

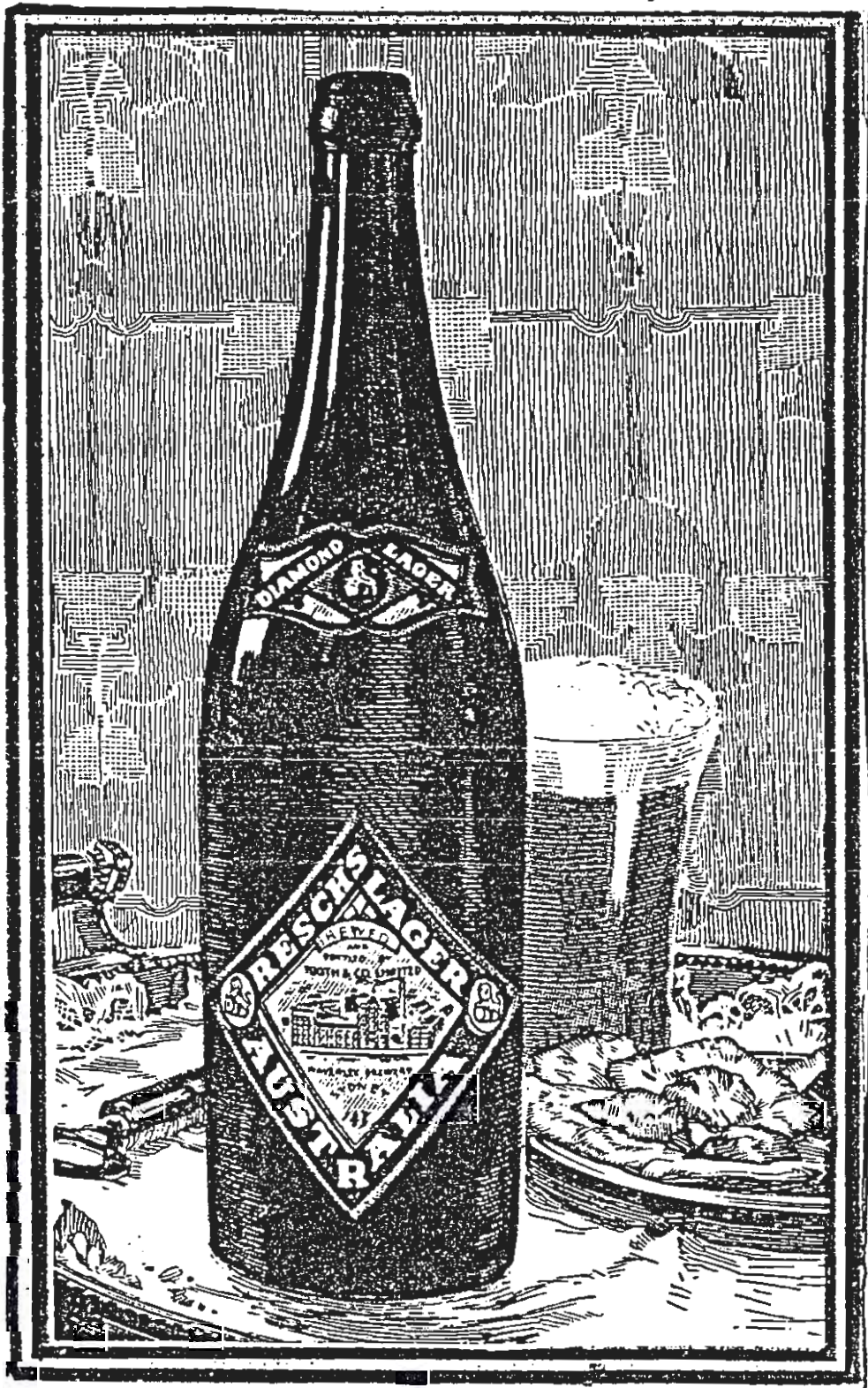
# Victorian Beer Label Collectors' Society

MAY 1989

VOLUME 18 No.3

NEWSLETTER

*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  
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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

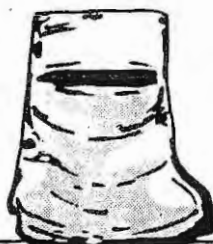
*The International Society of Label Collectors—Australian Brewery Research*

Illustrated here is the Kelly's Bitter label especially printed for the Club Hotel Boolarra, and not available through the brewery. Members may have noticed that private labels are becoming more common and therefore hard to obtain as they belong not to the brewery but the pub/organization they arranges the label. I hope to return to Boolarra soon and obtain more beer. If any member wishes to obtain a label from me, let me know what you have to swap. Victorian members may be able to drive there themselves, you will find a brand new, very friendly pub. Other labels coming soon from a small brewery in Tasmania, and new labels from two Micro's in South Australia, plus some from Queensland. Thanks to our liaison officers we are keeping up. ( I think! )

Members can stop waiting for a bottled (and label) version of Eureka ale which had been on draught for some time but no has been axed. A pity, it was a great beer, and the promotional pieces were very well done and lead me to believe that there was a great label to follow.

I would like to ask members who are members of overseas beer label / brewerianna clubs, or who know of clubs, to forward the name of the contact person and address to me as I am trying to determine how many beer label collectors there are in the world. ( How many members, like me, thought for a long time, that you were the only collector in the world, and indulged in surreptitious soaking-off of labels while no-one was looking.)

I think we have gained some respectabilty in recent times, and label collecting is enjoying a boom around the world.



Brewed specially to commemorate  
the opening of



January, 1989

5.5% ALC VOL

330 ML

Brewed & Bottled by  
STRZELECKI BREWING COMPANY PTY. LTD.  
Baromi Road, Mirboo North, Victoria

MADE IN AUSTRALIA

PURE MALT BEER

# April Meeting Notes

Possibly, because of the Grand Prix Motorcycle Races being held on the day, the attendance was much smaller than usual, but those who did attend, were just as enthusiastic as ever.

Our President, Laurie Godden was not able to attend as he was in hospital recovering from yet another operation, and the members present sent their best wishes for a speedy recovery.

An early item for discussion was our participation in the AUSBEER '89 Exposition to be held in October, (see VBLCS Newsletter March '89). We have secured space and Jack Wilks & John Long gave details of progress to date, and the type of material suggested for display. A great deal of work needs to be done before October, and Jack Wilks has been appointed Exhibition Co-ordinator.

After some discussion, it was agreed that an amount of \$250 be set aside for initial expenses.

Fortunately, the Treasurer was able to report that the Society was in a sound financial position.

At last, the Secretary produced reprints of the Constitution, but it was decided not to hand these out at the meeting, but to send them to members with the May Newsletter.

The Ellis-Kells labels photocopies were also tabled and all were sold except for four sheets. Each sheet has four variations of Ellis-Kells labels, but there are at least another three which the Secretary is trying to borrow for copying.

There was discussion and clarification of some brewery code systems and it was noted that batch coding was now common.

The first two Peter Ross albums were produced for viewing and the next two will be available at the June meeting.

Keith Deutsher submitted designs for the Life Membership Certificate, and these will be considered by the Committee.

Harry Neale showed samples of VBLCS "With Compliments" note pads and presented sundry pads and paper to the editor.

Jack Wilks produced bottles of Kelly's Bitter (scarce) and disposed of these to members present.

Harry Neale showed samples of framed posters and labels, which were very well done and caused much interest.

The raffle was drawn and the winners were:-

- |        |        |             |     |
|--------|--------|-------------|-----|
| 1. A81 | white  | H. Neale    | Vic |
| 2. B81 | blue   | R. Upton    | Tas |
| 3. C43 | blue   | H. Williams | Tas |
| 4. A87 | yellow | S. Roberts  | Vic |

The meeting then closed and those present spent the remainder of the afternoon checking collections and swapping.

#### NEXT MEETING.

will be held at the Redback Brewery, 75 Flemington Road, North Melbourne on Sunday 11th of June at 1.00 p.m.

As usual most members will arrive at noon to check out the latest beers and labels available in the impressively stocked bottle shop, and to sample some of the various beers available on tap.

#### LABEL CATALOGUES.

Reprints of the Queensland Brewery (Brisbane) and Cairns Toowoomba Rockhampton catalogues are now available.

Owing to increased printing costs, these catalogues are now \$2.00 each. The Castlemaine Perkins catalogue is still temporarily out of stock.

#### PETER ROSS COLLECTIONS.

The first two albums as detailed in the March Newsletter will be drawn at the June meeting, so those who have not already requested a ticket may still do so.

The next two albums will be drawn at the August meeting, and they are - No. 3 contains 5 Richmond labels, 33 Swan, 11 Kalgoorlie, 14 Mildura, 8 Rockhampton, 20 Castlemaine Perkins, 15 Cairns, 36 Tooheys, a total of 142 labels.

No. 4 contains 109 West German, 34 Denmark, 4 Italy, a total of 148 labels.

As with No.1 & 2, there are no photocopies and nearly every label is obsolete. Each album will be accompanied by a packet of labels (a few hundred). Other general details are in the March Newsletter.

Postage is extra, and will vary from \$2.75 to \$7.50 depending on destination.

Tickets are \$1.00 (only one ticket per member) and albums 3 & 4 will constitute the 1st and 2nd prizes, however the raffle will not be drawn until the August meeting.

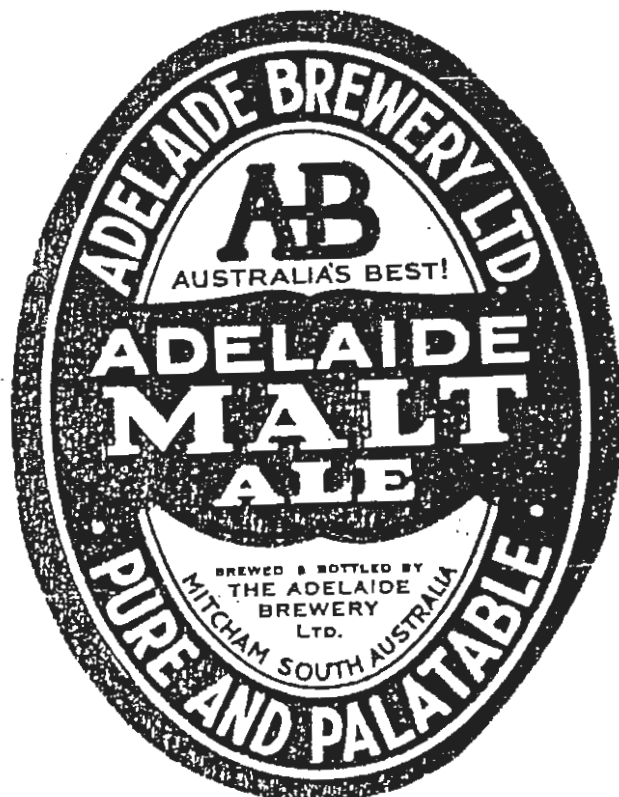
#### NEW MEMBERS.

The committee welcomes the following new members-

451 P.Fraser, 20 Grant Street, Clifton Hill, Vic 3068

452 Mario Rossetto, Via Provinviale 7, 20081 Zelo Surrigone (Milano) Italy.

453 Dean Garancis, 10834 60th Avenue, Edmonton, Alberta, Canada T6M 4R1.



**Ausbeer '89  
VBLCS Members  
Tell Jack Wilks  
which hours on  
which days you  
can man the  
VBLCS stand  
Come on, do a bit  
for your club  
OCT. 5-8, Hours  
10-10. ph 561 4221**

**BACK COPIES OF NEWSLETTER**

Several members have been requesting back issues, however, at present, we have run out of copies of most back issues, particularly very early ones.

Arrangements are being made to copy early issues which will be held for sale to members.

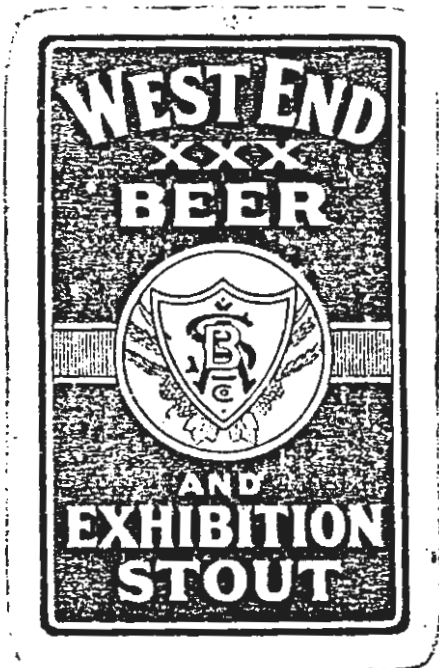
Cost per copy will be approx. \$2.00 and yes, the early ones say 40 cents per copy, but printing costs were somewhat cheaper 17 years ago.

Members will be advised in the Newsletter which copies are available.

# Swap Shop

Mario Rossetto, Via Provinciale 7, 20081 Zelo Surrigone (Milano) Italy is seeking Australian beer label exchange partners.

Gary Allsopp, 148 West Ave Glen Innes 2370 (this address from 10/5/89) has playing cards displaying beer labels, and old crown seals (as illustrated). Gary wants to swap these either for crown seals, beer labels or playing cards. Please note, Gary does NOT want the cheap reproduction cards that are commonly available, only the genuine originals.



COLLECTING LABELS from the USSR can be fun

It must be twenty years or more since I obtained my first label from the USSR.

At the time, I thought it somewhat uninteresting as I had no idea where it was from - other than the Soviet Union. Since then, I have obtained thousands more from collector friends, here and overseas and there developed a seemingly impossible task of cataloging them.

Where to start?

I had no idea what was written on them - I still don't; but armed with a good atlas, a patient wife and a Cyrillic alphabet which I dredged out of an encyclopaedia, it soon became apparent that a town or city could be identified.

This formed the basis of the cataloging process as I prefer to catalog my labels in alphabetical order by city or town - except UK and USA which I handle differently.

Fortunately the Russian language is phonetic; perhaps I should say the predominant language, as there are many languages as there are many Autonomous Regions. If one has a rough idea of the sound associated with each character, a pretty intelligent guess can be made regarding the source or origin of the label.

The following table may be used (roughly) to get a feel for the sound of most Upper Case characters.

Please excuse the quality of the reproduction, but I don't have a machine capable of printing Cyrillic characters.

Character	Sound	Character	Sound
A	ah	Г	g
B	v	а	ah
C	s	Л	l
E	ye as in YES	Д	d
H	n	З	z
K	k	Ж	zh
M	m	И	i
O	oh	я	ia as in Australia
P	r	Л	ch
T	t	б	b
X	kh as in KHAKE	о	f
Y	oo	Ю	y
Щ	sh	Ц	t
'	apostrophe		

With this table, one may fairly easily identify some of the better known Cities; for example:

КИЕВ	KIEV
ИРКУТСК	IRKUTSK
ЧЕРНОБИЛ	CHERNOBIL
МИНСК	MINSK

I have also noticed that the characters 'A' and 'O' are sometimes used in the same context; e.g.

ALEXANDRIA may appear as: АЛЕКСАНДРЯ  
or: ОЛЕКСАНДРЯ

There are some other peculiarities with Cyrillic characters as a tilde sometimes appears over the И symbol. i.e. И

So, if you have some Russian labels and you're not sure which town they are from, see if you can find a word which ends with:

СЬКИЙ or  
 ЪКИЙ or  
 НЬКИЙ or  
 ЪССКИЙ

as this is a characteristic ending sounding somewhat like 'isk', 'ish' or 'isky'.

If you can find one of the above, the characters preceding will probably identify the brewery town. A good atlas, or a list of brewery towns is also invaluable.

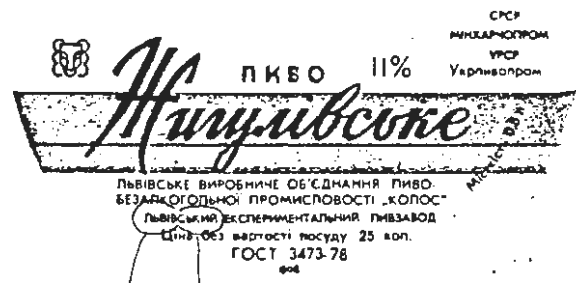
Good collecting.

By the way, as I mentioned, there are other languages and alphabets used.

The Baltic States; Latvia, Lithuania and Estonia tend to have a mixture of Cyrillic and Roman characters, while labels from Armenia use a most unusual set of characters which I have not yet found a suitable reference for translation purposes; but then I only have a few, so it doesn't matter yet.

Alex Freer (Hon. Treasurer)

The above article has been prepared for the benefit of our members, if you find it useful and would like further items in a similar fashion, or if you consider it a waste of Newsletter space, please pass your comments to our Editor, Jack Wilks. Remember, it's your Newsletter.



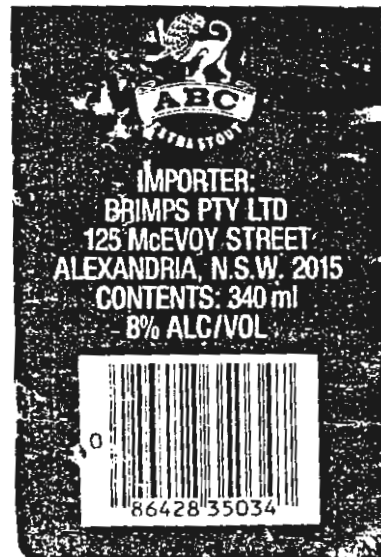
typical ending

where it's from - L'VOV



from KIEV OBOLON BREWERY





The Old Brewery at Tadcaster has been established since 1758. It is Yorkshire's oldest brewery and one of the few remaining independent breweries in England.

Imported By House of Hops Pty. Ltd., Mulgrave, VIC. 3170, Australia.

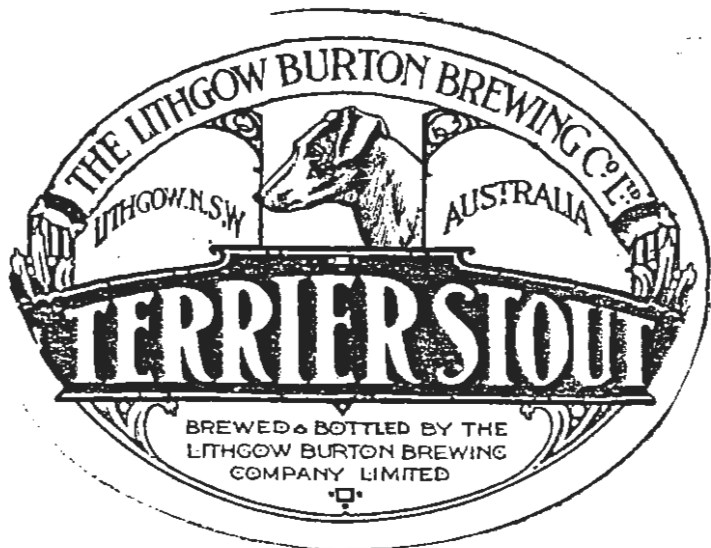
Above are labels of beers imported to Australia. The problem to "Australian label only" collectors is, are they Australian labels? Conversely, do "Australian only" collectors, collect, for example, Fosters Lager labels from Canada? Drop a note to the VBLCS on your thoughts about what ARE Australian beer labels.

# Labels Issued With This Newsletter

Tooheys Draught new issue	250, 345 & 750mL
Tooheys 2.2 Lite Lager Beer new issue	250 & 345mL
Tooheys 2.2 Lite Lager Beer re-issue	750mL
Tooheys Country Special, new issue	345mL
Tooheys Lager Beer, U.K. export	345mL
Fosters Light, 1st print	375mL
Powers Bitter, small 345mL & A/V	345mL
Island Bock Beer	375mL
Fishermans Pier Bitter	375mL
Corio Bay Lions Lager	375mL
Sheaf Stout, USA export, 3 varieties	1 pint 9.6 fl oz
Swan Dry Beer & neck	345mL
Tooheys Dry Beer & neck	345mL
Castlemaine Dry Beer & neck	345mL
Castlemaine 2.2 Bitter	375mL
Bosch Wheat Beer	no contents
Cascade Premium Lager export neck labels	-----
Fosters Lager re-issue	250 & 345mL
Fosters Lager U.S.A. export re-issue	355mL
Carlton Light re-issue	750mL
Carlton L.A. re-issue	750mL
Ballarat Bitter re-issue	750mL
Victoria Bitter re-issue	250mL
Abbotsford Invalid Stout re-issue	750mL
Scharers Lager new style	750mL
Lightning Ridge Lager	375mL

## LABEL DONATIONS, BREWERIES

Tooheys Limited, Carlton & United (NSW) Power Brewing Co.  
 Geelong Brewing Co. Ltd Sanctuary Cove Brewing Co  
 Colonial Brewing Co. Castlemaine Perkins, Swan Brewery Co.  
 Scharers Little Brewery, Metropolitan Brewery Co.



These labels are from pre-1920, as then the brewery name was changed to The Lithgow Brewery, and later in 1935 to Terrys Brewery which closed in c.1955

# Raffle

VBLC 11

The June raffle will have a Darwin commemorative label in the first prize and all prizes will have a range of old Tooths labels plus other old Australian and a mix of foreign labels.

Each prize will have a minimum of 200 labels.

Five tickets for \$1.00 (minimum)

Ten tickets for \$2.00 (maximum)

All tickets from G. Crompton and please include an SAE if you want your tickets returned to you.



"Sunday Mail" 12.3.89

"Sunday Mail" 12.3.89 Page 4



FROM the far north of the state came the query, what was the Mr Fourex symbol doing on a recently unearthed old sugar sack?

From Castlemaine Perkins came the answer: It's a very old sack indeed and one of those in which a dozen takeaway bottles of the brew were once packed.

Perhaps a century or so hence someone might unearth one of those plastic harnesses for a six pack of tinnies and ask: "Wonder what they used these for?"

**MAJOR** Queensland lolly-water manufacturer about to join the beer wars with plans to market light beer from present plant. West German technology will be involved.

No names, no pop drill, but we can tell you that principals of the firm involved were at Nudgee College back in the late Fifties with Queensland's other latter day brewers, Bernie Power and the Weller boys (of Eumundi fame).

Frank Burnett at Fourex, a Terrace old hoy, must be wondering whether the Nudgee push will ever end its charge.



*Every Cloud has its Silver Lining*

**Castlemaine**  
Bitter Ale

*The Better Bitter Bottled Beer*