

Victorian Beer Label Collectors' Society

JULY 1989

VOLUME 18 No.4

NEWSLETTER

The International Society of Label Collectors—Australian Brewery Research



BALLARAT BERTIE. 1927 - 1989.

Full History Inside.

VICTORIAN BEER LABEL COLLECTORS' SOCIETY

PATRONS: AUSTRALIAN BREWERIES

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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 famous Carlton and United Poster that our Victorian members and others will recognize.

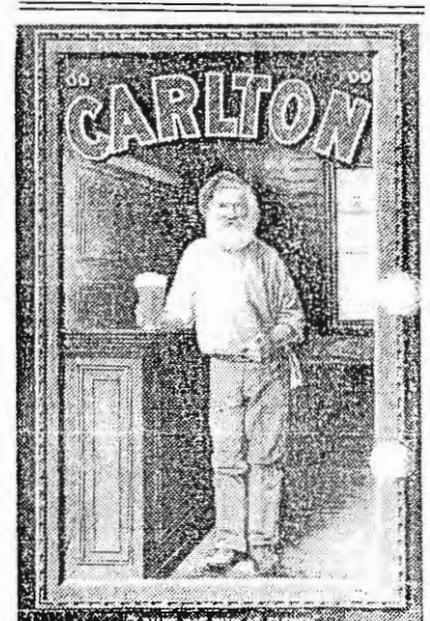
The big shock to those who know the poster is; the man's name is not Sam Griffen, rather Sam Knott.

The hotel at Wesburn (near Warburton Vic) has erected a carved wooden statue of Sam, as he is buried in the nearby cemetery, and when establishing the date of death etc. found that his surname was Knott instead of Griffin, the name he had been known as for over eighty years.

The hotel has been recently extended but the original section has been retained with old posters and mirrors.

Recommended to VBLCS members for a visit.

The pub should be featured in Australasian Post during July, watch for it.



The painting of Sam Knott made famous by CUB.

It is with regret that I record the closure of the Metropolitan Brewing Co., brewers of Lightning Ridge Lager, although the brewery was operating successfully, the parent company was having problems in other areas and decided to drop brewing from their range of operations.

Also, -regretfully, the Strzelecki Brewery of Mirboo North, at the time of writing, is in the hands of the receivers, and brewing is continuing on a limited scale only. I would suggest to members to purchase any Strzelecki brews that they can if they want labels.

P.S. The 1080 brew can be kept for 1-2 years or more and be a great beer. Try it instead of a glass of port after dinner.

June Meeting Notes

After a spell of cold wet weather, we were fortunate to have a nice mild day for the June meeting, and despite the fact that it was the Queen's Birthday weekend, we had one of the largest attendances for some time.

We were pleased to welcome Russell French from Tasmania and also the Fraser brothers, Peter and Graham.

The Secretary read the correspondence in which the writers were seeking information and help.

There was praise for the article by Alex Freer on labels from the USSR, both by letter and at the meeting, and it was suggested that Alex should be encouraged to write similar articles on other countries.

(EDITOR'S NOTE: rather than leave it to Alex, who is our hard-working treasurer, how about YOU writing an article. Don't be a Couch-Potato collector! For those members who do not understand the phrase it means people who sit back and wait for things to drop in their lap with no effort, fortunately we do not have such members in the VBLCS do we? I have installed a super-sized letterbox to cope with the avalanche of articles in the next few months, I thank you in advance.)

The Treasurer reported that our financial position was strong in all respects. Jack Wilks gave a brief review of progress with our participation in the October Ausbeer Exhibition. There was general discussion on mini-breweries and it seems that some are experiencing some financial difficulty.

It was again stressed that collectors should NOT write individually to mini-breweries for labels as continual requests for labels causes annoyance to the brewery administrators.

(EDITORS NOTE: some of our members who are in the liquor trade and have professional contact with mini breweries confirm this problem, it has been suggested by some members that we run, a la Derryn Hinch, a "Shame File" of members who put themselves in front of the club.

What do other members think?

Personally, I think if any member who stuffs it up for other members should GET OUT.

Last time we broached this subject we got a very violent letter from one member; that he would bloody well do as he pleased! It was read out at a meeting to general disapprobation.

How about a fair go for all members!!!

The voting slips for the position of Vice-President were collected from those present and added to those received previously by the Secretary.

Mrs Phyl Godden was appointed Returning Officer and the result is published elsewhere in the Newsletter. The raffle for the first two Peter Ross albums was drawn and the winners were:

1. A.J. Harbrow New Zealand C24
2. D.R. Joseph N.S.W. C6

This was followed by the normal raffle and the winners were:

1. R. Rooney Vic.
2. D.D'Neil Vic.
3. J.Wilks Vic.
4. W Richardson Vic.

NEXT MEETING

will be held at the Redback Brewery, 75 Flemington Road, North Melbourne on Sunday August 13th at 1.00 p.m.
The extremely well stocked bottle shop (possibly the best in Victoria) is open at 12 noon.
Why not join the ever-increasing throng of VBLCS members in the bottle shop? Remember, there are several Australian labels that are ONLY available off the bottle, that can be purchased there.

NEW ISSUES INFORMATION

The Secretary thanks Mike Pinkard, Hank Armaur, Craig Pelton, Jim Hepworth, Paul Rose, Kerry Walton, Ross Mackie, Robert Greenaway and Jack Wilks for their helpful information on new issue labels.

APPRECIATION

The VBLCS expresses its thanks for the help given by Carlton and United Breweries (Melbourne) Ltd. for their generous donation to 17th Anniversary meeting and particularly for their overprinting of their current 375mL Abbots Lager label - see illustration in this Newsletter.

ANNIVERSARY BREW

Our 17th Anniversary Brew is now available with its specially designed label.
Melbourne members can pick up supplies at the August meeting.
Country, Interstate and Overseas members can make arrangements with Melbourne members.



These labels

Note: Pty. Ltd.

from pre-1936.

on each label.

Ballarat Brewing Co.

HISTORY OF THE BALLARAT BREWING CO.

The Ballarat Brewing Company was formed by the merger of breweries own by Coghlan and by Tulloch.

James Coghlan was born at Wexford in Ireland in 1827. He obtained his Ships Masters Certificate and made many trips to Australia before being attracted to the Ballarat goldfields in 1853.

He gained experience in the brewing industry at Murphys Wharf Brewery in Melbourne in 1856-1857.

In 1857 he joined Alex Magill who had come from Belfast Ireland, and who had established the Phoenix Brewery at Warrenheip in 1853.

The Magill / Coghlan partnership continued until the death of Magill, when Coghlan bought the Magill family's interest in the Phoenix Brewery.

William Tulloch was born in Perth Scotland in 1829 and emmigrated to Australia in 1845. In 1863, he went into partnership with a Mr. McLaren who had established a small brewery in Armstrong St. Ballarat in 1853.

Tulloch wrote directly to the Duke of Wellington to obtain approval for the name "Royal Standard" for the brewery.

Tulloch's son James worked at the brewery after studying brewing techniques in Burton-Upon-Trent in England.

In 1890, the brewery was known as "Tulloch and Sons Royal Standard Brewery".

In 1895, the Phoenix and Royal Standard Breweries merged. They purchased and closed at this time, Leggo's Brewery in Creswick Street Ballarat. The building was used as a store and carpenters shop and malt house, until it was burned down in 1954.

The company now traded as "Coghlan and Tullochs Ballarat Brewing Company Pty..Limited."

The trade mark used was a combination of the two marks, a Phoenix (a mythical bird rises from flames) holding the Royal Standard in its beak.

James Coghlan died in 1901.

Breweries were operated separately by members of the Tulloch family from 1902 in Horsham (closed 1908), Maryborough Vic.(closed 1911) and Geelong (closed 1914).

The products of the company were distributed through depots at Geelong, Creswick, Scarsdale, Horsham, Hamilton and Melbourne.

The Melbourne depot was originally in Latrobe St. but moved to Cecil Street South Melbourne.

Both the Phoenix and Royal Standard breweries operated until 1911 when the Phoenix brewery at Warrenheip was closed. In this year, the name of the company was shortened to Ballarat Brewing Company Pty. Limited.

In 1927, one of Ballarat's most famous "sons" - Ballarat Bertie was born.

Bertie came to be, following discussions between Mr. Coghlan,(manager, and son of James) and an advertising man during a



Top Left, pre 1936, all other labels are from post 1936. Bottom right is from 1958 after take-over from CUB



train trip in that year.

Bertie was not immediately put onto labels, but was used in Ballarat Brewery advertising as "Bertie the Cellarman." He was put on labels in 1935.

In 1936 The Company became a public company - The Ballarat Brewing Company Limited. (the labels reflected the change,- Pty. was removed.)

1953 saw the purchase of the Volum Brewery in Geelong, and the issue of Royal Standard Ale to commemorate the coronation of Elizabeth the Second, while in 1954 they issued Royal Standard Lager to commemorate the Royal visit.

In 1957, to go with the Export Bitter Ale and Export Lager Beer labels, special centenary neck labels marked "As Brewed For Export To The U.S.A. 100 Years." were issued.

On the 15th of September 1958, all brewing assests and trade were sold to Carlton and United Breweries (mainly the buildings in Armstrong St.)

Labels continued as before, but with Carlton and United written on them.

In 1971; a major event that sent shock waves throughout Ballarat and much of Victoria, Bertie was removed from the Ballarat labels!!

Such was the outcry, Bertie was back in a few months albeit somewhat smaller.

Bottling ceased at Ballarat a few years ago, the bottling line was showing its age, and while draught beer continued to be brewed there, Ballarat Bitter was brewed in Abbotsford. (the Ballarat Stout ceased with the closure of the bottling line.)

Finally all brewing ceased with the exception of Guinness Stout brewed under licence by CUB and an interesting short - lived beer, Eureka Ale, named after the famous site of the miners uprising near Ballarat.

Now, in June 1989, all brewing will cease, the site will remain for a while as a depot, but a large part of Victorian brewing history is no more.

VALE, BERTIE.



Labels With July Newsletter

Kellys Premium Beer	no contents
Eumundi Lager & neck	345 mL
Gulf Beer & neck	345 mL
Laguna Bay Lager & neck	345 mL
Brewry Low Alcohol, Taiwan export	375 mL
West End Extra Light " " " "	375 mL
Boags Light, new design	375 & 750 mL
Boags Lager, " " " "	375 mL
Boags 2.2 Lite " " " "	375 & 750 mL
Boags Draught " " " "	750 mL
Cascade Pale Ale new design	375 mL
Cascade 2.2 Lite " " " "	375 & 750 mL
Cascade Stout " " " "	375 & 750 mL
Southwark Gold Lager Beer	375 mL
Kangaroo Beer	355 mL
Lion Dark Lager	375 mL
Double Gold 2.5% Light Bitter	375 mL
Carlton Draught, new coding	375 & (2)750 mL
Melbourne Bitter	(2)375 & 750 mL
D-Ale	375 & 750 mL
Abbots Lager	375 & 750 mL
Crown Lager	375 mL
Victoria Bitter	(2)375 & 750 mL
Carlton Light	375 & 750 mL
Fosters Lager, USA export 5 types	12 fl oz, 355 mL
Fosters Lager	345, 375 & (2)750 mL
Fosters Lager, Malay Export	(2)375 mL
Fosters Light	375 mL

LABEL DONATIONS - BREWERIES

Kellys Brewery, Eumundi Brewing Co., South Australian Brewing Co. Ltd, Tasmanian Breweries, Mildura Brewery Limited, Geelong Brewing Co Pty Ltd, Lion Brewing & Malting Company, Carlton & United Breweries (Melbourne) Ltd.

Donations, members.

Mike Pinkard, Danny O'Neil, Terry Ryan, R.F. Killick, Craig Pelton, Jack Wilks, George Crompton.

Rob Greenaway, 28 Royalist Road Cremorne NSW 2020 has limited quantities of the following.

Grace Darling hotel commemorative bottling (off bottle)

Reschs Pilsener Australian Hotels Association Bi-Centennial Ball, (see illus., raffle March Newsletter) Mint cond..

Fosters Lager Melbourne Cup 1987 Fabulous Tuesday inc neck label (mint)

Melbourne Cup video pack inc. 2 bottles with the above labels.

Australian Premium Lager (export body and neck 4 labels) from Brisbane Brewing Co. (not known if ever released.)

Rob is very interested in:

hotel bottling labels; photographs, new or old of Australian breweries; any Australian label not released through VBLCS, and Darwin commemoratives.

Send your list of haves, have notes and spares for swap to Rob, he may be able to fill some spaces for you.

Rob says, give it a try, as offers are always welcome.

I have received a request from the Editor of the Chinese "World of Beer Labels" appealing for overseas members. He has asked me if it is possible to have his request for members printed in our Newsletter.

It is a bi-monthly publication, (in English) published on the 5th day of every even month with 10-12 pages, sizes 150 X 210 mm.

It contains "Editorial", History of Chinese Breweries", "New Label Issues", "News from China" and a directory of China's beer producers. (addresses of breweries)

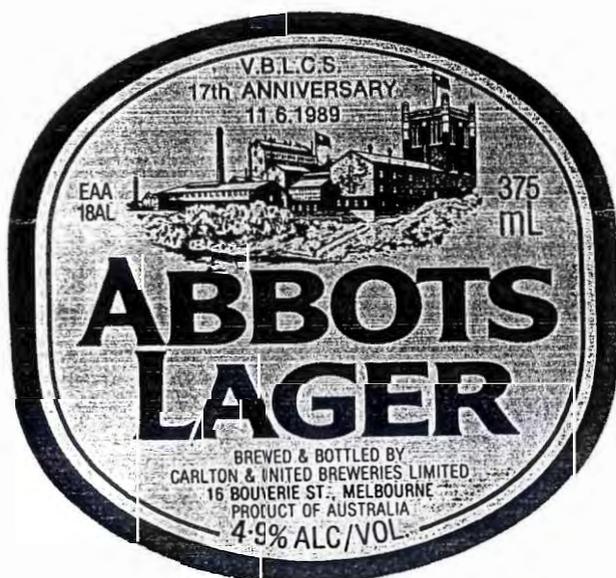
The subscription up until December 1989 is U.S.\$6.00 per year for copies sent seamount and U.S.\$6.00 plus U.S.\$4.00 for copies sent airmail

The address of the Editor is:

Mr. Zhang Man,
Room 201, Unit 1,
Building 12 (South)
Laodong Residential Quarters,
Changzhou City, Jiansu Province
Peoples Republic of China.

I am sure there will be some of our members who are interested in chinese labels and would welcome a chance to subscribe to this Newsletter.

H. Jim Hepworth



Illustrated here is the special overprinted label to commemorate our 17th anniversary. Details of obtaining copies are mentioned in the Secretary's notes elsewhere in this Newsletter.

Captain Starlight's



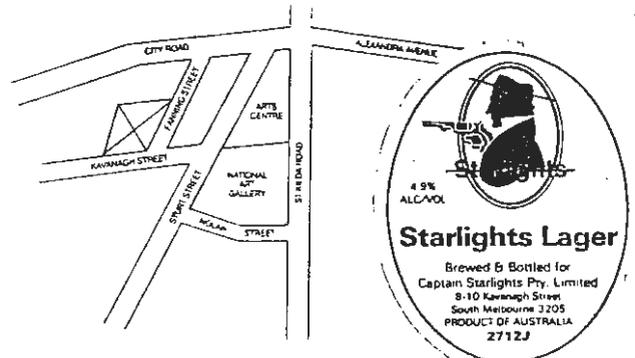
Restaurant & Bar

Captain Starlight's Restaurant & Bar is now open at 8-10 Kavanagh Street South Melbourne (75 metres from the Arts Centre carpark) where, in an atmosphere reflecting Australia's rural history, you can savour the finest lean Lumousin beef and seafood menu.

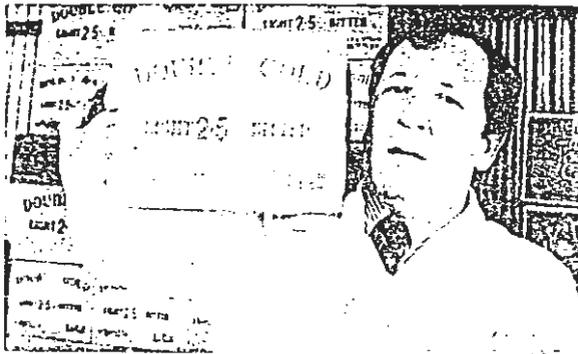
In the 1870s Captain Starlight undertook an epic cattle drive from central Queensland to the markets of South Australia covering more than a thousand miles in doing so. At long last he has reached Melbourne and now invites you to make use of our fully licensed facilities where you can enjoy:

- a drink at the bar (with or without a meal)
- business lunches
- à la carte dinners
- a special menu for quick service before the theatre
- a supper menu for after the theatre
- functions in "The Back Parlour", our private board room

With a much shorter journey than that undertaken by Captain Starlight, (and ample undercover parking within metres) you will find our prices more like the 1870s than the 1980s



8-10 KAVANAGH STREET SOUTH MELBOURNE VIC 3205 PHONE (03) 614 2433 FAX (03) 614 3100



Brewery chief, Henry Peeters, carries a carton of the new light bitter to despatch.

WITH renewed awareness of drink-driving dangers and increase in health awareness, more and more beer drinkers are turning to light alcohol brews.

For that reason, Geelong's own brewers are set to release an extra light beer onto the local, Melbourne and Sydney markets.

Double Gold 2.5 is the latest release from the Geelong Brewing Company, the Moorabool brewery which has been operating for about 17 months now.

Brewery owner, former Carlton United Breweries manager Henry Peeters, said this light, however, is a new concept.

"We wanted to make it different, so instead of a 2.5 lager like the others on the market, we decided to make it a 2.5 bitter beer," Mr Peeters said.

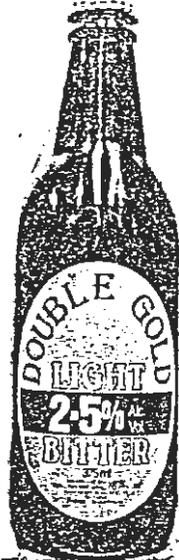
"I think the demand for lighter beers is there from the public, with drink-driving considerations and the likes."

"People are also more health conscious, and this beer, like all our others, will have absolutely no artificial additives — it's pure."

The launching of the new brand of beer coincides nicely with the start of the company's assault on the Melbourne and Sydney markets.

This week, Geelong Bitter, Lager, Draught, Old Time, Light and Double Gold will be cropping up in bottle shops and licensed groceries in both cities.

It will also be available on tap and in kegs.



A close-up view of the new 2.5% Geelong Double Gold Light Bitter.

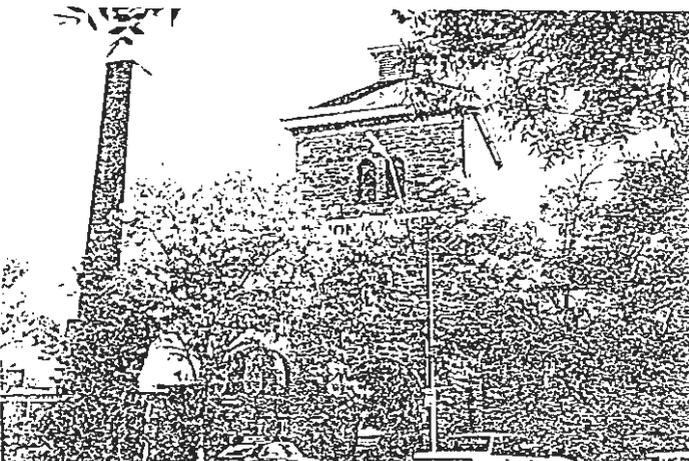
In 1850 the Lion Brewery was established in North Adelaide. Today from the same site, the Lion Brewhering & Malting Company produces a superb range of ales and lagers made from the finest natural ingredients.

Lion Brewhering produce six draught beers and at present bottle our Dark Lager beer from this range.

The entire range of beer is available from the Kent Town Hotel, Kent Town, the Colonel Light Hotel, Adelaide, and the Old Lion Hotel in North Adelaide, so do come and try the beers when next in Adelaide, tours of the micro brewery can be arranged by appointment.

Enquiries to:
Lion Brewhering & Malting

Tel (08)425621



On this page are illustrated three labels. The Double Gold and the Lion Beer labels will be distributed through the VBLCS, the Captain Starlight is a private label only available off the bottle at the address shown. (Take-away sales are not available,) the bar is open from 11.00 am till 1.30 am, and yes you can take the empty bootle away with you.

THE SOUTH AUSTRALIAN BREWING COMPANY LIMITED

The South Australian Brewing Company Ltd. have commissioned a poster for their Centenary, showing some of the beer labels that were used over the last 100 years.

This poster won first prize in its division in the recent Graphics Arts Exhibition.

The company was approached to ascertain if and how we could obtain some of these restricted issue posters for our members.

We had hoped to obtain a small number but to our delight, the South Australian Brewing Company decided as a generous gesture to make them available free of any charge to the VBLCS.

The only restrictions were, that the posters were to be issued free to members, and that NO COLLECTORS WERE TO APPROACH THE BREWERY., i.e, they are only available through the VBLCS.

This is a handsome poster, measuring 750mm X 510mm and illustrates 32 labels.

The poster is free of cost to members who can collect it at our meetings.

For those who require it to be posted to them, the cost will be \$1.40 for a mailing tube plus \$1.65 postage within Victoria, and \$2.10 postage for elsewhere in Australia.

Postage to overseas destinations will be \$5.40.

Total costs will therefore be: Vic, \$3.05, Interstate \$3.50, Overseas \$6.80.

Our thanks to the South Australian Brewing Company.



The first prize will contain a Courage Doppell Bock label, and all prizes will have a range of Tooheys labels from very old to recent, plus a range of recently obsolete Australian and a mixture of foreign labels.

Each prize will have over 200 labels.

Five tickets for \$1.00 (min), and twelve tickets for \$2.00 (max).

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

