19TH CENTURY WINE AND SPIRIT MERCHANTS IN LAUNCESTON



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INTRODUCTION

In The Story of Port Dalrymple, L. S. Bethell, describing Launceston in the 1830s, writes:

> *"The Cape Constantia and Teneriffe wines were in vogue for ordinary drinking; but the best French, Portuguese and Sicilian were available for the connoisseur, such as Champagne, Burgundy and Bordeaux, including such Chateaux wines as Lafitte and Leoville, Sauternes and Muscadine for the ladies; with Port, Madeira, Marsala and Bronte from Nelson's vineyards[1], and Cognac for the hour after dinner."*[2]

Despite the prevalence of cheap rum and spirits in the early colony, there was clearly a market amongst the gentry, free settlers and army officers for the finer things in life, and quality wine and spirits were imported from the earliest times. Champagne, Claret (Bordeaux), Burgundy, Sauternes and Barsac were advertised from the early 1830s. As early as 1832, James Henty was advertising Verzenay Champagne from one of Champagne's greatest grand cru regions.

Initially these were imported by speculative general merchants and sold from the wharves or their warehouses, but before long a group of specialized "wine and spirit merchants" began to emerge. These were all still general merchants but frequently advertised as "wine and spirit merchants" as they held wholesale liquor licences and clearly, for some, wine and spirit sales was an increasingly large and profitable part of their trade.

As early as 1822, Peter Taylor and Co., wholesale wine and spirit merchant in Liverpool Street, Hobart, was advertising a variety of wines "fined and bottled for families"[3]. By 1825, Robert Stodart, wine and spirit merchant in Macquarie St Hobart, was offering Bordeaux "clarets" from Chateau St George in St Emilion (42 shillings a dozen) and Chateau St Julien in the Medoc (60 shillings a dozen)[4].

By the early 30s, Launceston had the Tamar Wine and Spirits Vaults and the Caledonian Wine and Spirits Vaults, but these seem to have been purely retail public houses, and the first wholesale wine and spirit merchant mentioned in the contemporary press is in 1833 and seems to be part of the Launceston Hotel:

> *WHOLESALE and Retail Wine & Spirit Vaults, adjoining the Launceston Hotel, Brisbane Street.*
>
> *The Public are respectfully Informed that the Room, lately appropriated as an Auction Room, has been converted into a Wholesale and Retail Wine and Spirit Vaults, where cordials, wine, spirits, ale and*

[1] As part of the Napoleonic wars naval battles in the Mediterranean, Nelson protected Naples from the French. In 1799, King Ferdinand rewarded Nelson's services to his kingdom by granting him a title of Sicilian nobility, the Duke of Bronte together with an estate in Bronte, an agricultural area in the shadow of the volcanic Mount Etna, producing mainly Marsala wines.
[2] Bethell, L. S., The Story of Port Dalrymple, p. 117
[3] Hobart Town Gazette and Van Diemen's Land Advertiser, 4 Mar., 1822, p.2
[4] Hobart Town Gazette and Van Diemen's Land Advertiser, 4 Mar., 1825, p.4

porter, both draught and bottle, be., &c, are constantly kept of the best quality, and upon the most reasonable market prices.[5]

A number of significant figures emerged and several founded businesses which traded well into the twentieth century. Among them was William Johnstone, who began trading in wine and spirits from 1844. On his death in 1874, his son William was joined by Stuart Wilmot to create the firm Johnstone and Wilmot, which traded in Launceston for another hundred years. In the 1860s, C. J. Irvine and Robert McEachern formed Irvine and McEachern which continued to trade until 1970. This paper will review history of wine and spirit merchants in Launceston, up until 1900.

[5] Launceston Advertiser, 4 Apr., 1833, p.2

EARLY WINE AND SPIRIT MERCHANTS IN LAUNCESTON

By the early 1830s there were more than 20 licensed premises in Launceston complemented by many more unlicensed "sly grog" shops. A correspondent to the Colonial Times in 1826 claimed that "in one part of Brisbane-street, Launceston, there are no less than twelve of these private grog-shops, within the space of one hundred and fifty yards; and most of them sell more wine and spirits than any licensed house in the town."[6]

Most of the imported wine and spirits were sold directly, usually in casks or hogsheads, from the wharves as they arrived, providing a ready source of supply for illegal operators. For example, in 1832 the general merchants James and C. Henty were advertising:

OLD CAPE, SHERRY, AND MADEIRA WINE

The undersigned have just imported, ex 'Ann Jamieson' to Hobart Town, a small parcel of very old and superior CAPE SHERRY, and MADEIRA WINES, in hogsheads and Quarter Pipes, expressly for the use of Private Families. They are now landed in Launceston, and can be tasted on application to

JAMES & C. HENTY. Cameron-street[7]

The first mention of a wholesale licence is in 1833, when the Launceston Hotel in Brisbane Street converts adjoining auction rooms in to a wholesale and retail wine and spirit store.[8] In the early days of the colony, wine and spirit merchants were merely general merchants who had acquired a wholesale wine and spirits' licence. In 1834, Charles Street general merchant, John Main appears to be specialising in wines and spirits, advertising:

ON SALE, at the Stores of the Undersigned, —

Superior Old Port - Ditto Pale & Brown Sherry, -by the doz -Ditto Madeira and Lisbon, Teneriffe, Sherry and Marsala wines by the 5 gallons. Superior Pale Ale and Brown Stout in cask and bottles, Cognac Brandy, Pale Hollands, Leeward and Jamaica Rum in Bond.[9]

JOHN MAIN. Charles Street,

[6] Colonial Times 27 Jan., 1826, p.6
[7] Launceston Advertiser, 7 Aug., 1832, p.250
[8] Launceston Advertiser, 4 Apr., 1833, p.2

[9] Launceston Advertiser, 24 Apr., 1834, p.1

In 1835, now operating as a wine and spirit merchant from the York Wine Vaults in York Street, he is offering:

> *Port Wine of superior quality, in 3 doz. cases — quarts, and pints Pale Sherry ditto ditto Madeira, Teneriffe, Sherry, and Lisbon, in hhds., quarter casks, or by five gallons French Red Wine in hhds., of excellent flavor and sound quality, well worth the attention of those who prefer light wine. Jamaica Rum and Martell's Cognac Brandy in bond, or by five gallons, duty paid.* [10]

John Main was declared insolvent in 1837. Insolvencies were common in the volatile economy of the 1830s, and in 1842, Main is listed as licensee of the Green Gate at the Sandhill.

David Murray, previously a wine and spirit merchant in Edinburgh, took over Main's wholesale and retail business in York Street. [11]

A Licensed Victualler's Society was formed in Launceston in 1839, comprising licensed victuallers, dealers, brewers and wholesale wine and spirit merchants, to represent the interests of the trade.

In 1840, William Milne, previously licensee of the Union Tavern in George Street, advertised that he was commencing business in the wholesale wine and spirit trade from the Australian Wine Vaults in George Street. In May, 1841 he sailed for London and in September was advertising:

> *Wine and Spirit Store.*
>
> *WILLIAM MILNE begs to acquaint his friends and the public in general that he has re-opened his Wholesale Wine and Spirit Store, in George-street, with a large assortment of Wines and Spirits, Porter and Ales, both in wood and bottle, all of the very best quality, having been selected by himself when in London.*[12]

Milne died in 1845 and the business was continued by George Mann, but later that year the licence was transferred to Daniel Milne.

In 1842, shipping agent George Fisher announced that he would now be trading as George and Frederick Fisher and going into the wine and spirit trade, advertising port, sherry, marsala, Madeira, brandy, rum and liqueurs from their stores at the wharf. [13]

In January, 1844, wholesale licences were gazetted for George and Frederick Fisher, merchant Andrew Anderson, merchant Colin Campbell and shipping agent, James Raven.

In 1844, we see the first advertisements from William Johnstone, a general merchant who was to become an important figure in Launceston's wine and spirit trade. Amongst general imported goods he was offering "Ebden's Cape wine by the cask or five-gallon, Spanish red wine, port, sherry, marsala and first-rate champagne."[14] The business was to become Johnstone and Wilmot after William Johnstone's

[10] Launceston Advertiser, 23 Mar., 1835, p.2
[11] Launceston Advertiser 20 June, 1837, p1
[12] Launceston Advertiser, 22 Sept., 1842, p.2
[13] Launceston Examiner 13 July, 1842, p.3
[14] Launceston Examiner 31 Aug., 1844, p.5

death in 1874 and continued to trade as a prominent wine and spirit merchant in Launceston for another 100 years.

In 1846, wholesale licences were issued to George Fisher, Andrew Anderson, Colin Campbell, John C. Brown, A. J. Marriott, John Thompson and Borradaile, Gore and Co.

It was common for general shipping agents and merchant importers to apply for wholesale liquor licences to allow them to sell imported wine and spirits, but often that would be only a small percentage of their trade and they could not be classified as specialised wine and spirit merchants. It was also not uncommon for publicans to import wine and spirits direct for wholesale and retail sale. For example, William Carpenter, licensee of the Elephant and Castle advertised in 1847:

> *The Undersigned begs to inform his customers, that he has just landed, ex Robert Matthews, the following WINES and SPIRITS, of a most superior description, which he is enabled to sell at the lowest possible wholesale prices, by the one gallon and upwards, viz.- COGNAC BRANDY (eau-de-vie de Cognac) Godard's celebrated brand, of the vintage 1811, in 1-dozen cases, or by the single bottle. BRANDY and RED CASE GIN, of superior quality (over-proof). JAMAICA and LEEWARD. ISLAND RUM, from 5 to 10 O.P. Port, Sherry, and other Wines, of the most approved brands and vintages. ALSO, ON SALE. Cape and Fayal Wines, in hhds. And quarter-casks.*
>
> *Wm. CARPENTER. Elephant and Castle, Wellington-street.*[15]

In November, 1849, the Cornwall Chronicle recorded the sale of Tasmanian wine from the vineyard of Captain Swanston of New Town, near Hobart.

> *The sale of Captain Swanton's colonial wines at the Exchange Mart, on Wednesday, was attended by some of the principal gentlemen in the colony. Sherry realised 14s 6d per dozen; cider champagne, in dozen baskets, (two years old), went off at 40s; gold cordial, a rich and well got up article, brought 46s per dozen, mocha and ratafie, 46s ; raspberry vinegar, 15s per dozen.*[16]

The vineyard in New Town had been planted by Bartholomew Broughton in 1823 and purchased by Captain Swanston after Broughton's death in 1828. Although there were many vineyards on large estates in Tasmania, this is the only example which could be described as commercial, offering wines for general sale. Local distilling had been banned in 1838 to protect the Government's excise revenue, so virtually all wine and spirits had to be imported.

In January, 1849, the Gazette advised that wholesale licences had been issued to George Fisher, Wm. Jackson and Co., Swanston, Pott & Co., A. J. Marriott, and R. H. Mackenzie, all in Launceston.[17]

In 1851, licences were held by Messrs. W. Birch, William Brean, Carruthers, Peters and Co., William Williams and George Fisher.

[15] Launceston Examiner, 15 May, 1847, p.1
[16] Cornwall Chronicle 4 Nov., 1849, p.140
[17] Launceston Examiner, 17 Jan., 1849, p.6

William Brean had been for some time licensee of the Cross Keys in York Street, but in 1851 set up as a wholesale wine and spirit merchant in Brisbane Street. In 1857, he moved to Charles Street in what had been the Launceston Examiner office. He continued to trade for some years and in 1862 moved to new premises in Charles Street, next to Bell and Westbrook's Auction Mart, where he continued the business until his death in 1874.

In 1853, wholesale licences were issued to William Williams, Edward Symonds, C. N. Campbell, Green, Cleveland and Co., Carruthers, Peters and Co., William Jackson and Co., R. H. McKenzie, William Johnstone, John Crookes, William Carpenter and Richard Gough, all of Launceston.
1854 licence holders included Hobkirk & Son: Green, Cleveland and Co; James Robertson, C. N. Campbell, A. I. Nathan, McArthur and Turnbull, W. Johnstone, R. H. McKenzie, James Peters, Williams and Gladman, John Crookes and W. Williams.
R.D. and A. MacEacharn[18] had been junior partners in the Brisbane Street importing firm Colin N. Campbell and Co., and in 1853 transferred the business to their name.[19] The MacEacharn name (later spelt McEachern) was to be part of the Launceston wine and spirit business until the firm of Irvine and McEachern was taken over by Cascade Brewery in 1970.
In 1854, the wholesale wine and spirit regulations were amended to allow wholesale licencees to sell in smaller quantities to the public. This "seven quarts", later revised to one gallon or one dozen bottle rule was to persist for over a century[20]. Publicans were alarmed at the potential damage to their retail trade:

> *Several of the fifty publicans have taken alarm at the power given by the New Licensing Act to the wholesale dealers to sell wine and spirits in small quantities. To protect themselves, they are forming an association pledged to withdraw their custom from any wholesale dealer who supplies private families with either of the above articles in less quantity than was limited to by the old law.*[21]

1854 also sees the first sale of colonial wine in Launceston, with the York Street firm, McArthur, Turnbull and Co. advertising:

> *CAMDEN WINE.*
>
> *THE undersigned have on hand a parcel of pure CAMDEN WINE, of very superior quality. Vintage 1848, in 2, 3, and 4 dozen cases.*
>
> *McArthur Turnbull & Co*[22]

Camden wine was wine from MacArthur's Camden Park vineyard in NSW which later acquired a substantial reputation after exhibiting at the Paris Exhibition of 1855.

[18] Colin Campbell had married Isabella MacEacharn in 1842, so the new owners were clearly related to thefamily.
[19] Cornwall Chronicle, 28 Jan., 1854, p.2
[20] The Licensing Act of 1958 reduced this to 7 quarts or 1.75 gallons.
[21] Cornwall Chronicle, 20 Dec., 1854, p.3
[22] Cornwall Chronicle, 25 March, 1854, p.2

The introduction of colonial wine was timely as European vineyards were being ravaged by the vine disease, phylloxera, greatly reducing production, and consequently, exports. The Cornwall Chronicle reported:

> *Taking the shipments of wines and spirits from England for the six months to June 30, they show a great falling off, compared with 1853, and you may count upon high prices, as the vine disease is spreading.*[23]

By 1854, William Johnstone was moving more into wine and spirits and clearly aiming at those with more refined tastes. This ad gives a good picture of the range of wines available:

> *WINES - On sale by the Undersigned. Parties desirious of stocking their cellars with really choice unadulterated Wines, at moderate prices are invited to call and sample the overflowing stock of wines of all descriptions, at the stores of the subscribed, comprising a most complete assortment.*
>
> *PORT WINES - Of every grade-including some palatables wines, both sweet and fruity, and dry, at exceedingly low rates, up to valuable and curious vintages of high repute.*
>
> *SHERRY - In quarter-casks, octaves and cases, free from acidity, and ready refined in every possible variety, both of color and quality. Fine pale straw colour, delicate yellow, amber, golden and brown, from cheap dinner sherries up to especially dainty and rare qualities.*
>
> *MARSALA - lngham's and Hopps' well-known brands.*
>
> *MADEIRA - Of generous quality.*
>
> *TENERIFFE - A few quarter casks of really excellent.*
>
> *VIDONIA -Ditto-a pleasant light wine.*
>
> *LISBON - Both rich, luscious, and dry.*
>
> *CHAMPAGNE - Sparkling, in pints and quarts, a brilliant sample.*
>
> *CLARET - Of eminently sound agreeable qualifications.*
>
> *BURGUNDY - In one doz. cases, a superlative, ripe, firm bodied delightful wine, of rich bouquet, deservedly esteemed by connoisseurs.*
>
> *CONSTANTIA Of racy flavour, in pints and quarts.*
>
> *GREEN GINGER WINE - British and colonial*
>
> *CAMDEN SYDNEY WINE - Of mature age.*
>
> *TARRAGONIA - A cheap harvest wine.*
>
> *CHAMPAGNE CIDER - In very prime condition.*

[23] Launceston Examiner, 9 Sept., 1854, p.1

WILLIAM JOHNSTONE STORES- St. John and Cimitiere Streets.[24]

An accompanying ad gives the same description of the range of spirits on offer:

SPIRITS - The undersigned offers for Sale, - at unusually low rates, his extensive stock of Spirits, &c., bottled, or in draught in quantities and packages to suit purchasers, either in small cases or kegs of five gallons upwards, or the whole parcel, comprising-

BRANDY - Pale and dark. Fifty hogsheads Martell's best quality. Thirty quarter casks ditto, choice ditto. Ten hogsheads of Hennessey's finest sample genuine, 1851 vintage-a sample not to be equalled for rich aroma. One hundred cases, I doz. each, pale Brandy, soft delicate flavor.

RUM - Eighty hogsheads splendid W. I. Rum, old and mellow. A few ditto genuine old Jamaica, very delicious. Twenty ditto Gouripore, fine quality 30 0.P.

GENEVA - Rod case, O.P. and U. P., various brands.

HOLLANDS - Ditto ditto.

OLD TOM - In I and 3 doz. cases, Anderson's, Booth's, Lowndes', Altona, &c.

DITTO - Booth's sweetened London Gin, in Draught, unsophisticated.

CREAM GIN - Pigeon's in I doz. Cases.

WHISKEY - Irish and Scotch. Islay and pure Glenlivat, full strength, O. P.

LIQUEURS - Of all kinds, including Maraschino, Curacao, Goldwasser, Creme de Noyeau. Parfait Amour, &c. &c.

CORDIALS - In variety- Cherry, ginger, clove, peppermint &c.

LEMON SYRUP, in 1 dozen cases, and 3 dozen casks.

(Innkeepers liberally dealt with. Ships supplied on the lowest terms.)

WILLIAM JOHNSTONE STORES St. John and Cimitiere-Streets. [25]

Johnstone was also licensee of the Great Western Hotel in Deloraine, [26] run by his son James. In the early 50s there were more than 50 breweries in Tasmania and the local product dominated the market. In 1856, Johnstone was exporting beer by the cask to Melbourne and Geelong.[27]

Sadly, the opinion that Van Diemen's Land was "not a wine growing country" was becoming entrenched, so that local supply could not fill the gap made by falling imports and rising prices. According to the Cornwall Chronicle correspondent:

[24] Cornwall Chronicle, 30 Dec., 1854, p.2
[25] Cornwall Chronicle, 30 Dec., 1854, p.2
[26] Cornwall Chronicle, 20 Jan., 1855, p.5
[27] Launceston Examiner, 10 Jan., 1856, p.2

Now, although some good wine has been made here, we have not the average summer heat which is considered requisite for a good wine country, and we can therefore import our wine cheaper than we can grow it.[28]

The failure of grape crops in Europe was causing a shortage of brandy as well as wine, and unethical exporters were soon taking advantage of the situation:

Brandy is only held in small quantities, and prices are firm at our quotations. With reference to this Article the greatest caution is necessary on the part of purchasers, as we observe that large quantities of spurious brandies are finding their way to the Australian colonies, in hogsheads having the best brands on them, shipped by unscrupulous speculators. We have no doubt, however, that the sagacity which characterises our wine and spirit merchants will steer them clear of any risk of loss from such attempts.[29]

The wine supply crisis was growing, with regular trade correspondent F. W. Cozens reporting from England:

The most intense anxiety is manifested by all wine dealers as to the result of the present vintage. Already from Portugal, accounts are to hand which speak with certainty as to the young shoots being again affected; from France severe frosts are advised; and from Spain, indications of the disease already present themselves. Looking at our prospects of supply from those countries it would appear the oidium[30] *threatens the comparative annihilation of the vinous produce. France, formerly producing wine in abundance and exporting her surplus, now competes with other countries as an importer.*[31]

Australian wine did well in the Paris Exhibition of 1856 and began to build some credibility, no doubt assisted by the rising prices of imports. The Examiner commented:

It has long been known that the early preference of the colonists in favor of foreign wines, to the entire exclusion of home manufactures, was more the result of prejudice than judgment. For some time past a considerable quantity of Australian wine, which, if offered for sale under that name, might have gone begging for a customer, has been systematically disposed of under some high-sounding foreign name, and pronounced a superior article by many who little suspected how near they lived to the vines that produced it. The decision of the Paris Examiners, however, carries with a weight of authority far superior to ordinary praise. No doubt our colonial savants will in future trust the produce of their local vineyards, and not think it necessary to give the same a foreign brand and a foreign name, before finding it palatable.[32]

In 1857, Hobkirk, Weetman and Co. announced that they were setting up as wine and spirit merchants with stores in George Lane and Charles Street, between Brisbane and Paterson Streets.[33] James Meyers

[28] Cornwall Chronicle, 31 May, 1856, p.3
[29] Cornwall Chronicle 20 Aug., 1856, p4
[30] The old name for powdery mildew.
[31] Cornwall Chronicle, 11 July 1857, p.4
[32] Launceston Examiner, 9 Feb., 1856, p.4
[33] Cornwall Chronicle, 19 Dec., 1857, p.6

advertised that he was opening as a wine and spirit merchant in the King's Buildings, Brisbane Street[34][35]. Another new trader was B. Hyrons in St. John Street, on the corner of the Quadrant.[36] In 1858, R. D. MacEacharn died and his Brisbane Street business was taken over by C. J. Irvine, another name that would persist in the trade for a century. [37] [38]

The early 60s saw local wine and spirit merchants beginning to import more Australian wines, from New South Wales and South Australia. In 1962, William Johnstone is advertising South Australian wines, and the following year C. J. Irvine was offering "COX'S Australian Wines. On sale by the undersigned, Blauguette, Frontignac, Kapunda. These wines are aged, and made from the pure juice of the grape."[39]

By 1866, William Johnstone was singing their praise:

> *COLONIAL WINES,*
>
> *THE undersigned has just received a consignment of some excellent South Australian wines, red and white varieties, which he has pleasure in being able to recommend as pure, sound, clean, wholesome wines, quite free from acidity, and which he offers at the low price of 18s per dozen pints, or 30s per dozen quarts, to cash customers,*
>
> *Wm. Johnstone, St. John-Street*[40]

By 1868, C. J. Irvine seems to have gone into partnership with Robert William McEachern, with the firm advertised as Irvine and McEachern. Irvine had taken over the business of R.D. and A. MacEacharn 10 years earlier and although the spellings vary, it would seem likely that the new partner was connected to the earlier owners.

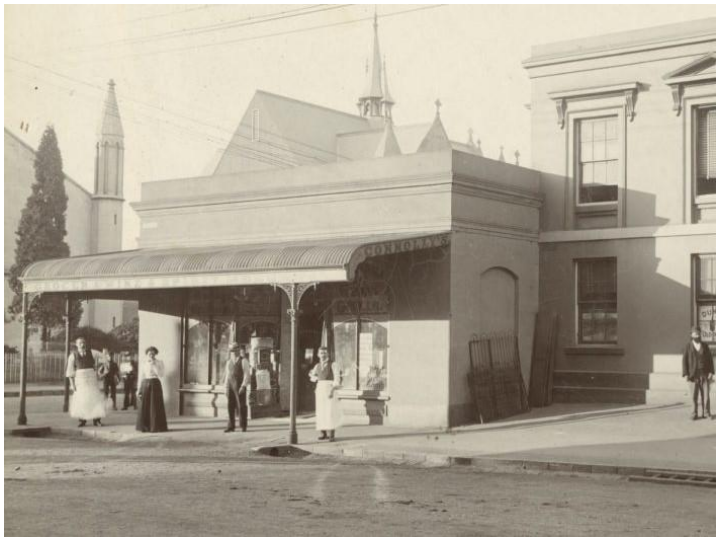
Over the next seven years, there were a number of new entrants to the trade advertised, with G. E. Boon opening as a wine and spirit merchant in the Quadrant in 1872[41]and Huybers and Hammond setting up a store in Cimitiere Street. John Robert Blyth was operating as a wine and spirit merchant in the Quadrant in 1974[42] [43], and Alfred Peters and George Boyes taking up premises in Cameron Street "adjoining the Bank of Tasmania", trading as Alfred Peters and Co., in 1875.[44] Samuel Tulloch had been operating as an import and export merchant in St John Street for some years, but in 1873 began importing wine and spirits.[45] Irvine and McEachern were the only wine and spirit merchants regularly advertising in Launceston newspapers.

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[34] In 1865 he moved to Charles Street "opposite the Cornwall Chronicle offices".
[35] Launceston Examiner, 14, June, 1857, p.3
[36] Cornwall Chronicle, 26 May, 1858, p.1
[37] Launceston Examiner, 21 Oct., 1858, p.1
[38] Irvine continued to trade under the R.D. MacEacharn name.
[39] Cornwall Chronicle, 9 Sept., 1863, p.6
[40] Cornwall Chronicle, 14 June 1866, p.6
[41] Launceston Examiner, 25 June, 1872, p.5
[42] Launceston Examiner, 5 Sept., 1874, p.2
[43] Blyth died in 1882 and the business was liquidated.
[44] Cornwall Chronicle, 19 July, 1875, p.2
[45] Cornwall Advertiser 6 May, 1873, p.2

In January, 1874, Stuart Eardley Wilmot[46] of the Launceston merchant firm Wilmot and Taylor, married Rosa Cornelia Johnstone, daughter of wine and spirit merchant William Johnstone. In May that year William Johnstone died, aged 53, and the business passed to his eldest son William John Johnstone, who invited his brother-in-law, Stuart Wilmot into the firm, which became known as Johnstone and Wilmot. They would continue to trade on the corner of St John and Cimitiere Streets until 1971, when the business was sold and moved to St. Leonards.

Lindsay Tulloch & Co. was founded in 1878 by brothers Lindsay and Christopher Tulloch, with premises in Cimitiere Street. They held a wholesale liquor licence and were prominent merchants in Launceston for many years, but wine and spirits were a relatively small part of their overall trade.



In 1880, the Glasgow Wine Vaults on the corner of George and Cameron Streets, lost its license and was taken over by D. H. Connelly as a wholesale wine and spirit merchant. In 1885, he was reminding patrons that the Licensing Act now allowed purchases of smaller amounts of liquor from wholesale premises;

For many years past the public of Tasmania has been forced to be content either with purchasing a small lot of wine or spirit from the hotels, or else go without.

> *But "advance" 'has long been the watchword of all the Australians, and Tasmania has advanced also by altering its Licensing Act. It is now possible for a private person to purchase seven quarts of liquor, either all of one sort or mixed at the under-mentioned prices:*[47]

In 1903, Connelly retired and the business was taken over by W C Oldham. In 1909, Oldham demolished the building and built five single storey shops with a large store at the rear. Oldham occupied one of the shops until he sold the business to Hedges and Lawson in 1930.

In 1881, Rooke and Maddox established as importers and general agents, including wines and spirits, in St. John Street, opposite the Criterion Hotel, between Brisbane and Paterson Streets. By 1885 they were advertising the sole agencies for Thistle, Athenaeum and Glen whiskies and “a superior range of colonial wines”. The firm traded until the death of James Maddox in 1887.

[46] Stuart Eardly Wilmot was the grandson of Sir John Eardley Wilmot, a former Governor of the colony.
[47] Launceston Examiner, 24 Jan., 1885, p.2

In December 1882, the Licensed Victuallers' Association of Northern Tasmania was formed.[48] According to the Examiner, Launceston was at that stage "almost the only town of any importance in the Australian colonies" not to be represented.[49]

There is an interesting editorial in the Examiner in November, commenting on proposed amendments to Customs Duties Act.[50] Where previously the Government collected 4s per gallon on wine imported in barrel and 6s on that imported in bottle, the proposal was now to impose a duty of 6s. per gallon on all wine, whether imported in wood or bottle. The Examiner pointed out that this would be a severe blow to the growing trade in colonial wine.

> *For some years past various wholesale firms have been working up a trade in colonial wine, introducing and popularising a purer and better class of wine than the fiery and often adulterated productions of Europe.*

Most of this was imported in barrel, so the increase in duty would be a severe disadvantage.

In the same article, the Examiner also pointed out the current deficiencies in controlling the spirits trade.

> *At the present time the Adulteration of Food and Drugs Act is a farce so far as exercising any control or supervision over the quality of the wines and spirits imported and sold is concerned, and it is said that there is scarcely an hotel in Tasmania in which inferior bulk spirits are not openly exposed and sold in the labelled case bottles of the leading European manufacturers or distillers.*

In September, 1883, the wine and spirit merchants agreed as a group to close at 1pm on Saturdays, advertising:

> *We, the undersigned merchants of Launceston, do hereby agree to close our respective establishments at 1p.m. on Saturdays. - Rooke and Maddox, Irvine and M'Eachern, Huybers and Co., Johnstone and Wilmot, Barnard, Mackay and Co., Lindsay Tulloch and Co., R. J. Sadler, W. Flexman, M. M. Stackhouse, Mc'Kenzie and Inglis.*[51]

In May, 1890, the Examiner introduced the City of Launceston Professional and Business Directory, listing under Grocers, Wholesale Wine and Spirit Merchants:
BARNARD, MACKAY, & CO., St. John Street.
IRVINE & McEACHERN, Brisbane Street.
MACKENZIE, JOHN, & CO., Cameron Street.[52]
This was clearly a paid service and many merchants did not choose to participate, so it was relatively short-lived.

[48] Launceston Examiner, 15 Dec., 1882, p.2
[49] Launceston Examiner, 14 Dec., 1882, p.2
[50] Launceston Examiner 4 Nov., 1887, p.2
[51] Launceston Examiner, 3 Sep. 1883, p.4
[52] Launceston Examiner, 9 May, 1890, p.1

In A.P. Green's book, *Story of Johnstone and Wilmot*, she lists their main competitors in 1890 as Barnard and MacKay (next door), Rooke and Maddox, importers and general agents of St. John Street, Irvine and McEachern in Brisbane Street (to be bought out by Johnstone and Wilmot in 1898), W. Flexman, Richard Green and Co in Cimitiere St., and Chas. H. Smith in lower St John Street. This is useful in that almost every merchant, shipping agent and importer carried a wine and spirit licence, but for most it was a very minor part of their trade. Green's list may give us a clue as to which were following Johnstone and Wilmot's lead in specializing in wine and spirits. [53]

In 1890, John MacKenzie expanded his wine and spirit business into the Tulloch buildings in Cameron Street, previously occupied by W. H. Herbert & Co.[54]

In 1891, Mr Edward Chancellor, a prominent wine and spirit merchant in Hobart since 1873, died. His company went statewide when later acquired by Tasmanian Breweries.

In 1897, Mr. Richard F. Irvine announced that he had sold the business of Irvine and McEachern in Brisbane St. to concentrate on his mining interests.[55] It was bought by Johnstone and Wilmot, but would continue to trade as Irvine and McEachern, under the management of partner Mr. F. R. Unsworth. The same year marked the death of John McKenzie, one of the largest wine and spirit merchants in Launceston, at the age of 54. That firm also continued under the same name.[56]

Although most 19th century general merchants gained a wholesale wine and spirit licence simply to broaden their import portfolio, it is clear that by the end of the century, specialised merchants were beginning to emerge, notably Johnstone and Wilmot, John McKenzie and Co., and Irvine and McEachern, all of which firms traded well into the second half of the 20th century.

[53] Green, A.P., The Story of Johnstone and Wilmot, 2010, p.223
[54] Launceston Examiner, 25 Sept., 1890, p.2
[55] Launceston Examiner, 7 Apr., 1898, p.8
[56] Launceston Examiner, 14 Sept., 1898, p.5

GLOSSARY OF WINES AND LIQUEURS IMPORTED INTO TASMANIA IN THE 19TH CENTURY

Wines

Barsac: A sweet dessert wine from France made from the Semillon grape

Bucellas: White wine from the Bucellus region of Portugal, sometimes known as Portugese hock.

Burgundy: French red wines from the Burgundy region made from Pinot Noir. This name was also adopted for colonial red wine.

Camden wine: Wine from MacArthur's Camden Park vineyard in NSW which acquired a substantial reputation after exhibiting at the Paris Exhibition of 1855.

Cape Wine: Wine from the Cape area of South Africa near Cape Town, then controlled by the British. Varieties were mainly Semillon (used for Cape Madeira) Chenin blanc, Hermitage (probably shiraz) and muscadel used in Constantia. As all British ships heading for Australia passed by the Cape, it was the most common wine imported.

Chablis: French white wine made from Chardonnay.

Champagne: As early as the 1830s Sillery and Verzenay (both Grand Cru regions) champagnes were being offered in Launceston.

Claret: Claret was the English name for the wines of Bordeaux, predominantly Cabernet sauvignon and merlot. Colonial producers also adopted the term for red wines (usually blends of cabernet sauvignon and shiraz) and Australian "clarets" were sold in Tasmania from the 1850s.

Constantia: Sweet dessert wine from the Cape, made from muscadel (muscat de frontignac).

Fayal: Wines from the islands of Poco and Faial in the Azores, usually from the verdelho grape.

Hock: German white wine usually from the Riesling grape. This name was also adopted for colonial white wine.

Lisbon: Wines from the Lisboa region of Portugal

Marsella (Marsala): White wine from Sicily fortified with brandy.

Masdeu: Spanish wine produced by Carthusian monks from the grenache grape

Mocha: A red dessert wine

Pontack (pontac): A red wine from the pontac grape grown in South Africa.

Port: A sweetish red wine from Portugal fortified with brandy.

Raisin Wine: Made from dried grapes (raisins)

Rhenish wines: Mainly white wines from the Rhineland of Germany.

Sauterne: Sweet dessert wine from France made from the Semillon grape. This name was also adopted for colonial sweet white wine.

Sherry: Brown and pale. Spanish white wine fortified with brandy. This name was also adopted for colonial fortified white wine.

Tarragona: Wine from Spanish Catalonia famous at that time for its sweet red wines

Teneriffe: Sweet wine from the Canary Islands usually from the Malvasia grape.

Vidonia: An old colloquial term for the historic whites of Teneriffe, traditionally dominated by listán blanco and generally field blends.

Vin Mousseux: French sparkling wines that were not from the Champagne region.

Liqueurs

Annisette (anisette): an anise-flavored liqueur that is consumed in most Mediterranean countries. It is colorless and, because it contains sugar, is sweeter than dry anise flavoured spirits (e.g. absinthe).

Canelle (canella): This liqueur from Croatia combines the flavors of apple and cinnamon.

Cherry Brandy: also known as Kirsch (or Kirschwasser) - a clear, colorless brandy traditionally produced in Germany by a double distillation of morello cherries.

Creme de Noyau(x): an almond-flavored crème liqueur from France, made from apricot kernels or the kernels of peach or cherry pits, which provide an almond-like flavor

Curasseau (Curacao): a liqueur flavored with the dried peel of the bitter orange variety laraha, a citrus fruit grown on the Caribbean island of Curaçao.

Eau d'Orr (Eau d'Or): A sweet French liqueur.

Encouraging Water: Many herbal spirits were believed to stimulate digestion and ease discomfort after meals.

Fleur d'Orange(r): Mainly used for culinary flavouring or therapeutically

Goldwasser: An herbal liqueur from Poland which contains small flakes of gold.

Huile de Citron: Probably similar to the Sicilian limoncello

Huile de Girofle: A clove-based liqueur

Maraschino: A cherry liqueur, originally from Croatia.

Parfait Amour: a purple-colored liqueur generally created from a Curaçao liqueur base and often used to add colour to cocktails.

Orange curacao: A sweet digestive liqueur made wine or grain spirit-sugar and orange peel. It was first made by the Dutch, who used as a flavoring agent the Citrus Aurantium Curassuviensis, a bitter orange first discovered in Curaçao, a Dutch West India Island. The Dubb Orange Curacao advertised is still made today.

Parfait amour (parfait d'amour): A French, lilac coloured curaçao-based liqueur flavoured with rose petals, vanilla pods and almonds.

Peppermint: Probably what we now know as crème de menthe or peppermint schnapps.

Ratafie (ratafia): Ratafia is a sweet, fortified wine or liqueur originating from Europe, traditionally made from grape must and brandy (in France) or macerated fruits/herbs like cherries and walnuts (in Italy/Spain).

Rosolio di Maraschino: Rosolio is a type of Italian liqueur made from a base of alcohol, sugar, and water in the same proportion, which is flavored by adding an essence of any of various types, in this case, cherries.

Shrub: a fruit liqueur that was popular in 17th and 18th century England, typically made with rum or brandy and mixed with sugar and the juice or rinds of citrus fruit.

Barrel sizes

Butt - Mainly used for sherry 475-500 litres

Firkin - 8 gallons

Kilderkin - 16 gallons

Quarter cask - approx. 45-50 litres
A quarter cask is a quarter of the size of the standard barrel, but with the same dimensions.

Barrel - 32 gallons (190-200 litres)

Barrique - 250 -300 litres

Hogshead - 48 gallons (225-250 litres)

Puncheon or Butt (sherry) - 110 gallons (450-500 litres)

Pipe (port) - 143 gallons (550-650 litres)

Tun - 252 gallons

Drum (Madeira) - 600-650 litres

Octave - from the Latin octavus, meaning 'eighth' –
are 45-50 litres in size and are so named because they are approximately one eighth of the volume of a sherry butt.

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