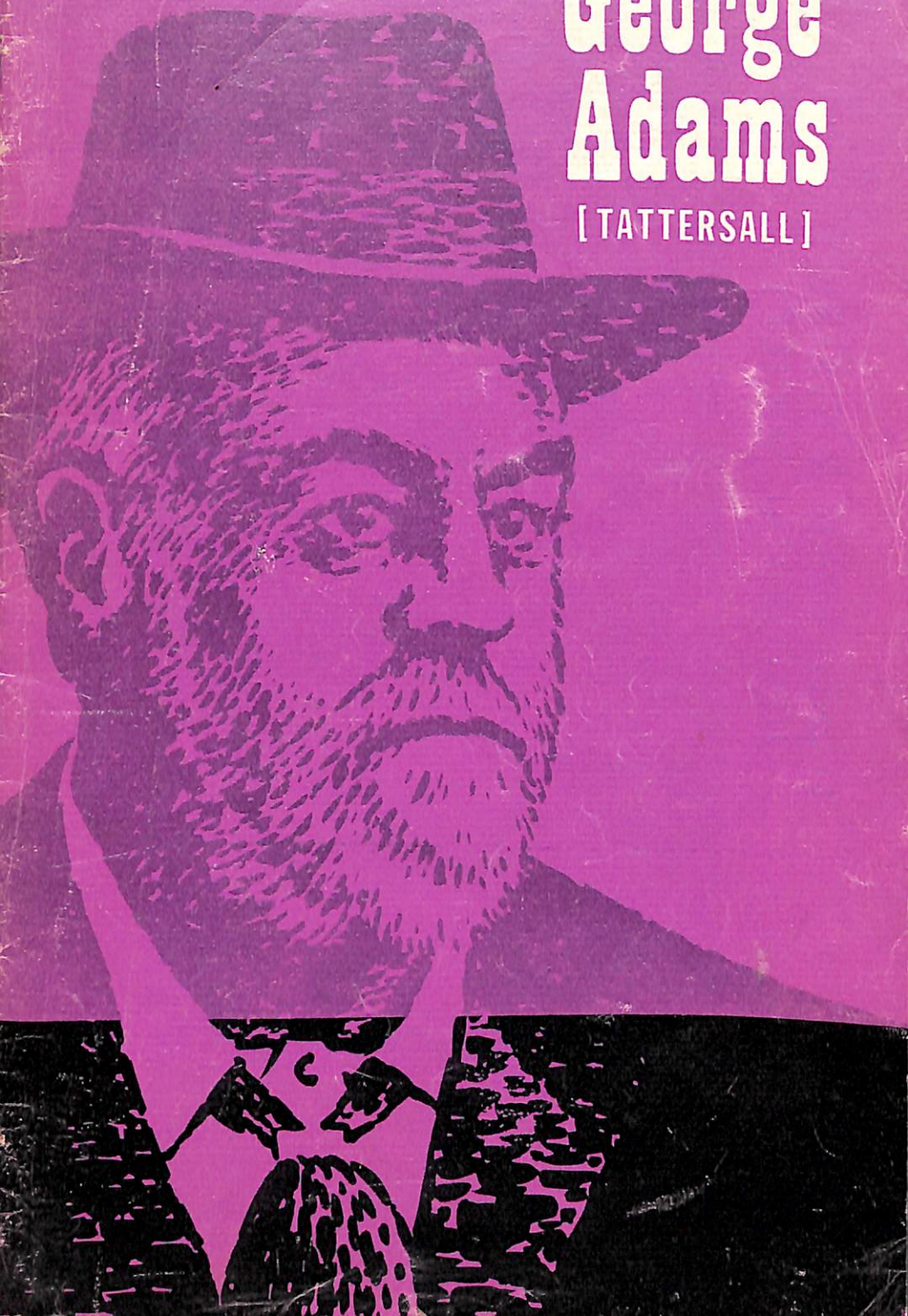


George Adams

[TATTERSALL]



DANDENONG & DISTRICT
HISTORICAL SOCIETY



A view of Melbourne — the home of Tattersall's.

Dandenong & District Historical Society



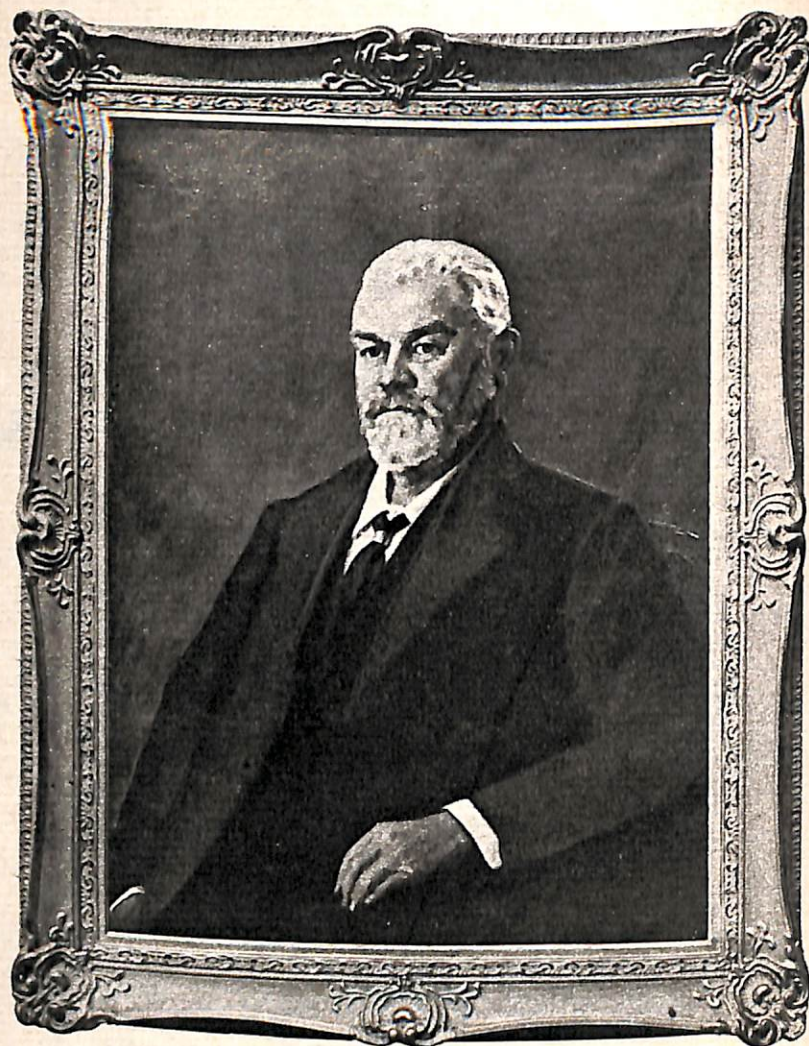
George Adams

[TATTERSALL]



"In this man there was such force of mind and character, that in whatever country he had been born, he would have been bound to have made his fortune for himself."

Livy XXXIX. 40 (of M. Porcius Cato)



George Adams
(TATTERSALL)

From a portrait by well-known Australian
artist, W. A. Dargie, F.R.S.A., London;
F.R.A.S., New South Wales.

George Adams

THE MAN

The Sweep Consultation business "Tattersall care of George Adams," commonly referred to as "Tatts," has grown with Australia. The narrative that follows is the romantic story of the life of George Adams, the founder, who, with integrity as his foundation and honesty his policy, built a business at once unique and imperishable in the Australian story.

It is due to his keen common sense, his flair for fair dealing, and the blending of his personality into Tattersall that the firm has kept pace with the march of time.

No mere opportunist, George Adams grasped opportunity by the forelock. His "sweeps" offering comparative affluence for a small outlay appealed to sport-loving Australians. It was natural that, with a prize-list built on a generous scale, the scope of the consultations should become wider, even to the extent of playing their important part in Australian history. Already they have moved from their birth-place, New South Wales to Queensland, to Tasmania, and (in 1954) to Victoria.

The passing of George Adams on September 23, 1904, was an event mourned throughout the Commonwealth. It was the end of a life of one whose role it had been to bring brightness to thousands of homes, not only through the announcement of success in consultations, but through his many benefactions distributed on a broad and unbiased basis.

The character of George Adams is enshrined in the business which has become part of the Australian way of life. His successors—some of them men of his own choosing have directed its progress along the course which he himself laid down. The spirit of George Adams lives on.



A MAN OF FRIENDS AND GOOD FORTUNE

GEORGE ADAMS was born at Redhill near the village of Sandon, in Hertfordshire on 14th March, 1839.

Sandon lies about 35 miles north of London, at the junction of the two great Roman roads, Ermine Street running north and the Icknield Way, running eastwards on the ridge of the Chiltern Hills. It then had about 800 inhabitants, mostly farm labourers, working the large estates of the district's few landowners. Among these worked William Adams, George's father. He had married Martha Gilbey in the Parish Church at Sandon. In due course, they were blessed with three sons — Charles, William and John. George, their next son and last child, came in a year when the whole harvest in England had been a dismal failure. The following winter of 1839-1840 was long and hard. Distress gripped the countryside. Since William's marriage farm labourers' wages had been falling steadily and these were to fall still further in the years to come. Times were hard indeed.

In 1846 the Corn Laws were repealed and foreign grain gained unrestricted entry into the United Kingdom; farming in Hertfordshire was entering the doldrums. Landowners in the Sandon district were switching their fields from cultivation to grazing, and these fields, lying where the Chilterns begin to unfold into the flat fens, have even to this day no great fertility.

It is known that prevailing conditions bore heavily on the Adamsses, and that they felt that their sons would have little chance to live out a full and free life in the land of their forebears. But Martha and William, though they had been at pains to give their sons a decent schooling, could never have dreamed, when they decided to emigrate, that George Adams, the last of those sons, would conceive an idea which, put to proof in far-distant New South Wales, would spell fame for him and fortune for the many thousands who would feel his golden touch, and which would introduce into the sporting and political life of the Colonies a principle which would transform one of the basic instincts of mankind into a wheel of fortune, steadily to finance charity and opportunity on a scale never before achieved. And so plans for

their enterprise of family emigration proceeded until these were fulfilled by the arrival of the whole family at Sydney by the ship *Constitution* on 28th May, 1855.

The Adams family came to Australia about four years after the finding of gold. Streaming thousands of immigrants were still arriving, some from Europe, a few from China, but most came from the United Kingdom — all hoping each in his own way to share some of the seemingly inexhaustible store of wealth that had been opened at Ophir, Bendigo and Ballarat. It was not only immigrants, but "old-timers" too, who joined in the rush; plough and flock were left, desk and deck alike were deserted. So many posts had been left unfilled that employers had been offering very high wages to newcomers who would consent to remain behind. Though the Adamsses had arrived in New South Wales after gold had been struck there, it was still easy for them to start their new life in steady fashion, in secure and profitable employment. However, George was more avid to move about and give full vent to his ambition. In his twenties, he was determined to see how he could make his way by his own application and industry. He looked in on the Queensland gold mines (he could hold his own in mine-talk for the rest of his life), he worked on sheep stations in western New South Wales and learned his way with stock and horses and dogs — and as most people do on the land in Australia he gained know-how about stock on the hook as well as on the hoof.

We can pause here and ponder what it was in George Adams, apart from his energetic industry, that carried him on to fame. Surely it was his imagination and integrity — coupled with his touch of luck and a vital native genius for capitalising it. These were — in his case — enough to account for the personal fortune he acquired, for the unique legacy he left to his adopted country and for the honoured name he handed on in its history.

STOCK DEALER, BUTCHER, PUBLICAN

But George himself seemed never to pause. He was ever going forward; and his savings grew. In his thirties, he gave up stock dealing and the butcher's block of his business in Goulburn on the Southern Highlands and bought the licence of the Steam Packet Inn at Kiama on the south coast.

George Adams at this time was a man with friends, a man of somewhat impulsive kindness in action but in private a deep thinker; one who told a good story, was good company and a good mixer — in the Australian term, a good sport. "The chunky, chesty, fiery-whiskered Adams," says one description, was quite an athlete and was always to be met at sports meetings and races. Kiama was then, as it still is, a place of sports meetings and races. Behind it lies some of the richest, longest-settled dairy land of the State, the home of the famous Australian Illawarra Short-horn breed of dairy cattle. Kiama, a military camp in 1826, had its first homestead in 1832, a post office in 1841 and an agricultural show, one of the first and eventually one of the most famous, in New South Wales, in 1848. The Steam Packet Inn of George Adams was less than a stone's throw from the first show pavilion.

It is safe to say that it was here, among the copers and cattle men of this rich district, hard by the jetty of the cedar boats and fishing grounds, with the magical beauty of Macquarie Pass, the commercial cross-roads of Goulburn, the coal hoards of Bulli, and the future port of Jervis Bay, all within coo-ee — it was surely in the

bar of the Steam Packet, where the thirsty men of Kangaroo Valley assembled to "sell a horse," that the great idea that was to evolve in a palatial Pitt Street bar into George Adams Tattersall, the great Australian sweepstakes, first came to birth.

How else account for the affinity that developed between Adams and the Pitt Street headquarters of Tattersall, the club of the sporting bloods of Sydneytown. O'Brien's Hotel? When he bought the Steam Packet in 1875, George Adams became also part owner of the Wellington sheep station and, along with neighbouring sheep and cattle men made a practice of visiting Sydney for the Show and the big race meetings. O'Brien's was their rendezvous as it was for many more of their kind, all those sporting men in fact who had associated themselves with the name of Tattersall's, which, in Australia, as it had been in England for a hundred years, had become the household word and symbol for integrity of the turf and any financial transactions associated with horse racing.

As early as May 13, 1858, the "Sydney Morning Herald" published an advertisement:

TATTERSALL'S, late of Mayor's Inn, Pitt Street

A meeting of the subscribers to the above rooms will be held on May 14, at 8 p.m., to appoint a committee of management for the current year.
W. O'Brien.

It is on the strength of this, believed to be the first published reference to Tattersall's in Sydney, that the Club, today a mighty influence in the sporting life of Sydney, celebrated its centenary in 1958. Torrential rain marked the meeting day.



The Marble Bar in Tattersall's Hotel, Sydney — 1959

but so also did a sumptuous banquet — for the O'Briens were already famous caterers. The Club adopted for "Tattersall's Subscription Betting Rooms," of Sydney the standards and the rules of betting of Tattersall's in London. Failure to settle within a week of the race spelt default and expulsion and, the Australian Jockey Club co-operating, defaulters were automatically debarred from running horses wherever its rules were recognised. The subscription was one guinea a year in advance.

It was in this atmosphere, combining the friendly qualities associated with the plebian title of "pub" and the decorous austerity of the club which set its standard and seal on the conduct of the sport of kings in the colonies where sport was king, that George Adams and his circle were wont to meet in the most spacious days of the south land's history. Adams, a convivial soul, with a gift of hearty laughter, loved it with both sides of his nature — the house-business man on the one hand and the genial host on the other and was often heard to say it was a pub like O'Brien's he would be happy in. The pub, incidentally, seems to have combined the premises of two, though the records are a little ambiguous:

"In 1857 there were two hotels on the west side of Pitt Street, about the centre, between Park and Market Streets," says the Tattersall's Club Magazine (January, 1958), "and as the name *Cravens* as well as that of *The Mayor's Inn* seems to crop up from time to time, these would appear to have been at one time separate houses. O'Brien's was very old when George Adams became a patron. It had a threepenny bar fronting Pitt Street and behind this a saloon popularly known as the Tin Bar which had a trade second to none in Sydney. Set behind this again was the select subscription room set up by the first forty, the original members of Tattersall's, Sydney."



Tattersall's Hotel, Sydney — 1865

It was in 1878, when George Adams had been nearly 25 years in the land of his adoption, that he first realised he had been born lucky. No one knows quite why or how three of his friends, George Hill, Bill Archer and George Loseby decided that, since George Adams liked O'Brien's and they liked George Adams, then by George, George should have it. O'Brien, they heard, wanted to sell. "Let's get it for George Adams," one of them said. Kiama was a 26½ hours coach run from Sydney and in just that time Jim Conroy, a Cobb & Co. driver, pulled up his horses at the Steam Packet Inn with a message:

"O'Brien's pub is yours," he told the astonished Adams.

Adams drove back with Conroy and told his friends he could not afford the pub, as he did not have money like that. "Never mind," they assured him, "pay when you can."

George Adams moved in and nobody realised how much history was being made in that moment.

Tattersall's was a typical Australian big-town hostelry when Adams went in. Sixpence could be as well spent in the "Tin Bar" as anywhere in Sydney or Melbourne, in better company than most. Its atmosphere was genial, and in days when residential accommodation did not amount to much in Australian hotels, the modestly furnished cubicles over its already popular dining room were popular with visiting race-time or agricultural Show visitors a year or so after Adams took over, also those who flocked in for the great Palace Exhibition. But the times were spacious and Adams had acquired the watchword "progress." By 1884 he had paid off his sponsors, and, for about \$80,000 more, acquired the freehold. Tattersall's Hotel now began to undergo one transformation after another, until by 1892 its "Marble Bar" was to become famous as one of the finest single bars in the world.

"THE MAYOR INN"

Paul McGuire, in his *Inns of Australia* (Melbourne: Heinemann, 1952), speaks of it under the heading of "The Mayor Inn," which, he says, was "owned in the Forties by a Commissioner of Insolvency: a curious preface to its subsequent career. For The Mayor became Tattersall's; and to it in 1878 rode a new landlord from The Steam Packet at Kiama. His name was George Adams; and the legend runs that Tattersall's was bought for him by a group of friends who felt that his sweetness was being wasted on the country air.

"He found Tattersall's Club meeting in his Tin Bar, where the members conducted a minor sweep. George Adams took it over; and in a few years, the Sweep converted him into a man of vast enterprises, and the Tin Bar into that Marble Bar which is still one of Sydney's major marvels. It cost \$64,000. In our impoverished age, it would be unbuildable. But what were Marble Bars to the owner of Tattersall's Sweep? His Palace Theatre was a mere bagatelle at \$80,000. His Bulli Colliery, his electricity plants at Broken Hill and Newcastle were minor enterprises. We still wonder at the politicians who drove him to Tasmania; where his Sweep became a major industry; the island's chief stay (so sour men said) against economic erosion."

Sweepstakes on the results of the more important race meetings, of the kind now standard practice in every office, shop and factory, in which even the most prudent housewife or puritan Prime Minister is apt to risk a modest investment,

were not so common in those days of irregular communications, and clubs of high and low degree alike had their "sweeps"—especially Pitt Street "Tatts" or Adams' Hotel (by both of which names it came to be known) where hotel regulars competed to join club members for the privilege of a flutter, and, if the draw was good, to follow their luck.

Adams viewed the pleasant and harmless custom with characteristic complacency and like O'Brien before him conducted the Club Sweep with decorum and despatch.

THE BIRTH OF TATTERSALL'S

Then came the great idea—"open the sweep to the public," with substantial prizes and the reputation of the hotel and its proprietor as guarantee. It would ensure additional business for the house as well as some profit over running expenses.

The Lotteries Act 1844, forbade lotteries as such, but Adams relied on a new principle—the introduction of decision by a sporting event rather than the blind luck of the draw.

In 1881 George Adams promoted his first Tattersall's Sweep on the Sydney Cup, with 2,000 tickets at \$2.

Progress won the Cup and "Tatts" was born with a good watchword.

"You should take a ticket in Tatts" became part of the Australian idiom almost overnight.

The Sweepstakes became an instant vogue, "Adams," says the 1959 edition of the *Australian Encyclopaedia* with masterly understatement, "had to engage clerical assistance."

Of all the utterances which have been made on the subject of fortune, whether in relation to lotteries or to life in general, certainly none seems more pregnant with meaning or experience than the simple aphorism—"It is better to be born lucky than rich," which was said of Adams when he went into business in 1878 in O'Brien's bar, with his integrity as security and his reputation as his working capital.

THE GROWTH OF TATTERSALL'S

George Adams was always a good judge of men. The rapidly growing popularity of the sweeps demanded assistance, and in his search for able and trustworthy men, he found Mr. D. H. Harvey. It was a happy association, and the long service that Mr. Harvey gave to Tattersall's in several States and various undertakings was strong testimony of the promoter's shrewd judgment. Mr. Harvey, with his great organising ability, was the right man in the right place, and he was ably supported by Mr. E. H. Reid throughout the whole period. Developed on sound lines, the name of Sweeps became an immensely popular form of investment, and the name of Tattersall became a synonym for fairness. By the well-to-do, the investment was regarded as an interesting little flutter, and to the poorer classes it became a ray of hope. George Adams' name immediately became known throughout Australia and beyond.

A contemporary account of the early Tattersall's sweep is given by Nat Gould, the novelist and racing writer, in *On and Off the Turf in Australia* (1895). George

Adams he described as "the largest and oldest consultation runner in New South Wales, or for that matter, anywhere else," and his sweeps under the name of Tattersall's as "very popular all over the colonies" and "always drawn on the fairest principle and in the presence of the press and other people."

Gould mentions a sweep of \$200,000 over one Melbourne Cup alone which filled easily. "I am writing from memory, but I think the man who drew the first horse received about \$50,000. What a nice haul for an investment of \$2."

The winners were all sorts of people from all parts of the colonies—in Carbine's Cup (1890) "some Chinaman, I believe in Thursday Island, with the proverbial luck of the Chinese, drew the first horse. Glenloth, another Cup winner, was drawn by a shearer named Layton, in Queensland, who never knew until the race was over" — these were the days when the world was wide and distances greater — "and when he was apprised of the fact that he was a rich man took a couple of his mates to Sydney to draw the money. A Scotsman, he was canny and cabled the bulk of it home to his native land." Layton bought a farm in Scotland but he gave each of his mates "a nice little cheque." It doesn't require a very vivid imagination to conjure up a "Summer of the Seventeenth Doll" written around a ticket in Tatts.

Nat Gould has other good stories — he recalls for instance, the cabman who drew a big winner, handed over his cab to his mate as a gift and set out on a trip around the world; a policeman whose elation at drawing the big prize was so devastating that he "gave up the ghost." ("I was never affected that way myself" is Nat Gould's comment.) An old navy working on the railway was run over before he could enjoy his fortune.

Tatts had already created its legend, even in those days, between the bursting of the boom in the nineties and the birth of the Commonwealth. "It is really surprising how the money rolls in by thousands for these sweeps," writes Nat Gould. "It shows what money is in circulation."

FIRST SETBACK

The expansion of the business that George Adams had created continued, but it received its first setback when legislation was passed declaring all sweeps illegal in New South Wales, thereby sounding the death knell of George Adams (Tattersall) sweeps in that State. It was the end, too, of the first decade of the sweeps — a period in which every farthing had been accounted for, and in which not the slightest aspersion could have been cast on the methods of conducting the sweeps.

A tradition was founded and it was with this proud record that the business of George Adams was transferred to Brisbane in September, 1893. Other lottery promoters followed.

The legislative move against sweeps initiated in New South Wales, however, made its appearance in Queensland in the course of a few years. An anti-sweeps measure received the approval of the Queensland parliament, and the organisation, which had not been impeded by its removal to the Northern State, was again ready for transfer. On the last day of December, 1895, Tasmania became the headquarters of George Adams (Tattersall) sweeps. Its arrival in that State was under happier auspices. Tasmania, instead of being antagonistic, provided a legal home for his operations.



THE TASMANIAN STORY

GEORGE ADAMS opened his business in Tasmania on January 7, 1896, but the coming of the sweeps was preceded by a lottery conducted by him in that State. The invitation came from Tasmania to dispose of the assets of the Bank of Van Diemen's Land through the medium of a lottery. The Bank, along with many other institutions in Australia, had suspended payment because of shortage of currency arising out of the general financial crisis of those years.

It was too late to consider the modest practical help that could have saved the Bank of Van Diemen's Land, which was not bankrupt, but in temporary difficulty only for liquid assets after the bank smash of 1892-3, when all the creditors of the financial institutions throughout the country were asking for cash. The Bank owned much freehold property on which it was necessary to realise, and it had to be sold on a market in which values had fallen disastrously. Immediate action in that direction would have meant large losses.

It was decided that a lottery on liberal lines, and only a lottery, would realise anything like a fair equivalent of the real value of some of the properties. Who could successfully undertake a task of such dimensions? George Adams accepted the opportunity, and immediately set about the organisation of a sweep with 100,000 tickets at \$2 each. The first prize was Miller's corner in Hobart, now the offices of the Mutual Life & Citizens Assurance Co. Ltd.; the second prize, the Orient Hotel, Hobart (better known today as Hadleys); the third prize the V.D.L. Bank premises at Launceston and the fourth prize the Bank's premises at Devonport. There were 221 other prizes consisting of real estate in the hands of the Bank and the drawing took place in the presence of the public in the old Town Hall at Hobart in 1895, under the personal supervision of George Adams.

That initial lottery met with substantial success, and it was the means of establishing George Adams (Tattersall) sweeps in Tasmania, for the Bank by this means had disposed of its assets at prices far in excess of what sales on the open market would have realised.

The V.D.L. venture was not the first such lottery in Australia, as in January, 1849, in Sydney, the Bank of Australia, then in liquidation, had so disposed of some of its landed properties, but a test case soon after made it clear that the State disapproved and no more such lotteries were held.

This was George Adams' introduction to the State. He was greatly impressed by Tasmania, and the public was grateful for the material help given to the Bank of Van Diemen's Land by the lottery. It was a mutual attachment. George Adams found himself at home in Tasmania, and Tasmania took to him. With the security of legal status, the year 1896, therefore, marked an important milestone in the history of George Adams (Tattersall) and, too, in the history of Tasmania.

The original plant used for the drawings in New South Wales and Queensland was transported to Hobart, together with a nucleus staff of nine. The staff was augmented to 20 almost immediately on his arrival in Hobart and the business set up in Fysh's Buildings. The site of the original offices underwent many changes afterwards and was later occupied by Goodwill Stores.

The first sweep conducted at Hobart on a racing event was one of 25,000 tickets at 50c on the Anniversary Handicap at Randwick (N.S.W.), on January 26, 1896, and the first Tasmanian event upon which a sweep was promoted was the Hobart Cup of the same year. It was won by Lena, a well-known performer in her day. The first prize of \$1,800 was won on that occasion by one Lawton, a resident of Mathinna.

PARLIAMENTARY APPROVAL

The following year marked another important advance in the control of sweeps, for from about the middle of 1897 the sweeps were conducted under Government licence. Sir Edward Braddon, a man of marked ability, reputation, and personality, was Premier.

The Tasmanian Parliament, generally speaking, viewed the advent of Tattersall in a much more friendly and reasonable spirit than did the legislatures of New South Wales and Queensland. In spite of some opposition, legislation authorising the licensing of a lottery received Parliamentary approval. Naturally the State imposed conditions, and one of them was the requirement that Adams, as a guarantee of good faith, should deposit with the Treasurer the sum of \$20,000 bearing no interest.

The sweep on the Ellesmere Stakes at Randwick on June 3, 1897, was the first in Tasmania under Government licence and supervised by Government officials. The extent of the sweeps in those times was from 10,000 at 50c to 100,000 at 50c; with one on the Melbourne Cup of 100,000 at \$2. Tattersall's popularity grew rapidly in Tasmania, and the sweeps made such steady progress that larger premises were soon required. In 1898 the premises so long to be occupied by George Adams (Tattersall) at 77 Collins Street were erected. The contractor was Mr. William Smith. The new office was opened in January, 1899, with a staff numbering about 50.

Tasmania was slowly recovering from the effects of the bank suspensions and the financial crisis that followed. Towards the end of the century George Adams initiated a decided boom in the building trade in Hobart. His activities served not only to improve the appearance of the city, but to lift the community, by the spirit of his enterprise, out of the backwaters of the aftermath of the State's financial troubles. He bought a number of buildings, and built others, at a time when to indulge in speculation of that character required a degree of courage and good judgment, and an outlook of real optimism.

George Adams had his business firmly established in Hobart when Federation came, but soon afterwards Tattersall's had much anxiety. In March, 1902, the Federal Parliament decided that the Post Office should no longer carry mails addressed to Tattersall's or George Adams (Tattersall). Examination of the record shows that the postal ban was due not so much to any prejudice against sweepstakes as such, but obviously to pressure from the other States, jealous of the revenue which was being channelled to Tasmania from the mainland. The effect of this legislation provided an exceedingly serious problem, but Adams had his own way of meeting it. Other addresses than Adams served the purpose and the notice "Sending to Hobart daily" began to appear in small businesses everywhere. Even "I have an Aunt in Hobart" was not uncommon, so that once again Tattersall's introduced a new figure into the Australian speech. "All my Aunt" became current for what "All my eye and Betty Martin" used to mean. It was some time before the business returned to normal by re-organisation of means of communication. The embargo against the delivery of letters addressed to George Adams (Tattersall) was repealed by "Gazette" notice on November 13, 1930, and the post Office has since delivered all letters, so addressed, from within the Commonwealth.

For 40 years the development of the business had as its guiding hand Mr. D. H. Harvey in the capacity of General Manager. For 23 years, to the time of his death in 1927, Mr. Harvey acted too in the capacity of one of the trustees of the estate of George Adams. On the death of Mr. Harvey, Mr. Thomas Lyons, for some years a confidant, adviser, and close friend of George Adams, assumed executive control as supervising trustee until 1938, retiring from supervision a few months before his death. Major A. W. Hutchin early in 1938 became General Manager of the estate and retired in 1954, at the time of Tattersall's move to Melbourne.

He died in 1956.

ADAMS AND HIS HOBART HOME

From the time George Adams acquired Tattersall's Hotel in Sydney, until he transferred his business to Tasmania, the New South Wales capital was his home. During the period when the sweeps were conducted at Brisbane, he made occasional visits to Queensland. The transfer of the business to Tasmania however, brought about a personal change for George Adams too. He soon made a host of friends in his new State, and it was not long before he changed his permanent address to Hobart. For a time he lived at the Orient Hotel, but after acquiring Highfield Hall, he made that his home. As the Highfield Hotel it became a landmark in the social life of the capital. George Adams was often heard to declare that of all the communities he lived in or visited from time to time, none could compare with Tasmania.

When Tasmania knew him he was a bearded man with a distinguished and somewhat portly presence and a personality both attractive and forceful. He was genial and kindly with a countenance that pleased, a man of more laughter than words and a man who "had a way with him." In business he was shrewd but always fair. He knew his own mind, and what things were worth. On a question of price, George Adams was generous in a bargain, and because of that characteristic perhaps, he was not a man to bargain. If he was ready to do business, it was indeed business of outstanding importance if the details and discussion occupied more than a few seconds. He appeared to come to his conclusions almost by intuition. His "yes" was yes, and his "no" meant what he said, and always his word was his bond. That was his reputation in his dealings in Sydney and it was enhanced by his business associations in Tasmania.

George Adams impressed as a man of many parts. His interests extended to coal — he bought the Bulli Colliery in New South Wales in the early 90s, and at that time he already owned the Bulli Coke Works; to shipping — he bought the steamship "Governor Blackall", an early proud product of Mort's Dock built for the Queensland Government, as transport for his coal, and to electricity. He became associated with the supply of electric power at Broken Hill and Newcastle and established the Palace Electric Light Station in Sydney. The Paper Mills operating at Waterloo, New South Wales, were part of his extensive interests, and he gave Sydney the Palace Theatre in 1896. The Marble Bar of Sydney's Tattersall's Hotel and the Palace Theatre survive him as monuments to his good taste. He was proud of his success but prouder still of the country that became for him the land of opportunity.

George Adams won through by qualities that all men admire, and throughout his life the poor were the constant object of his benefactions. His building enterprises in Hobart were evidence of a man of courage and well-founded optimism. Apparently in full vigor, he was laid low by a stroke in 1903 and failed to rally. The end came on September 23, 1904 at Highfield Hotel at the age of 65 years. His funeral was described by the Sydney Morning Herald as the largest and most representative ever seen in Tasmania's capital city. His resting place is Cornelian Bay Cemetery, Hobart. The epitaph fittingly described him:

"Beloved by all who knew him,
The poor, the needy and the suffering
Ever found in him a true friend."

So lived and died "the man who made Tattersall's." His memorial stands and will continue to stand not only in stone. Even those who fail to discern social and economic virtue in the instrument he devised in the sweepstakes he created, never venture to deny that there was something very winsome and great-hearted about George Adams. Indeed, it is not overstating his character to say that his reputation for all that is best in a man and citizen will long remain as a splendid memory and a grand example to aspiring youth. The affairs of the estate since his death have been administered in the same conscientious spirit as though he were still in the flesh. The spirit of George Adams still lives.

George Adams was twice married. His first wife, Fanny, died in Sydney early in his career in 1883 and his second wife, Honorah, at Highfield Hotel in 1913. There was no issue of either marriage. The principal beneficiary by his will was his nephew, William J. Adams, who died at Honolulu in 1921.



— AND SO, TO VICTORIA

THE financing of hospitals and the care of the aged became a permanent problem with the wilting of private charity in the modern political climate. "Where wealth accumulates and men decay," the accumulated wealth tends to channel itself through foundations, trust funds, bequests and legacies to alleviate the effects of decay. In a society which tends to distribution of wealth, to favour income from personal exertion and to disparage unearned increment, such accumulations dwindle once the State has taken its cut and the family has shared the remainder.

In Victoria, which had stood out from the trend in other States to a lottery as a source of income for the hospitals, it became manifest that a more commonsense attitude towards gambling — as popular a pastime in that State as in any other — was essential. It was not that the wells of charity were drying up, but that with the increasing population, the greater expectation of life, the tremendous strides of modern medicine in diagnosing and preventing disease by early treatment, the widespread recognition of the importance of private hygiene and public health — were and with these the multiplying new demands on the national Treasuries — were creating a tremendously greater drain on these reservoirs.

The stark truth was that the generosity of the public had not been able to keep pace with hospital needs in Victoria. Donations to the Lord Mayor's Fund for such purposes were not a sufficient addition to State finance.

About this time a Victorian Gallup Poll revealed a 79 per cent majority in favour of a well-conducted State Lottery, restricted to proportions which should be no more injurious to social morale than an occasional visit to the window of the five shilling totalisator.

The return of "Tattersall, care of George Adams" to the mainland from which it drew so much of its funds was seen with the hindsight of even recent history to be inevitable. In the modern mind, the lottery had become crystallised by common sense and practical politics into an instrument of the Welfare State and charity administration. State Lotteries had proved themselves for this purpose in Queensland and New South Wales to the north. Victoria with the same problems had no such source of revenue and Tattersalls, temptingly near at hand to the south, offered with its magnificent record of experience and its reputation the perfect compromise. The occasion awaited only the man with the courage to capitalise it. That man proved to be the late Hon. John Cain, Labor Premier.



He saw that Tattersalls was drawing about half of its revenue from Victoria and that Tattersalls, located in Melbourne, would increase its turnover, and probably yield \$4,000,000 annually for Victorian hospitals. Victorian ticket buyers would save postage and other investors would bring new money where hitherto Tattersalls had been responsible for the drift of money from the State. Finally, an important political consideration, Tattersalls was already in existence — nobody could accuse the Victorian Government of starting a new lottery.

When it became clear that the Victorian Government was determined to pass the necessary legislation to establish a State Lottery, the trustees of George Adams' Estate realised that the loss of the Victorian input would make it necessary to give up operations in New Zealand and the Sweep business would in a very short while cease to exist. The obligations of their trusteeship to preserve the trust asset made it imperative for them to take steps to ensure its continuance, and overtures were made to the Government of Victoria, which instead of establishing a State Lottery, agreed, subject to Parliamentary approval, to grant a licence to Tattersalls to operate in that State. This involved transferring the sweep business to Victoria and surrendering the Tasmanian licence.

Left: A drawing in progress from the two-ton bronze barrel.

Below: A view of the ground-floor selling area.



The trustees on the night of Friday, September 18, 1953, handed to the Hobart "Mercury" a statement setting out these facts, expressing "regret at the pending termination of a very long association with the State of Tasmania" and stating that, in circumstances beyond their control, they had no alternative to the step they had taken to salvage this part of the trust estate.

So "Tattersall, care of George Adams" was duly licensed to operate in Melbourne.

Following closure of Tasmanian Lotteries Ltd. in 1960, Tattersall's again became the official lottery in the island State by invitation of the Tasmanian Government in agreement with the Victorian Government. Trustees of the George Adams Estate were delighted at the splendid reception accorded the lottery's return after an absence of six years.

THE OLD FIRM AT A NEW ADDRESS

"Tattersall, care of George Adams" acquired Snow's Men's Wear property in Flinders Street, opposite the Flinders Street Railway Station in March 1954 and moved in three months later. The famous two-ton bronze drawing barrel was flown to Melbourne by Bristol freighter and installed; the 200,000 marbles were checked and re-checked by Victorian Treasury as well as Tattersall's officials, and Tattersall's opened for the sale of tickets at 244 Flinders Street on July 5, 1954.

The Adams organisation had transferred many members of its staff, transported their families and furniture to Victoria, ironed out their housing problems and settled them and a new industry into the mainland State. The difficult and complicated operation was executed smoothly in surprising contrast with the political storm which had preceded it. Once again the institution set up by the genius of George Adams had survived a migration over the State line. It had served Australia and Australians from headquarters in three States and had moved into a fourth — the State reputed to be the soundest commercially and the most compact in the Commonwealth. Victoria was happy with a new source of revenue which guaranteed 31 per cent of its lottery subscriptions for appropriation to the State's Hospitals and Charities Fund and Mental Hospitals Fund.

In the 10 years to June 30, 1966, the Victorian Government has collected over 62 million dollars in tax on sales of Tattersall's tickets. The whole of this vast sum has been used for general hospital work throughout the State and also for mental hospitals. In effect buyers of Tattersall's tickets have provided enough money to erect FIVE large public hospitals for the community in 10 years (e.g., the Royal Children's Hospital cost 12 million dollars).



FAIR AND EQUITABLE

It is and always has been the claim of George Adams and his successors in the business that no shadow of suspicion has ever rested on any aspect of the organization's activities. The method of drawing the various consultations and the accuracy and efficiency of the work entailed in the regular check of the marbles speak for themselves. Drawings are conducted in public in the Drawing Room especially designed and equipped for the purpose, at the headquarters of Tattersall, 244 Flinders Street, Melbourne, where accommodation is available for the public to witness the proceedings.

THE FIVE-POINT PROGRAMME

Today Tattersall's programme comprises the regular 60c consultations, \$1.00 Bonanza Jackpot, \$2.00 Super El Dorado Consultation and the \$4.00 Special Cup Consultations. The 60c sweep drawn thrice weekly carries a first prize of \$25,000 plus 2,588 other prizes; the Bonanza Jackpot drawn frequently offers a first prize of \$50,000 and 2,039 other prizes. The Super El Dorado sweep has a first prize of \$60,000 and 4,463 other prizes. The Cup Special sweeps are of 100,000 tickets and \$200,000 tickets. The smaller pool which applies to the Sydney, Doomben and Wellington Cup sweeps carries a first prize of \$120,000 and 1,797 other prizes. In the larger pool for the Melbourne Cup Consultation the first prize is \$200,000 and there are 4,015 other prizes.

Since the inception of Tattersall, the same method of drawing the consultations and the same style of equipment has been used, and it has stood the test of time. Popularity has demanded expansion of course, and the number of marbles used has been increased from time to time to fulfil requirements. Cylindrical in shape, 5 feet long and 4 feet in diameter, the barrel at present in use is constructed of welded steel sheathed in bronze. It is fitted internally with two diagonal flanges which are so placed as to make for a perfect mixing process, and is driven by electric power. The only opening in the barrel is the hinged door, through which the 200,000 marbles, having first been tested and checked by Government officers, are entered, and through which the "lucky" marbles are drawn. The door is kept locked under Government seal.

The marbles at present in use are nylon plastic and are $\frac{3}{8}$ in. in diameter. Numbered from 1 to 200,000, being a marble for each ticket allotted, the numbers are underlined so that they cannot be mis-read.

All drawings are supervised by an official appointed by the Treasurer of Victoria. Two other Government officers, a member of the Police Department and

four officers of Tattersall complete the drawing staff in the initial stage. Additional members are added later when the more numerous minor prizes are being drawn and checked. Every marble drawn from the barrel is inspected by Government officers. Proceedings are initiated by the removal from the door of the barrel of the seals which were placed there by the Government official on the occasion of the previous drawing, and the unsealing of the packet containing the key, which is always kept at the State Treasury when not in use. The barrel is then set in motion and the marbles thoroughly mixed in readiness for the drawing of the major prizes in the all cash consultations — the first marble to be drawn being the first prize, the second marble to be drawn being the second prize and so on. When all of the first section of the prizes is drawn, a thorough check follows and the marbles are returned to the barrel. Then ensues the drawing of all other sections of prizes in like fashion.

NO HAND ENTERS BARREL

In the process of drawing the marbles, no hand ever enters the barrel. A specially made tubular steel instrument, fitted with a trigger spring and aperture, is used, and is so designed as to be capable of securing only one marble at a time. The operator, standing on the platform behind the barrel, is in a commanding position above and behind the door, which he opens with the key handed to him by the Government Supervisor, and when the value of the prize to be drawn is announced, he plunges the drawing instrument, with spring compressed, into the mass of marbles. The spring is then released and the instrument withdrawn with the prize-winning marble gripped in the aperture. The marble is then dropped into a ladle held in position for the purpose and from there taken by the Government Supervisor who reads and calls the number aloud. The number is recorded on manuscript sheets by three separate officers, two of whom call back the number as they write. There can be no mistake. The \$20 and \$10 prizes in all consultations are drawn from the barrel by a metal ladle capable of securing several marbles at a time, and "poured" into trays, each tray holding 100 marbles. This enables more staff to participate in recording and checking.

The names and addresses of the major prize-winners are broadcast within 30 minutes of the drawing and it is the custom of Tattersall to advise the drawers of major cash prizes by telegram, but in sweeps on horse events such as the Melbourne Cup, the result of the race naturally decides the principal prize-winners. Even in this event winners of major cash prizes are notified. Until the race is run the names of drawers of horses are not published and all information in this regard is kept under lock and key.

The process by which prize-winning numbers are arranged in numerical sequence, set up and printed, is concurrent with the drawing, thus ensuring that the result of the draw reaches the investor at the earliest possible moment. Every detail is carried out with the utmost care and precision and subscribers' interests are fully protected. When the drawing is complete, the Government Supervisor re-seals the barrel and returns the key to the strong-room of the Government Treasury. The main drawing room is located in the basement, but to provide for all emergencies, a second drawing room, fully equipped with two barrels, has been installed on the fourth floor of Tattersall's building.

Supervising activities of the Government do not cease with the overseeing of drawings and check of the barrel and marbles. To summarise, the Government, through its representatives, acts as custodian of the seal and key of the barrel containing the marbles, scrutinises closely the actual drawing of the marbles from the barrel, subjects the result slips to minute inspection, and from time to time verifies the actual payments of prize-money against the records of the sweeps. To make assurance doubly sure that everything is in perfect order the barrel is "drained" of its marbles from time to time in the presence of Government officials who are required to certify that the full number of marbles is actually present in it.

Unclaimed prizes are strictly accounted for, and any ultimately remaining unclaimed after three years are paid to the State Treasury. Three months after each drawing, Tattersall sends a letter to the reputed address of each ticket holder who has won a prize and failed to claim it. Claims are honoured at any time by Tattersall up to three years after the relative drawing, on production of reasonable proof that they are made by those to whom the money is due. After the expiry of the above-mentioned period of three years, claims may be made to the State Treasury through Tattersall. In 1955 an unclaimed \$10 prize was paid just 42 years after it had been drawn.

It will thus be seen that every operation from the receipt and banking of monies the issuance of tickets against the money, the custody of the marbles, the drawing of the marbles and their return to the barrel, the listing of the prizes, payment of prizes, and the return of unclaimed monies down to the periodical overhaul of the barrel and marbles, is subject to the closest scrutiny, not only of Tattersall's officers, but of Government officers directly appointed by the State Treasurer. At no point could anything occur which might shake the long standing and well founded confidence of the public in the institution. Thus is preserved the original stamp of genuineness imposed on Tattersall by its founder.



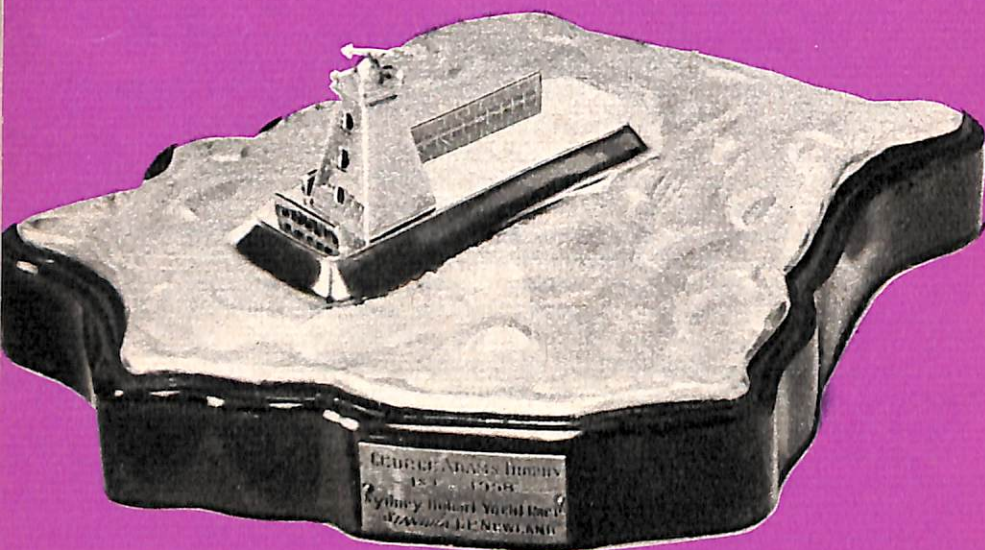
THE GREAT RACE SWEEPS

From its inception, and for many years, Tattersall's consultations were conducted in conjunction with the principal horse racing events in the Commonwealth and New Zealand. They were indeed a powerful aid in building up first-class racing because of the public interest they developed in that sport. But with the progress of time, and for many reasons commonly known, Tattersall changed over from "horse race" consultations to "cash" consultations, with the sole exception of its greatest sweep for several years, the \$200,000 first prize event on the Melbourne Cup. Since 1959, similar sweeps are now being conducted on the Sydney Cup at Easter, the Doomben Cup in July and the Wellington (N.Z.) Cup in January. It is well to emphasise that, with the Cup sweeps, the drawings for horses are held on the morning of the race. Numbers of tickets drawing horses are disclosed, but names of ticket-holders are, for obvious reasons, withheld until the result of the race is known. If, as time goes on, any other very important horse race is brought into the scope of a Tattersall Consultation, the same policy will be followed, for Tattersall knows nothing of "form" and is not interested except to ensure to its subscribers a fair deal, after having had the good fortune to draw a horse, and that they are not harassed in any way by persons interested in the competing horses.



Regarded as one of the most ornate in Australian sporting annals, this trophy has been presented by George Adams Estate to the Cruising Yacht Club of Australia for the annual Sydney-Hobart ocean yacht race.

The Iron Pot trophy presented to the winning crew of each year's Sydney-Hobart yacht race.



PUBLIC SPIRIT IN WAR AND PEACE

At least two modern developments in Tattersall's demonstrate the generosity and public spirit made manifest in the founder's first operations in Tasmania. They were the institution of the War Service Funds Consultations, by which a large sum was distributed for patriotic purposes, and a practical association with the Sydney-Hobart Ocean Yacht Race to which has now been accorded international recognition.

It was the pleasure and practice of George Adams himself to distribute many thousands of dollars by acts of charity known only to the donor and the recipient. Before the passage of the Tasmanian Act of 1896 granting the licence, charities throughout Australia were recipients of substantial donations from the sweep business, and when the Act came into force he made it a condition that all unclaimed monies should go to charities in the Commonwealth and New Zealand. These were supplemented by handsome gifts to deserving causes from his own resources and they were of the most admirable, broad and undenominational character. This source of revenue for charity, however, was closed by the passage of a Tasmanian Act in 1918 calling on all public companies and trading concerns to pay to the Treasurer all unclaimed monies when they became legally unclaimable under the Statute of Limitations after six years.

During World War II the War Service Fund Consultations were inaugurated, whereby each ticket purchaser contributed one penny farthing to the War Service Funds to which Tattersall added its proportionate contribution. In the period these consultations operated, the magnificent sum of \$264,000 was collected and distributed without deduction to the Red Cross Society, the Australian Comforts Fund and the R.S.S. & A.I.L.A. in all States of the Commonwealth and to the New Zealand Returned Services Association. This contribution was supplemented by an amount of \$15,000 made available to "Legacy" in Australia and to "Heritage", the New Zealand counterpart of "Legacy".

TATTERSALL'S ASSOCIATION WITH SPORT

YACHTING — The major importance of the Sydney-Hobart event in sporting contests of an international flavour appealed to the management of George Adams (Tattersall). It was a happy circumstance, too, that the Sydney firm of Prouds had made a trophy, the craftsmanship of which was such that they had stipulated that it should be awarded only for an event high in sporting annals. Prouds had refused many offers for the ornate trophy, but negotiations between Tattersall and Prouds were soon completed when it was known that the cup would be identified with the Sydney-Hobart race.

The cup is valued at \$2,400. It is an outstanding example of the silversmith's art. Containing 288 ounces of sterling silver, the cup and plinth stand 25 inches high under a glass dome, making an overall height of 30 inches. Mermaids and a grape-vine are the motif of the decorations, and sea-horses adorn the base. The lid is surmounted by a mermaid on the crest of a wave calling up the winner. It is wholly Australian in design and workmanship. The winning club holds the cup until it is won by the nominee of another club.

The successive winners of this yachting classic are set down in this record.

- 1945/6 "Rani", Capt. J. H. Illingworth, R.N., Cruising Yacht Club of Australia
- 1946/7 "Christina", Mr. J. R. Bull, Cruising Yacht Club of Australia
- 1947/8 "Westward", Mr. G. D. Gibson, Royal Yacht Club of Tasmania
- 1948/9 "Westward", Mr. G. D. Gibson, Royal Yacht Club of Tasmania
- 1949/50 "Trade Winds", Mr. M. E. Davey, Cruising Yacht Club of Australia
- 1950/51 "Nerida", Mr. C. P. Hazelgrove, Royal South Australia Yacht Squadron
- 1951/52 "Struen Marie", Mr. T. A. Williamson, Cruising Yacht Club of Australia
- 1952/53 "Ingrid", Mr. J. S. Taylor, Royal South Australia Yacht Squadron
- 1953/54 "Ripple", Mr. R. C. Hobson, Cruising Yacht Club of Australia
- 1954/55 "Solveig", Messrs. T. & M. Halvorsen, Royal Sydney Yacht Squadron
- 1955/56 "Moonbi", Mr. H. S. Evans, Cruising Yacht Club of Australia
- 1956/57 "Solo", Mr. V. Meyer, Cruising Yacht Club of Australia
- 1957/58 "Anitra V", Messrs. T. & M. Halvorsen, Royal Sydney Yacht Squadron
- 1958/59 "Siandra", Mr. G. P. Newland, Middle Harbour Yacht Club, Sydney
- 1959/60 "Cherana", Mr. R. T. Williams, Royal Prince Alfred Yacht Club
- 1960/61 "Siandra", Mr. G. P. Newland, Middle Harbour Yacht Club, Sydney
- 1961/62 "Rival", Messrs. A. Burgin and N. Rundle, Lake Macquarie Yacht Club, N.S.W.
- 1962/63 "Solo", Mr. V. Meyer, Cruising Yacht Club of Australia
- 1963/64 "Freya", Messrs. T. & M. Halvorsen, Royal Sydney Yacht Squadron
- 1964/65 "Freya", Messrs. T. & M. Halvorsen, Cruising Yacht Club of Australia
- 1965/66 "Freya", Messrs. T. & M. Halvorsen, Cruising Yacht Club of Australia
- 1966/67 "Cadence", Mr. H. S. Mason, Middle Harbor Yacht Club, Sydney

The winners each year value equally highly Tattersall's annual trophy which is distinct from the perpetual trophy. This is a replica of the Iron Pot, the friendly beacon marking the entrance to the broad expanse of the River Derwent, and is a

To encourage horse breeders, this solid silver trophy was donated to the Royal Agricultural Society of Victoria by the George Adams Estate.



reminder to the winning crew each year of the most welcome point of the long voyage from Sydney — the entry into the home stretch for the final run to the line. This trophy becomes the property of the winning owner.

CRICKET — In 1949 the Trustees of George Adams' estate, commissioned Mr. Ivor Hele, an Adelaide artist, to paint a portrait of Sir Donald Bradman for presentation to the South Australian Cricket Association. The presentation was made in Adelaide by the General Manager of George Adams' estate in the presence of the Prime Minister and a distinguished gathering. The portrait now hangs in the Members' Pavilion at the Adelaide Oval to serve as an inspiration to the young cricketers of today and tomorrow. Excellent reproductions of the portrait were made by an Adelaide firm, and were distributed by Tattersall to all cricket clubs in Australia and New Zealand and beyond.

ROYAL MELBOURNE SHOW — To encourage horse breeders, the Trustees donated to the Royal Agricultural Society of Victoria a solid silver trophy in the form of a horse's head for presentation to the owner of the champion saddle horse at each Royal Melbourne Show. The winner holds the trophy for one year and also receives a solid silver salver on which is engraved a reproduction of the trophy.

The trophy is valued at 300 guineas and has been won as under:

- 1957 "Gold Ross", owned by Mr. L. R. Morgan, Condobolin, N.S.W.
- 1958 "Troy", owned by Miss M. Coombs, Mansfield, Victoria.
- 1959 "Roddelen", owned by Mrs. P. Vousden, Coldstream, Victoria.
- 1960 "Windywold", owned by Mrs. Kevin Abrahams, Noble Park, Victoria.
- 1961 "Noble Archer", owned by T. A. & R. A. Field, of Sydney.
- 1962 "Jalna", owned by Miss Pamela H. Southby, Bembidge Ave., Frankston, Victoria.
- 1963 "Dad's Delight", owned by Miss June Bloxham, 113 Bellingarra Road, Miranda, N.S.W.
- 1964 "Warrack", owned by Miss Isobel A. Ferrier, Winninburn, Coleraine, Vic.
- 1965 "Town Fair", owned by Miss Elizabeth M. Finlayson, 7 Collins Road, St. Ives, N.S.W.
- 1966 "Matador", owned by Mr. Glenn Fryer, "The Lodge", Box 206, Dandenong, Victoria.

THE TURF — Since 1960 the George Adams (Tattersall) Handicap has become an important event on the programme of the Victoria Racing Club, the South Australian Jockey Club, the Tasmanian Racing Club, and Tasmanian Turf Club. In New Zealand, similar races are sponsored for the Wellington Racing Club, Auckland Racing Club, and the Canterbury Jockey Club. In all cases the races are over one mile, with the exception of the Canterbury Jockey Club, where the distance is 1½ miles. In each case the race carries a substantial stake and trophy — the latter, a handsome salver bearing the head of Carbine, champion horse of the yesteryear. These sponsored races and awards give further evidence of Tattersall's traditional support for the turf.

OTHER SPORTS — At frequent intervals the George Adams' Estate provides assistance for other sporting interests by way of trophies or financial aid. Such organisations include the Victorian Rowing Association, the Olympic Swimming Federation, Equestrian Federation of Australia, the Tasmanian Rifle Club and the Amateur Cyclists' Union of Australia to mention a number.



WHEN LADY LUCK SMILES

To the statistician, there is no such thing as luck. For him the word denotes not fate, fortune or some inexplicable factor in human affairs, but essentially a phenomenon readily demonstrated in terms of mathematical or scientific processes.

Yet any one of a dozen Tattersall's records would seemingly defy explanation — mathematical or otherwise. The oddities that have become part of lottery lore are apparently locked in the realm of mystery, reluctant to yield their secrets to logical thought.

Take for example, the case of the Melbourne resident who awoke suddenly one night to inform his wife that he had "struck Tatt's." The startling information, he declared, he had received in a dream! Seizing the stub of a pencil the excited man wrote down the number he had conceived in his dream and at the first opportunity purchased a ticket bearing the recorded figure. It was scarcely a surprise to him some days later, to learn that his ticket had won first prize and returned him \$24,000.

A \$20,000 dream came true for Mr. Allan Ryan in 1946. Before Easter of that year he was contemplating the possible winners of the Stawell Gift and told his wife that according to his dream, numbers 1, 7, 5, 2, 4, 8 would win something. Upon her urging, he obtained a ticket in Tatt's based on these numbers. All he had to do after that was to collect the first prize in Tattersall's Fifth New Series Consultation.

A similar experience but with a disappointing sequel befell Mr. H. T. McGee, a Tasmanian. Mr. McGee dreamed he should buy ticket 47111 in the Tattersall's Melbourne Cup Sweep of 1960. He tried to buy the number, but failed—the ticket had already been allocated. To his dismay the ticket number 47111 drew Hi Jinx, the winner and returned \$120,000 — for another subscriber. Again a Queensland subscriber wrote to Tattersall's asking for a ticket in a Sydney Cup Sweep. His application was received too late, but, at his request, he was given a ticket in a Melbourne Cup Sweep drawn seven months later. It was a fortunate delay — the ticket drew White Nose and \$40,000 for the investor.

Lottery luck is seldom a get-rich-quickly enterprise. A patient subscriber illustrated this recently when he worded his syndicate "Over Fifty Years Trying." His perseverance was ultimately rewarded with a win for \$100,000. Another subscriber, Mr. G. Bourke, of Melbourne, spent 48 years trying for the top prize before succeeding. Likewise, Mr. S. A. Powell, a Victorian, bought tickets for many years always naming his syndicate "Now." The first time he changed the name to "Never" he won \$20,000.

Yet there is no established formula for lottery luck and some DO strike it quickly and often. Such as Mrs. Lenna Guest from Ballarat, Victoria, who achieved the amazing feat of winning Tattersall's \$20,000 twice in five months. To prove her consistency, Mrs. Guest went on to win 35 lesser prizes in one year and expressed her confidence of winning the main award a third time. Another with a magic touch was Mrs. Hilda Hosken from Croydon. Her tally at a recent count totalled more than 140 prizes including one of \$24,000.

Personal reaction to sudden good fortune is almost as varied as the element of luck itself. There was an elderly bachelor who, when told of his newly-acquired five-figure fortune, casually remarked: "That's nice to know." His 80-year-old mother enlightened a reporter: "He's a very sensible boy. He wouldn't let the money turn his head. Still, it will be a comfort to him when he gets on in years!"

Equally nonchalant was the woman who after sharing \$20,000 said she had been expecting the win for weeks. She had put her trust in a fortune teller who had predicted it. A prisoner in Bathurst Gaol, N.S.W., received the news of a \$20,000 win with the dry comment: "The money is not much good to me in here." A 74-year-old pensioner, an inmate of a Melbourne home, won \$20,000 and remarked, somewhat apologetically: "I don't think I'll worry about it at the moment. You see, I collected my pension yesterday."

The big win — or the lesser one — present scruples for very few. A near exception was a Corryong woman who said she did not believe in getting anything without effort. Her conviction was put to the test when her husband won the top stake. Her comment: "I'm certainly surprised — not that he won the lottery, but that he took a ticket. And that's what I told him. It's the first ticket for ten to fifteen years. But I won't refuse. It will help to settle pressing financial matters."

Accompanying the vast majority of tickets are syndicate names, reflecting the hopes of their sponsors. They take the form of lucky black cats, white cats, black and white cats, numbers, birthdays, anniversaries, initials, floods, droughts, theatrical performances, relatives, stars (cinematic and celestial), physical ailments, Easter eggs, flowers, foreign names and a host of others.

What do successful buyers do with their winnings? They do the thousand and one things that people say they will do if they win Tattersall's—travel, relax, retire, buy long-cherished things. Generosity often goes hand in hand with a big win. Perhaps the most generous of all winners was the Auburn, Melbourne man who won \$240,000 in Tattersall's Centenary Melbourne Cup Sweep in 1960. He gave most of the money to relatives and worthy causes!

Mr. Peter McAveney, before he won \$200,000 in the No. 1 "Lucky Strike Sweepstake," operated a Store and Post Office at the sleepy township of Wanilla, near the tip of Eyre Peninsula in South Australia. The ticket was called "Just Broke" because that's exactly what he was after he found \$4 to buy the ticket. He purchased a grazing property.

A Melbourne plumber who once lived in a tent made of cement bags won the \$120,000 First Prize in the 1966 Wellington Cup Consultation with seven work-mates. His prize will not be lightly spent.

With the advent of "Bonanza Jackpot" Consultations, as Mr. Louis Georgalas of Collingwood found to his pleasure — you need not have the winning number yet still win \$20,000 by owning a previous minor prizewinning ticket nearest to it.

The incongruity of fortune is indeed the factor that highlights the strange eventful history that emerges from any survey of Tattersall's prize-winners.

If there is one characteristic of the Australian community more important than another it is the willingness or readiness to take a chance. It has shown itself in larger spheres of activity, and it would, indeed, be surprising if the same characteristic were not exercised in smaller ways. The spirit of emulation in sport is well developed in the Australian community. An occasional tilt at Fortune appeals to it. No harm can come of such ventures provided the amount hazarded is within the capacity of the individual, and it will be admitted too, that in this respect the average Australian has a sense of values. The taking of a chance is present, in every walk of life. No odium attaches to the business man who takes a chance in a business venture.

Of all ways offered for taking that chance, "Tattersall", on its pre-eminently fair basis, is one of the most desirable. Its reputation and continuity provide proof of its fairness. Its pools are built up of the dollars and cents of the many. It offers no temptation, even to the weak to "go the lot" and go "Broke", and withal the process is slow and exhilarating. It is a builder of homes by the thousand, and never a wrecker. It brings the chance of independence, or semi-independence to many in a year, at a cost to the unlucky investors of amounts they never miss.

That Tattersall holds a warrant from public opinion is proved by the fact that it has operated for all these many years and its reputation throughout that long period has never been questioned. The high ethical standard set by the late George Adams is still maintained as the most valued asset in the business of Tattersall.



TATTERSALL'S 5-POINT PROGRAMME

1. THE 60 CENTS CASH CONSULTATION



\$25,000 (£12,500) First Prize
2,589 Prizes in all. Drawn Thrice Weekly.
(200,000 Tickets)

2. THE \$1.00 (10/-) BONANZA JACKPOT CONSULTATION



\$50,000 (£25,000) First Prize
(With Jackpot and Consolation Prizes.)
2,040 Prizes in all. Drawn Regularly.
(200,000 Tickets)

3. THE \$2.00 (£1) SUPER EL DORADO CONSULTATION



\$60,000 (£30,000) First Prize
4,464 Prizes in all. Drawn as soon as filled.
(100,000 Tickets)

4. THE \$4.00 (£2) MELBOURNE CUP CONSULTATION



\$200,000 (£100,000) First Prize
Over 4,000 Prizes. Drawn on morning of Race.
(200,000 Tickets at \$4.00 each)

5. THE \$4.00 (£2) SPECIAL CUP CONSULTATIONS

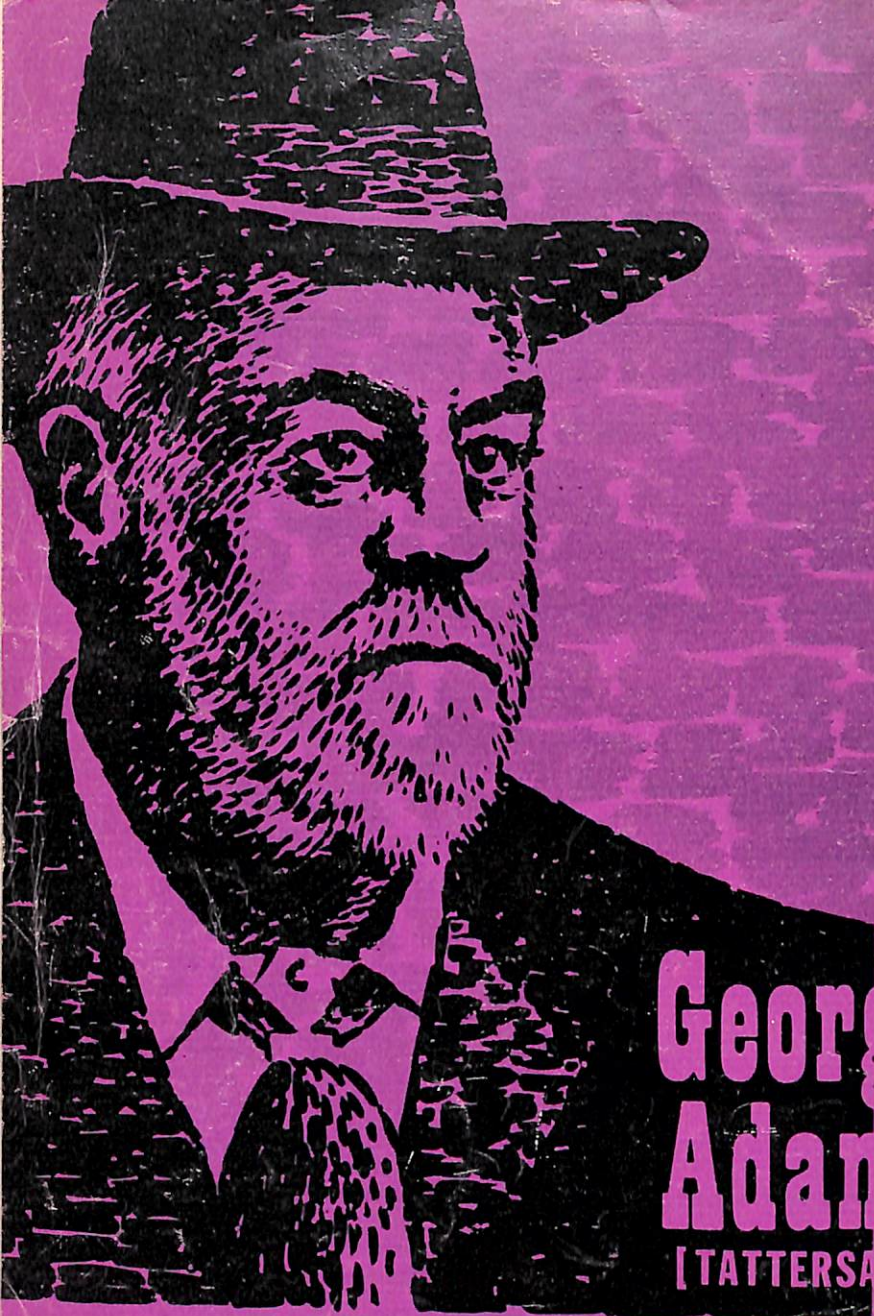


\$120,000 (£60,000) First Prize
and 1,797 other Prizes.
On Wellington, Sydney and Doomben Cups.
Drawn on morning of the Race.
(100,000 tickets at \$4.00 each)

Postage for tickets and results to be added. No special forms required.

The Address within Australia:
TATTERSALL (GEORGE ADAMS)
244 FLINDERS STREET, MELBOURNE





**George
Adams**

[TATTERSALL]