



## THE UNIVERSITY OF MELBOURNE ARCHIVES

<b>NAME OF COLLECTION</b>	J.J. Goller & Co. Pty. Ltd.
<b>ACCESSION NO</b>	1974.0052
<b>CATEGORY</b>	Business, organisations
<b>ACTIVITY</b>	Merchants, general, Merchants, liquor
<b>DATE RANGE</b>	1872-1958
<b>SIZE OF COLLECTION</b>	55 metres (99 volumes, 7 boxes)
<b>HISTORICAL NOTE</b>	Goller started business in 1853. Since his death in 1889 the firm had been largely in the hands of the Herman family. The company also had interests in a number of regional hotels. It was absorbed later by Taylor, Ferguson & Co.
<b>DATE OF TRANSFER</b>	Unknown
<b>ACCESS CONDITIONS</b>	Open
<b>DESCRIPTION</b>	Correspondence 1917-1945; accounts books 1872-1958; wages; printing block depicting J.J. Goller & Co. building.
<b>NOTE ON LISTING</b>	This list is accompanied by a detailed list of records relating to J J Goller & Co Pty Ltd that is part of a report prepared in 1979.
<b>LISTED BY</b>	Helen Miles; Tarek Sharaf
<b>DATE</b>	1979; October 2011

Box No	Description	Date
Box 1	Cashbook	1938-40
	Cashbook	1940-41
	Cashbook	1941-43
	Cashbook	1941-48
	Cashbook	1943
Box 2	Cashbook	1930-32
	Cashbook	1933-35
	Cashbook	1935-37
Box 3	Bills Receivable	1933-39
	Cashbook	1890-91
	Cashbook	1895-96
	Cashbook	1915-16
	Cashbook	1934-35
	Cashbook	1935-36
	Cashbook	1936-38
Box 4	Cashbook	1912-13
	Cashbook	1923-24
	Cashbook	1927-28
	Cashbook	1931-32
	Cashbook	1932-33
	Cashbook	1933-34
	Cashbook	1948-55
Box 5	Cashbook	1935-39
	Cashbook	1947-50
	Cashbook	1950-53
	Accounts ledger	n.d.
Box 6	Accounts ledger	1916-24
	Stock inventory ledger	1922-36
	Accounts ledger	1924-31
	Accounts ledger	1931-36
	Accounts ledger	n.d.

Box No	Description	Date
Box 7	Printing block	n.d.
	Wages book	1918-26
	Wages book	1926-32
	Wages book	1932-38
	Correspondence	1916-27

THE END

J..J.GOLLER & COMPANY.

A Guide to the Papers of J.J.Goller & Co.,  
Wine and Spirit Merchants, of Ballarat.

prepared by Helen Miles,  
Archives and Manuscripts,  
Ballarat College of Advanced Education.  
1979.

TABLE OF CONTENTS

SCOPE AND CONTENT NOTE.....1  
BRIEF HISTORY.....2  
HOTELS OWNED BY J.J.GOLLER.....5  
SERIES LIST.....6  
RECORDS HELD AT MELBOURNE UNIVERSITY ARCHIVES....7  
RECORDS HELD AT THE PUBLIC RECORD OFFICE.....10  
RECORDS HELD AT J.J.GOLLER'S OFFICES.....10  
BIBLIOGRAPHY.....11

## SCOPE AND CONTENT NOTE

Records, 1878 - 1979.

A brief history of the Ballarat firm of J.J.Goller and Company, established in 1855. The archives of this firm of wine and spirit merchants are held at the Melbourne University Archives, with some records in the Public Record Office at Laverton, and some more recent records at the office of J.J.Goller in Ballarat.

These records have value in the study of economic history; the study of the wine and spirit industry in Victoria, the history of hotels in country Victoria, and the effects of tariffs on trade.

The major figures involved with the Company are J.J.Goller, William Ballhausen and Frank Herman.

## BRIEF HISTORY

On the 5th of May 1979 it was announced that J.J.Goller Pty. Ltd. would cease its trading activities as a wholesale wine and spirit merchant from the 25th of May, due to an increase in duties imposed by the Federal Government.

The Ballarat Courier ran an editorial on Wednesday 9th of May 1979 saying "...it is shameful that a firm with its roots so firmly entrenched in the history and development of this region after 124 years operation, should have these links severed by legislators in a distant place."

The history of the firm begins in 1855 when a German gentleman, Mr J.J. Goller opened a store at the Hard Hills near Buninyong. The following year he sold the property to his nephew, Mr.Sauer, and transferred to 100 Sturt St, Ballarat. Goller was joined in 1863 by William E. Ballhausen, and in 1868 by Frank Herman.①

When Holmes, White and Co. went down with the Glasgow bank failure in 1876, the premises of these general merchants and importers were taken over by J.J.Goller. These were the bluestone flats at 114 Lydiard St. North. The premises consisted of " a handsome and substantial three-storey building fronting on to Lydiard St., between the railway station and Mair St."② The age of the building is not definite, but it has been estimated by the National Trust that it was built in 1861-1862. The 1861 Goldfields Map shows the area concerned as a railway reserve - the Council Rate books give the first reference to the building on the 1st of January, 1863.

Entering the building, on the ground floor were offices and " beyond those the eye rests upon great piles of cased wine and spirits and other imported liquors which comprise all the best brands the European markets afford."③ This floor also included a sampling room and salesroom. On the upper floor were kept teas - they had a special buyer based in China to buy the best tea possible - general dry goods and cigars. The largest stock of cigars outside Melbourne were kept here and special rooms were provided for their maturing. A buyer was maintained in London to oversee the importation of the finest cigars, wines and spirits, canned and preserved fruits which Europe had to offer.④

In the extensive cellarage 20 feet below the roadway, there were huge vats of colonial wine and bulk spirits. These wines were purchased annually direct from vigneron by either Ballhausen or Herman who were considered practical experts in this as well as all branches of their business. The wines were then removed

1. Ballarat and District in 1901. Melb., 1901, p. 160
2. ibid.
3. ibid.
4. Ballarat and Vicinity, 1894. Ballarat, 1894, p.77

to the cellars, where they were stored for seven years before bottling. All bottling was done on the premises, each bottle being labelled by hand, and individually wrapped in tissue paper. Sugar, kerosene and other bulky materials were also carried, but a large proportion was stored in the railway sheds and simply reconsigned. The rear of the building was occupied by stabling, and various additional store rooms used for storing what kerosene they did keep on the premises and for such things as bottle washing and storage of bottles.

Mr. Goller was also connected with the Warrenheip Distillery. The Premier, The Hon. James Service, visited the distillery in April 1883 and wished it success. Mr Goller replied on behalf of the proprietors, himself, Mr. Briand and Mr. Walker. ① As the distillery was producing 70 thousand gallons of whiskey annually, Mr. Goller no doubt found it a convenient source for his wholesale business. Goller was also director of a number of mining companies, including the Imperial Quartz Mining Company of Buninyong and the Lal Lal Iron Co. Ltd. Mrs. Goller fired the furnace for the first smelting in 1874. ② J.J.Goller died in 1889.

The firm continued under the joint partnership of Ballhausen and Herman. Ballhausen was a public spirited man, and in 1899 he presented the City of Ballarat with a painting by Gordon Coutts of the Victorian House of Assembly in 1876. He died in 1900, and bequeathed the City Council a large sum of money to provide a pipe organ at the City Hall. ③

Mr. Frank Herman then carried on alone, though retaining the firm's original name. In March 1909 he changed the firm from J.J.Goller and Co. to J.J.Goller and Co. Pty. Ltd., with himself as chairman of directors. He also started the practice of lending money to people to go into hotels, and the firm bought many hotels themselves. Mr. Herman's two sons, Frank Gabriel and Arnold Glover, were active in the business, and when their father died in 1937 the sons carried on the firm. "Kindly and genial, held in respect and affection by all who knew him, Mr. Herman left behind him in Ballarat a personal legend of graciousness and old world courtesy." ④ He was a director of a number of local businesses and patron of several athletic organisations.

Mr. Norman J. Baker joined the Company as a clerk in 1936. When war broke out he joined the army, and returned to the firm in 1945 as accountant secretaty. In 1948 he was appointed managing director. During his years as managing director Mr. Baker saw the introduction of many innovations - the 40 hour working week in 1948, the hotels being fitted with running water

1. Ballarat Star. 16th April, 1883.
2. Clarke, Jan. Soverign City. Ballarat, 1974, p.70.
3. Ballarat and Vicinity. p.160; Ballarat Courier, Supplement, 10th June, 1967, p.83.
4. Ballarat Courier, ibid.



proper sewage systems - he was instrumental in a sewage farm being built at Heywood - electric lighting and heating, and a modernised accounting system. In the late 1950's he changed from packing bottles in wicker baskets and wooden crates to cardboard boxes.

Frank Gabriel Herman died on the 25th December 1975, and Arnold on the 25th June 1977. One of each of these men's sons was on the board of directors.

The Federal Budget of August 1978 introduced savage increases in tariffs and duties on spirits, particularly brandy. Consumption of spirits fell dramatically as a result, and in May 1979 it was announced that the old firm of J.J.Goller was closing. ①

However on the 7th of May, a successful offer was made by Messrs B.Wilkinson, John Northey and Henry Caldwell for the trading activities only of the firm. The new owners commenced business on a walk in/walk out basis on the 28th of May 1979, and they will continue to operate under the name of Goller. The other part of J.J. Goller and Co. Pty. Ltd. - hotel ownership - was sold to the Ballarat Brewing Company in August 1979 for a purchase price of more than \$1 million. ② The principal assets of the company were 12 hotels, 5 owned wholly by Goller's and 7 which were jointly owned with the Ballarat Brewing Company. Mr. Norman Baker retired in 1979 after over 40 years with the Company, happy that the service which J.J.Goller had provided to the community for so many years would continue.

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1. Ballarat Courier. 11th May, 1979, .p. 7.
  2. Ballarat Courier. 15th August, 1979, p. 4.

## HOTELS OWNED BY J.J.GOLLER

The Blue Duck, Ararat  
The Criterion, Ballarat  
The North Britain, Ballarat  
The Western, Balmoral  
The Crown, Buninyong  
The Bunyip, Cavendish  
The Green Hills, Condah  
The Frenchman's Inn, Cressy  
The British, Creswick  
The Dean, Dean  
The Heywood, Heywood  
The Marmen, Murtoa  
The Lorne Hotel, Lorne  
Lal Lal Falls Hotel, Lal Lal  
The Buck's Head Hotel, Ballarat

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SERIES LIST

Series - Melbourne University Archives.

1. BALANCE BOOKS, 1902-1913
2. BILLS RECEIVABLE, 1901-1942
3. CASH BOOKS, 1910-1958
4. COMPARATIVE TRADING FIGURES, 1910-1936
5. CREDIT BOOKS, 1913-1951
6. DEED BOOKS, 1902-1947
7. DISSECTING BOOKS, 1922-1951
8. JOURNALS, 1872-1954
9. LEDGERS, 1879-1937
10. PRIVATE LEDGER, 1908-1937
11. PROPERTY LEDGER, 1912-1937
12. PURCHASE LEDGER, 1903-1935
13. RENT BOOKS, 1906-1946
14. STOCK BOOKS, 1878-1930
15. WAGE BOOKS, 1918-1938
16. CORRESPONDENCE OUTWARDS, 1906-1943
17. MORTGAGE, 1927

Series - Public Record Office, Laverton.

1. STATEMENT OF ORIGINAL REGISTRATION OF A FIRM, 1893
2. NOTICE OF CHANGE IN CONSTITUTION OF REGISTERED FIRM, 1900

Series - J.J.Goller & Co. Pty. Ltd., Ballarat

1. MINUTE BOOKS, 1909 -
  2. PRIVATE LEDGERS
- DIVIDENDS PAID TO SHAREHOLDERS
- MECHANIZED LEDGERS
- CASH BOOKS
- PHOTOGRAPHS

RECORDS HELD AT MELBOURNE UNIVERSITY ARCHIVES.

Note. Permission to view the records must be gained from the Archivist. Access available between 9.00a.m. and 5.00p.m.

1. BALANCE BOOKS, 1902-1913. 3 vols.

These contain monthly profit and loss statements, monthly ledger totals and monthly balance sheets, and a list of bad debt accounts. Arranged chronologically.

2. BILLS RECEIVABLE, 1901-1942. 1 foot.(5 vols.)

This series consists of lists made daily of who the bill was sent to, when it was sent, the amount payable, how long they had to pay it, where it could be paid, who the cheque was made out to, and when it was paid.

3. CASH BOOKS, 1910-1958. 4 feet.

An account of monies spent and received. They contain ongoing totals of how much money was received from different sources - town, country, general and private, and similarly for the expenses - general, private and purchases; these were arranged in chronological order and balanced monthly.

4. COMPARATIVE TRADING FIGURES, 1916-1936. 1 foot.(3 vols.)

These contain monthly figures for stock on hand at the beginning of the month; goods purchased, goods returned, duties paid, freight charges, profit on sales, wages, donations made by the firm, travelling expenses, insurance and postage. Figures are given for the corresponding period of the previous year.

5. CREDIT BOOKS, 1913-1951. 2 feet.

This is a daily account of what sales were made, and to whom. It is divided between town and country sales. It also includes the amount of sales tax that had to be paid. Arranged in chronological order.

6. DEED BOOKS, 1902-1947. 1 vol.

This series relates to hotel interests. At the beginning is an index of people to whom Goller's lent money for hotels. This refers you to a page no. with the name and address of the hotel, the amount of the loan, what interest rate was to be charged, and what security was offered (usually an insurance policy). At the back is an alphabetical list of hotels, how much they were insured for, a diagram showing street location, the name of the leasee, length of lease and the amount of money to be paid.

7. DISSECTING BOOKS, 1922-1951. 1 foot.

A day to day account of all expences - stock, bottles, freight, interest, travelling expenses, postage, exchange trade expenses, donations and subscriptions, printing and stationary, horse feed, shoeing, lighting and heating.

8. JOURNALS, 1872-1954. 4 feet.

A day to day account of all money spent and received - e.g. rent paid for hotels, petty cash expenditure by the travelling representatives ( grew noticeably larger when motorized transport was introduced), payments made for advertising and printing.

9. LEDGERS, 1879-1937. 2 feet.

The individual accounts of each debtor and creditor. Balancing varied with the account - e.g. their account with the blacksmith was balanced quarterly, while the wage account was balanced daily.

10. PRIVATE LEDGER, 1908-1937. 1 vol.

A personal account of the Herman family members - the dividends paid to directors, debenture interest etc., plus a general account of the companies - debts, credits, stock on hand, duties paid and sales.

11. PROPERTY LEDGER, 1912-1937. 1 vol.

At the beginning of the volume is an alphabetical list of all properties owned by the firm, referring to the page no. on which the individual accounts appeared. These were each balanced yearly and included such things as the amount of insurance paid, the amount of rent and the license fees.

12. PURCHASE LEDGER, 1903-1935. 2 vols.

These were accounts kept specifically for the companies they purchased goods from - unfortunately it does not specify the nature of the goods - however the firm name does sometimes give a clue, e.g. Carlton United Breweries, Penfolds.

13. RENT BOOKS, 1906-1946. 1 vol.

An index at the beginning of the volume of all people renting property from the company refers to the page number of the individual accounts - the amount of rent that was paid, how it was paid, and a running total of the amount of rent paid for the year.

14. STOCK BOOKS, 1878-1936. 3 feet.

At first these contained the name of the person or company from whom the stock was bought, the quantity, weight and rate, and on the opposite page to whom it was sold. It was divided by subject , e.g. ale, bulk and bottled, sugars, wine, spirits etc, and then into chronological order - dates of purchase, dates of sale. From 1896 the format changed - it became just stock received - with the same details recorded. In 1914 the order became chronological and was divided into subject for each day.

15. WAGE BOOKS, 1918-1938. 3 vols.

This series lists employees, their gross pay, the amount of insurance deducted, tax deducted and their net pay.

16. CORRESPONDENCE OUTWARDS, 1906-1943. 2 vols.

These copybooks contain letters sent to shareholders, to the Registrar-General, to the managers of Goller's hotels; and in the second volume invoices, balance sheets and lists of bad debts. The bulk of the correspondence is between William Knox ( secretary to Frank Herman) and the Taxation Department.

17. MORTGAGE, 1927. 1 item.

Copy of the mortgage of the George Hotel, Ararat, that Goller's bought from a Mrs. Marjery Benetta on the 20th January, 1927.

It is interesting to note that most of these records cover the period from 1909 to 1937 when Frank Herman was managing director. Records prior to 1900 have mainly been lost.

RECORDS HELD AT THE PUBLIC RECORD OFFICE, LAVERTON.

Note. Access is available between 9.00a.m. and 5.00p.m.

1. STATEMENT OF ORIGINAL REGISTRATION OF A FIRM, 1893. 1 item.

After the Registration of Firms Act of 1892, W.E. Ballhausen and F.Herman registered J.J.Goller and Co., stating their business as "wine, spirit and provisions" on the 16 March, 1893

2. NOTICE OF CHANGE IN CONSTITUTION OF REGISTERED FIRM, 1900. 1 item

This was signed on the 18th December 1900, by F. Herman, stating that W.C. Ballhausen had died on the 12 November, 1900.

Note. The above items will be found in the Registrar of Companies, Defunct Trading Companies Records, 1864 - 1936.

RECORDS HELD AT J.J.GOLLER'S OFFICES, BALLARAT. (June, 1979)

These records consist of private ledgers, which include profit and loss statements, and balance sheets, as well as a record of dividends paid to shareholders; mechanized ledgers, and cash books.

Minute books starting in 1909 had been kept on the premises. They include the minutes of directors meetings, shareholders meetings and general meetings.

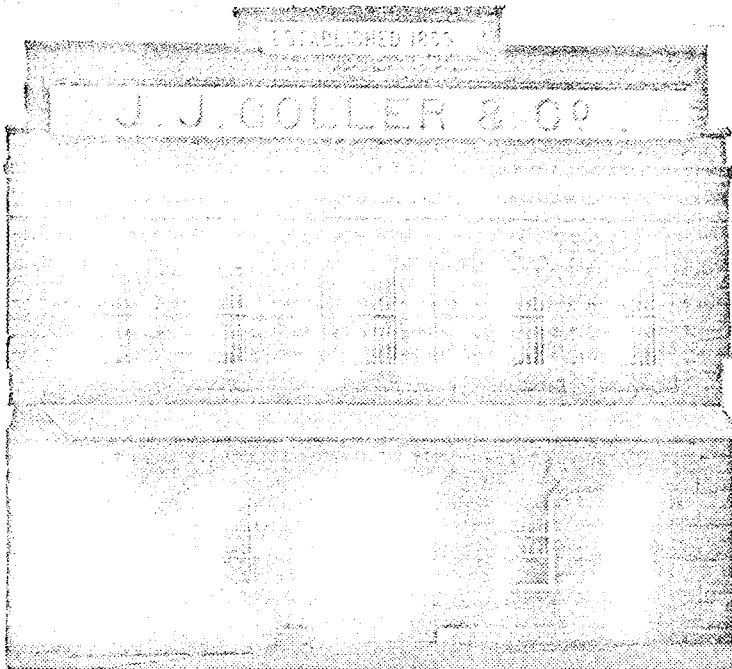
There were also photographs of J.J.Goller, Frank Herman, Frank Gabriel Herman and Mick Morris, one of the travelling representatives.

The book, Ballarat and District in 1901 contains photographs of the building in 1900, the bottling department and the cellars.  
( Pages 262 - 264)

## BIBLIOGRAPHY

- Ballarat and district in 1901. Melbourne: Periodicals Publishing Co., 1901  
( Includes an article and photographs of Goller's, p.260-264)
- Ballarat and vicinity 1894, edited by W.B. Kimberley.  
Ballarat: F.W.Niven, 1894.
- Ballarat Courier, Supplement, 10 June, 1967, p.83; 9 May, 1979;  
11 May, 1979, p.7; 15 August, 1979, p.4.
- Ballarat Star, 16 April, 1883, p.2.
- Withers, W.B. The history of Ballarat. 2nd. ed. Ballarat:  
F.W.Niven, 1887.





# J. J. GOLLER & Co. Pty. Ltd.

*Congratulates*

## THE BALLARAT COURIER ON ITS 100th ANNIVERSARY

*This well known local firm of old established Wholesale Wine and Spirit Merchants, having completed 112 years trading, welcomes The Ballarat Courier into the ranks of the centenarians of Ballarat and extends every good wish for the future.*

Recognised as the largest Victorian country Wholesale Wine and Spirit Merchants today the name of Goller is well known throughout country areas extending to both the borders of South Australia and New South Wales, the name always being coupled with the words "friendly efficient service".

The founder, Mr J. J. Goller, first opened a store at Hard Hills near Buninyong in 1855. The following year he sold the property to his nephew, Mr Sauer, and transferred to 109 Sturt Street, Ballarat. Some years later he purchased the present three-storey building at 114 Lydiard Street North, where the business has been conducted ever since.

In January 1885 Mr Frank Herman and Mr William Ballhausen entered the business, and when Mr Goller died four years later, they carried on in partnership until Mr Ballhausen's death in November, 1900.

During his lifetime, Mr Ballhausen was closely identified with the community life of the city, and set the seal

on his citizenship by bequeathing to the City Council a large sum of money to provide a pipe organ at the City Hall.

### Company formed

Mr Frank Herman then carried on alone, though retaining the firm's original name and in 1909 formed the existing company which has continued to the present time.

In 1937 Mr Frank Herman died and his two sons, Mr Frank G. Herman and Mr Arnold G. Herman, who had been actively engaged with their father, carried on the business. They still guide the destinies of the company as members of the directorate with Mr Frank G. Herman as chairman of directors.

The late Mr Frank Herman worthily upheld the honorable traditions of the house of Goller. Kindly and genial, held in respect and affection by all who knew him, Mr Herman left behind him in Ballarat a personal legend of graciousness and old world courtesy. He was identified with many public institutions in the city and

was a patron of several athletic organisations.

A philanthropist in the true sense, the late Frank Herman also showed acute wisdom and foresight regarding the future of many industries and served on the directorates of a number of local businesses. Many people still remember the help he gave so generously, not only to those engaged in the hotel industry, but to others in many walks of life.

Today the company is managed by Mr Norman Baker who earlier this year completed 31 years service with the firm. Before his appointment as managing director in 1948, Mr Baker held the position of secretary and director of the company.

During the long period of its activities, many hotels have been owned by the company, and today still retains full or joint ownership of a number of hotels including several within Ballarat itself.

Another feature is the length of service given by employees, past and present. The personal element has always been recognised by the

firm as an important factor in business success, and in its long history the firm by example has inspired among its employees exceptional qualities of service and loyalty.

As an example in recent years one employee achieved a record of 47 years of continuous service and only last year another employee retired after 41 years service. Even today there are two employees with 30 or more years service.

The fine old building occupied for so long by the company has impressed many people and many favorable comments have been passed on the apparent endeavors made to retain the character of the building for posterity. At the same time the company has provided the modern machinery and amenities so essential for efficient operation in today's conditions.

J. J. Goller & Co. Pty. Ltd. has built a solid foundation based on service and support for the many community and public services of Ballarat and through this has helped the city in its progress throughout the years.

*Ballarat Courier, Supplement, June 10, 1967. P83*

# Ballarat Brewing buys Gollers in \$1m deal

the company retained a chain of hotels and offices in Ballarat.

A joint statement by the company retained a chain of hotels and offices in Ballarat. A joint statement by the company retained a chain of hotels and offices in Ballarat.

Mr Coghlan added that the Goller hotels would be operated in the same manner and under the same policies as the Brewing Co's existing chain of 63 hotels.

He said they were well situated and in good order and that they would both complement and extend the company's activities in Western Victoria.

**Ballarat Brewing Co. Ltd. has taken over J. J. Goller & Co. Ltd. in a deal worth more than a million dollars.**

The news was announced at a special Press conference in Ballarat yesterday attended by the company chairman, Mr James Coghlan and a director, Mr Tim Byrne.

Gollers was represented by its retired managing director, Mr Norman Baker, on behalf of Mr A. S. Furze, chairman of Gollers.

Gollers recently sold its Ballarat wines and spirits business to other local interests leaving 12 hotels as its principals assets.

Only five of these were wholly-owned. They were the Heywood Hotel, Heywood; Western Hotel, Balmoral; Green Hills Hotel, Condor; Bunyip Hotel, Cavendish; and Crown Hotel Buninyong.

The remaining seven were all jointly owned with the Ballarat Brewing Company.

Gollers also owns a large warehouse and office which is leased to the purchasers of the wine business, and a "significant" portfolio of shares in leading Australian-listed companies.

The purchase reaffirmed the strong local ties which always existed between the two companies since their origins in the 1850s.

Gollers was started by Mr J. J. Goller in 1858 and was carried on by Mr Frank Herman and Mr Ballhausen.

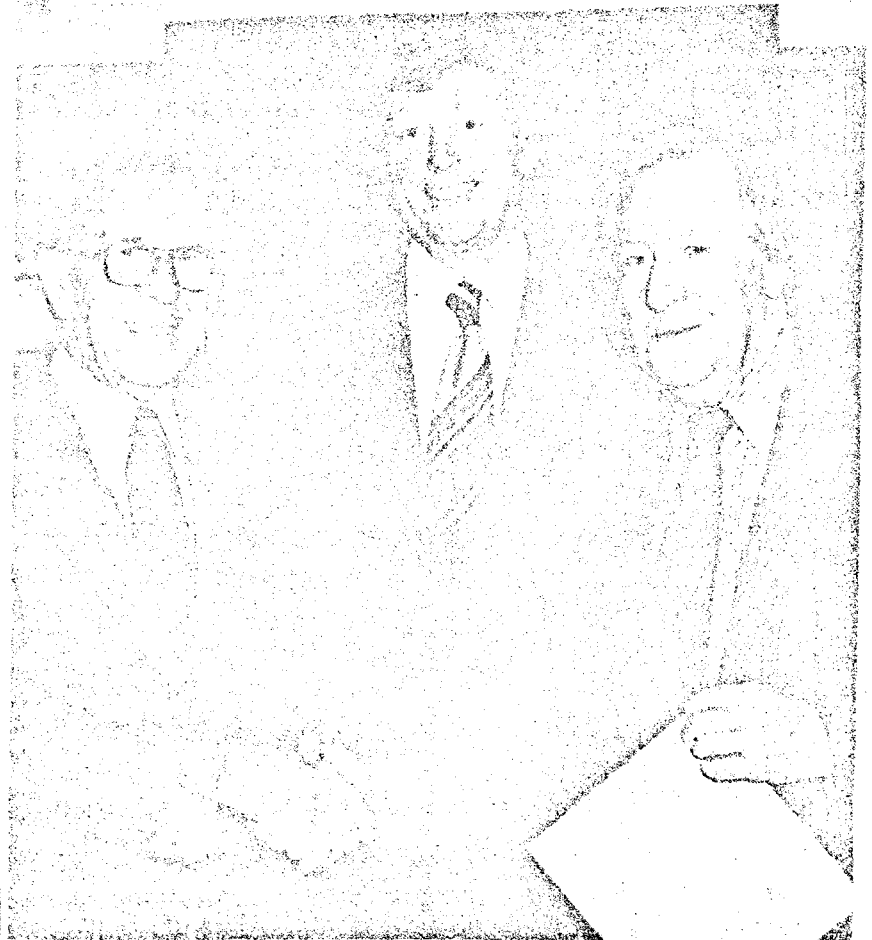
The present company was formed by Mr Herman in 1909 following Ballhausen's death and has since continued as a family concern.

In 1853 a small brewery in Armstrong street was built which subsequently became the Royal Standard Brewery (1863) and Tulloch & Sons Royal Standard Brewery (1890).

Mr James Coghlan and Mr Alec Magill established the Phoenix Brewery at Warrenheip in 1857 but amalgamated with Tullochs in 1895 to become Coghlan and Tulloch's Ballarat Brewing Co. Ltd.

Ballarat Brewing Company was formed in 1911, becoming a public company in 1935 and buying the Geelong Volun Brewery in 1953.

In 1958 the brewing plant was sold to Carlton and United Brewery but



Ballarat Brewing Co. Ltd. has announced the purchase of all J. J. Goller & Co. Ltd's. Pictured after yesterday's announcement in Ballarat, are, from left, Mr Norman Baker, Gollers retired managing director; Mr Tim Byrne, Ballarat Brewing Co. director; and Mr James Coghlan, Brewing Co. chairman.