

THE OFFICIAL NEWSLETTER OF THE VICTORIAN BEER LABEL COLLECTORS' SOCIETY

NEWS

VOLUME 33, NUMBER 1



NEWS

JANUARY 2004

THE COMMITTEE

President: Rob Greenaway
19 Tadema Cres., Eltham, Vic., 3905.
Tel: (03) 9431 3069

Vice President/Secretary:
Angus MacEwan
11 Harleston Rd., Mt Eliza, Vic., 3930.
Tel: (03) 9787 0225

Assistant Secretary: Clive Windley
29 Madeline St., Glen Waverley, Vic. 3150
Tel: (03) 9802 5122

Treasurer & Editor: Alex Freer
28 Allnutt Pde., Cheltenham, Vic., 3192.
Tel: (03) 9584 1353
Email: afreer@bigpond.net.au

Historian: George Crompton
11 Dublin Ave. Strathmore Vic. 3041
Tel: (03) 9379 4375

Life Members: George Crompton,
Alex Freer, John Long, Alan Richards, Jack
Wilks (Phil Davin, Laurie Godden dec.)

ADMINISTRATION

To ensure the smooth running of our society, we ask members to please co-operate as follows:

1. Forward all moneys to the Treasurer (except for raffles).
2. Forward all contributions for *BEER LABEL NEWS* to the Editor.
3. All general society business, requests for labels from society stocks and label contributions to the Secretary.

4. New members and notification of change of address to the Treasurer.
5. Please forward a self addressed, stamped envelope with all your correspondence that requires a reply.

MEMBERSHIP FEES

Joining Fee: \$5.00

Annual Subscription:

Australia-\$20.00

Overseas-\$30.00

Due and payable on July 1st.

Pro-rata rates:

After October 31st, 70% of annual fee.

After February 28th, 40% of annual fee.

All prices are quoted in Australian dollars.

The Secretary will accept American currency and Euros.



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Presidents Page

I trust we all had a very pleasant family Christmas and all are looking forward to a challenging year in 2004. May I wish you the very best for the New Year 2004 and happy collecting. It was great to see a large crowd for our Christmas break up. Also a special welcome to Gary McNair, a new member who attended his first meeting. Good to meet you Gary. Would you believe it, Gary won the raffle and if I can remember this has coincidentally happened before with new members coming to their first function. Thanks Alex for organising the food, it went very quickly and was very enjoyable. I have been very appreciative for having a very hard working Committee who always look forward to improving your Society. To Angus, Clive, Alex, George, Jack and Michael, my sincere thanks for your contributions. To the Breweries and our Liaison Officers, my many thanks also. Without the supply of labels and willing helpers we would not have the Society as you see it today. Let us continue to maintain the high standards that we have set within the Brewing Industry. Christmas is for celebration and appreciation with friends and family. What did you try that was worth hunting out for the flavour of the beer

and the label? My efforts were restricted to Cascade's Summer Blonde, Endinger Dunkel weizenbocks, Wychwood Hobgoblin strong ale and Crown Lager. All excellent beers matched with the right food and the special occasion. Let us know what special tastes you found in your travels, the Christmas table or bottleshop. 2004 offers to be another big year. The micro breweries are very busy producing excellent styles whilst the major ones are doing a number of limited releases. It looks promising. Please keep your Committee up to date so that we can chase these labels for all members.

Your Committee is very hard working but are your needs satisfied?

What can you offer?

What as a Society are your wants? It is very important that you express them to assist our progress. Are you prepared to help?

Is Label of the Year a challenge or beneficial?

These are many questions that are asked to improve our Society.

What are you prepared to do?

Cheers and happy collecting.

Rob Greenaway

From the EDITOR

Yet another year is behind us. I hope you all had an enjoyable time over the Christmas break with family and friends. What else can I say? The magazine print quality looks good; there are a couple of funny, unexplainable character overprints, but I suspect this is due to the computer software used by the folks who do the printing. I will inquire about it. Many thanks to those who have contributed articles, snippets of information, etc., because, without your help and interest, the magazine would be very thin. At the moment, the use of colour within the body of the magazine is somewhat expensive, consequently we are unable to bring out the best of some articles, labels and so on. Cheers.

From the TREASURER

At the time of writing, the Club had 155 financial members. Yes, it happens every year, some members drop out, lose interest, pass on to the happy hunting ground or simply forget their subscription renewal. Apart from that, the Club finances are in good shape.

Alex Freer, Treasurer and Editor

New Members

We would like to extend a warm welcome to the following new members:

Colin Rich
187A Rangitoto Road
Papatoetoe
AUCKLAND
NEW ZEALAND

Gary McNair
29 Prospect Hill Crescent
NORTH DANDENONG
VICTORIA 3175

Gary may be contacted by phone on (03) 9795 5618

Meeting Dates for 2004

8 February
11 April
13 June
8 August
10 October
12 December

December 2003 Meeting Notes. Angus Macewan

The meeting was held at the Club Tivoli in Windsor just after mid-day on the 14th December.

Apologies: Andy Purches and Andrew Bailey.

New Member: Gary McNair was welcomed to the club as a new member.

Correspondence:

Several letters and requests were received from members and have been attended to. The newsletter of the Bottle Collectors Society was received.

General Business:

Advice of several new labels from SAB, Cascade, Boags and Coopers Breweries was received from George Crompton.

The club is in the process of obtaining these for members.

George also advised that Coopers are to discontinue producing Thomas Cooper Finest Export Ale and Premium Ale.

New beer from Coopers - Coopers Heritage reported by Mike Bannenberg.

Craig Pelton kindly donated assorted labels for distribution to members at the meeting.

Alex Freer distributed packets of labels from New Zealand that were donated to the club by Colin Rich.

A vote of appreciation for the excellent job done with the newsletter by Alex Freer was proposed by Keith Deutsher and carried by the members.

Alex Freer reported that progress is being made with the catalogue CDRom.

The raffles were then drawn and the following were the lucky winners -

1st. D94 - New member Gary McNair,

2nd. D90 Alan Richards,

3rd. D87 George Robinson.

A total of 35 members signed the attendance book.

The meeting closed and the members enjoyed a complimentary free drink and eats.

In closing I would like to wish all members and their families a happy Christmas and a safe and happy New Year and look forward to seeing you all again on the first meeting for 2004.

Angus MacEwan.

Alan Richards Mini Brewery Report

Bootleg Brewery

The new labels from the Bootleg Brewery (Margaret River WA) had been received and will be issued in the newsletter shortly. There are seven new labels plus a separate neck for each and these have been very kindly donated by the brewery to club. I am sure all members appreciated their generosity.

Blue Tongue Brewery.

Club member Ivor Nicholson has sent on news that the Blue Tongue Brewery (Hunter Valley NSW) is not far off beginning production. Included in the plant being installed is a bottling line with which it intended to bottle three brews initially. The club is hoping to obtain copies of the labels for members and further news will be made available when it is received.

Broome Brewery

Recently club member Jim Harman visited Broome (WA), and more especially the Broome Brewery there. Unfortunately Jim reported that though they were still brewing, there was no bottling and hadn't been for some time. Nor would they likely to be bottling in the near future. The only labels available were the Mango Cooler and the Ginger Beer. It is a pity as it is a long way to Broome and we hope Jim did not go there only to try to get a few labels.

Geelong Brewing Co P/L (Geelong Vic)

The 330ml Geelong Bitter label has been received from the brewery and will shortly be distributed. In addition the brewery has produced a beer called Boar's Rock with a body, back and neck label. The club cannot obtain copies of this label and the only know retailer stocking it is T&M Cellars of 307 Victoria Rd., Thornbury (Vic) - and even he does not carry a large stocks. Mr Henry Peeters has finally left Geelong Brewing. Mr Peeters established the brewery in early 1989 and was sold it some two years ago. The last two years he has been manager/brewer and left in early October to pursue other interests.

Outback Brewery (Woodpark Sydney NSW)

They have launched their Country Ale which has replaced their Ale. The club has copies and these will be distributed shortly. The brewery also releases a number of very limited production beers in bottles eg Chilli, Wheat, Stout. These do not have a distinct label but have a generic label on the front with the brewery name, address, beers description etc on a sticker printed by the office computer on the back. They are only produced as required and all used in bottling

Potters Brewery (Hunter Valley NSW)

They have commenced brewing but say they do not intend to bottle. Club members Ivor Nicholson and Jim Harman are keeping an eye on them just in case...

Stockade Brewery (Dandenong Vic)

They have recently produced a number of new labels for various wholesalers/retailers and club President Rob Greenaway has advised that he has stocks for members and these will be released soon.

Wicked Ales (Margaret River WA)

Because of its small size and the number of labels issued, the Club has never been able to get copies of these labels for members. However just recently sets of 10 different labels have been available on eBay Australia with a starting price of US\$7.50. Only a few are for beers and one is a sticker of the brewery. The others are for an alcoholic passion fruit drink, creaming soda, ginger beer and the like. There seem to be a number of sets continuously available and this may be the only way members may obtain copies.

Alan Richards

THE REPUTED QUART

Have you ever wondered why, when contents were first being printed on Australian beer labels, circa early 1960's, that the measures were the rather odd amounts 26 2/3 fluid ounces (fl oz.) and 13 1/3 fl.oz.

These amounts were referred to as the reputed quart and pint.

The reputed quart in the United Kingdom and many British Commonwealth countries is a unit of liquid measure, identified with the capacity of the typical glass bottle for wine and spirits, (and in Australia – beer) about 757.7 millilitres, 2/3 imperial quart.

It was already a standard measure in the late 17th century, long before imperial measure was established in 1824, and it is a quarter of the “wine gallon” defined as the volume occupied by 8 troy pounds of wine, also defined as 231 cubic inches.
(An imperial gallon is 277 ¼ cubic inches.)

A statute of 1803 says 5 bottles of wine make roughly 1 wine gallon (the wine gallon legalized by Queen Anne, 231 cubic inches, which is the United States liquid gallon.)

In the USA bottles of whiskey and other spirits contained 4/5 of a quart, or 1/5 of a U.S. liquid gallon, hence the term “a fifth.”

Ref. Glass Technology vol.1 no.2 April 1960 B.E. Moody

Article contributed by Jack Wilks

You Can Get A Bargain On The Internet (If you're lucky)

By Clive Windley

I access eBay online auctions for breweriana and stuff and have been doing so for around two and a half years. Back in October I was trawling through the listings when I happened upon a couple of old Tasmanian labels that looked interesting.

They were actually located in Chicago, although they were on the Australian site of eBay. Upon comparing them with my collection I saw that they were of a couple of variations of Cascade Sparkling Pale Ale that I did not have so I matched the opening price. Even though it was pretty late in the auction no one else had bid and I was the lucky buyer.

When I made the payment, I emailed the seller and asked him about how come he had these labels. His only answer to me then was that he was including a little "bonus pack" with them. They duly came, not just the two I had bought, but 17 in all. It turns out that there is a little story attached and I thought that it would be good to share it with the members. I'll let Andrew Gardner continue with his story as he told it to me in his letter dated 30 October 2003.

"The story of the labels is an interesting one. Sometime in the 1960's, my mother decided to start a beer label collection. Her ultimate plan

was to place hundreds of labels neatly together, pour liquid plastic over them, then use it as a top to a bar for entertaining.

My mother passed away in 1999 and left behind many unfinished projects. I think she may very well have been overwhelmed by the success of her letter-writing campaign to breweries around the world. As a result of her success, she received responses from everywhere ... Australia to Zaire. If the country had a brewery at the time, there's a good chance that they heard from my mom. Hand written, personal letters sent by breweries as replies sometimes included fifty different labels ... often duplicates included.

I stumbled across the collection about a month ago while doing some cleaning, and after accepting the fact that I'd never, in a million years, be able to finish even half of the projects my mom set out to do, but left behind incomplete, I decided to put some of the duplicates up for auction on eBay. Of a handful of labels I put up for auction, your's were the only two anyone bid on.

I hope that you don't mind that I've included the other labels that no one bid on. I've realised there is not much demand for them, but I thought you might enjoy them nevertheless."

Best regards Andrew Gardner

Buy, Swap & Sell

From John Long

Exchange only: The Maldon Brewery, Maldon, Vic.
Inverness Extra Stout, Bull's Head Brand. circa 1914/16.
R.Strutton. Thebarton S.A.
Superior XXX Stout, side oval label, circa 1882/85.

Wanted only:

2nd/3rd issue Ballarat Bitter [non Bertie] with the Phoenix, the same as, what's on the following listed labels;

Special Pale Ale, The Star Lager. These labels, circa 1911/14.

1st. issue Ballarat Bitter, with Ballarat Bertie shown. Label has the following Address, around Bertie;

Brewed & Bottled by the Ballarat Brewing. Co. Pty. Ltd.

Ballarat -- Australia. circa. 1935/6. Please note: "**Co. Pty. Ltd.**" Label only, no other.

N.J. Long.

P.O.Box 363,
Creswick, 3363
Victoria.

From Ben Lawrence

Ben has the following labels to exchange:

Coopers Last Brew – back label

SA Brewing Largs Pier Hotel

Coopers Pale Ale – Regency Park – AT UPPER KENSINGTON BREWERY in barrel, this label is off a bottle.

Red Ant and Gold Ant from Jerningham St Brewery (local and export)

Grumpy's labels (off bottle) and tap stickers.

Numerous Coopers and SAB specials

Pictures of the Pale Ale and Coopers Last Brew appear on the next page. (Ed.)

Ben may be contacted by:

Mail: Ben Lawrence
53 Spinnaker Crct.
Sheidow Park
S.A. 5158

Mphone: 04 0761 0675

Email: blawrence@endeavourit.com.au

Labels issued with the January 2004 Magazine

Victoria

Crown Lager. Brownlow Medal 2001
Crown Lager. Brownlow Medal 2002
Crown Lager. 50th. Anniversary
Crown Lager. Student Packaging Design Award
Sterling Lager
Carlton Draught 800mL - old design
Carlton Draught 800mL - new design
Carlton Light 800mL - 2.7% Alc/Vol
Carlton Light 800mL - 2.9% Alc/Vol
Victoria Bitter 800mL
Victoria Bitter 375mL
Victoria Bitter 375mL plus back label.
German Import
Foster's Lager 355mL with neck & 5 designs of back label.
Haagen Gold with neck and back
Jamieson Brown Ale

Queensland

Brisbane Bitter
Penney's Bitter - 10c. refund
Penney's Bitter
Laguna Bay Lager
Mountain Cool Lager

Export neck label - Naturally Brewed

Western Australia

Matilda Bay Premier Lager with N & B
Swan Draught 750mL
Swan Draught with neck 375mL

New South Wales

Barham Brewery Cod's Wallop Dark Ale
Barham Brewery Cod's Wallop Ginger Beer
Outback Brewery Black Opal

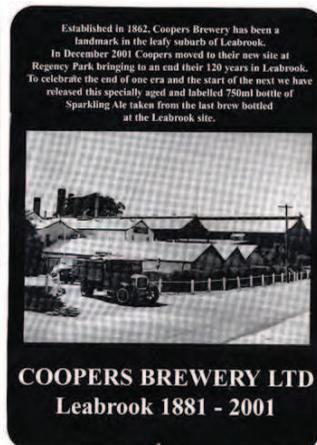
Foreign Labels - New Zealand

Guinness Extra Stout
Waikato Draught
Speight's Distinction Ale with N & B
Speight's Pale Ale with N & B

Plus "Bonus Extra" labels as per respective issues.

Please note that due to on-going shortages of minor and micro brewery labels, the actual issue of labels may not always exactly match the published list.

Pictures of two labels Ben Lawrence gas to exchange – see Buy, Swap & Sell



BEER LABEL CATALOGUES

<i>Cairns, Rockhampton and Toowoomba</i>	28 pages \$4.00

<i>Queensland (CUB Brisbane)</i>	40 pages \$4.50

<i>Castlemaine Perkins</i>	28 pages \$4.00

<i>Courage Australia</i>	32 pages \$4.50

<i>Tasmanian Breweries</i>	46 pages \$5.00

<i>Mildura (Northern Breweries)</i>	16 pages \$3.50

<i>Northern Territory</i>	27 pages \$4.00

<i>Kalgoorlie</i>	26 pages \$4.00

<i>Old Ballarat</i>	19 pages \$3.00

<i>Sovereign</i>	9 pages \$2.00

<i>Sundry Mini Breweries (1st)</i>	45 pages \$4.50

<i>Sundry Mini Breweries (2nd)</i>	66 pages \$5.50

<i>Swan</i>	87 pages \$7.00

<i>Anchor, Sail & Anchor, Matilda Bay</i>	18 pages \$3.00

<i>South Australian Breweries</i>	94 pages \$8.50

<i>Richmond Brewery</i>	24 pages \$4.00

<i>Sanctuary Cove Brewery</i>	23 pages \$4.00

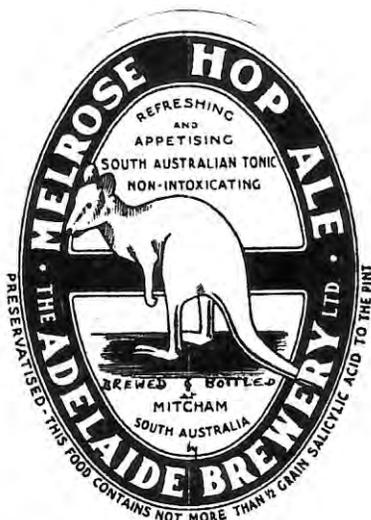
<i>Geelong Brewery</i>	21 pages \$4.00

<i>Minis '99</i>	56 pages \$5.50

All members please note:- When sending cheques or money orders to the Assistant Secretary as payment for catalogues ordered, please make them payable only to "The V.B.L.C.S." Please do not make them payable to the Assistant Secretary, either by title or by name. Copies of the Club Catalogues

areobtainable from
Clive Windley, 29 Madeline Street, Glen
Waverley, Victoria 3150.
Ph: 03 9802 5122

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Please direct all correspondence to the
Greg or Sue Plant at
23 Grace Street, Crows Nest Qld 4355
Email: gsplant@dnet.aunz.com

How Lucky

that you can choose!



★ Some people prefer the pomp and ceremony of Grand Opera . . . the classic arias and rotund melodies. Others swear by down-to-earth wisecracks and catchy tunes of lighter musicals . . . such as "The Sentimental Bloke". And there are those, of course, who gain equal enjoyment from both. How lucky that you can choose the entertainment which suits you . . . just as you can choose the Beer that suits your taste exactly. The South Australian Brewing Company gives you your choice of three, each of them great in its own way, so that you can have . . .



FREEDOM OF CHOICE!