently visited the brewery and restaurant. I had an enjoyable meal of Scotch Filet, washed down with a selection of the House beers.

Before the meal I tried a selection of micro-brewery beers in the Tap Room where you can enjoy a beer and view the brewery itself. A great day out, recommended to all VBLCS members.

Jack Wilks.



MADE IN AUSTRALIA

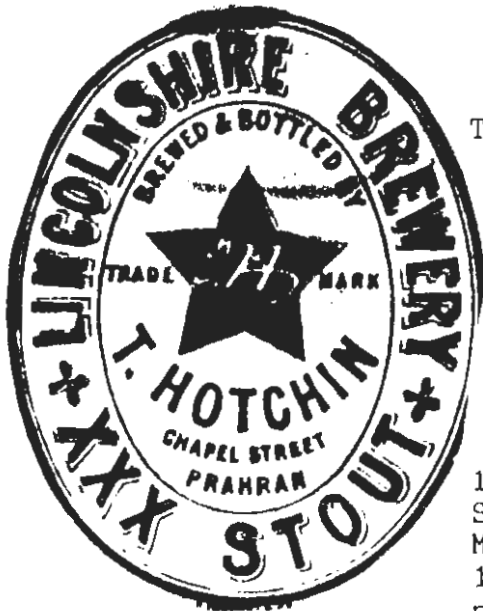
Brewed & Bottled by  
STRZELECKI BREWING COMPANY PTY. LTD.  
Baroni Road, Mirboo North, Victoria**COUNTRY PUBS**

# Swap Shop

Mike Pinkard, 5 Spring St. Claremont Tas. 7011 has Cascade Lager ANZIF Conference 1985, Lions Lager 1978, (both off bottles), Toths Australian Beer 12.8 fluid ounces USA import, and would like to swap for any Australian special label which he does not already have.

Bob Greenaway, 28 Royalist Rd. Cremorne NSW 2090, has a Fosters Melbourne Cup Video Gift Pack comprising two 345 mL bottles of Fosters Lager with the very scarce 1987 label plus a three hour video, which he offers for old Australian labels such as Gooleys Boar Stout, Ellis Kells, old hotel labels from S.A. Vic, NSW or similar old labels.

Jack Wilks, 65 Tiverton Drive Mulgrave Vic 3170 WANTS the following labels: 1. Castlemaine XXXX Bitter 370 mL, two chimney, XII Commonwealth Games, copyright symbol in bottom right-hand corner; 2. similar but with three chimneys and no copyright symbol; 3. also 740 mL version.; 4. Castlemaine Draught 13 fl oz and 370 mL; XXXX Lite 370 mL Commonwealth Games with Games triangular symbol. Jack has many oddball Australian labels to swap for these including many Sovereign/OBB special labels, Clarendon, Old Botanic, Port Dock, etc., you can call Jack on (03)561 4221.



The Lincolnshire Bwy was at 180 Chapel St Prahran from 1868 - 1889. The Shamrock Bwy existed as Simpsons Rd. Bwy till 1874 then as Shamrock Bwy Boyd & Head till 1887 then as the Shamrock Brewing and Malting Co. till 1907 when it became part of C.U.B.



## Number 1 Bottle.

The Kiewa Brewery has kindly donated bottle number one, of its limited edition of KIEWA GOLD, to the VBLCS. This bottle will be auctioned or raffled at a later date.

The actual number is impressed in red wax that seals the bottle. So if you get it and want to keep it, you will have to either, a: not open it, or b: drill a hole in the bottom and drain it. Members who attended the February meeting have already seen it.

Once again, the beer is a limited edition, so if you want the label, check out the better liquor stores and other outlets

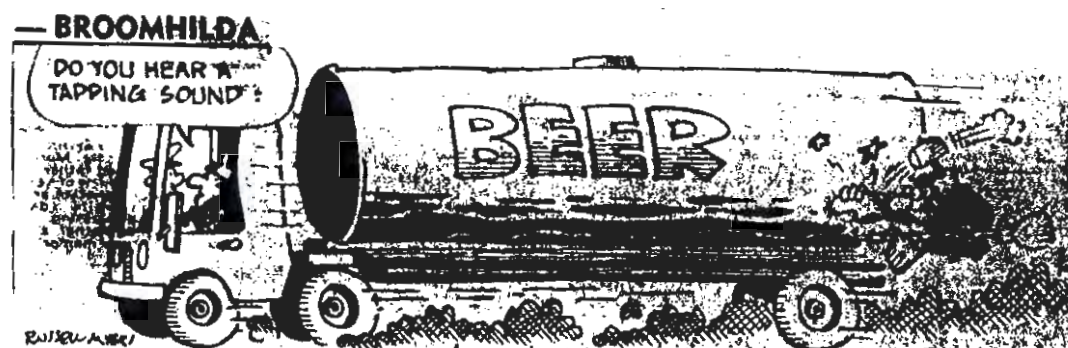


# Labels Issued With This Newsletter.

Old Time Lager .....	375mL
Fosters Lager, new design .....	375 & 750mL
Castlemaine XXXX Draught, small A/V .....	375 & 750mL
XXXX Lite Lager, small A/V .....	375 & 750mL
Castlemaine DL Lager, small A/V .....	375mL
Castlemaine Gold, small A/V .....	345mL
John Boston Special Lager, small A/V .....	345mL
Stag Lager .....	345mL
Swan Lager .....	750mL
Emu 2.2 Light .....	345 & 750mL
Swan Premium Export (Swiss) .....	33cL
Brewhouse wheat Beer .....	375mL
Grovers Special Lager .....	375mL
Reschs Pilsener 4.6% A/V .....	250, 375 & 750mL
Fosters Light 2.5% A/V .....	250 & 375mL
KB Lager 4.6% A/V .....	250, 375 & 750mL
Reschs DA 4.6% A/V .....	750mL
Fosters Light (Canadian) .....	341mL
Fosters Lager (Canadian) .....	341mL
Fosters Lager (Canadian, refund) ..	341mL
Hahn Premium Lager, export NZ .....	335mL
QANTAS Jetabout Red-Back neckseal .....	-----
Boags Gold Label Lager reissue .....	370mL
Boags Export Stout reissue .....	750mL
Boags Draught reissue .....	750mL
Boags XXX Ale reissue .....	750mL

LABEL DONATIONS - from Breweries,  
 Carlton and United Breweries, Melbourne  
 Castlemaine Perkins  
 Swan Brewery  
 Tasmanian Breweries  
 Carlton and United Breweries NSW  
 Grovers & Co. Bottle Shop Collingwood  
 Hahn Brewing Co. Pty Ltd  
 Old Time Lager Pty Ltd  
 Colonial Brewing Co.  
 Battery Point Brewery

Donations from members,  
 John Long, Phil Davin, Craig Pelton, Robert Greenaway, Mike Pinkard,  
 Hank Armour, Jack Wilks, Danny O'Neil



# Australian Beer Magazine

Most Australian members will by now have their copies of both issues of "The Great Australian Beer Guide."

This year, a new beer magazine is about to be launched.

AUSTRALIAN BEER MAGAZINE will be a quality, all-colour publication similar in format and outlook to its predecessor, The Great Australian Beer Guide.

The major difference between the two magazines, apart from the obvious change of title, is that the AUSTRALIAN BEER MAGAZINE will be published independently. The Editor, (Willie Simpson) and contributors ( Michael Jackson, Laurie Strachan, Angus Flynn et al ) remain the same, and who will wholeheartedly endeavour to bring to all, a superior publication.

AUSTRALIAN BEER MAGAZINE Print Details.

Print Run: 50,000 copies

Number of pages: 112 plus separate 4 page cover

Cover Stock: 210 gsm varnished Text Stock: 90 gsm

Binding: Perfect Bpound, Trimmed Size: 276mm X 206mm

The first issue of AUSTRALIAN BEER MAGAZINE is scheduled to be published on May 12, 1989 and the second on October 5, 1989. The latter will incorporate the official catalogue for the AUSBEER '89 Beer & Brewing Exhibition to be held in Melbourne on October 5-9, 1989.

Willie Simpson, the Editor, is looking for news, views, editorial input and criticism, so if you have anything to offer; brewery histories, interesting labels, new breweries in your area, in fact, any brewerianna, drop a line to Willie at PO Box 272 Paddington NSW 2021, or get in touch with me (Jack Wilks) and it can be sent in on behalf of the VBLCS.)

I am sure that all members wish Willie all the best in his venture, something I have been looking forward to, for many years.

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The Editor of this Newsletter wishes to thank the following members for their contributions to the Newsletter:

Dave Kruger, Alex Freer, Keith Deutscher, Mike Pinkard, Wayne Richardson, and ANON of Victoria.

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At the February meeting, I said that Michael Jackson's book, "The New World Guide to Beer" was available at McGill's Newsagency in Melbourne for \$46.50.

I have just obtained my copy from "The Bookstore" in Queen St. Melbourne, opposite the Queen Victoria Market for \$36.00.

I suggest you buy it there or shop around, it could be even cheaper elsewhere.



# Cascade opens up to tourism

**T**HERE are some evenings when you dread that perennial family question: "What did you do at the office today dear?"

Last night was such an occasion. "Well dear, to be perfectly honest I had to go on a guided tour of the brewery. It was fascinating. I found the exposure to all that skill, quality control and Tasmanian heritage a totally absorbing experience."

Her response was predictable, but yesterday was a special day for Cascade and Boags, because it marked the opening of both breweries to tourists and Tasmanians.

From now on, individuals and groups will be able to arrange two-hour tours from 10am Mondays to Thursday. The only condition is that the visits must be booked in advance with the particular brewery and there is a charge of \$6 a head.

The Cascade inspection offers a bonus - access to historic Woodstock, the century-old house built as a residence for managing directors. These days it's unoccupied because the present managing director Stuart McGregor, chooses to live elsewhere.

Woodstock, just across the road from the beer we drink here, is set in what is possibly the finest private garden in the state.

Even during yesterday's downpour it looked magnificent with its manicured lawns, giant rhododendrons, the roses, and long established trees. Two and sometimes three gardeners work to maintain it in peak condition.

Until this week it has remained off limits to all but special guests. Now it is the starting point for the brewery tours and after discovering the world of malt, yeast, wort, filters and all that, the visitors are brought back to the house for a drink and a stroll through the gardens.

The decision to open both breweries to public inspection after a break of 25 years is part of a major initiative by the Cascade Brewery Co Ltd to identify more closely with its local community.

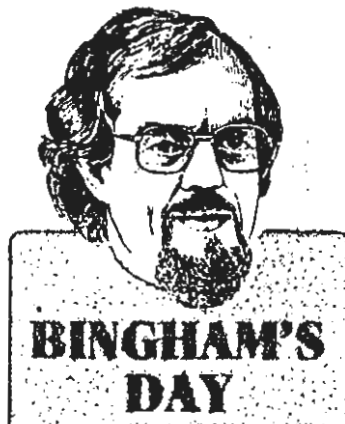
Stuart McGregor says it's something he has been planning since he came to Cascade about two years ago.

"We had lost touch with our community at a time when we needed its support the most," he said. "Increasing competition from the major brewers had cut into our local market share.

Now the company is fighting back with product launches and



**Peter Smith mans the brewery employees' bar at Cascade yesterday. It opens for 10 minutes at lunchtime and 20 minutes at the end of the day.**



other marketing initiatives. The "open house" policy is part of an image-building process which is likely to involve greater use of Woodstock.

Tourism Tasmania is delighted by the decision, because Cascade in particular is potentially an important lure for interstate and overseas tourists.

Established in 1832, it is the nation's oldest brewery and the setting is quite magnificent.

When it opened, Melbourne did not exist, and Sydney had a population of only 18,000.

Yesterday's guests were read an extract from comments made last century by author Marcus Clarke. Of the site he said, "I've never seen anything like it before and probably never will". Of the beer, he said: "I have tasted nothing like it since I was in the Old Country."

As part of the development of the heritage aspect, Cascade plans next year to publish a history written by former Mercury columnist Michael Sharland and is also appealing to the public for memorabilia and in-

formation about Cascade's history.

Much of the records were lost in the 1967 bushfires and even today none of the executives are sure of the date of construction of Woodstock, or the origin of the name.

Today's brewery is a mixture of the historic and modern. Parts of the original building are still in use mainly for storage areas and millions of dollars of new equipment sits side by side with the old.

The scientifically-minded will quickly learn all they've ever wanted to know about brewing and microbiology.

Those who enjoy a glass or two can simply look on in wonder as 24,000 bottles of beer occupy the production line. New and old bottles come in at one end on a conveyor belt and over the next hour make their way over hundreds of metres of track through various processes before a very smart machine wraps them in cartons in the blink of an eye.

Sometimes, the bottles move at a gentle shuffle; at others they clank and rattle along at a canter while being washed, filled, checked, pasteurised, labelled and packaged.

A word of warning. Do not think that the heady froth on the floor is part of the brew. It is in fact suds from the soap used to lubricate the conveyor line.

An enjoyable experience. Guaranteed to give anyone a taste for history.

*Mike Bingham*

"HOBART MERCURY"

## The Bug That Bit.

It was in winter 1962, when my wife and I decided to see how others lived outside Victoria.

After many long discussions, we came up with what seemed a great, all-inclusive tour taking in all states except W.A. and Tasmania.

We boarded the coach in Melbourne and headed north.

The first day was uneventful and boring, but as we crossed the border into NSW, I became interested in the number of empty bottles bordering the roadside and sporting labels, the like I had never seen before.

I made a decision there and then, that every comfort and overnight stop I would endeavour to retrieve one or more of the "empties" and remove the label, just to record our stopovers.

If looks could kill, I would have died on the spot; because some of the more elderly and sedate ladies thought I was some sort of nut to be picking up empties whilst on tour.

After a lengthy explanation, I was able to partially convince some of them that I was quite sane.

By the time we reached the land of XXXX, the very same people who had previously doubted my sanity, were taking empty beer bottles to their rooms to soak off the labels under their showers or in their wash basins for me.

At Cairns I had a real harvest, also at Darwin where I picked up quite a few Swan N.T. Ltd. labels which are still in my albums today. Then down through the Red Centre to Adelaide via Alice Springs, once again I was lucky to pick up many interesting labels.

After 44 days and labels from 10 breweries we arrived back in Melbourne.

By now the bug had really bitten me, and 10 years later a young enterprising man from Richmond called a meeting of label collectors to his home:- thus our Society as we know it today was born.

This was to be a highlight of my early collecting days, meeting people who until then were only "rubber stamps" on the back of labels.

Another highlight, and probably the most important, was to be present at a recent meeting, when one of those few foundation members was made vice a life member of our Society.

Over the years I met several colourful characters, one who stands out as one with whom I spent many hours in his company.

He came originally from South Australia, but spent a lot of time in most states and New Zealand before settling in Melbourne.

Misprint, variations in print, commas, full stops etc., were his specialities. His book of Australian labels would take a forklift to carry it around. His knowledge of dates would make a date palm in Queensland look silly.

In conclusion, I would like to say to all new members, - be honest in your dealings, and you too, can finish up with a collection of which you will be justly proud, and please don't worry about THAT - you too, have already been bitten.

As a note: the above was contributed by a member who wishes to remain anonymous. I thank him very much for the article, and agree heartily with his concluding sentiments. Now, how about the rest of you contributing something to YOUR Society's Newsletter, an article like this, or photocopies etc.

# Raffle

VBLCS 11

The APRIL raffle will have in the first prize, the scarce Reschs Pilsener Bicentennial Ball label.

All prizes will include a range of Coopers commemorative labels, plus other old Australian, a mix of foreign labels and recently obsolete Australian labels.

Each prize will have a minimum of 200 labels.

Five tickets for \$1.00 minimum

Twelve tickets for \$2.00 maximum

All tickets from George Crompton, and please include a SAE if you want your tickets returned to you.



## Geelong brewery to target Melbourne market



• Henry Peeters celebrates his brewery's first anniversary.

Geelong Brewing Company celebrated its first birthday in January with the announcement of plans to enter the Melbourne market.

Henry Peeters said his company hoped to triple its output in the next 12 months.

The company has the capacity to produce from 7 to 10 million litres (70 to 100 Hectolitres) per year of its draught, light, lager, and bitter, plus specialist labels. Apart from its own labels, the company also produces Old Time Lager for a marketing firm.

Mr Peeters said that at present, there were no plans to produce Geelong beer in cans because of the \$1 million cost for equipment.

(GEELONG ADVERTISER)



## Exhibitors at Ausbeer '89 will include:



- International Breweries
- Distributors and importers of foreign beer
- Australian Breweries:
  - large scale breweries/mainstream
  - small scale breweries/mini-breweries

- Suppliers and services to the brewing industry
- Packaging, labelling and bottling machinery
- Design services and technical advisory services
- Machinery and installation for beer production
- Machinery and installation for malting
- Filtration and separation technology
- Home-brewing
- Trade publications
- Bar, restaurant and hotel installations, furnishings and accessories

Please note that the exhibition is designed to include all aspects of the brewing industry and the above list serves only as a guide for potential exhibitors.

### Exhibition Hours

Trade Days: Thurs/Fri 5th/6th October  
 10.00am - 6.00pm Public Days Sat/Sun  
 7th/8th Oct 10am-10pm Sat 10am-7pm Sun