

PATRICK



XXXX

PERKINS



**HERITAGE
PEOPLE
SERIES**

PATRICK PERKINS

CREATOR OF CASTELMAINE XXXX BEER

CONTRIBUTORS

National Library Australia.

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INTRODUCTION

Name: Patrick (Paddy) Perkins
Born: 10 October 1838
Migrated: To Victoria, Australia in 1855
Died: 17 May 1901 at Hawthorn (63)
Known for: Castlemaine XXXX beer

Patrick once lived at Woods Point, and with his brother Thomas, they were the inventors of the well known Castlemaine XXXX Beer brand. Patrick was also the first Major of Woods Point.



Early life

Patrick (Paddy) Perkins was born in 1838 at Tipperary, Ireland, second son of Thomas Perkins (farmer) and Ellen (née) Gooley. He migrated with his family to Victoria, Australian in 1855 and was successful in working the Ballarat Goldfields with his brother Thomas. In 1859, Patrick and Thomas purchased a single £8,000 share allotment in the Reedy Creek mine. Two years later in 1861, Patrick married Ellen Mary Hickey to whom he had eight children (four boys and four girls).

Woods Point Brewery

Around this time he moved to Jamieson in Central Victoria where his Uncle William Gooley resided. William had been the first to discover gold near Woods Point when he found gold in a creek near Woods Point in 1861. The creek was later named in his honour (Gooley Creek).

He and his brother Thomas also opened the 'Perkins Brewery' at Woods Point. It is here that it seems that the Perkin Brothers first introduced the X branding, with the production and sale of the 'Barclay and Perkins's XXX Stout'. In those days it was popular by brewers to use the X rating system to denote alcoholic strength.

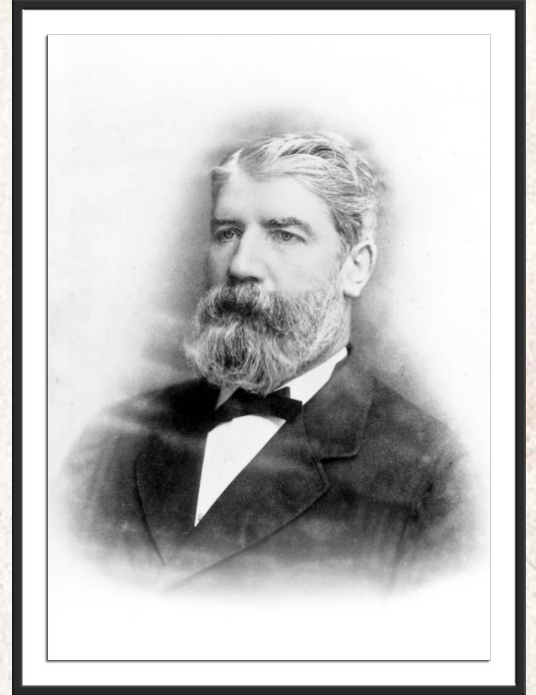
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INTRODUCTION

It was at Woods Point that Patrick made the news in 1863 when another man was charged with embezzlement against the Perkins Company 'Perkins & Co'.

In 1864, in an article titled '*Woods Point Mania*' written by a correspondent for *The Age* Newspaper, it described how at Woods Point a glass of Perkin's Colonial Beer cost one shilling per glass. (*The Star Newspaper of Ballarat*, Friday 8 April 1864).

In 1865, Patrick became Major for Woods Point and in 1866 acted as Major to promote the Governments position on a tariff that related to the Appropriation Act and Land Act.



Toowoomba

During 1866 Patrick and Thomas visited Toowoomba in Queensland. Three years later they opened Queensland's first brewery (14 December 1869) there. In 1872 they expanded their enterprise by purchasing the City Brewery located in Mary Street Brisbane. His brother Thomas managed the Queensland businesses while Patrick continued his affairs in our District. The Queensland business quickly expanded to Brisbane after they took over the City Brewery in Mary Street, Brisbane. Their Castlemaine XXXX beer hit the spot with the Queensland drinkers, and quickly become one of the more popular beers in the state.

In August 1868, while brother Thomas managed the Queensland affairs, Perkins, a councillor of Woods Point, retired via rotation, along with prominent local John Whitelaw. In that same year Mr H Perkins built the Thornton Hotel, which became the Baudewig Hotel circa 1875.

Passage refused

Patrick Perkins was still in the District in 1872 when the *Alexandra Times* (Saturday 7 December 1872 and Saturday 14 December 1872) described an incident involving him and John Whitelaw. Two articles describe how when riding in the Cobb & Co Mail Coach, his friend (newly elected candidate Mr Whitelaw) was refused passage over the Goulburn River by an angry Mr Knowles. His travelling companion was Patrick Perkins, and he was allowed passage using a small boat.

XXX HISTORIC FACTSHEET

INTRODUCTION

Death of Thomas

On Saturday 26 August 1876, it was reported in the *Alexandra Times newspaper* that Queensland brewer Mr Thomas Perkins (formerly of Jamieson) had died (aged 35) after a fall from his horse. Patrick was in Queensland at the time of his brothers death. Soon afterwards in that same year Patrick Perkins moved to Brisbane to take control of the brewery businesses. In an article written in the *Alexandra Times dated Saturday 2 September 1876*, it was noted that both brothers had made a significant mark in relation to the promotion of mining locally.

Politics and Employment

The following year (1877) Patrick entered the Legislative Council as member for Aubigny, at Darling Downs, a position he lost in 1884 due to election irregularities.

In 1879, Perkins became Secretary for the Public Lands Department (a position he held until 1883). He was a hard working minister, though lacked wisdom and benevolence which resulted in him earning a reputation for a short temper and inability to receive criticism. A drunken tirade cost him dearly amongst his supporters and his leader and his involvement in the notorious Peak Downs affair saw his reputation damaged further. Eventually his behaviour cost him a position in the new Ministry of 1888. His tenacity saw him run and win Cambooya in 1888, though in 1893 he didn't contest the seat. He was appointed to the Legislative Council on the 23 May 1893, a position he held this position until his death.

During his political life, he floated a company called 'Perkins & Co' in 1888. The business strategy saw him combine a brewery with a hotel business with limited success. Thought this was also the start of a period of numerous financial failings that threatened his financial security.

Patrick died of Bronchial Pneumonia on Friday 17 May 1901 at Hawthorn, where he had been living for three months. In his will, £100 was left to the Riverview College, £250 to other charities, and his wife received the rest of the estate, valued at £4,000.

Castlemaine Perkins Pty Ltd

In 1928 the brewery was taken over by the Castlemaine Brewery, which had been established in Queensland in 1878 by the Fitzgerald brothers. The merged company was named the Castlemaine Perkins Pty Ltd.

TIMELINE

BASIC TIMELINE OF EVENTS

XXX HISTORIC FACTSHEET

TIMELINE

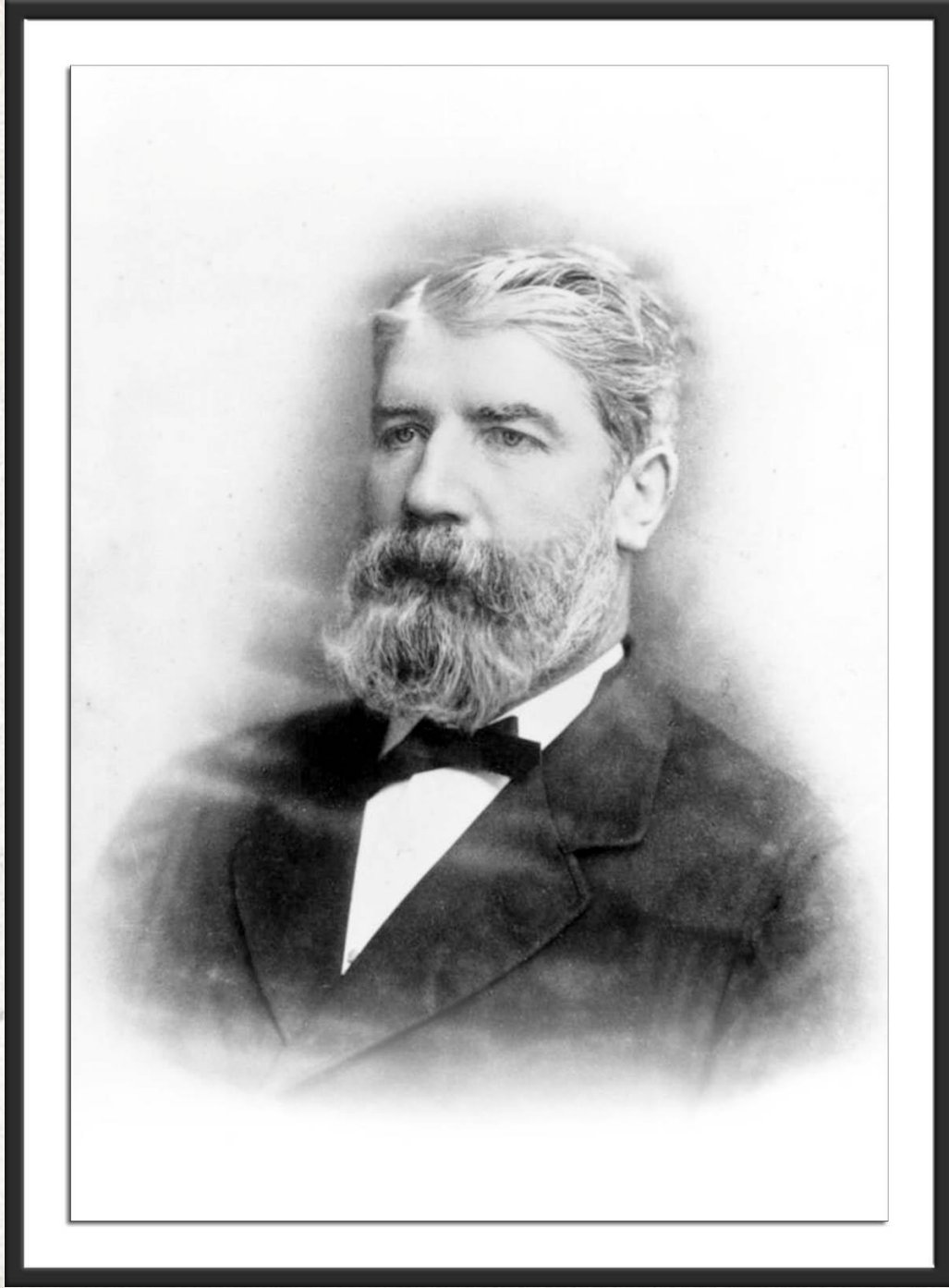
- 10 October 1838** Born at Tipperary, Ireland, second son of Thomas Perkins (farmer) and Ellen (née) Gooley.
- 1855** Migrated with his family to Melbourne, Australia.
- 1859** Purchased an 8000 pound share allotment in the Reedy Creek Mine on the Ballarat goldfields.
- 1861** Married Ellen Mary Hickey.
- 1861** Moved to Woods Point from Jamieson.
- 1863c** Set up a brewery under the name of Perkins & Co.
- 1865** Elected as the first Major of Woods Point,
- 13 October 1865** George Washington Power born at Jamieson to William Grene Power and Mary Teresa Power (née) Perkins. Mary was the sister of Patrick and Thomas Perkins.
- 1866** Patrick and Thomas visited Toowoomba in Queensland.
- 1868** Patrick built the Thornton Hotel.
- 14 December 1869** Opened their first brewery at Toowoomba.
- 1872** Purchased the City Brewery.
- 26 August 1876** Thomas died, aged 35 years, after falling from his horse.
- 1876** Moved to Toowoomba.
- 1877** Entered the Legislative Council as member for Aubigny.
- 1879** Became Secretary for the Public Lands Department.
- 17 May 1901** Patrick died at Hawthorn aged 63.
- 1928** Brewery taken over by the Castlemaine Brewery.

GALLERY

RELATED IMAGERY

XXX HISTORIC FACTSHEET

GALLERY



Patrick (Paddy) Perkins

NEWSPAPERS

RELATED NEWSPAPER ARTICLES

NEWSPAPERS

BASS'S BURTON ALE, in hogsheads
Allsopp's ditto, in hogsheads and barre's
Lyth's ditto, in barrels
Younger's Edinburgh Ale, in hogsheads (stored 1849)
Trueman's London Ale, in ditto
Whitbread's Double - tout, in ditto
Barclay and Perkins's XXX Stout, in hogsheads
Taylor's ditto-ditto
Byass's, Dunbar's, Swinburne's, Marzetti's Bottled
Ale and Porter, in three and four-dozen casks
Brandy, Gin, Rum, Whisky
Port, Sherries, and other wines of best brands as
usual
May be obtained at the stores of the undersigned.
J. B. CAREY,
Wine and Spirit Merchant, Successor
to Mr Robt. Parker.

South Australian Register
Wednesday 27th November 1850
Courtesy National Library Australia

One of the first mentions of Barclay & Perkin's XXX Beer

NEWSPAPERS

EMBEZZLEMENT.

Valentine Paraso was then charged with embezzling three separate sums of money, the property of his employers, Patrick Perkins and William Taylor.

It appeared from the evidence that the prisoner kept a store on the Red Jacket for his employers, Messrs. Perkins and Co., of the Jamieson, and that it was his duty to enter up every evening the amount received during the day, and transmit the money and gold to his employers when opportunity offered. In the evidence it came out that the prisoner was in the habit of entering three or four days' receipts at one time, and that as far as was shewn by the evidence, that this offence had been condoned on several occasions by the firm. Prisoner now allaged that the money said to be unaccounted for was included in other days' receipts, and the principal witness, Mr. Thomas Perkins, was unable, from the books produced, to rebut the statement.

His Honor said there was no case to go to the jury, and directed a verdict of acquittal, which was returned accordingly, and the prisoner discharged.

Gippsland Times
Friday 24th April 1863
Courtesy National Library Australia

Charges of embezzlement from Perkins & Co of Jamieson

NEWSPAPERS

BOROUGH COUNCIL.

WOOD'S POINT.

The first meeting of the councillors of this borough was held at the temporary council chambers, Bridge-street, on Wednesday, July 26, when all the councillors took the oath and their seats, with the exception of Mr. John Whitelaw, who declined to take his seat. The first business disposed of was the election of mayor. Messrs. Patrick Perkins and James Miller were nominated, the former being elected by a majority of two votes. The mayor-elect having briefly thanked the councillors for the honour conferred upon him, the usual routine business was disposed of, and the meeting terminated.

The Argus

Saturday 29th July 1865

Courtesy National Library Australia

Patrick Perkins elected Major of Woods Point in 1865

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NEWSPAPERS

WOOD'S POINT, WEDNESDAY.

Mr. Patrick Perkins, mayor of this borough, addressed a meeting last night, as a candidate for the Murray District. He declared himself a protectionist, and a supporter of the Government. He approved of the tacking of the Tariff and the Appropriation Act, and the Land Act, and in a good speech gave an outline of his political principles. A vote of confidence in him was passed almost unanimously.

The Argus
Thursday 4th January 1866
Courtesy National Library Australia

Woods Point Major Patrick Perkins acts to promote the Government regarding the implementation of a tariff - as a part of the Appropriations Act, and the Land Act in 1866.

NEWSPAPERS

Public Notices.

BOROUGH OF WOOD'S POINT.

ANNUAL ELECTION OF COUNCILLORS.

NOTICE IS HEREBY GIVEN that the un-
mentioned persons having been duly nomi-
nated as Candidates to fill the seats in the Council of
Henry Palling, sen., John Whitelaw, and Patrick
Perkins, Esq's., who retire by rotation :—

ROBERT WM. BLYTHMAN

CHASLES BELL

JAMES MAGINN

HENRY PALLING, SEN

GEORGE THORP.

And Notice is hereby further given, that the number
of Candidates being in excess of the vacancies in
the Council, a POLL will be taken for Three
Councillors to fill such vacancies, on Thursday
the 13th day of August, 1868, at the Council Cham-
bers, commencing at Eight o'clock in the Forenoon,
and closing at Four o'clock in the Afternoon.

JOHN WHITELAW,

Returning Officer.

R. BROOKES PETERS,

Deputy Returning Officer.

Town Clerk's Office, August 4th, 1868.

Alexandra Times
Tuesday 11th August 1868
Courtesy National Library Australia

Perkins runs for and becomes a Councillor at Woods Point

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NEWSPAPERS

Alexandra Times.

PUBLISHED EVERY SATURDAY

"Veritas Omnia Vincit."

SATURDAY, DECEMBER 7, 1872.

Local and General News.

What may happen to a candidate for a seat in the Alexandra Shire Council was forcibly brought to light on Tuesday last. Mr Whitelaw, who had, after a warm contest, been elected for the Darlingford Riding of the Alexandra Shire, was returning home on Tuesday last per Cobb & Co.'s mail coach, but after getting to Knowles's punt, was refused a passage over the Goulburn either in the punt or boat. Captain Rance and Mr Patrick Perkins, fellow-passengers in the coach, together with the mailman and mails, were conveyed over in the small boat, and Mr Whitelaw was left on the bank of the river, either to act like Caesar and Cassius, and "leap into the angry flood and swim to yonder point," or travel back two miles, hire a horse, and ride round by the Acheron bridge, a distance of 20 miles. He wisely preferred the latter course, and got into Alexandra where he was received with cheers, a report of the stoppage having preceded him by his fellow-passengers in the coach. Mr Knowles might have got credit for a clever election dodge if he had anchored the punt out in the middle of the Goulburn, as Mr Whitelaw was on his way up, and kept him there till the election was over, but this paltry act of vindictiveness after the contest was over, because Mr Knowles did not get his candidate, Mr Henry Perkins, returned, is unworthy of any man, and we question whether a Chinaman or Aboriginal would have been guilty of anything so contemptible. We may mention that an attempt was made to stop Mr Whitelaw on his way up, but it did not succeed.

Goulburn River Crossing trouble for friend Mr Whitelaw

Alexandra Times
Saturday 7th December 1872
Courtesy National Library Australia

XXXX HISTORIC FACTSHEET

NEWSPAPERS

Death of Thomas Perkins in 1876

In reference to Mr Thomas Perkins, whose death we announced last week, we extract the following from the *Toowoomba Chronicle* of the 12th August:— "It is with feelings of the deepest regret that we have to record the sudden and untimely death of Mr Thomas Perkins—a gentleman who was with us but a few hours ago in the full vigor of manhood—an enterprising fellow townsman. So sudden and unexpected has been the calamity, that even as we write we can scarcely realise the fact of his death. The gloom that rests on ourselves pervades the town, and from all sides we hear expressions of genuine sorrow at the sad disaster which deprived a fellow creature of his life and Toowoomba of one of its best and most cherished citizens. (On Thursday last Mr Perkins left Toowoomba by first train for Grandchester, and proceeded from there to Franklyn Vale. He was returning on horseback from the latter place at half-past five in the evening to catch at Grandchester the night train to Toowoomba, when, from the action of the horse, he was brought violently in contact with a tree, death resulting instantaneously. A little boy was with him at the time, intending to return to Franklyn Vale with the horse Mr Perkins was riding. The lad immediately rode to Grandchester, and reported the sad occurrence to the station master, who obtained the services of three men, and sent them with the boy to where the accident occurred, about two miles distant. At 7 o'clock they reached Grandchester with the body. On its arrival all was done that could be done by the station master and Mrs Cook, and telegrams were immediately sent conveying the mournful intelligence to his friends at Brisbane and Toowoomba. Mr Perkins arrived at Toowoomba in 1869, and as the managing representative of Messrs Perkins and Co., established the Toowoomba Brewery, now the largest and most flourishing of our local industries, and which, by giving an impetus to the cultivation of barley—a crop that was hardly ever grown before—largely promoted the prosperity of our resident farmers. In various ways he has assisted in the progress and advancement of the district, in fact, his heart was thoroughly in Toowoomba, and he had made up his mind to invest all his capital here. In private life he was a warm-hearted generous friend. The sunshine of prosperity or the sombre cloud of adversity made no difference with his friendship. He had the happy gift of making all who were intimately acquainted with him feel his thorough heartiness and sincerity, and hence he has left a wide circle of friends to mourn his untimely end. His brother, Mr Patrick Perkins, was in Brisbane at the time of the accident, and arrived at Grandchester by special train yesterday morning. In concluding our notice of the deceased, we may state that both he and his brother have been largely engaged in promoting the mining interests of this and the other colonies. In 1869 they gave £2000 for a share in a quartz mine at Reedy Creek, and from that day to the present they have been engaged in mining enterprise of large extent. In Queensland mining, and also in its pastoral pursuits, the late Mr Perkins took a lively interest, and he has on many occasions when in Victoria drawn the attention of Melbourne capitalists to the profitable fields of investment presenting themselves in this colony. Many have followed his advice, and have had no reason to regret it. Mr Perkins was 35 years of age."

Alexandra Times
Saturday 2nd September 1876
Courtesy National Library Australia

NEWSPAPERS

DEATH OF THE HON. P. PERKINS.

A telegram received on Friday week from Melbourne reports the death of yet another old Queensland resident in the person of the Hon. Patrick Perkins, M.L.C., at Hawthorne. Of late Mr. Perkins has taken no very active part in public affairs; but both in political and social circles his name in past years has been a prominent one. Mr. Perkins was born in Cashel County, Tipperary, Ireland, in 1838, so that at the time of his death he was 63 years of age. He came out to Victoria with his father and brothers as a very young man, and gained experience both on Bendigo and Ballarat, where his speculations proved highly successful. His first enterprise as a brewer was undertaken in partnership with his brother, the late Mr. Thomas Perkins, with whom he started breweries in both Victoria and Queensland. It was in 1876 that Mr. P. Perkins took up his residence in Queensland, controlling his large breweries in Brisbane and Toowoomba, and entering into political life, besides attending to his mining and real property investments. In the same year he was elected a member for the Legislative Assembly. He had the honour of holding the portfolio of Minister for Lands in the first M'Ilwraith Ministry, from 1879 to 1883, and his chief had a very high opinion of his work in that capacity. Mr. Perkins occupied a prominent place in the Legislative Assembly, representing Aubigny, and afterwards Cambooya, and on his defeat he was called to the Upper House. He retired from active partnership some time after the flotation of his business into a company under the title of Perkins and Co., Limited, and has since devoted much attention to large coal mining interests which he held in West Moreton. He has passed away after a varied and, on the whole, highly successful career, and it may at least be said of him that to the qualities of a shrewd business man he united those of a warm-hearted friend, and a ready helper to those who appealed to him in time of need.

Death of Patrick Perkins in 1901

The Queenslander
Sat 25th May 1901

Courtesy National Library Australia

The
Alexandra Times

Friday 22 September 1868

**ORIGINAL AND
 SELECTED POETRY**

A Legend of Saint Dunstan

Original Poetry.

A LEGEND OF SAINT DUNSTAN.

**In his workshop, Dunstan the bellows did blow,
 Shifting the cinders and stirring the fire ;
 What he was making I sorely do know,
 Far there's no one living of whom to enquire.**

**But we know that he was a mechanical Don,
 And that it was a present meant for the Queen
 Some hold the opinion—I do for one—
 He was making a Singer's sewing machine.**

**The saint fell faint from the heat of the coke ;
 He was holding the tongs in the furnace fire,
 So he left them there, and sat down for a smoke,
 And a draught of Barclay and Perkins' entire.**

**Well the beer being strong he got drunk as a piper,
 And fell fast asleep in the midst of his glee,
 When a voice from behind cried " You jolly old
 swiper,
 That infernal machine is a keepsake for me."**

**The saint recognizing the horns tail and claws—
 Old Beelzebub's self, there was nothing more clear,
 Flew straight to the fire without making a pause,
 Saying " Nick wait a moment, your keepsake is
 here."**

**He caught up the tongs, seized Old Nick by the nose,
 And branded him well 'till he roared with the pain ;
 And when he released him as you may suppose,
 He ne'er paid Saint Dunstan a visit again.**

**And now for my moral, I'll give you one quick
 (That is if, my friends, you a moral desire).
 When you are expecting a visit from Nick.
 Be sure and have always the tongs in the fire.
 Darlingford, 20th September.**

Alexandra Times
 Tuesday 22nd September 1868
 Courtesy National Library Australia

In his workshop, Dunstan the bellows did blow,
 Shifting the cinders and stirring the fire ;
 What he was making I scarcely do know,
 Far there's no one living of whom to enquire.

But we know that he was a mechanical Don.
 And that it was a present meant for the Queen
 Some hold the opinion - I do for one -
 He was making a Singer's Sewing Machine.

The saint fell faint from the heat of the coke ;
 He was holding the tongs in the furnace fire,
 So he left them there, and sat down for a smoke,
 And a draught of Barclay & Perkins entire.

Well the beer being strong he got drunk as a piper,
 And fell fast asleep in the midst of his glee,
 When a voice from behind cried "You jolly old swiper
 That infernal machine is a keepsake for me."

The saint recognizing the horns tail and claws -
 Old Beelzebub's self, there was nothing more clear,
 Flew straight to the fire without making a pause,
 Saying "Nick, wait a moment, your keepsake is here."

He caught up the tings, seized Old Nick by the nose.
 And branded him well 'till he roared with the pain.
 And when he released him as you may suppose,
 He ne'er paid Saint Duncan a visit again.

And now for my moral, I'll give you one quick,
 (That is if, my friends, you a moral desire).
 When you are expecting a visit from Nick,
 Be sure and have always the tongs in the fire.

Darlingford, 20 September 1838

Patrick Perkins
 Courtesy National Library Australia



Artworkz

Serving the Community