2. Australian Colonial Advertising 1861 - 1870

Historical overview of the period

The Australian Colonies, especially Victoria and New South Wales were waving a ride of fresh immigration due to the discovery of gold in the early 1850's. The gold rush continued on to smaller strikes throughout the 1860's, and the new settlers brought new ideas.

The concept of banner advertising on the front of the envelopes gradually became the benchmark for most publishers wishing to promote their products. This continued to increase all the way through to the end of the century. Internal advertising is rare in this period, with "Prices Current" lists being almost non-existent compared to the previous decade. This was probably due to the publication of newspapers that could be transported under the new steam powered ships to England in under a month.

However, this is also the "Golden Period" of Australian colonial advertising envelopes. In the mid-1860's, colorful all-over advertising envelopes were produced for Victorian and Riverina firms. The printer responsible for creating these spectacular envelopes was Augustus Schuhkraftt of Lonsdale Street, Melbourne.

Although the Australian Colonists always looked the mother country in England, I believe this series of envelopes was heavily influenced by similar advertising envelopes from the United States. The U.S. was the leading producer of advertising envelopes in the world with many all-over advertising envelopes printed across a wide variety of industries. Correspondingly, in England, there were very few envelopes of this quality produced and they are quite rare from the U.K.

The envelopes produced by Augustus Schuhkraftt were the high watermark of advertising from the Australian Colonies. When his printing business went in to liquidation in 1867, the colonists did not produce anything of a similar quality over an extended period of time until the 1890's.

2.1 Embossed cameo printed envelopes 1861 - 1870

T. P. Pugh, Printer

Theophilus Parson Pugh emigrated to Brisbane in 1855 as a printer and journalist. In 1859 he was appointed editor of the Moreton Bay Courier and was a public advocate for Queensland and aboriginal rights, and established his printing business the same year. The firm was still operating up to the late 1940's.

T. P. Pugh, Printer, Brisbane: Used from Brisbane, Queensland dated 16.2.1865 to Birmingham, England.
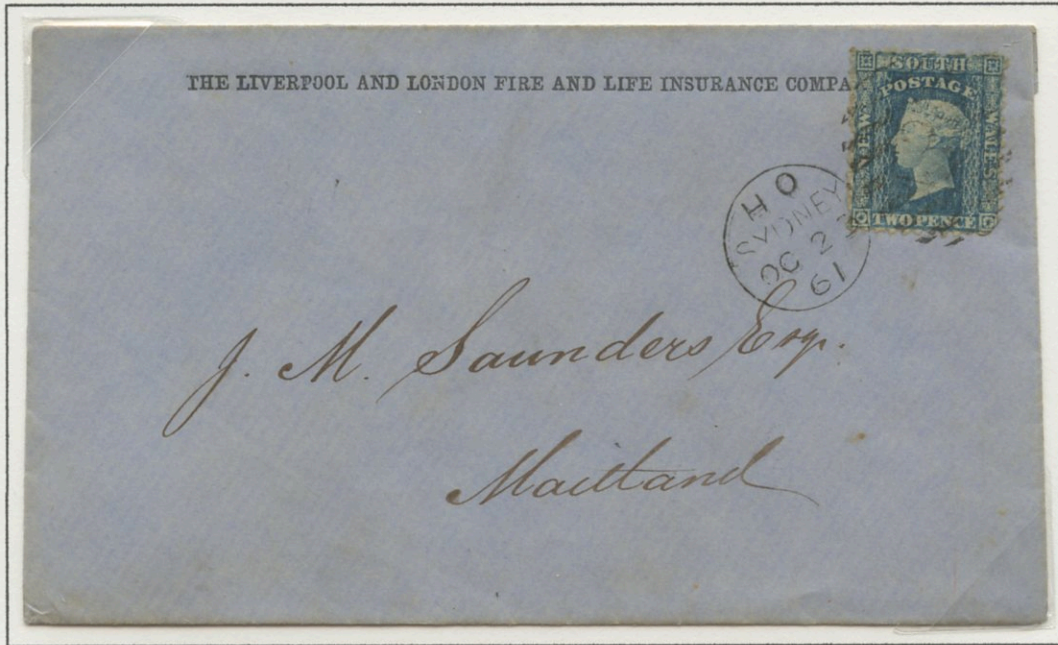
The earliest advertising cover from Queensland recorded

2.2 Lithograph banner printed advertising envelopes 1861 - 1870

During the period 1861 - 1870 it is surprising how few lithograph front printed advertising envelopes were produced. The economic boom of the gold rushes and the importing of new printing presses would have made advertising envelope a lot more cost effective. However, Australian Colonial expectations mirrored those of the mother country in England, whereby there are few advertising envelopes from this period when compared to the output from the United States.

The Liverpool and London Fire and Life Insurance Company

In 1847, the Liverpool Fire and Life Co. merged with the London, Edinburgh and Dublin Insurance Co. to form The Liverpool and London Fire and Life Insurance Company.

Liverpool and London Fire and Life Insurance Company: Used from Sydney, New South Wales on the 23.10.1861 to Maitland.

The 1861 Victorian Exhibition

This exhibition was almost exclusively dedicated to Victorian produce. It was organised to assemble articles of produce and manufacture so that notable items could be selected for display at the London International Exhibition for the following year in 1862. The exhibition opened on 1.10.1861 and closed on the 29.11.1861

The Victoria Exhibition: Used from Melbourne, Victoria on the 31.12.1861 to Cressy, and redirected to Queenscliff.

Alcock & Co, Billiard Table Makers

The firm of Alcock & Co. was founded in 1853 and quickly became the premier billiard table makers in Australia. In 1867 the Victorian Government provided an Alcock billiard table as a gift to the Duke of Edinburgh during his visit to the Australian Colonies. Remarkably, the business still operates today.

Alcock & Co: Used from Melbourne, Victoria on the 25.2.1862 to Williamstown.

The Sydney Mail

The Sydney Mail was a weekly newspaper published in Sydney by John Fairfax & Sons from 1860 until 1938. The paper became well known for its illustrations.

Newspaper Subscriptions

The Sydney Mail: An early subscription notice addressed to Cowra, New South Wales and cancelled at Sydney on the 22.12.1863.
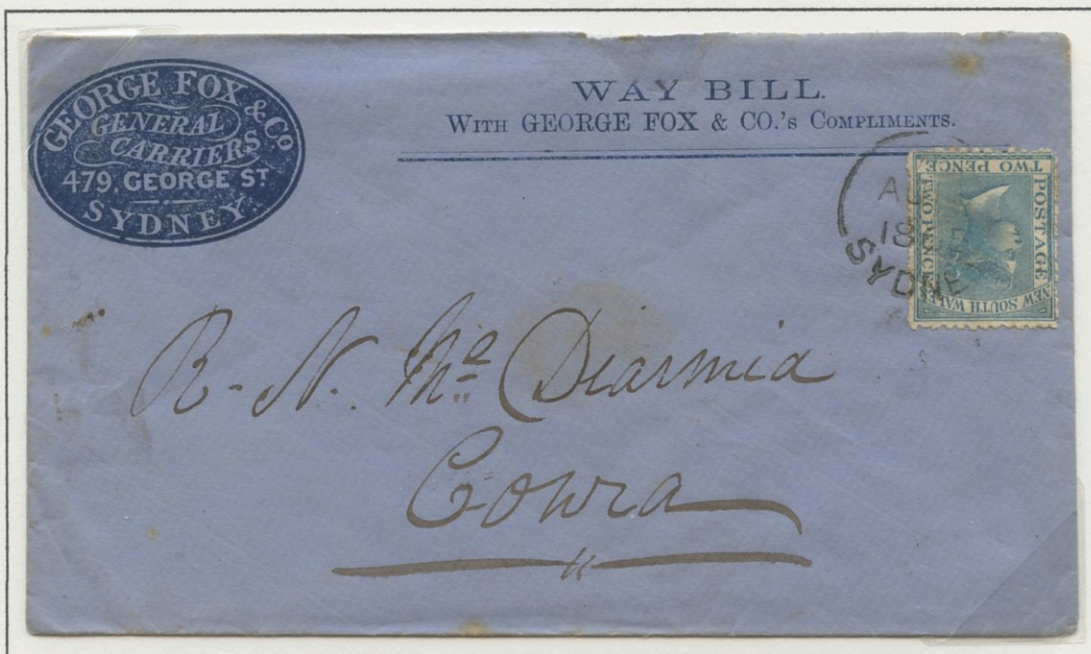
F. F. Bailliere

It is interesting to note the range of businesses operated by F. F. Bailliere, including publishers to the Victorian government, as well as importers of medial, scientific works and surgical instruments.

F. F. Bailliere: Used from Melbourne, Victoria on the 28.4.1864 to Kingston, Tasmania.

George Fox & Co., General Carriers

George Fox & Co: Used from Sydney, New South Wales in August 1865 to Cowra.

2.2 Lithograph banner printed advertising envelopes 1861 - 1870

The Sydney Mail

The Sydney Mail was a weekly newspaper published in Sydney by John Fairfax & Sons from 1860 until 1938. The paper became well known for its illustrations.

Newspaper Subscriptions

The Sydney Mail: Used from Sydney, New South Wales dated the 24.6.1866 to Cowra.

Note: This newspaper subscription design is the most commonest advertising design of the period with a number of examples recorded.

The Queen's Hotel

The Queen's Hotel on the corner of Creek and Charlotte Streets was built in 1853 and was one of the longest continuing running hotels in Queensland before being demolished in the mid 1980's. It was built to house Ipswich squatters brining their wool down the river by barge. Queensland's oldest gentleman's club was founded in the upstairs rooms in 1878, and as recently as 1979 provided entertainment to the city with Skyhooks playing in front of 800 people.
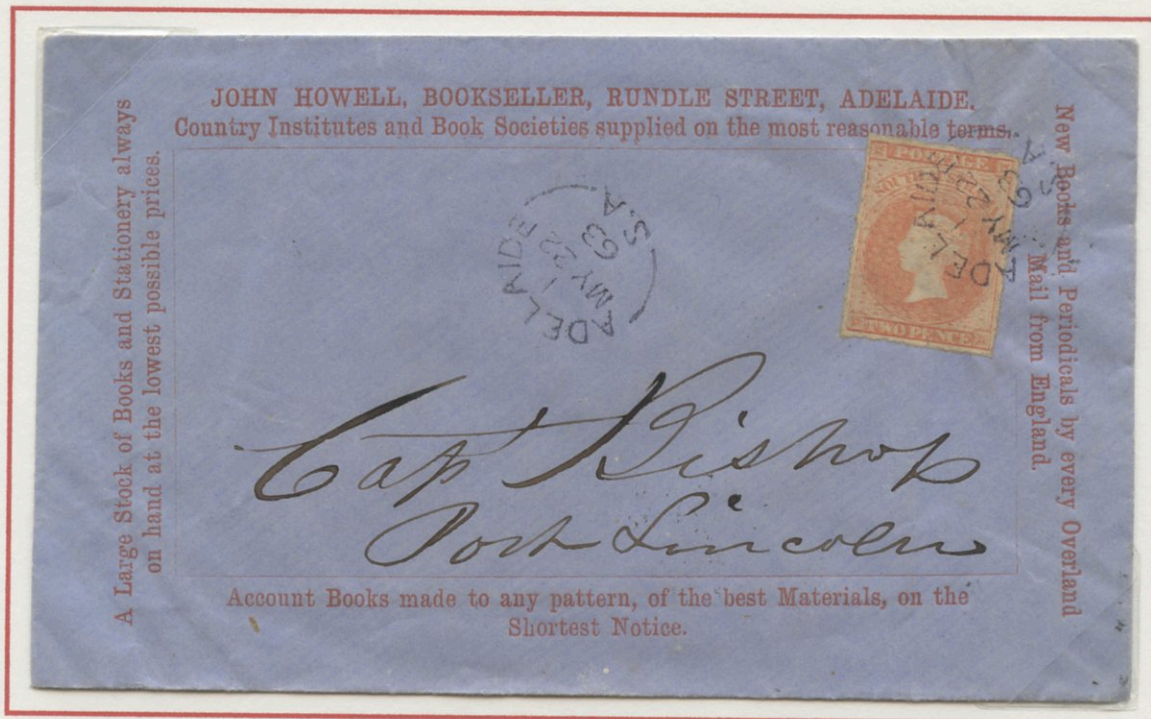

Queen's Hotel: Used from Brisbane, Queensland on the 22.12.1866 to Penrith, New South Wales.

The earliest lithograph printed advertising envelope from Queensland

2.3 Lithograph printed advertising envelopes 1861 - 1870
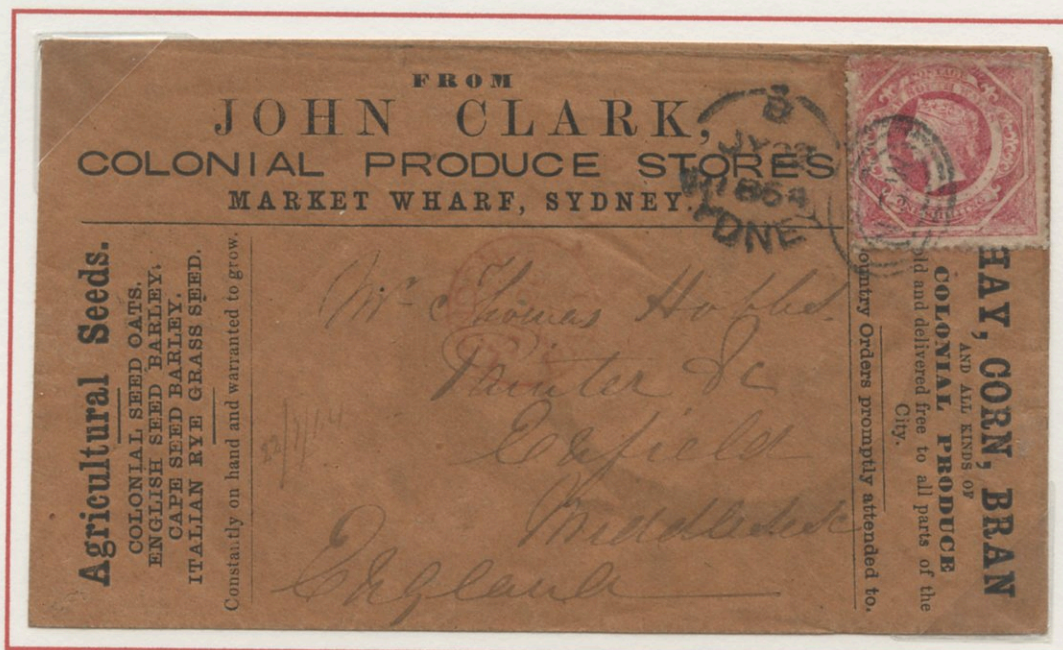
John Howell, Bookseller

John Howell opened his first shop in Hindley Street, Adelaide in 1855 and compiled his own Directory for the City and Port of Adelaide. His business expanded quite rapidly and he moved to his Rundle Street premises by 1862. He became one of the largest publishers in Adelaide and the business closed on his death in 1871.

John Howell: Used from Adelaide, South Australia dated 22.5.1863 to Port Lincoln.

The earliest printed advertising envelope of South Australia
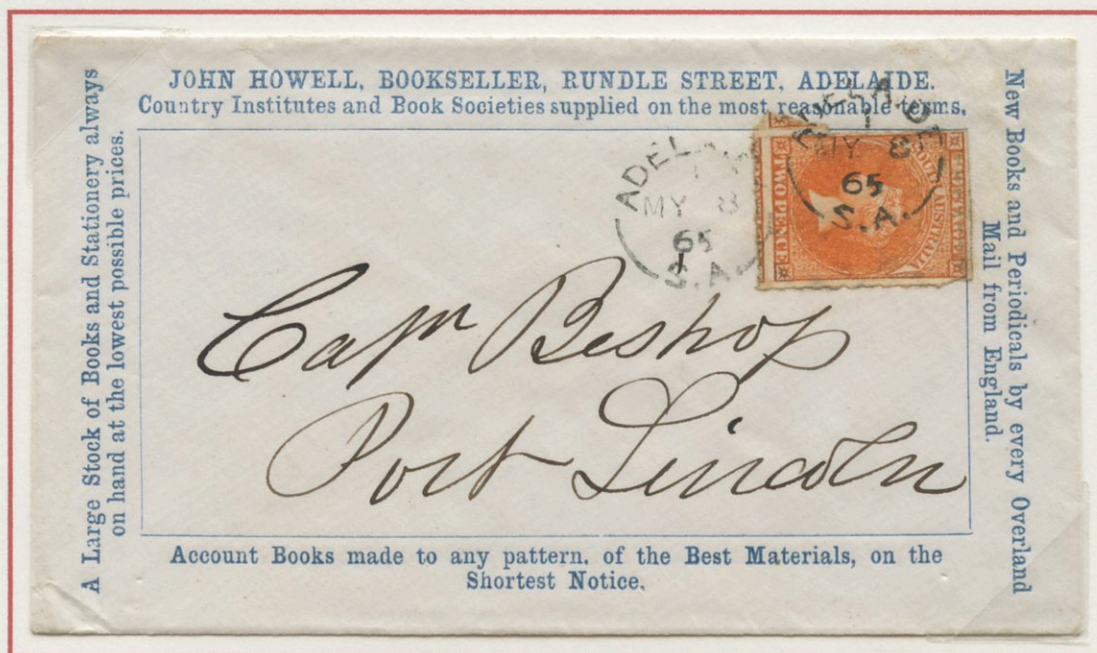
John Clark, Colonial Produce Stores

John Clark's Colonial Produce Stores: Used from Sydney, New South Wales on the 27.7.1864 to Enfield, England.

The earliest lithographed printed envelope from New South Wales

2.3 Lithograph printed advertising envelopes 1861 - 1870

John Howell, Bookseller

The envelope below is a later printing of the 1863 example, but printed in blue on white stock. The text is identical and the design must have been published for at least 3-4 years.
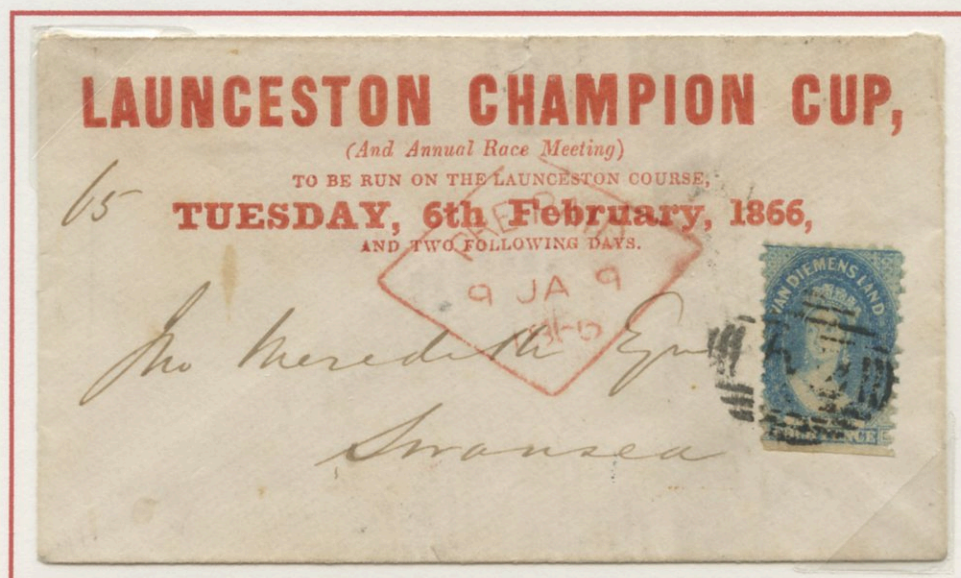

John Howell: Used from Adelaide, South Australia on the 8.5.1865 to Port Lincoln.

Note: There are three examples of this advertising design, two printed on white stock and all addressed to Captain Bishop.

Launceston Champion Cup

The winner of the Launceston Champion Cup in 1866 was *"Strop"* a gelding running his maiden race. When the horse died, he was idolised in his eulogy in the newspapers as "the most popular equine that ever carried colours in Tasmania". He won the Launceston Cup a record four times, the last in 1876 as a 16 year old, the same year he also won the Hobart Cup.

Launceston Champion Cup: Used from Launceston, Tasmania 9.1.1866 to Swansea.

Ex Somerset

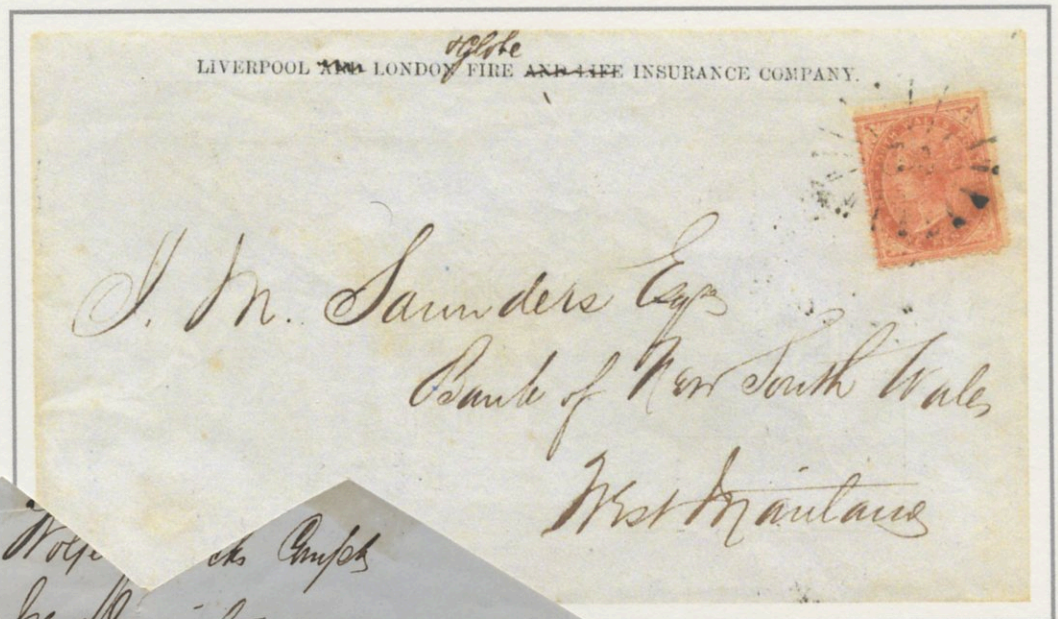**The earliest lithograph printed advertising cover from Tasmania**

The Liverpool, London and Globe Fire Insurance Company

In 1864, The Liverpool and London Fire and Life Insurance Company acquired The Globe Insurance Co. and the firm was renamed the Liverpool and London and Globe Insurance Company.

Scan

Liverpool and London Fire and Life Insurance Company: Used locally within West Maitland, New South Wales on the 27.9.1865.

Note: It is interesting to record the manuscript change of name on the front of the envelope after the 1864 merger. The company had progressed their advertising from the lithograph banner envelope in 1861 earlier in this exhibit to a much more expensive circular illustrating their offices in Liverpool, England.

The earliest illustrated internal advertising envelope from the Australian Colonies for a commercial company

The Liverpool and London Fire and Life Insurance Company

Liverpool and London Fire and Life Insurance Company: Used from Sydney, New South Wales on the 17.6.1868 to Cirencester, England.

A scanned image of the internally lithographed printed advertising circular for the Liverpool and London Fire and Life Insurance Company illustrating their new Sydney premises. The circular does not list the new name of the company which had changed in 1864.

2.5 Lithograph all-over printed advertising envelopes 1861 - 1870

Historical overview

The lithograph all-over printed advertising envelopes in this period is considered the golden era of Australian Colonial advertising envelopes. These are dominated by covers from Victoria and the Riverina district of New South Wales.

The printer responsible for producing these superbly designed envelopes was A. W. Schuhkrafft of Melbourne. They featured highly attractive colours and were elegantly printed in shaded lithograph. Augustus William Schuhkrafft established his printing business at 20 Lonsdale St, Melbourne in 1855 and was one of the premier printers and publishers in Melbourne before his insolvency in 1867. He remained in business until retiring in 1875.

At the base of two of the recorded envelopes is an imprint for "Schuhkrafft Melbourne". It seems highly probable that the printers sales representative called on a number of city and country hotels to boost sales, since eight of the twelve recorded designs were printed for hotels. To date, only thirteen Schuhkrafft envelopes have been recorded, with the only duplicate design being the William Wood & Sons of Tasmania. All the other envelopes are unique.

Brisbane Hotel, Launceston

The Elphin Arms was built in 1824 for Joseph Barrett before being renamed the Brisbane Hotel. It had a succession of publicans, with J. W. Simmons, the licensee on the advertising envelope below, owning it from 1858 to 1886.

Brisbane Hotel, Launceston: (Reverse) Although this envelope is unused, it has been sent as a note under cover and dated the 13.10.1863. The note is signed by J. W. Simmons, the proprietor of the hotel.

Note: Although this is a Tasmanian cover, it bears all the hallmarks of a Schuhkrafft printed envelope. Discussions with the State Library of Tasmania indicate that there were no printers in the colony in the early 1860's that had the craftsmanship to produce an envelope of this quality and design.

The Golden Age Hotel, Inglewood

Gold was discovered at Inglewood in 1859 and its population grew to almost 40,000 in a few years. The Golden Age Hotel was built during this time, however, a fire in December 1862, eight months after the cover below was posted, destroyed half of Inglewood, including the Golden Age Hotel.

The earliest lithograph all-over advertising envelope printed in the Australian Colonies

The Golden Age Hotel, Inglewood: (Reverse) envelope promoting their premises as a booking office for Cobb & Co.'s coach, which is similar to the Simpson's Bendigo Hotel example of 1864.

Golden Age Hotel: Used from Inglewood, Victoria on the 25.3.1862 to Massachusetts, United States of America.

Scan

2.5 Lithograph all-over printed advertising envelopes 1861 - 1870

Beauchamp & Byrne

The real estate firm was founded in 1845 by C.H. Beauchamp and was renamed Beauchamp and Byrne in the late 1850's. It later reverted to Beauchamp Brothers, where the company was located in Queen Street, until its closure in the early 1970's.

Beauchamp & Byrne, Auctioneers: (Reverse) Used from Melbourne, Victoria dated 10.9.1862 to another auctioneer in Castlemaine.

Note: The background shading of this cover is very similar to the two Tasmanian envelopes produced in the same period.

Council Club Hotel, Melbourne

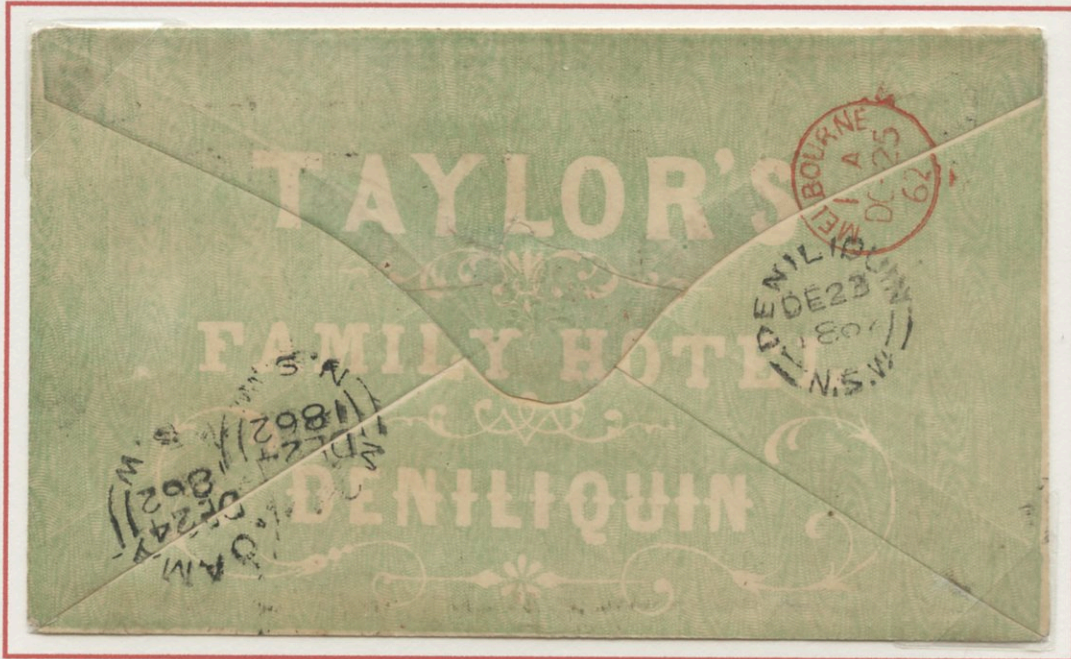**Council Club Hotel:** (Reverse) Used from Melbourne, Victoria on the 20.9.1862 to Albury, New South Wales.

Note: The background cross hatching is printed horizontally, compared with the vertical compositions of other envelopes, such as the Brisbane Hotel in Launceston.

2.5 Lithograph all-over printed advertising envelopes 1861 - 1870

Taylor's Family Hotel, Deniliquin

After spending two years in prison in Islington, John Taylor was sent to the colonies in 1848 as an exile (not a convict), and after working briefly in Melbourne, moved to the Riverina with his new wife and daughter. Taylor applied himself and built a number of hotels in Deneliquin, including Taylor's Family Hotel in 1860.

Extraordinary usage of a Riverina advertising envelope

Taylor's Family Hotel: (Reverse) all-over advertising envelope.

Note: There are three envelopes from this series recorded for hotels in the Riverina district north of the Murray River.

A scanned image of the front of the envelope showing the New South Wales 6d inter colonial postage from Deniliquin to Melbourne dated the 23.12.1862 and the Victorian 6d foreign destination postage paid from Melbourne, Victoria to London, England.

Scan

Note: Towns near the Murray River in south west New South Wales could route overseas mail via Melbourne, Victoria to catch earlier ships sailing to England. Such mail required prepayment from New South Wales for the inter colonial postage to Melbourne, and overseas postage from Victoria to foreign destinations.

The earliest all over advertising envelope from New South Wales

McCallum & Ainslie, Drapers & Outfitters

The only all over advertising envelope from this period printed on the front

All other Schuhkrafft envelopes have the advertising printed on the reverse. The envelope below has the advertising printed on the front, with space available for the addressee.

McCallum & Ainslie, Drapers & Outfitters of Pleasant Creek: (Reverse) Used from Quartz Reef, Pleasant Creek on the 25.5.1863 to Galashiels, Scotland.

Richard Henry Cooling, Outfitter

Richard Henry Cooling, Outfitters: (Reverse) Used from Melbourne, Victoria on the 11.10.1863 to Ararat

Note: Both of these envelopes feature Drapers & Outfitters which must have been another industry that the Schukrafft sales people focused on.

Simpson's "Bendigo" Hotel, Dunolly

Purchased from the Crown in 1857 by G. Simpson, the hotel was built the same year, followed by the billiard hall in 1858, and two story lodgings in the 1860's. The hotel still stands today and it is the oldest building in Dunolly.

Simpson's "Bendigo" Hotel: (Reverse) Used from Dunolly, Victoria on the 26.5.1864 to Carlingford, Ireland.. This hotel also promotes their Cobb & Co. booking office at the hotel.

Imperial Hotel, Albury

Imperial Hotel, Albury: (Reverse) Used from Chiltern, Victoria on the 20.7.1864 and addressed to Goonambil, New South Wales on the north side of the Murray River.

This is an unusual "sunburst" design compared to other envelopes.

Note: At the lower right of both envelopes is the imprint for "Schuhkrafft Melbourne", the only examples identifying the printer and publisher of these advertising covers.

Ex Forster

William Wood & Sons., Drapers

William Wood & Sons, Drapers: (Reverse).

Note: One other example of this lithographed design is recorded, both to the same addressee, and they are both the only examples of illustrated advertising envelopes used during the imperforate period of the Australian Colonies.

William Wood & Sons, Drapers: Used from Hobart, Tasmania on the 23.7.1864 to Dane Hill, England.

F. Breguet, Swiss Vineyard

Frederick Bruguet was an original pioneer of wine growing in the Geelong District and established the Neuchatel Vineyard, named after his home town in Switzerland in 1842. The business flourished throughout the 1850's and 1860's, but the vineyard was destroyed by disease in 1870, as were all the wineries in the area. The original homestead and surrounding buildings are still standing and are now classified by the National Trust.

F. Breguet Swiss Vineyard: ("& Compy" deleted in manuscript - Reverse): Used from Geelong, Victoria dated 8.1.1866 to Melton.

Note: This envelope differs from almost all the other Schuhkrafft envelopes with the inclusion of detailed illustrations on either side of the text.

Waterloo Hotel, Yackandandah

Although operating illegally beforehand, the Waterloo Hotel on High Street, Yackandandah received its first liquor licence in 1854. It was a large timber building and had a number publicans until it was destroyed by fire in 1915.
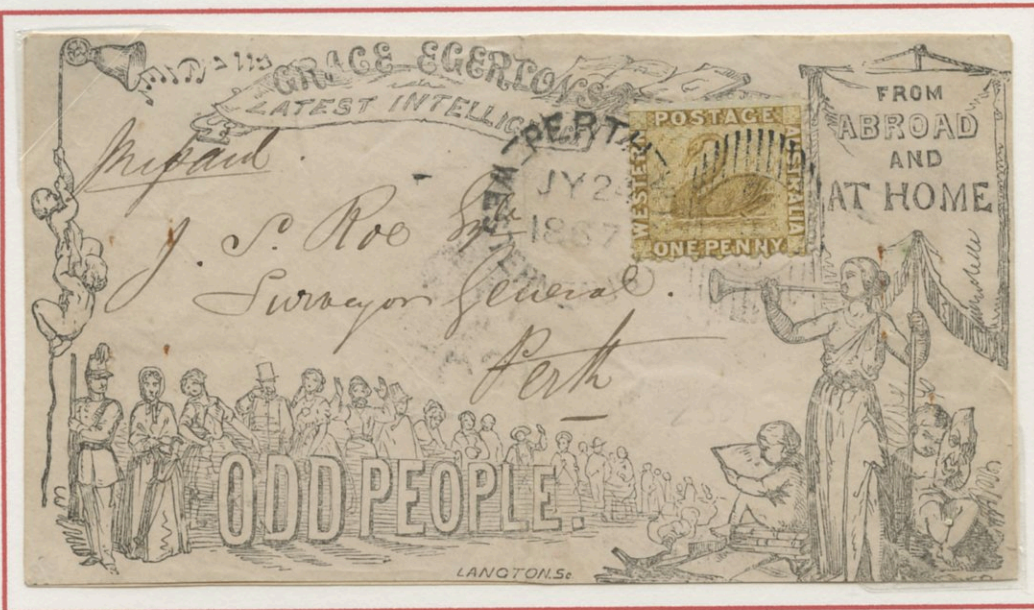
J. Rudd, Waterloo Hotel: Used from Yackandandah, Victoria on the 2.10.1866 to Goonabill, New South Wales.

2.5 Lithograph all-over printed advertising envelopes 1861 - 1870

Grace Edgerton's, Latest Intelligence

This unusual all over advertising envelope was printed for the famous dramatic artist Grace Edgerton. Born in York, England in 1835, with her husband George Case, they made several successful tours of the Australian Colonies in the 1860's and 1870's. She impressed audiences with her impersonations, singing, dancing and dexterous changes of costume. There is a portrait of them in the Australian National Portrait Gallery.

Grace Edgerton: Used locally within Perth, Western Australia on the 24.7.1867.

Note: This is one of two examples of this design recorded, the other being used during the tour in South Australia.

The earliest all over advertising cover from Western Australia

S. Bennett & Co., Wholesale Grocers

S. Bennett & Co., Wholesale Grocers: (Reverse) Used locally within Sydney, New South Wales on the 5.8.1867.

Note: Although this cover has all the printing characteristics of Schuhkrafft of Melbourne, it is difficult to attribute this envelope to this printer. Firstly, the size of the cover is smaller than the Schuhkrafft envelopes and printed on an inferior blue stock. Finally, the corner design does not associate with any of the other known examples.

Royal Mail Hotel, Lachlan

Lachlan is a region in central New South Wales and the Royal Mail Hotel was located at Hillston in the Lachlan District. The hotel was built in the early 1860's and advertised their establishment as a Cobb & Co. coach stop on the way to Forbes. The hotel was destroyed by fire in 1948.
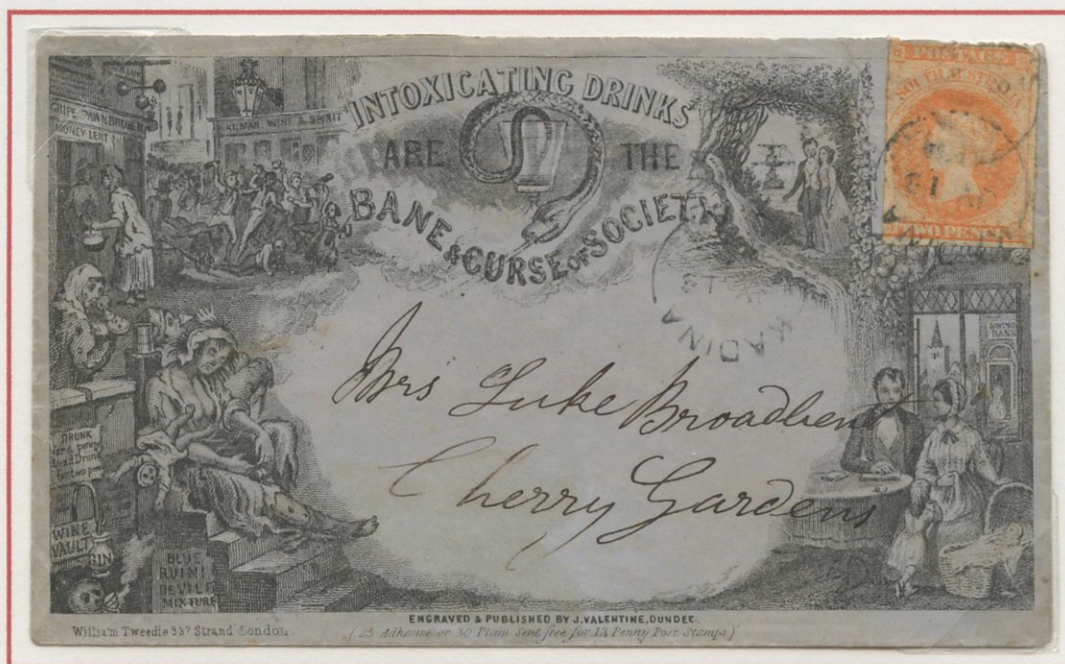

Royal Mail Hotel: (Reverse) Used at Walanthry, New South Wales on the 17.6.1868 to Talbot, Victoria.

Valentine's Temperance Envelope

Easy access to cheap alcohol and the destruction it caused to society gave rise to the Temperance movement in England with a number of societies advocating the abstinence of alcohol. Printed propaganda envelopes were fashionable with the most popular being the sale and distribution of Valentine's designs. They first appeared in 1851 and had a long lifetime with printings over five different states.

Valentine Temperance envelope - Second Design - State 4 - Type 2: Used from Kadina, South Australia dated 13.7.1868 to Cherry Gardens.

Ex Forster

Two examples of Valentine's Temperance envelope are recorded used from the Australian Colonies, both from South Australia

2.5 Lithograph all-over printed advertising envelopes 1861 - 1870

J. & A. Campi, Looking Glass Manufacturers

Giovanni (John) Campi established his business of glass beveling and looking glass manufacturing in Melbourne in the early 1850's and was soon joined by his brother Abbondio to form the company J. & A. Campi. Their factory was at 122 Russell St, Melbourne where they employed fourteen craftsmen in 1870, the date the envelope below was posted. Their business thrived, earning first and second class awards for their mirrors at the Melbourne International Exhibitions in 1881 and 1888.

J. & A. Campi, Looking Glass Importers and Manufacturers: (Reverse) At the lower right is a small imprint for the Melbourne printers of Turner & Gill.

Three examples of this design are recorded, all to the same addressee in Genoa, Italy

J. & A. Campi, Looking Glass Importers and Manufacturers: Used from Melbourne, Victoria on the 23.4.1870 to Genoa, Italy.